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“Host your next business event here in Sabah, Malaysian Borneo”

BUSINESS EVENTS SUPPORT CRITERIA YEAR 2025

WHO CAN APPLY?

- Destination Management Company (DMC)
- Professional Conference Organizer (PCO)
- Incentive House
- Local Associations
- Professional Bodies with local chapter in Sabah/Malaysia
- GLC/Agencies
- Corporation
- Others relevant bodies



Sabah Convention Bureau
(Ministry of Tourism, Culture & Environment Sabah)

Lot No. A-6-10 & A-6-11, Level 6, Block A, Sutera Avenue,
88100 Kota Kinabalu, Sabah

BUSINESS EVENTS SUPPORT CRITERIA YEAR 2025

Corporate Meetings

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 30 pax
- Minimum 2 nights stay in Sabah
- A full-day meeting, training, or team-building session held at a full-service venue (e.g., convention centre, event hall, ballroom, meeting room, or other suitable facilities)

Required Documents:

Pre-Event:

- BE Support Application Form
- Hotel & venue confirmation/agreement document
- End user company profile & Event Overview
- Programme Itinerary
- Delegates Details (Name, nationality, flight details & profession)

Post Event:

- Post Event Report with supporting documents

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception (Subsidized) **OR**
- Welcome Gifts and Cultural Performance
(strictly subject to stock availability and the discretion of the Bureau)

Note:

Completed Form is to be submitted minimum 45 days prior to the date of group's arrival



Updated: 30.08.2025 | Marketing Communications Unit, Business Growth Department



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Incentive Groups

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 50 pax
- Minimum 2 nights stay in Sabah
- A full-day meeting, training, or team-building session held at a full-service venue (e.g., convention centre, event hall, ballroom, meeting room, or other suitable facilities)

Required Documents:

Pre-Event:

- BE Support Application Form
- Hotel & venue confirmation/agreement document
- End user company profile & Event Overview
- Programme Itinerary
- Delegates Details (Name, nationality, flight details & profession)

Post Event:

- Post Event Report with supporting documents

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception (Subsidized) **OR**
- Welcome Gifts and Cultural Performance
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Conferences / Congresses

Eligibility Criteria:

- Minimum 30% National / International
- Minimum group size of 150 pax
- Minimum 3 Days/2 nights stay OR 100 room nights in Sabah
- Minimum 2 full days of Conference
- With a history of international participants

Required Documents:

Pre-Event:

- BE Support Application Form & Cover Letter
- Event Overview/Backgroud & Event Itinerary/Programme
- Proposed Name List

Post Event:

- Final Name List & Proof of Event Invoices (Transportation, Banquet, Rooms, etc.)
- Survey Form & Event Photos

Type of Support:

- Financial Support (Reimbursement Basis) **OR**
- Hosted Reception (Subsidized) **OR**
- Welcome Gifts and Cultural Performance
(strictly subject to stock availability and the discretion of the Bureau)

Note:

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Homegrown Events / International Exhibitions

Eligibility Criteria:

- Minimum 30% foreign participants from 2 countries and at least 300 total participants OR
- Minimum 500pax total participants - Minimum event duration: 2 days
- Minimum 20 booths (at least 30% international or non-Sabahan exhibitors)
- Proof of participant numbers via an approved event solution method

Required Documents:

Pre-Event:

- BE Support Application Form & Cover Letter
- Event Overview/Background & Event Itinerary/Programme
- Proposed Name List

Post Event:

- Final Name List, Proof of Event Invoices (Transportation, Banquet, Rooms, etc), Survey Form & Event Photos

Type of Support:

- Subsidy for event space or venue (**Up to RM20,000**) **OR**
- Up to 50% of subsidy for performances (**Max RM20,000**) **OR**
- Promotional or marketing budget (**Max RM20,000**)
- Note: Total support maximum **RM100,000** per event
(Disbursement max 50% prior to event **OR** 100% after event)

Note:

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HOW TO APPLY

How to apply?

1. Download the Application Form:

Available on the official website www.sabahconventionbureau.com -> About -> MICE Supports

2. Submission Deadline:

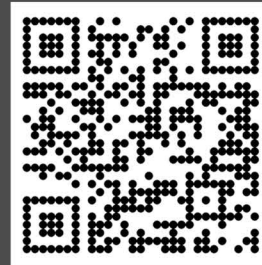
Applications must be submitted at least 45 days before the group's arrival.

3. Event Period:

The event must take place between January – December 2025.

4. Application Process:

Only fully completed applications submitted online via **Submission Portal** will be entertained.



5. Final Decision:

Sabah Convention Bureau **reserves the right to approve or reject applications.**

For any enquiries regarding promotional materials or further clarification, please contact us at marcom@sabahconventionbureau.com



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