

CONTACT:

Tina Goh  
Director of Marketing Communications & PR  
[tina.goh@sabahsicc.com](mailto:tina.goh@sabahsicc.com)

**FOR IMMEDIATE RELEASE**

SABAH INTERNATIONAL CONVENTION CENTRE INTRODUCES HYBRID MEETING PACKAGE

Kota Kinabalu, 15<sup>th</sup> June 2020 – Adapting to the new structure of business meetings in today's landscape, Sabah International Convention Centre (SICC) is offering on-demand venue rental and Hybrid Meeting Package to help clients to connect and maintain relationship with their industry peers, so they do not miss out on opportunities for not being able to meet in-person.

In the current environment, not all delegates are able to get together in the same boardroom to discuss ideas and not all event participants are able to travel to attend conferences in-person due to travel restrictions in several countries. SICC understands that clients may need to attend seminars and workshops held in different time zones and require a well-equipped venue that offers full services at a convenient location. To facilitate this requirement, all 19 versatile meeting rooms at SICC are now available for booking at any time of the day; complete with high-end conference amenities, 24hr AV support, access to in-house catering and sophisticated contact-less service.

While the Malaysian economy is gradually emerging from Recovery Movement Control Order, SICC is stepping-up to the "new normal" and ready to welcome MICE business; besides offering video-conferencing facilities for collaborative meetings, SICC reassures visitors and associates' safety by adhering to state and compliant to guidelines provided by Ministry of Health Malaysia, SICC is concentrating its efforts on venue safety protocols, social distancing measures in seating configurations, venue SOP guidelines and new best practices for food and beverage service.

SICC's culinary team are tasked to ensure the highest food safety measure, at the same time to maintain the freshest food quality. Each of the tasty food items are individually portioned and packed; lunch or dinner presented in a generous Bento box for delegates.

To offer the best product for evolving market needs, SICC continuously develop value-added benefits to meeting planners, provide professional event services and innovative culinary experiences for all guests.

SICC's On-demand Meeting Packages starts from RM68nett per person, rate includes a 4-hour block room rental, standard amenities, a light refreshment and a tea break. Email [sales@siccsabah.com](mailto:sales@siccsabah.com) for booking and more information.

**ABOUT SICC**

Sabah International Convention Centre (SICC) is owned by Innoprise Corporation Sdn Bhd of Yayasan Sabah Group – a state sanctioned organisation in Sabah, Malaysia. Accor Group is the appointed hospitality operations consultant. SICC is the largest waterfront purpose-built convention, exhibition and entertainment facility in East Malaysia with a total function space is 153,197sqm. The complex's gross built-up is 60,504sqm on a 6-hectare site. The multi-functional complex with its well-designed floor plan and extensive pre-function areas is well suited for a wide range of public and private events.

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