

Sabah's Premier Trade Fair

# Sabah International EXPO | SIE 2026

*Sabah - Your Gateway to Global Opportunities*

**02 SEP**  
2026

3RD BIMP-EAGA TRADE,  
INVESTMENT & HALAL  
CONFERENCE

🕒 09:00am - 2:00pm

📍 Sabah International  
Convention Centre (SICC)  
Kota Kinabalu, Sabah, Malaysia.

> Level 4, Sipadan Hall 1 & 2

**03 SEP**  
2026

SABAH INTERNATIONAL  
BUSINESS LUNCHEON TALK

🕒 09:00am - 2:00pm

📍 Sabah International  
Convention Centre (SICC)  
Kota Kinabalu, Sabah, Malaysia.

> Level 4, Sipadan Hall 1 & 2

**04 - 06 SEP**  
2026

11TH SABAH  
INTERNATIONAL EXPO

📍 Sabah International  
Convention Centre (SICC)  
Kota Kinabalu, Sabah, Malaysia.

> Level 2, Kinabatangan Hall 1, 2 & 3

JOINTLY ORGANISED BY :



**FSI** FEDERATION OF  
SABAH INDUSTRIES  
PERSEKUTUAN INDUSTRI SABAH 沙巴州工商業聯合會

**MICCI**  
SABAH  
MALAYSIAN  
INTERNATIONAL CHAMBER  
OF COMMERCE & INDUSTRY



DIAMOND SPONSOR :

**SAWIT**  
KINABALU

ENDORSED / SUPPORTED BY :



MINISTRY OF TOURISM,  
CULTURE AND  
ENVIRONMENT SABAH

Feel  
**SABAH**  
North Borneo

**SABAH**  
CONVENTION  
BUREAU

**BIMP-EAGA**  
BUSINESS  
COUNCIL (BEBG)

**MATRADE**  
MALAYSIA EXTERNAL  
TRADE DEVELOPMENT  
CORPORATION



**04 -06**  
September 2026

**SICC**  
Sabah International  
Conventional Centre  
📍 Kinabatangan Hall 1, 2 & 3

SIE2026 is Sabah's Premier Biennial Trade Fair since the year **2000**, jointly organised by the **Sabah State Government, FSI and MICCI Sabah** to be held in the city of Kota Kinabalu. The largest trade fair in East Malaysia and a signature event in the **BIMP-EAGA (Brunei, Indonesia, Malaysia, Philippines – East ASEAN Growth Area)** which is home for 81.7 million people.

## Objectives

- Provide a business platform for local and international exhibitors
- Facilitate networking and trade connections
- Showcase the latest products and services from BIMP-EAGA and ASEAN
- Attract commercial and economic interest to Sabah
- Promote Sabah as a regional trading hub in Southeast Asia

## Key Highlights

- Focus on investment opportunities in Tourism, Agriculture, Oil & Gas, Manufacturing, Food & beverages, Real estate, Green technology.
- Enable trade and business matching for regional and international SMEs
- Leverage Sabah's strategic location and natural resources
- Tap into the 81.7 million consumer market within BIMP-EAGA



## EXHIBITORS' MAJOR FOCUS AREA



## VISITORS' PROFILE

Buyers and procurement officers / Manufacturers and producers / Merchants and traders /  
Business owners, CEO, COO / Government and policy makers / Bankers and investors /  
Professionals/ Academicians and researchers / General Public

## ➤ PAST PARTICIPANTS

# 50 Countries

Participated in SIE & SIBLT  
from year 2000 - 2023

INCLUDE SWITZERLAND - UNITED KINGDOM - FRANCE - GERMANY -  
SLOVAKIA - POLAND - AUSTRIA - CZECH REPUBLIC - RUSSIA - UKRAINE -  
BELARUS - SWEDEN - CROATIA - ALBANIA - CANADA - MEXICO -  
UNITED STATES - VENEZUELA - PERU - ECUADOR - URUGUAY - CHINA -  
JAPAN - NORTH KOREA - SOUTH KOREA - UNITED ARAB EMIRATES -  
BANGLADESH - NEW ZEALAND - AUSTRALIA - INDONESIA - BRUNEI -  
PHILIPPINES - SINGAPORE - THAILAND - VIETNAM - MYANMAR - NIGERIA -  
EGYPT - TANZANIA - SOUTH AFRICA - KENYA - ALGERIA - SUDAN - ZAMBIA -  
SENEGAL - NAMIBIA - LESOTHO - ESWATINI - GHANA

More than

# 367K

## Visitors

The Sabah International Business Luncheon Talk (SIBLT) is a pre-expo program organised in conjunction with the SIE. The SIBLT's objectives are to enable SIE participants and other individual or business entities to engage on the recent development business opportunity both in Sabah and in the neighboring region and providing unparalleled networking opportunities.

The SIBLT2026 is scheduled for 3rd September 2026, targeting to welcome 500 delegates at the luncheon talk venue.

SIBLT2026's format would feature one key speakers presenting views on topics concerning regional development and key economic issues in the region over a luncheon and to be followed by a Q&A Session. A prominent moderator will be invited to facilitate the Q&A Session.

As for the Sabah International Business Luncheon Talk (SIBLT), targeted delegates include Captains of Industries, Cabinet Ministers, Ambassadors, High Commissioners, Industry Leaders, Members of the Diplomatic Corps, Policy Makers, Investors and Entrepreneurs.

# SIBLT 2026

## SABAH INTERNATIONAL BUSINESS LUNCHEON TALK

**03**  
**September 2026**

🕒 09:00AM - 2:00PM

**SICC**

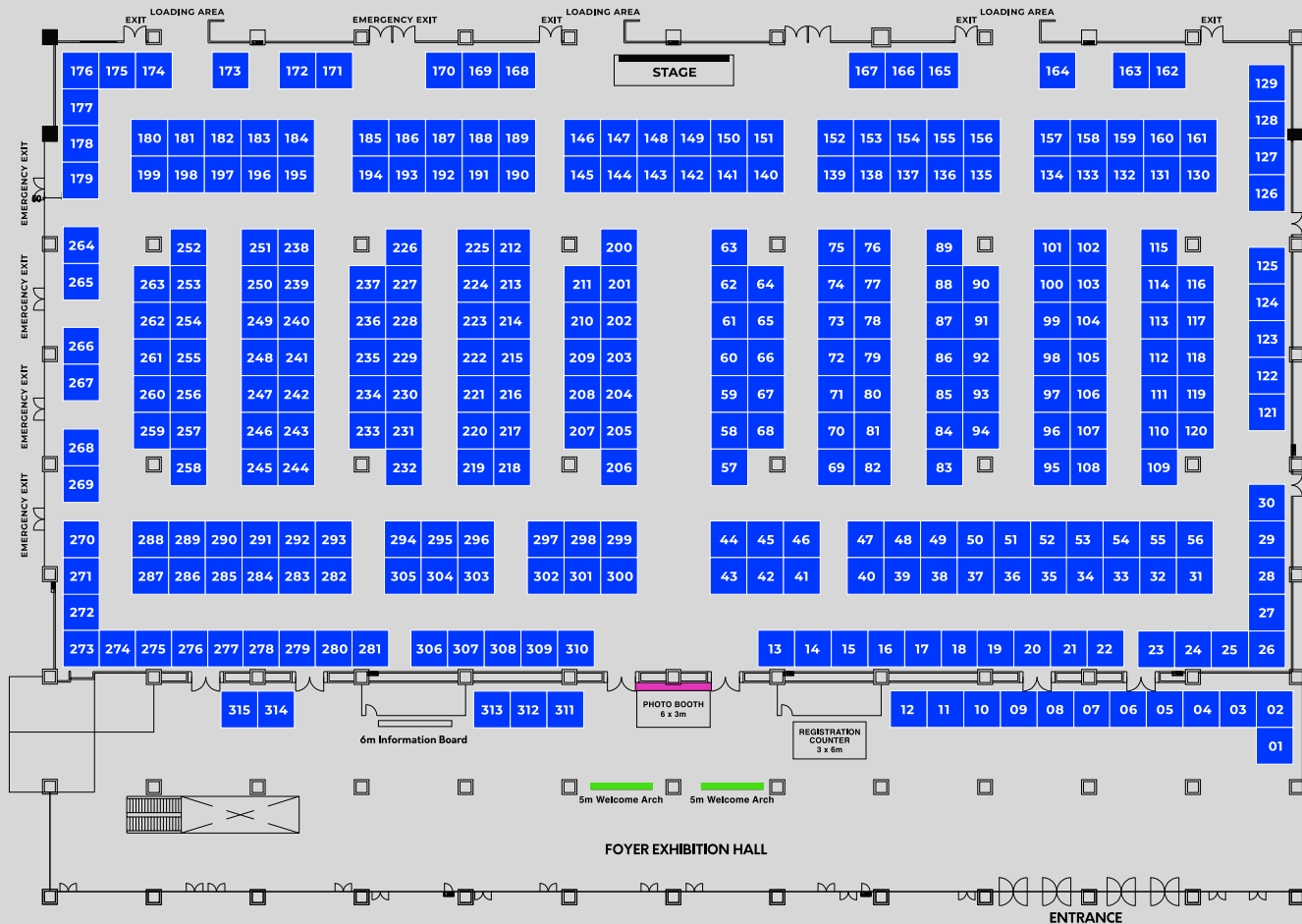
Sabah International  
Convention Centre

📍 Sipadan Hall 1 & 2



# BOOTH LAYOUT PLAN

📍 SABAH INTERNATIONAL CONVENTION CENTRE (SICC)  
LEVEL 2, KINABATANGAN HALL 1, 2 & 3



● **Total Booth Units : 315 Units | Hall : 298 Units , Foyer : 17 Units**

\* Floorplan layout is an estimation only, actual positioning may vary.  
Booth Layout is subject to change.

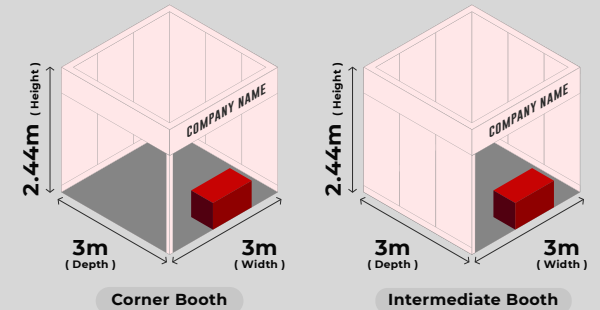
SIE 2026  
EXPECTATION

↗ **300**  
Booths

↗ **10K**  
Trade Visitors

↗ **30K**  
General Visitors

**Booth Size : 3m x 3m x 2.44m**



**Each Booth is complete with :**

- White Melamine dividing panels / partition
- One (1) set company name on fascia board
- Needle Punch Carpet
- One (1) information desk & two (2) chairs
- Two (2) units of Fluorescent Light
- One (1) units 12amp power point
- One (1) units waste paper basket

MYANMAR

LAOS

THAILAND

VIETNAM

CAMBODIA

SINGAPORE

BRUNEI DARUSSALAM

MALAYSIA

PHILIPPINES

PALAWAN

MINDANAO

INDONESIA

Sarawak

East Kalimantan

West Kalimantan

central Kalimantan

KALIMANTAN

South Kalimantan

South Sulawesi

SULAWESI

central Sulawesi

Southeast Sulawesi

North Sulawesi

Gorontalo

North Maluku

MALUKU

Ambon

West Irian Jaya

IRIAN

Papua

Kota Kinabalu

SABAH



**SICC** Sabah International Convention Centre  
Kota Kinabalu, Sabah, Malaysia

➤ **Venue**

**02** SEP 2026

➤ Level 4, Sipadan Hall 1 & 2

**03** SEP 2026

➤ Level 4, Sipadan Hall 1 & 2

**04-06** SEP 2026

➤ Level 2, Kinabatangan Room 1, 2 & 3



**BIMP-EAGA MAP**

BRUNEI DARUSSALAM - INDONESIA - MALAYSIA - PHILIPPINES  
EAST ASEAN GROWTH AREA

# ➤ PAST EVENT



# Contact Us



FEDERATION OF  
**SABAH INDUSTRIES**  
PERSEKUTUAN INDUSTRI SABAH 沙巴州工商業聯合會

**FEDERATION OF SABAH  
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**MICCI**  
SABAH

**MALAYSIAN INTERNATIONAL CHAMBER  
OF COMMERCE & INDUSTRY (MICCI) SABAH**

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