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BE IN SABAH 2026 BRINGS GLOBAL BUSINESS EVENTS STRATEGY, INNOVATION AND LEADERSHIP TO SABAH: BE IN SABAH 2026, 4 – 5 FEBRUARY 2026, SABAH INTERNATIONAL CONVENTION CENTRE

Kota Kinabalu, Sabah, Malaysia | 3 December 2025 — The **3rd International Business Events Forum – BE in SABAH 2026** was officially introduced to media and industry stakeholders during the **BE in SABAH 2026 Industry Connect & Media Preview**, held on **3 December 2025** at Sabah International Convention Centre (SICC), Kota Kinabalu.

The session marked the first formal preview of BE in SABAH 2026 ahead of the main forum scheduled for **4–5 February 2026**, bringing together representatives from government agencies, tourism and Business Events bodies, industry stakeholders and the media to outline the forum's positioning, objectives and international scope.

Jointly organised by **Sabah International Convention Centre (SICC)** and **Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Sabah Chapter**, **BE in SABAH 2026** carries the theme *"Global Collaboration Through Business Events."* The forum is supported by key state and destination stakeholders including the **Ministry of Tourism, Culture and Environment Sabah, Sabah Convention Bureau, Sabah Tourism Board** and **Kota Kinabalu City Hall (DBKK)**, and is positioned as a strategic Asia Pacific platform examining how Business Events support trade facilitation, investment flows, market confidence and cross-border collaboration.

Speaking at the Industry Connect & Media Preview, **Yang Berbahagia Datuk Dr. Hajah Rosmawati Haji Lasuki, JP**, Chief Executive Officer of Sabah International Convention Centre and Organising Chairperson of BE in SABAH 2026, said:

"BE in SABAH 2026 is designed as a regional platform for dialogue and collaboration within the global Business Events community. In a period of economic and geopolitical uncertainty, Business Events play an increasingly strategic role in facilitating trade, investment and knowledge exchange. The forum brings international and Asia Pacific leaders together to share perspectives, strengthen partnerships and support long-term industry resilience."

BE in SABAH 2026 will feature a **high-level international speaker line-up representing leading global institutions** within the Business Events ecosystem. Participating organisations include the **International Congress and Convention Association (ICCA), International Association of Convention Centres (AIPC), Professional Convention Management Association (PCMA)**, **International Exhibition and Event consulting firms**, major **convention and exhibition centres, destination and convention bureaux**, as well as **industry media and strategy organisations** such as those focusing on global market intelligence and destination advisory services.

The two-day programme is structured around keynote sessions and plenary discussions addressing issues shaping the global Business Events landscape. These include global industry growth and competitiveness, cross-border collaboration as a commercial strategy, artificial

BE in SABAH Secretariat

Sabah International Convention Centre, Tanjung Lipat, Jalan Tun Fuad Stephens, 88400 Kota Kinabalu, Sabah
Contact: +6088 206 000 Email: be.secretariat@siccsabah.com.my www.siccsabah.com



intelligence and data-driven decision-making, sustainability and climate responsibility, leadership and resilience in volatile markets, future workforce development, and the role of Business Events in supporting trade, investment and long-term economic outcomes.

Designed for **Business Events organisers and suppliers, convention and exhibition venues, convention bureaux and destination marketers, government agencies and policymakers, trade and industry associations, corporate leaders and investors, industry media and analysts, as well as future industry leaders**, BE in SABAH 2026 offers access to institutional perspectives that influence policy, investment and industry standards.

The 3 December Industry Connect & Media Preview also reinforced BE in SABAH's positioning as an **Asia Pacific convening platform**. Hosted at the waterfront Sabah International Convention Centre, the forum leverages Sabah's connectivity within the East ASEAN and Asia Pacific region while maintaining a clearly international outlook.

The 3rd International Business Events Forum – BE in SABAH 2026 is expected to welcome approximately 800 regional and international delegates. Early Bird registration is available until 31 December 2025, and the forum is HRD Corp claimable.

BE IN SABAH 2026

Dates: 4–5 February 2026

Venue: Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah, Malaysia

Website: www.beinsabah.com.my

About BE in SABAH

BE in SABAH is an international Business Events forum jointly organised by Sabah International Convention Centre and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Sabah Chapter. The forum serves as a platform for leadership dialogue, cross-border collaboration and economic engagement within the global Business Events ecosystem.

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Clara Lim

Assistant Director of Corporate Communications

Sabah International Convention Centre

M : +6019 587 5097

W : www.siccsabah.com

E : clara.lim@siccsabah.com

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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**About MACEOS Sabah Chapter**

The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Sabah Chapter represents the collective voice of Business Events organisers and suppliers in Sabah. It brings together industry practitioners across organising, venue services, logistics and event support to advance professional standards and strengthen collaboration within the Business Events ecosystem.

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