



Business Events Support Criteria Year 2026

WHO CAN APPLY?

- Destination Management Company (DMC)
- Professional Conference Organizer (PCO)
- Incentive House
- Local Associations
- Professional Bodies with local chapter in Sabah/Malaysia
- Government-Linked Companies (GLCs) / 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 2026

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
- Event Enhancement Support



BUSINESS EVENTS SUPPORT CRITERIA YEAR 2026

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
- Event Enhancement Support



BUSINESS EVENTS SUPPORT CRITERIA YEAR 2026

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/Congresses
- With a history of international participants

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:

- Financial Support (Reimbursement Basis) OR
- Hosted Reception (Subsidized) OR
- Event Enhancement Support



BUSINESS EVENTS SUPPORT CRITERIA YEAR 2026

Homegrown Events / International Exhibitions

Eligibility Criteria:

- Minimum 30% foreign/National participants from 2 Country/State (Outside Sabah)
- Minimum 300 total participants and minimum 2 Days event
- Minimum 20 booths (3x3sqm) with at least 30% international or National (non-Sabahan exhibitor/participant)
- Proof of participant numbers via an approved event solution method and application must be at least 90 days

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 performances subsidy (Max RM20,000) OR
- Promotional / marketing budget (Max RM20,000)

Note: Total support maximum RM100,000 per event
(Disbursement max 50% prior to event OR 100% after event)



BUSINESS EVENTS SUPPORT CRITERIA YEAR 2026

Terms & Conditions:

1. The completed Application Form must be submitted **at least 45 days prior to the group's arrival date** (except for International Exhibitions /Homegrown events). Successful applicants **shall agree to allow SCB to conduct surveys** with organisers and participants in a manner agreeable by both parties.
2. All forms shall be filled out in **blue ink or blue font** to guarantee legibility and **proper scanning** of the documents.
3. A confirmed and final list of participants, together with the programme and itinerary, must be submitted to the Sabah Convention Bureau (SCB) **at least 14 days prior to the group's arrival**.
4. The Conference, Congress, or similar event **must be a paid event**, with registration fees collected from all delegates and participants.
5. The SCB logo must be prominently displayed on the event backdrop and/or any related promotional materials and videos presented during at least one official function.
6. The organiser **must grant approval to SCB to issue a Press Release (if required)** and to publish event-related updates and content on SCB's official website and social media platforms.
7. Event images **must be submitted in high resolution via email (Google Drive link provided) or in USB format within two (2) weeks after the completion of the event**, for SCB's promotional use or upon request for immediate updates.
8. Reimbursement will be processed after the completion of the event, based on the actual number of National and International participants only, in accordance with the **Reimbursement Flow**.
9. Please refer to the **"Business Events Support Criteria 2026"** for any business events support. The fund is intended exclusively for events categorized as national or international corporate meetings, corporate incentive travel, conferences, conventions, congresses, exhibitions, or other related business events. This is also subject to SCB management's review and approval.
10. National participants – All Malaysians from Peninsular Malaysia, Sarawak or Labuan. **Except Local and non-local residing in Sabah.**
11. SCB has the right to reject further application should the information provided is found to be false, late submission, incomplete supporting documents and if events do not comply with the criteria and/or cause any illegal activities. All terms & conditions are subject to change without prior notice.
12. All information provided in this application **will be treated with strict confidentiality and used solely for statistical purposes**, subject to the applicant's consent.



BUSINESS EVENTS SUPPORT CRITERIA YEAR 2026

How to apply?

1. Download the Application Form:

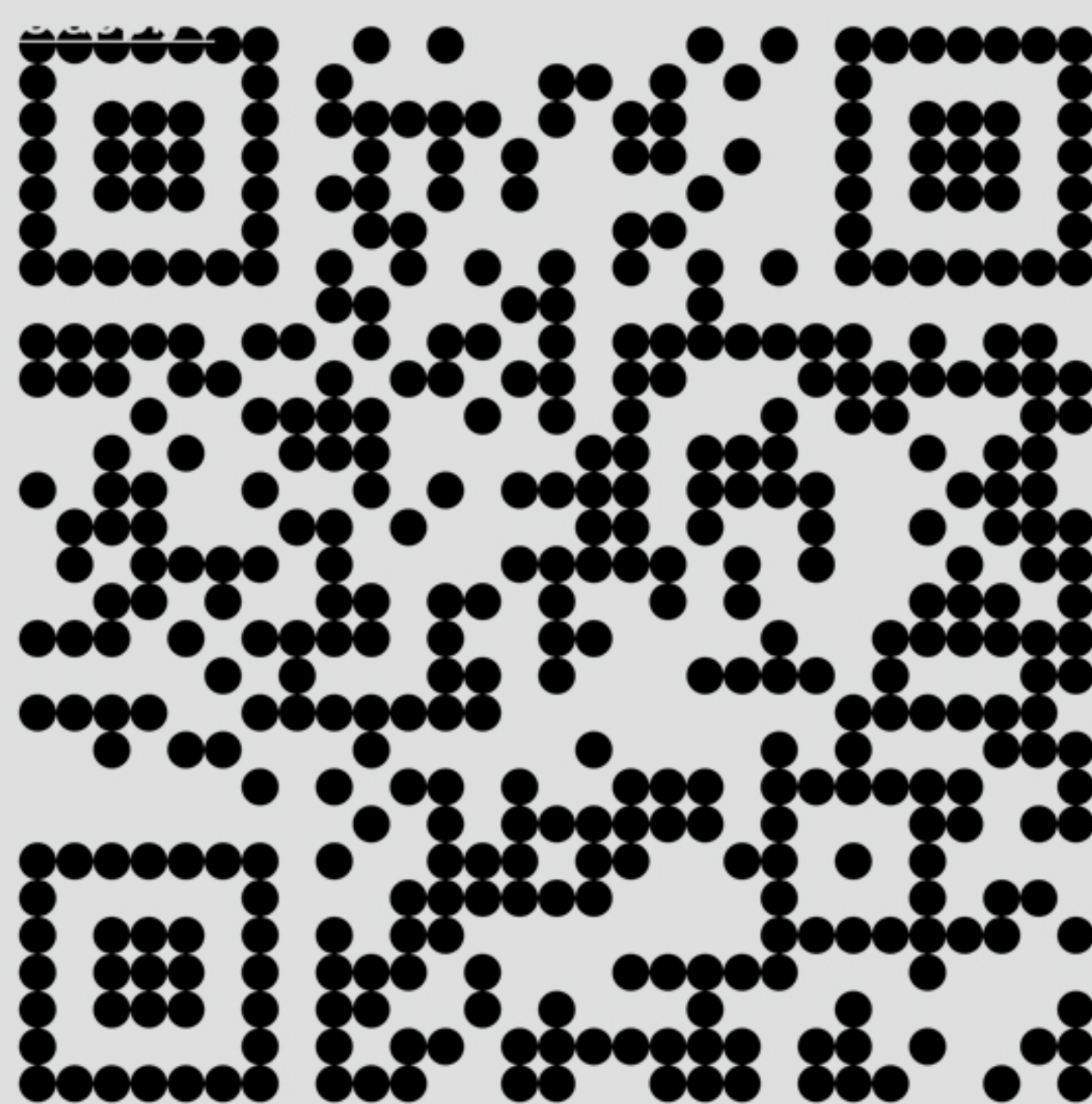
Available on the official website www.sabahconventionbureau.com -> Support Services -> MICE Supports.

2. Event Period:

The event must take place between January – December 2026 only.

3. Application Process:

Only fully completed applications submitted via **Submission Portal (Online)** will be entertained.



4. Final Decision:

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



Scan here to
discover more!



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