



WINNER
CONSUMER EXHIBITION
EXCELLENCE AWARD 2025
 (5,001SQM TO 10,000SQM)



BIGSABAH
 SALE @ SICC
 across markets, beyond borders

GRAND SALE
 30/10/2026 - 1/11/2026
 Sabah International Convention Centre

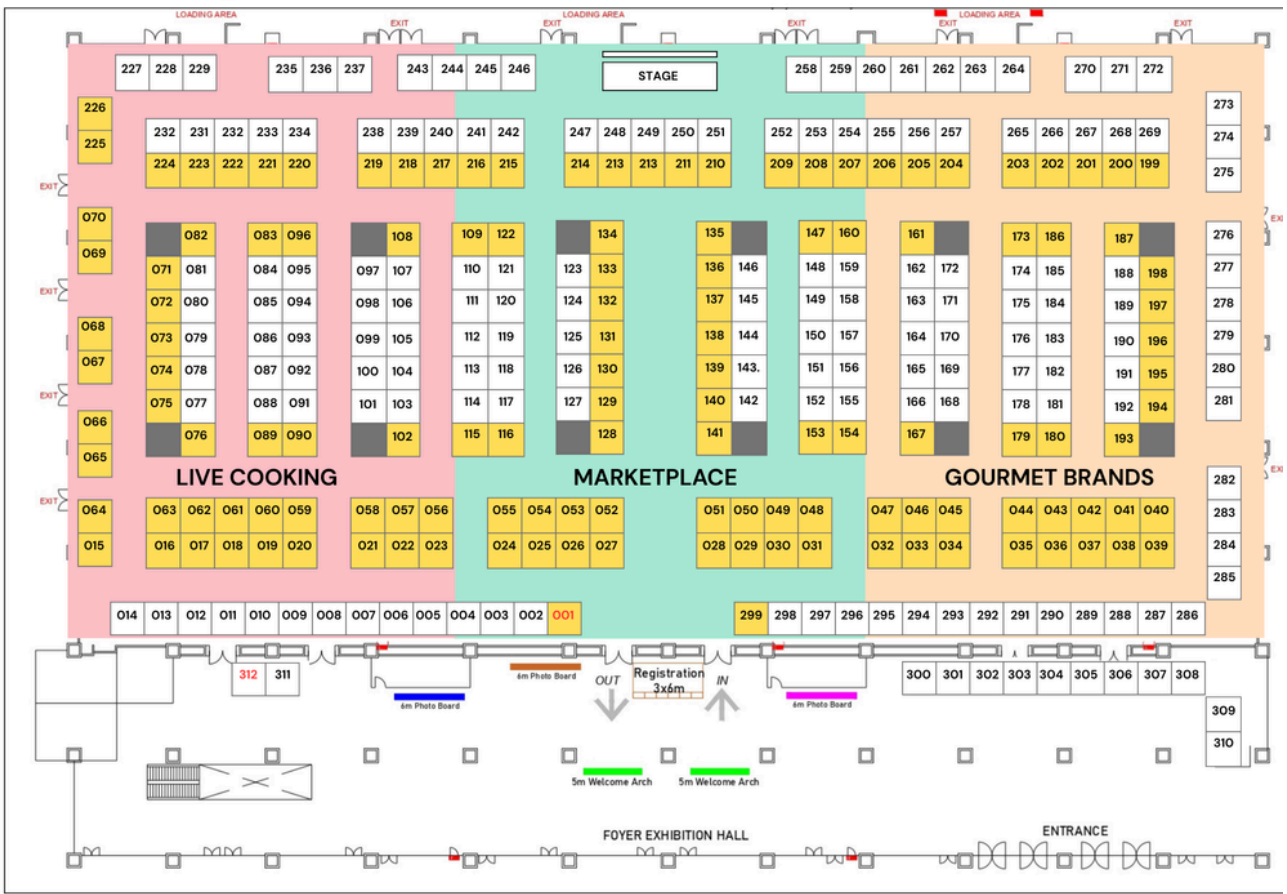
FASHION & LIFESTYLE | GOURMET • HOME LIVING & DECOR | BIGSABAH TAMU

www.bigsabahsale.my

+6011 1642 6004
 @siccsabah



KINABATANGAN HALL I-III, LEVEL 3 [GOURMET MARKETPLACE]



SIPADAN HALL I & II, LEVEL 4 (FASHION & LIFESTYLE)

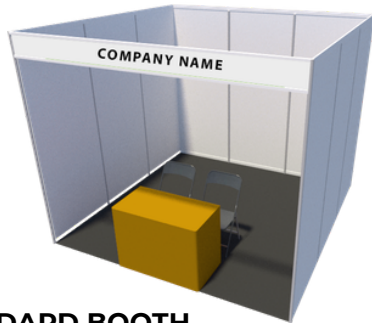


****Floorplan layout is an estimation only. Actual positioning may vary. Booth layout is subject to change**

BIGSABAH Booth Specifications

BOOTH SIZE : 3M X 3M X 2.44M H

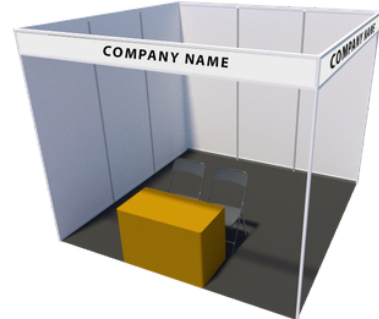
- white melamine dividing panels / partitions
- one COMPANY NAME on fascia board
- needle punch carpet



STANDARD BOOTH

□ STANDARD BOOTH @ **RM3,500.00**

- two units of fluorescent light
- one unit of 12amp power point
- one unit waste paper basket
- one information desk with two chairs



PRIME BOOTH

□ PRIME BOOTH @ **RM4,000.00**

EXHIBITOR PACKAGES

PACKAGE A | STANDARD BOOTH

3m x 3m x 2.4m (H)

30 October to 1 November 2026

□ **RM 7,000.00**

PACKAGE INCLUDES

- 6 Days / 5 Nights Twin-Sharing Accommodation at a 4-Star Hotel
- 3 Days Hosted Lunch & Dinner for 2 Delegates
- Exclusive Access to Business Matching Session (29 October 2026) x 1 person
- 6 Days Return Transfers (Airport / Hotel / SICC) for 2 Delegates

WHO SHOULD PARTICIPATE?

- Gourmet & specialty food producers
- Craft & heritage producers
- Wellness & small-batch brands
- Boutique fashion & home living SMEs

PACKAGE B | PRIME BOOTH

3m x 3m x 2.4m (H)

30 October to 1 November 2026

□ **RM 8,000.00**

The Market: East ASEAN Growth Corridor (BIMP-EAGA)

The East ASEAN Growth Area (BIMP-EAGA) is a subregional economic bloc comprising:

- Brunei Darussalam
- East Malaysia (Sabah, Sarawak, Labuan)
- East Indonesia (Kalimantan, Sulawesi, Maluku, Papua)
- Southern Philippines (Mindanao, Palawan)

"In 2023, BIMP-EAGA's gross domestic product (GDP) reached USD 401.6 billion. The subregion is **home to about 80 million people**, offering strong local consumer demand, cultural connections, and practical opportunities for cross-border trade and small business growth."

A STRATEGIC ENTRY POINT



Enter East ASEAN without over-investing



Test market demand before full expansion



Tap into an 80-million population region



Build distributor relationships

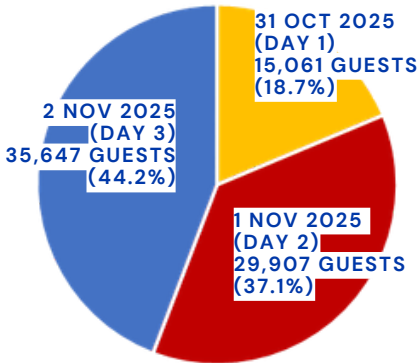


Position within a culturally aligned corridor

East ASEAN REWARDS AUTHENTICITY over mass scale.

31 OCTOBER
2 NOVEMBER 2025

**SHOW
STATISTIC**



80,615
VISITORS

14 International countries

6 Malaysia States



NO OF BOOTH
650

KINABATANGAN HALL, LEVEL 2	314
SIPADAN HALL, LEVEL 4	130
IMBAK FOYER, LEVEL 3	5
BIGSABAH TAMU, LOADING BAY, LEVEL 2	151
PESTA BUAH-BUAHAN BY FAMA, PROMENADE, LEVEL 2	50

SABAH
is the **STRATEGIC
SOFT LANDING**
for **REGIONAL TRADE.**

Kota Kinabalu is also accessible via a 2.5-hour connecting flight through Kuala Lumpur.

Kota Kinabalu International Airport is only 20-minute drive to SICC



BIGSABAH SALE CREATES FOOTFALL

We pack multiple attractions under one roof to pull in families, friends and visitors



BIGSABAH SALE SIGNATURE PROGRAMMES



*The organiser reserves the right to make changes to the programme, where deemed necessary, without prior notice to delegates and participants.