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BIGSABAH SALE 2025 CLOSURES ON A HIGH NOTE — CELEBRATING ENTREPRENEURSHIP, CULTURE, AND REGIONAL COLLABORATION

31 October – 2 November 2025 | Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah

KOTA KINABALU, 2 November 2025 – **BIGSABAH Sale 2025**, Sabah's flagship international consumer showcase and regional marketplace, has successfully concluded, marking another milestone in the state's business and tourism calendar with record participation and vibrant regional engagement.

Held from **31 October to 2 November 2025** at the **Sabah International Convention Centre (SICC)**, the three-day event attracted featured **a record 625 exhibition booths**, representing **13 countries** including Malaysia, Brunei, Thailand, Indonesia, the Philippines, China, Taiwan, Hong Kong, South Korea, Singapore, India, Pakistan, and Turkey.

The **Closing Ceremony** was graced by **Yang Berbahagia Dato' Sri Dr. Haji Sabin bin Samitah, JP, Mayor of Kota Kinabalu City**, who commended the event for its role in driving economic vibrancy, empowering local entrepreneurs, and positioning Kota Kinabalu as a regional hub for trade, tourism, and innovation.

In his address, **Dato' Sri Dr. Haji Sabin** congratulated SICC and the organisers for successfully creating a regional marketplace that not only supports business growth but also showcases the creativity, resilience, and cultural diversity of Sabah.

"BIGSABAH Sale has evolved as a channel for regional collaboration and community empowerment. It provides an inclusive platform where entrepreneurs, cooperatives, and creative talents can showcase their products, connect with new markets, and strengthen Sabah's position as a dynamic gateway for East ASEAN and the wider region," he said.

He also emphasised the importance of collaboration between government agencies, the private sector, and local communities in fostering sustainable development and supporting Kota Kinabalu's vision of becoming a smart, inclusive, and economically vibrant city.

Meanwhile, **Datuk Dr. Hajah Rosmawati Haji Lasuki, JP, Chief Executive Officer of SICC and Organising Chairperson of BIGSABAH Sale 2025**, expressed deep appreciation to all exhibitors, partners, and sponsors for their support and dedication.

"BIGSABAH Sale 2025 has exceeded our expectations — in participation, in impact, and in the energy it has brought to Sabah's economy. This event showcased not just products, but people — the creative entrepreneurs, artisans, and innovators who embody Sabah's spirit of enterprise," she said.

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This year's edition featured a total of **625 exhibition booths**, marking the largest showcase since the inception of BIGSABAH Sale. Spread across multiple halls and themed zones, **Kinabatangan Hall (Level 2)** housed **290 booths** under the **Gourmet, Décor & Home Living** showcase, while **Sipadan Hall (Level 4)** presented **130 booths** dedicated to **Fashion, Lifestyle & Creativity**.

Complementing these were the **Pesta Buah-Buahan Tempatan by FAMA (50 booths)**, the bustling **BIGSABAH Tamu (150 booths)**, and additional showcases across Levels 3 and 4, offering an immersive experience spanning trade, culture, and creativity.

The event's international participation underscored BIGSABAH Sale's growing stature as a regional marketplace, with exhibitors representing **Indonesia (18 booths)**, **China (18)**, **Hong Kong (1)**, **South Korea (10)**, **Brunei Darussalam (13)**, **the Philippines (12)**, **Singapore (2)**, **India (4)**, **Pakistan (2)**, **Thailand (23)**, **Taiwan (2)**, **Turkey (2)**, and **Egypt (1)**.

Within Malaysia, strong representation came from **Sabah (282 booths)**, **Sarawak (2)**, **Selangor (4)**, **Penang (5)**, **Kedah (4)**, and the **Federal Territory (15)** — contributing to a nationwide showcase totalling **312 Malaysian booths**.

Every level of SICC came alive during the three-day event, highlighting the venue's versatility and its ability to host large-scale, multi-themed programmes:

- **Level 2 – Gourmet, Décor & Home Living:** Culinary innovations, home décor, and interior design alongside the **BIGSABAH Tamu**, **Pesta Buah-Buahan Tempatan (FAMA)**, **BIGSABAH Culinary Studio (CSR)**, and the grand **BIGSABAH Voice Finals** featuring **Stacy** and **Akim**.
- **Level 4 – Fashion, Lifestyle & Creativity:** Hosted the **Women in Business & Style Launch**, officiated by **YAB Datin Seri Panglima Datuk Hajah Julia Salag**, alongside the **Borneo Skin Management Competition**, **Kampung Kraf Sabah (KEPKAS)**, **Community-Based Tourism Showcase (STB)**, and the **MAH Pavilion** representing Sabah's hospitality sector.
- **Level 5 – Business, Innovation & Connectivity:** The hub for BIGSABAH Trade Connect and the Sabah Agro-Fisheries Forum, featuring participation from Malaysia, Indonesia, the Philippines, and Brunei, as well as an engaging **Esports Arena organised by the Persatuan Sukan Elektronik Sabah (PERSUES)**, connecting Sabah's youth through digital innovation and competitive gaming.

BIGSABAH Sale 2025 was organised in partnership with the **Ministry of Tourism, Culture and Environment Sabah**, **Sabah Convention Bureau**, **Sabah Tourism Board**, **Yayasan Sabah** and **Kota Kinabalu City Hall (DBKK)**, with the strong support of sponsors and strategic partners:

- **Main Sponsors:** Sabah Credit Corporation, Sawit Kinabalu
- **Co-Sponsor:** Lembaga Koko Malaysia
- **Official Shopping Mall Partner:** Imago Shopping Mall

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- **Official Airline Partners:** Malaysia Airlines, Firefly, MASwings
- **Official Radio Partner:** KupiKupi FM

Their collaboration reflects a shared commitment to elevating Sabah's profile as a leading destination for trade, tourism, and business events.

Following this year's success, SICC and its partners are already preparing for **BIGSABAH Sale 2026**, with plans to further expand international participation, strengthen B2B trade linkages, and continue empowering local entrepreneurs to connect with global markets.

"BIGSABAH Sale will continue to evolve — from a marketplace to a movement — one that celebrates Sabah's creativity, resilience, and regional leadership," said Datuk Dr. Hajah Rosmawati.

ABOUT BIGSABAH SALE

Launched in **2023**, **BIGSABAH Sale** is the flagship international consumer showcase of the **Sabah International Convention Centre (SICC)**. The event blends consumer exhibitions, B2B trade programmes, culinary experiences, and cultural showcases — positioning **Sabah as a gateway for business, tourism, and cross-border collaboration within East ASEAN and the Asia Pacific**.

ABOUT SICC

Sabah International Convention Centre (SICC) is owned by Innoprise Corporation Sdn Bhd of Yayasan Sabah Group — a state sanctioned organization in Sabah, Malaysia. SICC is the largest waterfront purpose-built convention, exhibition and entertainment facility in East Malaysia with a total function space of 153,197sqm. The gross built-up of the complex is 60,514sqm on a 6-hectare site. The multi-functional complex with its well-designed floor plan and extensive pre-function areas are well suited for a wide range of public and private events. For more information, please visit siccsabah.com or follow us on social media — [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#).

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