

4TH INTERNATIONAL BUSINESS EVENTS FORUM



28 - 29 JANUARY 2027

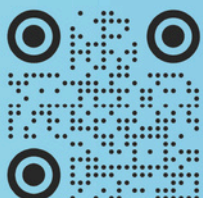
Sabah International Convention Centre
Kota Kinabalu, Sabah, Malaysia

Connected by Purpose: Global Perspectives, Shared Values

The global landscape is shifting rapidly. Intense geopolitics, economic uncertainty and climate urgency have rendered traditional business playbooks obsolete. With a highly mobile workforce and regional alliances, the Business Events (BE) industry stands at a defining crossroads.

BE in SABAH 2027 is the definitive platform for navigating this new world order. We bring global and local strategies together with shared human values, exploring how purpose-driven leadership can transform disruption into collaborative regional growth.

For More Information:



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WINNER
ASIA BEST CHOICE
AWARD 2026



WINNER
CONGRESS/CONFERENCE
EXCELLENCE AWARD 2025
(501-1,000 DELEGATES)

Jointly Organised by



MACEOS
MALAYSIA
SABAH CHAPTER

PROGRAMME	
DAY ONE: 28 JANUARY 2027 (THURSDAY)	
8:00 AM	Arrival and Registration of Delegates, and Morning Networking
9:00 AM	PLENARY SESSION I (60 minutes) THE NEW GLOBAL PLAYBOOK: “Winning in an Era of Fragmentation, Resilience and Regional Power” The era of hyper-globalisation is giving way to a new world shaped by geopolitical shifts, economic uncertainty and regional alliances. Organisations are rethinking supply chains, partnerships and investment strategies, while destinations compete for talent, trade and influence. This session explores how business leaders and destinations can adapt, collaborate and thrive in an increasingly fragmented world.
10:00 AM	KEYNOTE SPEECH I (30 minutes) THE NEXUS STRATEGY: “LESSONS FROM DUBAI - GLOBAL POWERHOUSE ON MANAGING MARKET VOLATILITY” Economic uncertainty has reshaped how destinations compete for investment, talent and global influence. Success is no longer defined by size, but by the ability to connect industries, foster innovation and respond with agility. Drawing on Dubai's transformation into one of the world's leading business and events hubs, this keynote explores how strategic vision, diversification and cross-sector collaboration can strengthen resilience and position destinations for long-term growth in an increasingly interconnected world.
10:30 AM	Coffee Break (30 minutes)
11:00 AM	Arrival of Invited Guests for the Official Opening Ceremony of the 4th International Business Events Forum - “BE in SABAH 2027” Arrival of Guest of Honour: Yang Amat Berhormat Datuk Seri Panglima Haji Hajiji Bin Haji Noor, Chief Minister of Sabah (TBC) OFFICIAL OPENING CEREMONY - BE IN SABAH 2027 Welcoming Remarks by: Yang Berbahagia Datuk Dr. Hajah Rosmawati Haji Lasuki, <i>JP</i> Organising Chairperson of BE in SABAH 2027 cum MACEOS Sabah Chair and Chief Executive Officer, Sabah International Convention Centre (SICC)
11:15 AM	
11:25 AM	
11:30AM	LEADERSHIP VISION (20 minutes) LEADERSHIP BEYOND BOUNDARIES: “DISRUPTION TO RENAISSANCE” Every revolution reshapes the world. Every renaissance redefines it. As technology, geopolitics and shifting societal expectations reshape our world, organisations are challenged not merely to adapt, but to reimagine the future. This Leadership Vision explores how courage, adaptability and purpose can transform an age of revolution into a renaissance of innovation, resilience and meaningful progress.

PROGRAMME

DAY ONE: 28 JANUARY 2027 (THURSDAY)

11:50 AM

Official Opening Ceremony by Guest of Honour:
Yang Amat Berhormat Datuk Seri Panglima Haji Hajiji Bin Haji Noor,
Chief Minister of Sabah (TBC)

MOU Signing Ceremony

Memento Presentation

12:50 PM

LUNCH | Sipadan Hall I, Level 4

1:50 PM

PLENARY SESSION II (60 minutes)

**THE POWER OF COLLECTIVE PURPOSE:
“Building Communities that Shape Economies”**

The world's most influential associations do more than connect members – they shape industries, influence policy and spark innovation. By bringing together ideas, expertise and strategic partnerships, they create opportunities that extend far beyond the conference hall. This session explores how associations can strengthen regional competitiveness, attract global talent and investment, and leave a lasting legacy through the transformative power of Business Events.

2:50 PM

KEYNOTE SPEECH II (20 minutes)

PRESENTED IN COLLABORATION WITH NIKKEI INC.

**PURPOSE WITHOUT BORDERS:
“Why the World's Strongest Brands Are Built on Shared Values”**

As markets become more connected yet increasingly diverse, purpose has emerged as a defining factor in building trust and long-term success. Global organisations must balance a consistent brand identity with the ability to connect meaningfully across cultures, communities and generations. This keynote explores how purpose-driven leadership strengthens resilience, inspires loyalty and creates lasting impact in an ever-changing global landscape.

3:10 PM

HACKATHON DEBATE (60 minutes)

**THE BORDERLESS BRAIN DRAIN:
“Reskilling vs Retaining The Next-Gen Business Events Workforce”**

The global Business Events industry is projected to reach over RM 1.3 Trillion by 2030, yet it faces a massive talent deficit. Next-gen workers are highly mobile, tech-savvy and prioritising mental wellness, causing a severe borderless talent drain found in tech and marketing sector.

4:10 PM

KEYNOTE SPEECH III (20 minutes)

**THE LEGACY ECONOMY:
“Why the Future's Most Successful Destinations Will Be Measured by What They Leave Behind”**

The next generation of leading destinations will not be remembered for the events they host, but for the legacy they create. As global priorities shift towards sustainability, social impact and purposeful growth, Business Events have an unprecedented opportunity to leave a lasting imprint on people, places and prosperity. Drawing inspiration from the principles of Legacy 360, this keynote explores how indigenous wisdom and future intelligence can shape destinations that create enduring value—where every event contributes to a stronger economy, a healthier environment and more resilient communities.

PROGRAMME

DAY ONE: 28 JANUARY 2027 (THURSDAY)

4:30 PM

PLENARY SESSION III (60 minutes)

THE GLOBAL AI IMPERATIVE:

“Why International Governance is No Longer Optional”

An international, binding regulatory framework for Artificial Intelligence (AI) is necessary to manage risks regarding global security, economic disruption and disinformation that transcends national borders. The proposal calls for a global governing body to ensure ethical, transparent and safe AI development to prevent crises.

5:30 PM

SUNSET WALK @ SICC & COCKTAIL | Promenade, Level 2

7:00 PM

WELCOME DINNER

HOSTED BY INNOPRISE CORPORATION SDN BHD @ Sipadan Hall, Level 4

Arrival of Delegates & Invited Guests

7:35 PM

Arrival of the Guest of Honour:

Yang Berhormat Datuk Jasni Bin Haji Daya, Executive Chairman, Innoprise Corporation Sdn Bhd cum Board of Director, D' Heritage Sdn Bhd (SICC)

Memento Presentation

9:30 PM

Thank You and Good Night!

End of Day One

DAY TWO: 29 JANUARY 2027 (FRIDAY)

8:00 AM

Arrival and Registration of Delegates, and Morning Networking

9:00 AM

PLENARY SESSION IV (60 minutes)

FROM LOGISTICS TO LONG-TERM IMPACT:

“Re-architecting Business Events for a Shared Value Future”

Business Events must evolve from logistic focus meetings into platforms that create long-term shared value for organisers, attendees and host communities. The business events industry is facing a critical turning point. It must evolve from tactical service into a strategic powerhouse. The session covers shifting mindsets toward community building, and broadening focus from economic to include social, environmental and governance impacts.

10:00 AM

Coffee Break (30 minutes)

10:30 AM

PLENARY SESSION V (60 minutes)

DaMal - BORNEO NEXUS 2027 DECLARATION:

“Values vs. Value”

The DaMal (Danum Valley-Maliau Basin-Imbak Canyon) rainforest landscape in Sabah, East Malaysia, serves as a real-world blueprint for the 'Values vs. Value' debate. Spanning roughly one million hectares, this critical eco-complex in the 'Heart of Borneo' directly reflects a shifting global focus from short-term financial output to long-term ecological value-i.e., from eco-tourism to true ecosystem regeneration.

As a Development, Area Management, and Integrity initiative, the "Borneo Nexus" framework, present a strategic pivot away from pure economic metrics like profit and GDP, steering regional development toward sustainable values such as environmental preservation and community well-being.

Can prioritizing purpose drive permanent loyalty? Discover how forward-thinking brands are moving from profit to principles by backing these crucial sustainability initiatives. By aligning with Sabah's world-renowned DaMal conservation efforts, brands can actively contribute to mitigating climate change and advancing community empowerment.

PROGRAMME	
DAY TWO: 29 JANUARY 2027 (FRIDAY)	
11:30 AM	PLENARY SESSION VI (60 minutes) THE EAST ASEAN SHARED TALENT ECOSYSTEM: “Building One Region. Developing One Workforce” The future of Business Events depends on talent that can move, collaborate and thrive across borders. By strengthening regional partnerships, East ASEAN has an opportunity to develop a connected talent ecosystem that raises professional standards, expands opportunities and builds a globally competitive workforce. This session explores how collaboration, talent mobility and shared ambition can position East ASEAN as a leading hub for Business Events talent.
12:30 PM	NETWORKING LUNCH Arrival of Invited Guests for the Official Closing Ceremony of the 4th International Business Events Forum - “BE in SABAH 2027” Arrival of Guest of Honour: Yang Berhormat Datuk Jafry Bin Hj Ariffin, Minister of Tourism, Culture and Environment Sabah cum Patron “BE in Sabah”
2:00 PM	
2:30 PM	
2:35 PM	KEYNOTE SPEECH IV (20 minutes) THE IMPOSSIBLE IS NEGOTIABLE Every breakthrough begins with someone willing to challenge the impossible. In a world defined by constant disruption, the greatest opportunities belong to those who dare to think differently, act decisively and inspire others to do the same. As BE in SABAH 2027 draws to a close, this keynote is a call to move beyond ideas and into action. Drawing on his experience leading large-scale transformation, Dato' Sri Idris Jala shares why meaningful change begins with courageous decisions, disciplined execution and the belief that even the impossible is negotiable.
2:55 PM	Closing Remarks by Mr Eric Ho, President, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and Yang Berbahagia Datuk Dr. Hajah Rosmawati Haji Lasuki, JP, Organising Chairperson of BE in SABAH cum MACEOS Sabah Chair and Chief Executive Officer, Sabah International Convention Centre Official Closing Ceremony by Guest of Honour : Yang Berhormat Datuk Jafry Bin Hj Ariffin, Minister of Tourism, Culture and Environment Sabah cum Patron “BE in Sabah” MOU Signing Ceremony Memento Presentation
3:00 PM	
3:30 PM	
5:00 PM	End of BE in SABAH 2027 See you at the 5th International Business Events Forum – BE in SABAH 2028

REGISTRATION FORM

ONLINE REGISTRATION

www.beinsabah.com.my

or scan here



REGISTRATION FEE

INTERNATIONAL

MALAYSIAN

MACEOS MEMBER

STUDENT

STANDARD RATE

RM800.00

RM650.00

RM450.00

RM400.00

EARLY BIRD RATE*

RM700.00

RM500.00

RM350.00

RM350.00

***by 30 November 2026**



HRD Corp claims are applicable to normal registration rates only. Claims may be submitted until 30 December 2026, subject to HRD Corp's prevailing terms and conditions.

Notes

1. The registration fees are inclusive of participation at the conference sessions, all meals and conference collaterals for the Business Events Forum only. Please note that airfare and hotel accommodations are not included
2. Registration fee must be paid in full upon registration. Payment receipt to be submitted upon online registration.
3. No refunds will be given for any cancellations
4. The Organiser reserves the right to reject any registration without being obliged to discuss the reasons for doing so.
5. Any decision made by the Organiser is final, and no correspondence will be entered into.



BE in SABAH: Connected by Purpose: "Global Perspectives, Shared Values"

At the northern tip of Borneo, Sabah sits at the crossroads of Southeast Asia—a region of growing global influence, opportunity and ambition. Known for its extraordinary biodiversity and cultural richness, Sabah is also strengthening its role as a gateway to East ASEAN and a meeting point for ideas, industries and international collaboration.

BE in SABAH 2027 brings the world to that conversation. Hosted by the MACEOS Sabah Chapter in collaboration with Sabah International Convention Centre (SICC), the forum convenes global leaders, industry strategists, association executives, investors and policymakers to exchange perspectives, challenge conventional thinking and shape what comes next for Business Events.

Under the theme Connected by Purpose: "Global Perspectives, Shared Values", BE in SABAH 2027 explores how a more connected world can turn shared purpose into meaningful action—and how Business Events can help make it happen.

OBJECTIVES

- Strengthen Asia Pacific's role in the global Business Events economy
- Advance cross-border collaboration and strategic partnerships
- Strengthen economic resilience and regional growth through Business Events
- Develop industry leadership, talent and professional excellence
- Advance responsible innovation and AI governance
- Champion sustainable, legacy and impact-driven Business Events
- Position Sabah and East ASEAN as strategic gateways for Business Events

Who Should Join

BE in SABAH 2027 welcomes Industry Leaders, Event Professionals, NGOs / Associations, Academician, policymakers and future leaders.

