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SIARAN MEDIA

[MEDIA RELEASE/STATEMENT]

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28 January 2024

SICC ASEAN AWARD WIN SIGNALS A BRIGHT FUTURE FOR SABAH'S MICE INDUSTRY

VIENTIANE, LAOS (Sunday): The Sabah International Convention Centre, a Yayasan Sabah Group-managed convention centre, added another feather to its cap by securing the esteemed ASEAN MICE Venue Standard (Category Exhibition Venue) Award at the prestigious ASEAN Tourism Forum 2024 on 26 January 2024 at the Landmark Mekong Riverside Hotel.

The award was presented to the Chief Executive Officer of D'Heritage Sdn. Bhd., a wholly-owned company of Yayasan Sabah Group, Datuk Dr. Hajah Rosmawati Haji Lasuki, in the captivating setting of Vientiane, Lao People's Democratic Republic.

According to Datuk Dr. Hajah Rosmawati, SICC's achievement underscores its commitment to embracing quality and responsible tourism, which will play a pivotal role in driving the expansion and advancement of Business Events (BE), also referred to as Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in Sabah.

"The Convention Centre's ability to consistently meet and exceed international standards has propelled Sabah as a preferred business events destination in Malaysia, thereby opening experiences in line with its commitment to sustainability and innovation avenues for future advancements and prospects for all Malaysians in Sabah," she explained.

Coupled with SICC's functional and state-of-the-art facilities, spaces can be tailored to suit the specific requirements of different business events. SICC seeks to attract a wide range of enterprises and events, positioning itself on a pedestal as a creative hub for various activities, delivering a seamless experience for both organisers and guests necessary to create impactful experiences in line with its commitment to sustainability and innovation.

Focusing primarily on the Asia Pacific Region, particularly destinations with direct or indirect flights to Kota Kinabalu from key locations such as Kuala Lumpur, Singapore, Brunei, Indonesia, and South Korea, SICC's ASEAN Award win is poised to elevate Sabah's status as a nexus for business and cultural exchanges.

“This achievement heralds a new era of growth, innovation, and global recognition, positioning Sabah as Southeast Asia’s leading business event destination. By leveraging camaraderie within the ASEAN region, Sabah can further showcase its natural wonders and enchanting culture to the world,” Datuk Dr. Hajah Rosmawati added.

To further solidify its position as a catalyst for growth and innovation, SICC and the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) Sabah Chapter will organise the inaugural BE Conference in Sabah from 29 February to 1 March 2024.

“The forum will bring together local and international thought leaders and decision-makers, giving a one-of-a-kind opportunity to gain insights from experienced speakers and panelists across borders, showcasing their success in nurturing business events in their respective regions,” she further explained.

“With its track record of success and commitment to excellence, SICC is on track to attract even more high-profile events, including international conferences and trade shows. This will enhance Sabah’s business event ecosystem, reinforcing its role as a key player in the global business event industry,” concluded Datuk Dr. Hajah Rosmawati.



Datuk Dr. Hajah Rosmawati receiving the award presented by the Chief Secretary of the Ministry of Tourism, Arts and Culture, Dato' Roslan Tan Sri Abdul Rahman.

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