

**FOR IMMEDIATE RELEASE**

**SABAH: THE FUTURE HUB FOR BUSINESS EVENTS IN ASIA PACIFIC**  
*~ BE in Sabah 2025: Empowering Asia Pacific Through Business Events ~*

**Kota Kinabalu, Malaysia, 5 February 2025** – Sabah is set to shine on the global stage as the highly anticipated **BE in SABAH 2025** takes place from **27 to 28 February 2025** at the Sabah International Convention Centre (SICC). This transformative forum promises to redefine the Business Events (BE) landscape while positioning Sabah as a premier destination for global business gatherings. Notably, BE refers to Business Events, a term internationally synonymous with Meetings, Incentives, Conferences, and Exhibitions (MICE).

Bringing together visionaries, industry leaders, and innovators from across the globe, **BE in SABAH 2025** is designed to foster collaborative growth and drive sustainable development. With the theme **"Empowering Asia Pacific Through Business Events,"** the forum will tackle pressing challenges, unveil emerging opportunities, and cultivate strategic partnerships to propel the industry forward. BE in SABAH 2025 is set to be a game-changer, empowering the Asia Pacific region through innovation, collaboration, and sustainability. It offers delegates a unique opportunity to participate in a transformative journey that blends business excellence with the natural beauty and cultural richness of Sabah.

**Datuk Dr. Hajah Rosmawati Haji Lasuki, JP**, Chief Executive Officer of SICC, shared her insights during the press conference:

*"Sabah is emerging as a pivotal destination for global business events, offering a unique blend of natural beauty and vibrant cultural heritage that complements the well-established business event landscapes in Europe. This forum will highlight how the Asia Pacific region can reshape the future of business gatherings, creating a dynamic space for collaboration and innovation. Sabah stands at the intersection of nature, culture, and commerce, serving as a powerful platform to foster partnerships, unlock new opportunities, and redefine the business events industry by integrating Asia Pacific's distinctive strengths with global perspectives."*

### **Transforming Asia Pacific's Business Events Landscape**

The primary objective of **BE in SABAH 2025** is to strengthen the Business Events industry within the Asia Pacific region, positioning Sabah as a key gateway to East ASEAN. By leveraging the state's natural wonders and vibrant cultural assets, the forum aims to drive sustainable growth and establish Sabah as an essential hub for world-class business events. The forum also aims to create a strategic pathway for future business growth not just for Sabah but for the Asia Pacific region and beyond. With a focus on leadership development, industry up-skilling, and strategic business planning, BE in SABAH 2025 is set to leave a lasting legacy that empowers professionals and fortifies global networks.

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## *Key Highlights of BE in SABAH 2025*

- **Dynamic Speaker Line-Up**  
Industry pioneers and thought leaders, including **Senthil Gopinath, CEO of the International Congress and Convention Association (ICCA), and the ICCA Asia Pacific Board**, will deliver keynote speeches and participate in panel discussions.
- **Strategic Networking Opportunities:** Tailored platforms for forming meaningful connections, exploring business collaborations, and enhancing regional partnerships.
- **Focus on Sustainability and Legacy:** Sessions highlighting eco-conscious event practices and initiatives with positive community impacts.
- **Showcasing Sabah:** Exclusive experiences that seamlessly integrate Sabah's breathtaking natural landscapes and rich cultural heritage into the business event experience.

## *Unparalleled Collaboration and Global Participation*

With **over 800 delegates** expected, including 40% international participants from across the Asia Pacific and beyond, BE in SABAH 2025 stands as a milestone in Sabah's growing prominence in the global BE industry. Targeting key international markets such as Brunei, Indonesia, the Philippines, and other global business hubs, the event provides an exceptional platform for professionals to expand their reach, forge partnerships, and discover new business opportunities.

**BE in SABAH 2025** is jointly organised by MACEOS Sabah Chapter and SICC. With the strong backing of the state government—particularly the Ministry of Tourism, Culture and Environment Sabah and Yayasan Sabah Group—as well as the Ministry of Tourism, Arts & Culture Malaysia, the forum underscores Sabah's growing influence as a premier destination for transformative business events

**Register now** to secure your spot at this game-changing event. For more information on participation, sponsorship opportunities, and the programme line-up, visit our official website at [www.beinsabah.com.my](http://www.beinsabah.com.my).

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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](#).