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**BE IN SABAH FORUM 2026 DELIVERS 15.7% GROWTH AND RM4.95 MILLION ECONOMIC IMPACT, ELEVATING SABAH'S ASIA PACIFIC POSITION**

Kota Kinabalu, 27 February 2026:- The 3rd International Business Events Forum, **BE in SABAH Forum 2026**, concluded with measurable economic returns, record participation growth and structured international engagements — further elevating Sabah's role within the Asia Pacific Business Events landscape.

Held on 4–5 February 2026 at **Sabah International Convention Centre (SICC)**, the Forum convened **864 delegates**, representing a **15.7% year-on-year increase**. International participation accounted for 16% of attendees, with representation spanning Southeast Asia, Europe, the Middle East, East Asia and South Asia — reflecting Sabah's expanding global reach and industry connectivity.

Beyond participation metrics, BE in SABAH 2026 delivered tangible economic value. Post-event assessments indicate **RM4.95 million in Total Economic Impact (TEI)** and **RM1.65 million in Direct Delegate Expenditure (DDE)**. This performance reinforces the Business Events sector's capacity to generate measurable returns — activating hospitality, professional services, logistics, technology providers and local SMEs, while contributing directly to state-level economic activity.

**BE in SABAH Forum 2026 was designed as a strategic convening platform with long-term industry impact.** The Forum aligned government stakeholders, industry leaders and international institutions to advance structured collaboration, capability development and cross-border market integration.

Datuk Dr. Hajah Rosmawati Haji Lasuki, Chief Executive Officer of Sabah International Convention Centre, said, "The 2026 edition signals Sabah's confidence in stepping into a larger regional role. We are not positioning for visibility alone — we are positioning for relevance, measurable impact and sustained industry development. Business Events are an economic instrument, and BE in SABAH is part of Sabah's broader strategy to convert dialogue into investment, collaboration and performance."

Strategic engagements during and immediately following the Forum established pathways for structured cooperation with leading global partners, including collaboration frameworks with Goyang Convention & Visitors Bureau (South Korea) focused on sustainability governance and ecosystem engineering; exploratory engagement with Nikkei Inc. to position Kota Kinabalu as an Asia Pacific Blue Ocean Economy dialogue platform from 2027; and strategic discussions with Informa Markets leadership to strengthen Sabah's exhibition connectivity within the broader East ASEAN corridor.

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The participation and endorsement of senior global leaders from international associations, exhibition organisers and convention bureaus further reinforce Sabah's credibility as a policy-aligned, partnership-ready and competitive Business Events destination.

Now in its third edition, BE in SABAH has evolved into a structured Asia Pacific dialogue platform — one that is economically measurable, internationally connected and anchored in long-term industry development.

**The 2026 edition affirms Sabah's transition into a performance-driven Business Events ecosystem — economically measurable, internationally connected and anchored in long-term industry development.**

As Sabah advances toward its 2031 economic ambitions, BE in SABAH is positioned as a catalytic instrument — convening government, industry and global partners to translate dialogue into sustained growth, resilience and responsible development.

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#### **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](http://siccsabah.com) or follow us on social media — [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#).