

ENHANCING COMPETITIVENESS OF KOTA KINABALU AS INTERNATIONAL BUSINESS EVENTS DESTINATION: A CREATIVE COMMUNICATION AND MARKETING APPROACH

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Introduction

Kota Kinabalu strives to be a prominent worldwide hub for international business events, which is consistent with the visions of MACEOS and Sabah Maju Jaya. Despite the COVID-19-induced industrial halt, the city grasped a watershed opportunity in 2022 when borders reopened. Kota Kinabalu, Sabah, is poised to promote itself as an appealing location for international corporate gatherings due to its natural beauty, cultural diversity, adventure opportunities, and exceptional amenities.

Objective

1. To analyze the venue preferences of event organizers when selecting locations for corporate events.
2. To explore and outline a strategic marketing approach aimed at establishing Kota Kinabalu as a global hub for business events.

Methodology

Qualitative

- In-depth Interviews

Quantitative

- Survey Questionnaire

Findings

Respondents Demographic

| Items | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| Gender | | |
| Male | 4 | 25% |
| Female | 12 | 75% |
| Age | | |
| 30 - 39 | 6 | 37.5% |
| 40 - 49 | 9 | 56.3% |
| 50 & above | 1 | 6.3% |
| Ethnicity | | |
| Malay | 3 | 18.8% |
| Chinese | 2 | 12.5% |
| Bumiputera Sabah & Sarawak | 11 | 68.8% |
| Marital Status | | |
| Single | 3 | 18.8% |
| Married | 11 | 68.8% |
| Preferred not to say | 2 | 12.5% |

Strategic Marketing Approach

1. Kota Kinabalu Products' Enrichment



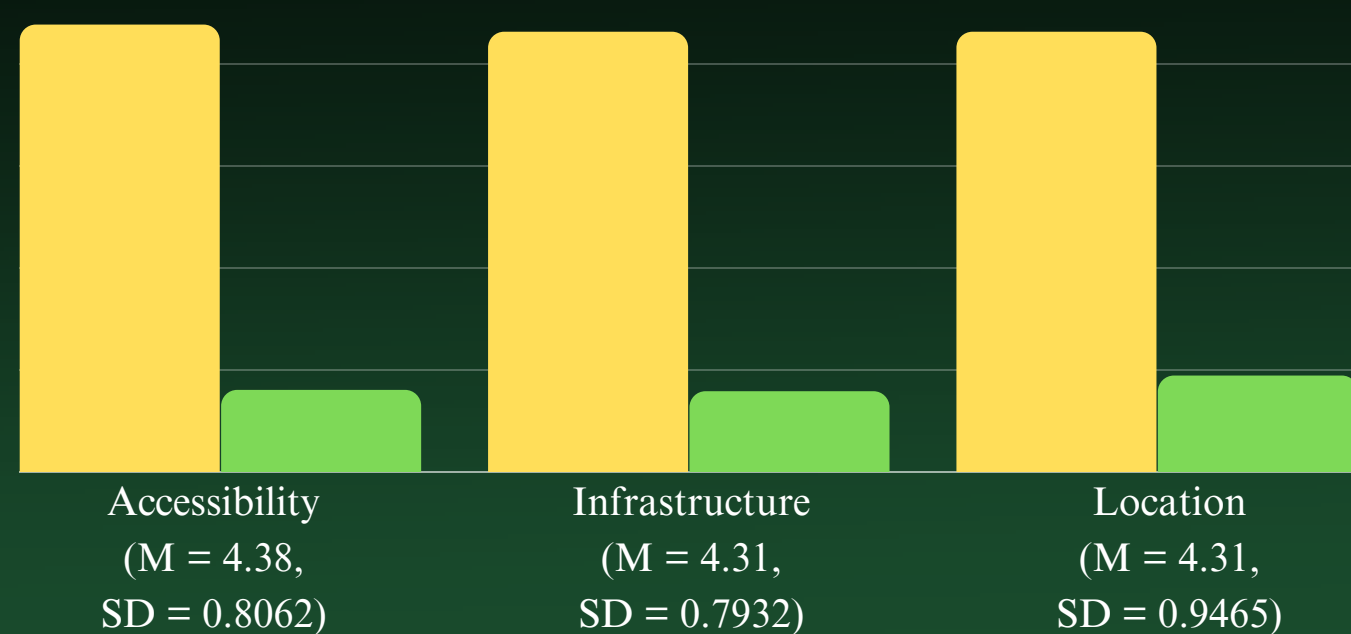
2. Initiatives on Sustainable Program



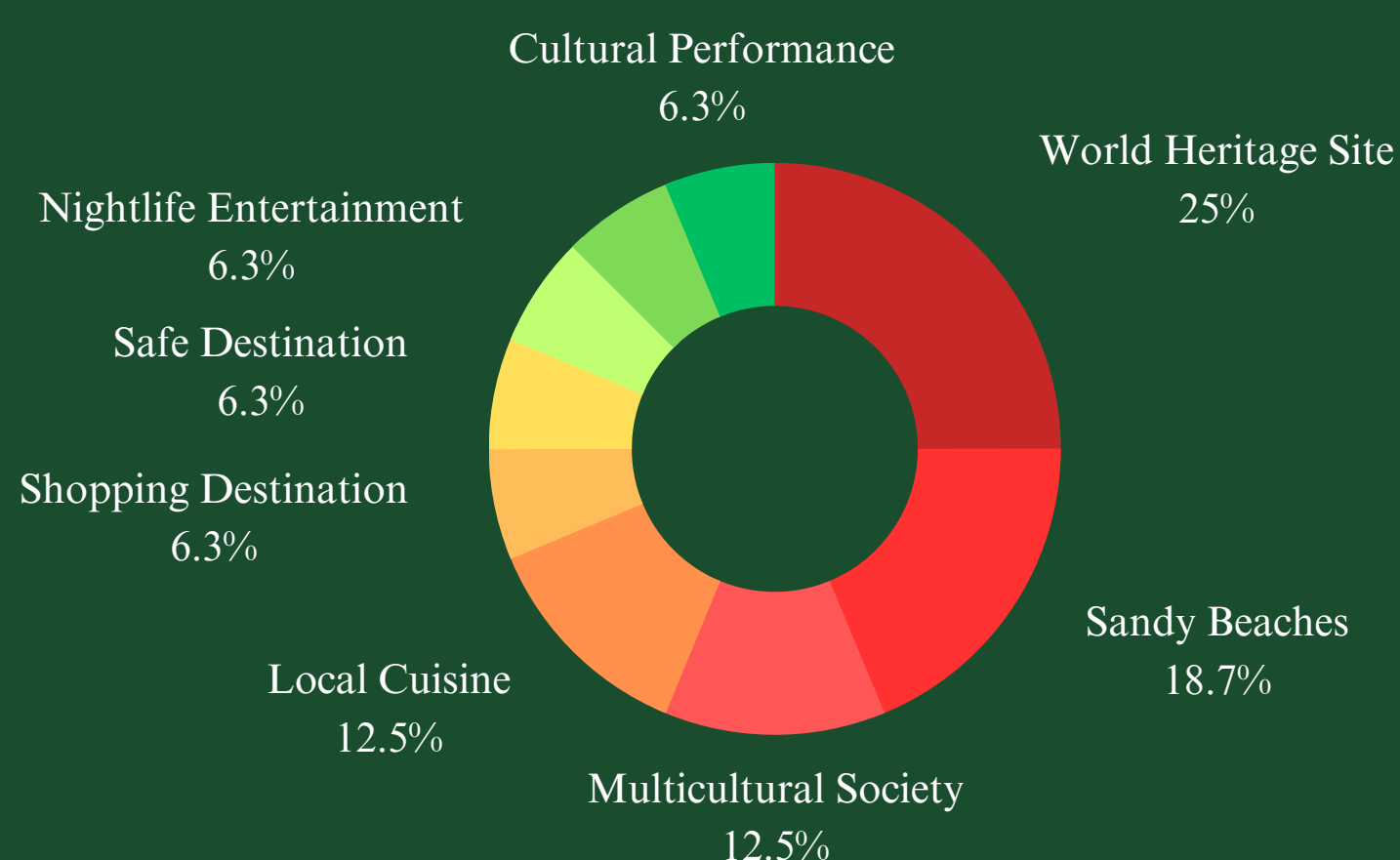
3. Enhancing Engagement and Interaction



Event Organizers' Venue Preferences



Sabah's Attractions as Business Event Destination



Conclusion

By holistically addressing these aspects, Kota Kinabalu can navigate the international business events realm effectively, fostering economic prosperity, cultural exchange, reduced unemployment rate, emphasized international recognition and sustainable growth as a premier global destination.

References

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