

FAVSTYLE

ISSUE: JUL-AUG 2026
PPH387/04/2026(035686)

RM9.00

Meet Your Hosts

**BEN UZAIR &
MIAO IN SABAH**

«Behind The Scenes Of Sabah»

An Evening Of Music,
Compassion, And Hope

**LOVE AND LIGHT
CHARITY CONCERT**

**100 WANITA INSPIRASI
NASIONAL 2026**

Leadership, Legacy,
And National Impact

AIM

To be the aspirational and sustainable lifestyle magazine brand promoting Sabah culture and lifestyle.

ACTION

To consistently deliver engaging stories, showcase local style, and uncover authentic Sabah experiences.

A Sabah-born platform that connects people through stories, style, and signature experiences.

...

Sabah First Sensory Digital Magazine

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FAVSTYLE



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ISSUE: JUL-AUG 2026

Aim & Action	02
In This Issue	03
Greetings	04
Where To Find FAVSTYLE	05

FAVSTYLE



Flavour & Gourmet	06
Borenos Fried Chicken	

Festive	08
---------	----

FAVSTYLE

Art & Design	10
Agriculture & Agtech	11
Architecture & Estates	12
Avenue & Beyond	14

FAVSTYLE

Vitality (Wellness)	16
Vogue & Style	20
Vision & Innovation	22
Beyond The Scenery	
The Story Behind «Behind The Scenes Of Sabah»	

FAVSTYLE



Spotlight	24
-----------	----

Ben Uzair & Miao In Sabah

Shows & Entertainments	28
------------------------	----

FAVSTYLE

Town & Territory	30
Sabah International Convention Centre (SICC)	

FAVSTYLE

Yesterday's Stories	32
---------------------	----

FAVSTYLE

Lifestyle Local Lineup	34
------------------------	----

FAVSTYLE

Event Horizon Recap	39
---------------------	----

A Season of Celebration, Inspiration & Discovery

The months of July and August have been wonderfully relentless for **FAVSTYLE**, filled with meaningful encounters, grand celebrations, inspiring personalities and experiences that remind us why we created this magazine in the first place.

As Editor-in-Chief of FAVSTYLE and Founder of GO TAG – Malaysia, I had the privilege of completing the FAVSTYLE FAM Trip in the early weeks of August. It was a journey shaped by discovery, connection and the extraordinary stories that continue to make East Malaysia such a fascinating destination to explore.

We were equally honoured to attend the *Wanita Inspirasi National 2026 Award Presentation*, celebrating remarkable women whose achievements, dedication and influence continue to inspire communities and generations. To every recipient, our warmest congratulations. Your stories deserve to be celebrated.

July and August also brought us a beautiful succession of occasions. From congratulating *Borenos Fried Chicken* on its Grand Opening to experiencing the sophisticated world of *GIN Malaya* through an exclusive masterclass at *Le Méridien Kota Kinabalu*, the past two months have been a delightful reminder that lifestyle is found not only in grand occasions, but also in the details, conversations and experiences that surround them.

There is, naturally, so much more to share. More people to introduce. More places to discover. More stories waiting to be told.

And that is precisely what makes this edition of FAVSTYLE special.

I invite you to slow down, turn the pages and spend a little more time with us through our digital magazine. Discover the personalities, destinations, dining experiences, celebrations, fashion, beauty and lifestyle stories that have shaped our latest issue.

FAVSTYLE is more than a magazine. It is a sensory journey through East Malaysia, created to be **seen, felt, discovered and remembered**.

Welcome to East Malaysia's First Sensory Magazine.

Enjoy the issue.



Alfred Allen

**Editor-in-Chief, FAVSTYLE
Founder, GO TAG – Malaysia**

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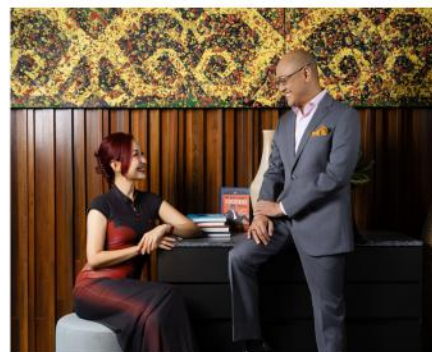
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«Behind The Scenes Of Sabah»
... in making

Published by:

AACFS CRAFT

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H-5-6 Kota Kinabalu, 88000, Kota Kinabalu

Tel: 011-70253692

Email: editor@hellofavstyle.com

Website: www.hellofavstyle.com

Printing by:

JC Printer SDN. BHD. (Co. No. 75764-p)

Office Address:

Shop No. 18, Bandar Baru Penampang,

88300 Penampang, Sabah.

Tel: 017-7680551/088-725378

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As a proud local voice, we are thrilled to support **Visit Malaysia 2026** and its captivating theme, **"Surreal Experiences!"**

Surreal Experiences!

With a national goal of welcoming 35.6 million visitors, this campaign—represented by the charming sun bear mascots Wira and Manja—is a golden opportunity to showcase our world-class hospitality and rich cultural heritage.



We invite our readers and the global community to join us in making 2026 a landmark year for Malaysian tourism and unity.

ADVERTISE WITH
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BORENOS FRIED CHICKEN

Most-Loved Local Fast-Food Brand

Founded in 2015, Borenos Fried Chicken is a proudly Malaysian, 100% Sabahan brand that delivers freshly prepared, locally sourced chicken in a warm, family-friendly setting. The core concept seamlessly blends top-tier quality, consistency, and broad market appeal—making Borenos a strong, high-performing F&B tenant within vibrant retail environments.

Driven by loyal local support and rising popularity among tourists, Borenos has grown rapidly from its Sabahan roots. In 2024, the brand successfully expanded into West Malaysia with its first outlet in Puchong, Selangor. Operating as a trusted community hub, Borenos consistently drives strong foot traffic and repeat visits, while also offering robust event management and catering capabilities for large-scale gatherings of up to 2,000 guests.



The iconic Borenos logo features three subtle dots embedded within the "O". These signify the brand's core foundation:

- **Great Taste:** Signature flavour profiles specifically crafted to satisfy local cravings.
- **Made Fresh:** Quality meals prepared with meticulous care, fresh ingredients, and uncompromising standards.
- **Clean Place:** A bright, hygienic, and welcoming dining environment for families and friends.

Borenos offers a versatile dining menu designed for every mealtime, whether grabbing a quick lunch, gathering for a family feast, or hosting an event.

Hot-Selling Signature Meals

- **Full Spring Chicken Meal:** The ultimate star of the menu—a whole juicy, crispy-fried spring chicken served with golden potato fries, fresh coleslaw, and a beverage.
- **2pc Chicken Meal:** A timeless classic featuring two golden, crispy chicken pieces accompanied by signature sides.
- **Signature Chicken Burger:** A customer favourite loaded with a succulent chicken patty, crisp toppings, and special sauce in a soft toasted bun.
- **2pc Cheesy Chicken Rice Meal:** Tender, crispy chicken draped in warm, rich cheese sauce, served with fragrant rice.
- **Fish & Chips:** Golden-battered crispy fish fillets served with potato fries, fresh coleslaw, and tangy tartar sauce.

Sharing Sides, Treats & Borenos Café

- **Potato Platter:** An indulgent, extra-large mix of crispy potato chips, criss-cut fries, and golden wedges.
- **Specialty Beverages & Refreshments:** Refreshing choices ranging from Zero Sugar Sparkling Water, UINAH Gingerland, and Bandung to iced local tea.
- **Borenos Café Selection:** Freshly brewed café beverages including hot Americano, smooth Lattes, and aromatic Sabah Organic Hot Tea infused with local Ginger and Wild Honey.





A New Milestone at Imago Shopping Mall

The official grand opening of the brand-new Borenos Fried Chicken branch at Imago Shopping Mall on 20 August 2026 marks an exciting milestone for Borenos Sdn Bhd. For a proudly 100% Sabahan brand, this latest opening represents far more than just adding another location—it marks a triumphant chapter in an inspiring journey shaped by local entrepreneurship, culinary pride, customer loyalty, and bold ambition. Located inside one of Kota Kinabalu's premier lifestyle and shopping destinations, the new Imago outlet cements Borenos' position as a key culinary icon in Sabah.

The grand ceremony was officially officiated by YB Datuk Seri Panglima Masidi Manjun, Deputy Chief Minister II and Minister of Finance of Sabah. His presence underscored the economic and cultural significance of homegrown Sabahan enterprises scaling new heights and contributing to the local business landscape.

The Imago expansion is the culmination of years of dedicated growth and strategic milestones:

- **2015** – Halal Certification: Borenos secured its official Halal certification, establishing a rock-solid foundation of trust, quality, and inclusivity for all Malaysian diners.
- **2017** – Most Popular Award: Honoured with the Most Popular Award at the 4th Edition of The Signature Food Fest, proving its strong popularity among local food lovers.
- **2026** – BrandLaureate World Halal BestBrands Award: Borenos earned world-class brand recognition by winning at the BrandLaureate World Halal BestBrands Awards 2026.
- **2026** – Imago Grand Opening: Celebrating the launch of its premier outlet at Imago Shopping Mall on 20 August 2026.



HONOURING SABAH DAY

A Tribute To Heritage, Unity, And Identity

Every year on 31st August, a proud wave of red, white, blue, and zircon blue sweeps across the Land Below the Wind. While the date is widely recognised across the nation, for Sabahans, it carries a profoundly distinct resonance: **Sabah Day**. It is a moment to pause, reflect, and celebrate the rich history, self-determination, and vibrant spirit of our home.

A Defining Moment in History

On 31st August 1963, Sabah—then known as North Borneo—officially attained self-government, bringing an end to decades of British colonial rule. It marked a crucial stepping stone towards the formation of Malaysia just a few weeks later on 16th September.

Reclaiming and officialising Sabah Day in recent years has rekindled a deep sense of local pride. It offers a dedicated space to honour the visionaries who shaped our state's path and to pass down these vital stories to the next generation.

"Sabah Day is not merely a date on the calendar; it is a living celebration of who we are—our shared history, our diverse cultures, and our unyielding resilience."

The Heartbeat of the Celebration

From the coastal breeze of Kota Kinabalu to the lush highlands of Kundasang and the rich cultural heartlands of the interior, Sabah Day is brought to life through community, music, and tradition.

- **Cultural Pageantry:** Communities gather in colorful traditional attire—from the intricate weave of the Kadazandusun Sinuanga to the vibrant Bajau Samah garments—showcasing the harmonious blend of over 30 ethnic groups.
- **Culinary Feasts:** No Sabahan celebration is complete without food. Local markets and family tables overflow with traditional delicacies, bringing people together over shared plates and timeless recipes.
- **Community Spirit:** Street parades, local artisan bazaars, and musical performances fill the air with energy, proving that our unity is our greatest strength.

Looking to the Future

As **FAVSTYLE** celebrates the vibrant lifestyle and culture of Sabah, Sabah Day serves as a beautiful reminder of our roots. It inspires us to step into the future with confidence, holding fast to the warmth, diversity, and unity that define our beloved home.

Happy Sabah Day to all our readers across Sabah and beyond!

10 *Sabah*

WORLD'S Best in



Naturally Inspiring. Beyond Ordinary



1. HIGHEST PEAKS IN MALAYSIA

All top 5 highest peaks in Malaysia are located in Sabah. The highest is Mt. Kinabalu (4,905m), followed by Mt. Trusmi (2,642m), Mt. Sinsing (2,586m), Mt. Tambuyukon (2,579m), and Mt. Kaligaran (2,468m).

2. SABAH'S COLLECTION OF THREE UNESCO CROWNS

Sabah is the third destination in the world to receive the prestigious UNESCO Triple Crown recognition, with three designations: the Kinabalu Park as a UNESCO World Heritage Site, the Crocker Range as a UNESCO Biosphere Reserve, and Kinabalu as a UNESCO Global Geopark.

3. SEPILOK ORANGUTAN REHABILITATION CENTRE

Established in 1964, it is the first Orangutan Rehabilitation Centre in the World. The Sepilok Orangutan Rehabilitation Centre, holds the record for world's largest orangutan (*Pongo pygmaeus*) sanctuary.

4. BORNEAN SUN BEAR CONSERVATION CENTRE

Sun bear is the smallest bear species in the world, native to Southeast Asia. The Bornean Sun Bear Conservation Centre was established in Sabah in 2008 in an effort to protect and conserve this bear.

5. BORNEAN ELEPHANTS

The Bornean elephant is an evolutionarily significant species, morphologically and genetically distinct from mainland Asian elephants, rendering them unique to the island of Borneo and part of its natural heritage. In Sabah, it can be seen especially in the parts of the Kinabatangan river, Tabin forest reserve and Danum Valley forest reserve.

6. WORLD-CLASS DIVE SITE SIPADAN

Sipadan is located at the heart of the Indo-Pacific basin (the Coral Triangle), the centre of one of the richest marine habitats in the world. More than 400 species of fish and hundreds of coral species have been classified in this ecosystem.

7. WORLD'S HIGHEST TROPICAL TREE

Home to the world's tallest tropical tree, the Yellow Meranti (*Shorea faguetiana*), located in Danum Valley, Sabah. It stands at a record-breaking height of 100.8 meters.

8. BORNEO LOWLAND RAINFOREST

Aged about 140 million years old, shared between Malaysia (Sabah and Sarawak), Brunei and Indonesia, the Borneo Lowland Rainforest is the 2nd oldest rainforest in the world.

9. BIRDING IN SABAH

Out of the 55 Important Birding Areas in Malaysia, 14 are in Sabah. To date, recorded here are 688 bird species, including 66 endemic to Borneo and 6 unique to Sabah.

10. ICONIC SUNSETS

Tanjung Aru Beach is one of Kota Kinabalu's most iconic spots to witness a spectacular sunset. Visitors from near and far travel to this scenic shoreline to experience Kota Kinabalu's legendary sunsets.



www.sabahtourism.com

FRESH LINES

Sabah Through Five Artistic Voices



Graduan Laut,
Oil on Canvas (2024).

In this issue, we feature Rizalman, another of the five emerging artists recently highlighted in our Art & Design section. Rizalman's work is recognised for its rich, evocative execution across charcoal and coloured pencil media, focusing deeply on the preservation of Sabahan cultural heritage, community stories, and Indigenous identity.

FOURTH FEATURED ARTIST: RIZALMAN BIN MOHD YAKIN

Graduan Laut

Graduan Laut portrays the aspirations of the **Bajau Laut Pala'u** community, a seafaring people often marginalized by modern society. The artwork explores themes of hope and identity, reflecting on their choice to remain at sea despite the opportunities of life on land. This decision is not an act of resistance to change but a conscious effort to preserve their cultural roots and ancestral way of life. Their refusal to fully assimilate into modern norms symbolizes strength and resilience, representing an achievement in maintaining cultural integrity within an increasingly uniform world. Although their lives on boats or stilt houses differ from urban living, their sense of family, perseverance, and community remains strong. **Graduan Laut** invites viewers to reconsider the meaning of success and progress, celebrating the **Bajau Laut Pala'u** for their courage to live authentically and uphold their heritage amid the tides of modernization.



RIZALMAN BIN MOHD YAKIN
B. 2001 in Semporna, Sabah.

EDUCATION
2024 BA (Hons.) Visual Arts Technology,
Universiti Malaysia Sabah.

Lallah Dorogan

The artwork **Lallah Dorogan** highlights a cultural tradition from the **Bajau** community in Semporna, Sabah, celebrated through the **Regatta Lepa-Lepa** festival. The artist portrays an elderly man as the symbol of **Lallah Dorogan** to represent wisdom, experience, and the role of elders in preserving ancestral knowledge and traditions. Beyond being a competition, **Lallah Dorogan** serves as an important cultural platform that educates and inspires the younger generation to appreciate and uphold their heritage. Overall, the artwork conveys the importance of preserving **Bajau** culture and promoting its uniqueness for future generations.



Lallah Dorogan,
Charcoal on Paper (2025).



SOWING THE DIGITAL SEED

How Agtech Is Rewriting Sabah's Farming Story

For generations, Sabah's agricultural story has been written by the rhythm of the monsoons and the deep, ancestral knowledge of its farmers. From the highland terraces of Kundasang to the coastal plains, agriculture is the heartbeat of the land. But today, a new rhythm is emerging—one powered by data, drones, and digital connectivity.

This is not a story of replacing tradition, but of reinforcing it.

Sabah's unique geographical layout and environmental sensitivity (such as the impact of climate change on high-altitude crops) make it the perfect incubator for Agricultural Technology (Agtech). Forward-thinking local producers are now realising that precision is the key to sustainability and profitability. Instead of blanket application of water or fertiliser, they are adopting automated systems that target only what is necessary, driven by live data from sensors embedded in the soil.

The transition to 'Smart Farming' is crucial for food security and empowering the next generation of 'agropreneurs'. It shifts farming from a labour-intensive gamble into a data-driven, respectable industry. Today, drones are not toys; they are sophisticated crop-monitoring and spraying systems. IoT (Internet of Things) devices are the new rain gauges, measuring everything from soil pH to atmospheric humidity in real-time.

Behind this digital transformation is a growing movement of young, tech-savvy Sabahan agropreneurs who see the soil not as a symbol of backbreaking toil, but as a dynamic frontier for innovation. Armed with degrees in engineering, computer science, and business, these pioneers are returning to their family plots and rural communities.

By merging data analytics with hands-on cultivation, they are changing the perception of agriculture among the youth, proving that farming can be a forward-thinking, profitable, and intellectually stimulating career choice. This technological shift is equally crucial for safeguarding Sabah's native and high-value crops.

From the coveted hill rice varieties cultivated by indigenous communities to premium fruit exports like MD2 pineapples and local cocoa cultivars, agtech is enabling precise quality control. Automated irrigation systems and microclimate controllers allow delicate crops to thrive despite unpredictable weather patterns, ensuring that traditional flavours and native agricultural biodiversity can be harvested reliably year-round.

Furthermore, the reach of agtech in the region extends far beyond dry land. Sabah's vast coastline and rich marine resources make it a natural hub for the 'Blue Economy', where smart aquaculture is rapidly taking root. In coastal regions stretching from Tuaran to Semporna, smart feeding systems, satellite mapping, and AI-driven water monitoring sensors are helping seaweed and fish farmers maximize yield while protecting delicate marine ecosystems from over-farming and run-off.

Ultimately, the true strength of Sabah's agricultural future lies in balance. Technology is not meant to replace the deep-rooted intuition of local farmers who have understood the land for generations, but to give them the tools to climate-proof their livelihoods. As precision farming continues to mature across the state, Sabah stands on the brink of a new era—one where time-honoured heritage and modern efficiency work hand in hand to nourish both the local economy and future generations.



THE V BY JESSELTON
天環

BUILT AROUND THE WAY WE LIVE

HOW THE V BRINGS ARCHITECTURE, NATURE,
WORK AND EVERYDAY LIFE TOGETHER.

Some buildings are defined by their height. Others by their views.

The V by Jesselton is shaped by a different idea: how architecture can respond to the character of Sabah and the way we live today.

Set along Likas Bay, with Signal Hill and Mount Kinabalu forming its natural backdrop, The V brings together architecture, open spaces, retail, recreation and workplaces within one evolving waterfront setting.

Its design is guided by a five-element concept — Wood, Fire, Earth, Metal and Water — reflecting a balance between nature, architecture and modern life. The “V”, the Roman numeral for five, subtly echoes this idea.

From a Menara-inspired atrium to a 7km waterfront promenade, an open-air retail concept and a workplace designed around wellbeing, The V explores new ways of bringing the outdoors into everyday urban life.

BUILT-IN CATCHMENT OF



1,700+
Commercial
Suites



112
Corporate
Offices



8,000+
Surrounding
Residents



THE V SHOPPES
Open-Air Retail
Destination



01 | RETHINKING THE WAY WE BUILD

A Vertical Expression of the Menara

One of The V's defining architectural features is its 33-storey vertical atrium, inspired by Menara, one of Sabah's remarkable tropical tree species.

The design goes beyond visual inspiration. The atrium introduces natural daylight and encourages airflow through the building, reflecting a broader philosophy of drawing from nature to shape the built environment.

Together with landscaped spaces and gardens, it creates an architectural identity that feels contemporary while remaining distinctly rooted in Sabah.



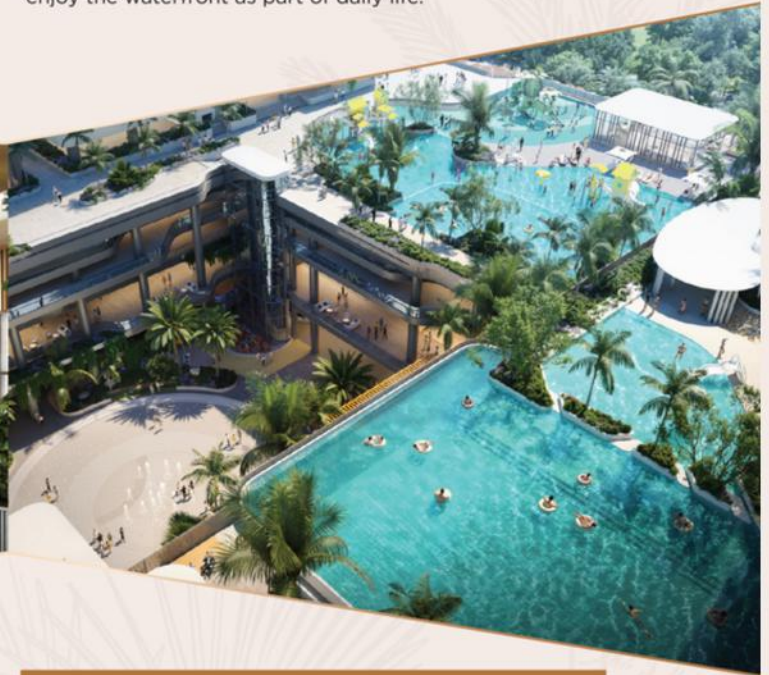
02 | RETHINKING THE WAY WE MOVE

A 7km Promenade Along Likas Bay

A waterfront should be more than a view.

The V forms part of the 7km Likas Bay Cycling & Pedestrian Promenade, bringing walking, running and cycling directly into the everyday rhythm of the development.

From morning walks to evening rides along the bay, the promenade creates space to slow down, move freely and enjoy the waterfront as part of daily life.



03 | RETHINKING THE WAY WE GATHER

The Shoppes and the RiverWalk

The Shoppes at The V takes a more open approach to retail.

Designed as an open-concept retail park, it brings together high-ceiling retail spaces, landscaped courtyards and the RiverWalk promenade, creating a setting for shopping, dining and social gatherings.

With alfresco spaces, Octo Park and the waterfront nearby, everyday moments can naturally extend beyond the traditional indoor retail experience.



04 | RETHINKING THE WAY WE WORK

Where Work and Wellbeing Meet

The way we work is changing, and Tower D is designed with this shift in mind.

Its corporate offices are complemented by amenities such as a fitness studio, garden terraces and nearby recreational spaces, creating opportunities to recharge, meet and collaborate throughout the day.

It is a workplace designed not only around where people work, but how people work today.

DESIGNED FOR A CHANGING KOTA KINABALU

As Kota Kinabalu evolves, so do the expectations of the places built within it.

The V brings together ideas rooted in nature, movement, social interaction and wellbeing, creating a contemporary urban setting shaped around the way people live, move, gather and work.

Because the most meaningful buildings are not necessarily the ones that simply change the skyline.

They are the ones that change the way we see the city around us.



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FROM EAST TO WEST *The FAVSTYLE Peninsular Media Journey*



Led by Editor-in-Chief Mr Alfred Allen Ginsos, the FAVSTYLE team embarked on a four-day media and business development mission across Kuala Lumpur and Genting Highlands from 08 to 11 August 2026. Joining the delegation were key media collaborators: Mr Omar Dylan Willie (MY KCity), Ms Belinda Willie (Sabah KOL Media Alliance), and Mr Kevin Conrad (Kevin Claine Media & Arts).

Designed as a **Familiarisation (FAM) Trip**—a dedicated travel assignment for media teams to get familiar with destinations, attractions, and lifestyle hubs outside Sabah—this journey allowed the delegation to explore premier Peninsular locations, produce digital content, engage in networking, and expand the magazine's physical presence beyond East Malaysia.



DAY ONE: URBAN CONTRASTS & EVENING GALAS

Arriving at KLIA2 via AirAsia, the team took the KL Express to NU Hotel @ KL Sentral before splitting to maximise ground coverage:

- **Chinatown Exploration:** Alfred Allen Ginsos documented Petaling Street's night market, historic streetscapes, and culinary heritage.
- **Modern Retail Hubs:** Omar Dylan Willie and Belinda Willie explored NU Sentral, progressing onward to KLCC and Tun Razak Exchange (TRX).

Reuniting at night, the team covered the *Wanita Inspirasi Nasional 2026* gala at Berjaya Times Square Hotel, capturing highlights and engaging with inspiring figures.



DAY TWO: ASCENDING TO GENTING HIGHLANDS

On 09 August, the team traveled by coach to Genting Highlands. After documenting Genting Premium Outlets and riding the Awana SkyWay cable car for panoramic views, they checked into Genting SkyWorlds Hotel. The evening featured resort explorations, Genting Rewards registrations, dinner, a visit to SkyWorld Casino, and a nightcap at Genting Street Bar rooftop.



DAY THREE: CITY LANDMARKS & PUBLISHING ROOTS

Returning to Kuala Lumpur on 10 August, the delegation covered major retail hubs, including Mid Valley Megamall, The Gardens Mall, TRX, and KLCC. A special highlight was visiting Kinokuniya bookstore at KLCC, connecting with international print publications and celebrating reading culture.

DAY FOUR: EXPANDING FAVSTYLE'S DISTRIBUTION NETWORK

Beyond media coverage, the trip established strategic Magazine Distribution Points (MDPs) to expand FAVSTYLE's footprint in Peninsular Malaysia. Copies were distributed across key venues:

- **Coffee Outlets:** Starbucks (Berjaya Times Square, First World Hotel Genting, TRX) & Oriental Kopi (TRX)
- **Retail & Transit Hubs:** Mid Valley Megamall, NU Sentral Mall, KLCC, and NU Hotel @ KL Sentral



Newest Favstyle Magazine Distribution Point - MDP at First World Hotel Starbucks outlet



Oriental Kopi - TRX



TRX at night



Favstyle Magazine newest Magazine Distribution Point - MDP. Nu Hotel@Sentral



Genting Premium Outlet



Skyworld Plaza



A Triumphant Milestone

By getting familiar with Peninsular Malaysia's premier travel hubs and bridging East and West Malaysia through creative storytelling and expanded print distribution, FAVSTYLE Media Magazine successfully established Kuala Lumpur as a dynamic new hub for its regional presence.

Ms. Bonie Tan

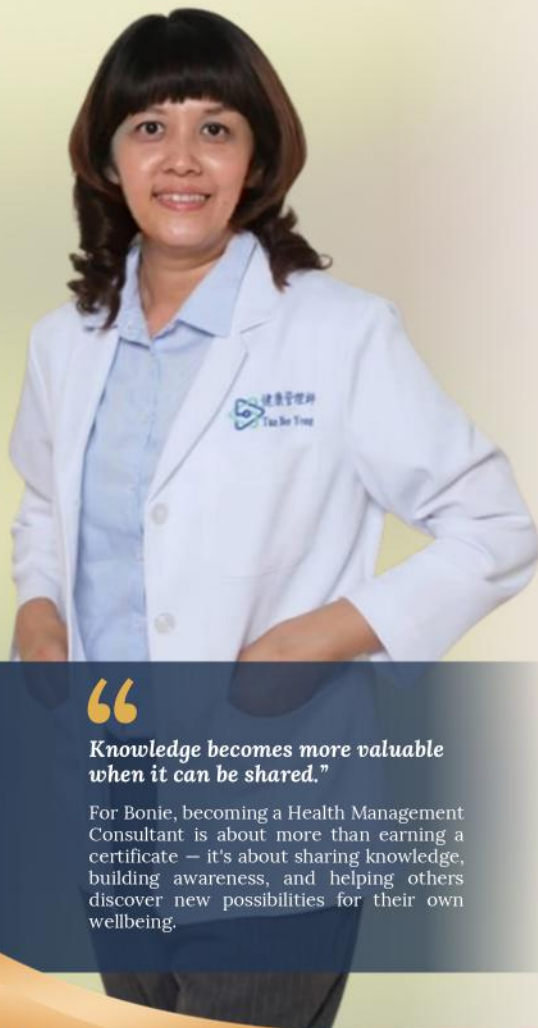
HEALTH MANAGEMENT CONSULTANT

From Personal Discovery to a Purposeful Calling

Before becoming a Health Management Consultant, Bonie Tan built a diverse career spanning advertising, F&B chain store operations, and design & build project management — experience that gave her a broad, multi-dimensional professional perspective.

Her journey with the International Grace Health Management Association began more than nine months ago. Through regular health talks and continuous learning, she has deepened her understanding of health and wellbeing every day.

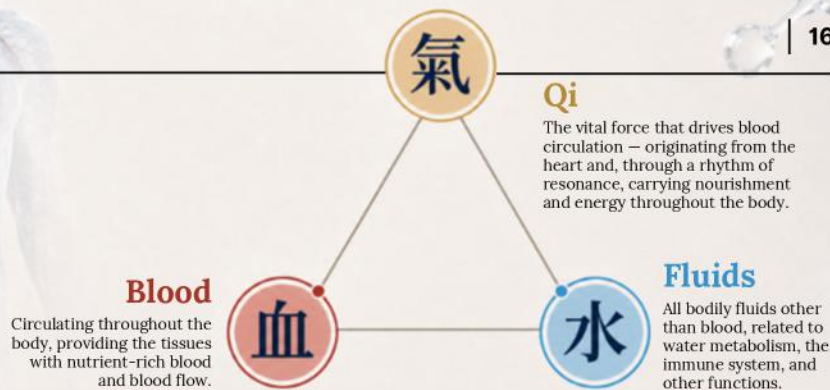
Driven by curiosity, she took on the challenge of the Qi, Blood & Fluids (Qi Xue Shui) examination through an intensive online programme, and successfully qualified as a Health Management Consultant.



“

Knowledge becomes more valuable when it can be shared.”

For Bonie, becoming a Health Management Consultant is about more than earning a certificate — it's about sharing knowledge, building awareness, and helping others discover new possibilities for their own wellbeing.



QI, BLOOD, AND FLUIDS Three Essential Elements For Health

Qi: The Body's Driving Force

Have you ever wondered why two people can be equally diligent about taking supplements and looking after themselves, yet one glows with colour and energy while the other never quite feels "topped up," no matter how much they take?

The answer may lie in something we often overlook — Qi.

Classical Chinese medical texts speak of Qi gathering at Danzhong, the point at the centre of the chest, where the heart sits. Ancient physicians believed that Qi originates from the heart and, carried by the circulation of blood, delivers nourishment and energy to every part of the body. Each heartbeat is not simply a mechanical "push" — it also travels through the blood vessels in a rhythm closer to resonance, allowing blood to circulate with far greater efficiency than force alone could achieve.

Qi, in this framework, is the vital force that drives blood circulation.

This is why traditional Chinese medicine describes Qi as "the commander of blood" — when Qi flows smoothly, blood follows; when Qi is deficient or disrupted, even abundant nourishment struggles to be absorbed and put to use. Which is why the saying goes: **Qi is the source of health — and restoring the body always begins with restoring Qi.**

And this is precisely why nutrients themselves must pass through a series of processes before they can truly be used by the body:



Wellness, therefore, is never simply a matter of adding more to the system. The body itself must have the capacity to make use of what enters it.

A Purpose That Continues to Grow

Bonie's journey was inspired by her own experience of living with rheumatoid arthritis. After following the Qi, Blood & Fluids approach for more than a year, she has felt a steady, ongoing improvement in her condition — a powerful motivation to share what she has learned with others.

Today, her purpose is simple yet meaningful: to turn personal experience into knowledge, knowledge into awareness, and learning into something that can bring positive change to others.

"When knowledge contributes to positive change in one's own life, its greatest value may be found in sharing that knowledge with others."

The above reflects a personal experience, which may vary from person to person, and is not intended to apply to everyone. It does not constitute medical diagnosis or treatment advice. Individuals with related health conditions are encouraged to consult a qualified medical professional.





LITTLE TOWN TOUR & TRAVEL

Mantanani Day Trip



Borneo Cultural Village Day Trip



Mt. Kinabalu Day Trip



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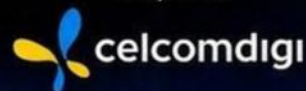
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FABRIC OF THE NATION

Cultivating Style and Etiquette This National Day

Ethics & Etiquette of the Jalur Gemilang in Fashion

Wearing patriotic colours is a celebrated Merdeka tradition, but blending national symbols with couture requires cultural sensitivity and respect for federal guidelines.

Do's & Don'ts for Merdeka Styling

- **Colour Palette Over Flag Cutting:** Honour the national spirit by sourcing fabrics in royal blue, vivid red, bright yellow, and pristine white. Avoid cutting, stitching, or modifying an actual physical flag into garments, as this violates national flag protocols under the National Emblems Act.
- **Placement Matters:** Ensure patriotic emblems, crescents, or 14-point stars sit proudly above the waist. Wearing national symbols on trousers, footwear, or lower-body wraps is considered disrespectful.
- **Proper Maintenance & Disposal:** If wearing accessories made from flag material (like sashes), handle them with care. Never let them touch the floor or appear frayed.

Busana Merdeka Style Showcase

High-fashion meets heritage through thoughtfully designed ensembles that celebrate Malaysia's rich identity.

1. The Colour-Block Heritage Suit

- **The Look:** A crisp, tailored Baju Melayu or contemporary suit incorporating bold colour blocking in navy blue, crimson red, yellow, and white.
- **Styling Tip:** Pair a royal blue songkok with subtle gold thread accents to mirror the crescent moon's grandeur without overstating it.

2. Modern Kebaya with Songket Accents

- **The Look:** A floor-length Kebaya Labuh crafted from breathable silk, paired with a handwoven Songket skirt featuring traditional geometric motifs.
- **Styling Tip:** Incorporate yellow gold jewellery—such as a traditional Dokoh necklace—to draw inspiration from the royal colour of the crescent and star.

3. Borneo-Inspired Fusion Wear

- **The Look:** Blending Semenanjung classics with Sabah and Sarawak motifs, such as Pua Kumbu weaves or Kadazandusun embroidery alongside red and blue drapes.
- **Styling Tip:** Keep accessories minimal to allow the intricate multicultural patterns to serve as the visual centrepiece.

As Malaysia marks its National Day, Busana Merdeka stands as more than a seasonal fashion statement—it is a living canvas of identity, pride, and heritage. By marrying traditional craftsmanship with modern design and honouring our sacred symbols, we wear our national narrative on our sleeves. True style lies in this delicate harmony: celebrating the vibrant unity of our multicultural roots while wearing our national colours with utmost elegance and respect.



ORDINARY DREAMS

AN EXTRAORDINARY JOURNEY THROUGH THE LENS

AERON LUN

Founder • Creative Vision • Storyteller

He did not begin with a large studio, a big team or a successful company. He began with a passion for photography and a dream that was bigger than his circumstances. Today, that journey has grown into AP Production Sabah Bridal & Studio—but before the cameras, gowns and studio, he started from the bottom.

“ I inherited the passion for photography, but I had to build my own dream.

01 / ROOTS

Photography was part of his family background. His father was a film photographer who once operated a film printing shop in Ranau, Sabah. He inherited the connection to photography, but not a ready-made business. He had to build his own path.

04 / STOP. REBUILD. GROW.

Then came the pandemic and MCO. Weddings and events stopped, and customers disappeared. But when the industry reopened, demand returned strongly. In 2021, he formed a small team of four people and began building AP Production Sabah. At certain periods, the team handled as many as 20 wedding events in a single month and grew to serve approximately 200–250 clients a year across weddings, events, pre-weddings, corporate and creative productions.

07 / STILL DREAMING

From 2010 to 2026, he has been part of capturing memories for more than 3,000 newlywed couples in Sabah. Today, the biggest challenge is staying different in an increasingly competitive industry—continuing to improve skills, update equipment, follow new trends and never stop learning.

02 / FROM SCRATCH

From 2010 to 2016, he began in the bridal photography industry as a Photography Assistant. Through years of hard work, hands-on experience and a constant desire to improve, he progressed from Assistant Photographer to Senior Photographer, Chief Photographer and eventually Director Photographer. Every step was earned through long hours, learning and dedication.

05 / THE NEXT CHAPTER

In 2025, the vision expanded with AP Production Sabah Bridal & Studio at Donggongan Avenue, Penampang. The goal was not simply to capture the actual wedding day, but to let customers experience the team's creativity from the beginning—from gowns and pre-wedding stories to actual-day photography and cinematography, and beyond.

03 / ONE BIG DREAM

In 2017, he started his own journey as a solo photographer. As demand for wedding videography and cinematic storytelling grew in Sabah, he challenged himself to learn cinematography. Photography taught him how to capture a moment; cinematography taught him how to tell a story.

06 / MORE THAN WEDDINGS

Today, the team provides pre-wedding and actual-day photography and videography, bridal and gown rental, studio portraits, baby and newborn photography, family portraits, corporate and business productions, and commercial creative content. The journey has grown from one photographer into an all-in-one creative experience designed to capture different chapters of life.

THE 3,000+ WEDDINGS. THOUSANDS OF “I DOs.”

His father's generation worked with film. Today, the next generation works with digital photography, cinematography and modern creative technology. The tools have changed, but the purpose remains the same: to preserve moments people never want to forget.

“I started as an ordinary photography assistant with an ordinary beginning. But I always believed that an ordinary person could have an extraordinary dream.”





BEYOND THE SCENERY

The Story Behind «Behind The Scenes Of Sabah»

Sabah has never struggled to capture attention.

Its mountains have been photographed, its islands admired and its sunsets shared across countless screens. But beyond the images that travel the world lies another Sabah, one shaped by people, memory, culture and stories that are rarely found on a travel itinerary.

That is the idea behind **Behind the Scenes Sabah**, a new docu-style video series created with a simple intention: to look beyond what we see.

The project brings together two hosts with very different connections to Sabah. Ben Uzair is a Sabahan who has spent his life surrounded by the stories, cultures and nuances of the place he calls home. Alongside him is Miao, a Chinese entrepreneur and new media creator who has lived in Sabah for more than a decade and built a following through her platform, Miao in Sabah.

Together, they represent two perspectives of the same destination.

One was born here. One chose to make Sabah home.

And it is within that contrast that Behind the Scenes Sabah finds its voice.

The series is not simply about visiting destinations and telling viewers where to go. It is about asking what lies behind the destination. Who are the people behind it? What stories have shaped it? What would we miss if we only stopped long enough to take a photograph?

From heritage and indigenous culture to food, everyday life, nature and communities, the series hopes to reveal a deeper understanding of Sabah. The concept is rooted in the belief that authentic destination storytelling goes beyond beautiful scenery and explores the human experiences that give a place its identity.

For Ben, the project is an opportunity to share Sabah from the perspective of someone who understands its cultural context and local stories.

For Miao, it is a chance to explore Sabah through the curiosity of someone who arrived from another country but has developed a deep connection with the place.

Their conversations, questions and discoveries become part of the storytelling.



VISION & INNOVATION

Sometimes Ben may explain something Miao has always wondered about. At other times, Miao may notice something that Ben, like many locals, has taken for granted.

That exchange is what makes the series more than a conventional travel programme.

Behind the Scenes Sabah is also designed as a bilingual platform, connecting Chinese-speaking audiences with international viewers and reflecting Sabah's growing role as a destination that welcomes the world.

With Sabah Tourism Year 2027 on the horizon, the timing offers an opportunity to introduce the state through stories that are both meaningful and memorable.

Ultimately, the series is an invitation.

An invitation to look closer.

To venture beyond the postcard.

To meet the people, understand the culture and discover the stories that often remain unseen.

Because sometimes, the best way to truly experience a place is not simply to see what is in front of you.

It is to discover what lies behind the scenes.

Meet your hosts,
Ben Uzair & Miao in Sabah.

**Behind the Scenes Sabah.
Beyond the scenery, into the story.**



BEN UZAIR

The Master of Ceremonies & The Art of Presence

There are those who occupy a role, and those who redefine what it can become. Ben Uzair belongs unmistakably to the latter.

Across Sabah's most distinguished gatherings, his name is synonymous with the art of the *Master of Ceremonies*. Yet Ben is far more than the voice guiding an evening. He is a curator of moments, a strategist of experiences, and a modern "gigpreneur" spanning hospitality, broadcasting, training, consulting, content, and fitness.

At the centre of his career is one philosophy: *people matter*. How they feel. How they communicate. And what remains when the room has emptied.

His foundations were built internationally. Hotel Management in Switzerland and Business Administration in the United States gave Ben a rare duality: service instinct paired with strategic discipline. His hospitality career, spanning boutique to luxury convention hotels, culminated as an Executive Housekeeper at a Forbes Five-Star property in the U.S. There, excellence was simply expected.

That philosophy followed him into broadcasting. As an announcer with RTM SabahVFM and KK12FM, Ben learned timing, tone, and listening. Today, that instinct continues through his podcast, *Make It Happen*, where conversation becomes a catalyst for action.

His stage transition began in 2015 at a breast cancer walk. Under the mentorship of Datuk Mahadzir Lokman, he refined protocol, structure, and stagecraft. Today, Ben is trusted with government functions, corporate occasions, and premium events where precision is paramount. He shapes programme flow long before guests arrive, managing the details that make an occasion feel effortless.

He does not command attention. He orchestrates it.

Beyond the spotlight, Ben invests in people. Through training and consultancy, he works with organisations and government agencies across Sabah, developing communication, leadership presence, etiquette, and professional confidence. His philosophy is simple: *skills create capability; confidence creates transformation.*



As a Sabah Ambassador for Transformasi Nasional 2050 (TN50), he facilitated youth conversations, creating space for ideas to evolve. His creative world extends into F&B, hospitality, and travel content, looking beyond presentation to discover craftsmanship and authenticity.

Then there is Juara Gym, born from feeling out of place in conventional fitness environments. Ben envisioned a human space where progress is personal, wellness is practical, and perfection is never the admission price.

His honours—including Ahli Darjah Kinabalu (ADK), a Sijil Kehormat by the Yang di-Pertua Negeri Sabah, Sabah Top Influencer & Content Creator of the Year 2021, and Anugerah Emcee Cemerlang Gemilang Madani 2025—mark a career rich in distinction.

Yet Ben's greatest signature cannot be framed in an award. It is found in the room.

In the pause before a sentence.

In the confidence he gives another person.

In the atmosphere he leaves behind.



“ Because long after details disappear, people remember how you made them feel.

And that, ultimately, is the true art of Ben Uzair. ”



“Miao In Sabah is not just one person on screen—it represents our entire team and dedicated partners behind the scenes. Today’s achievements stem from our shared unity and collaboration. I am deeply grateful for the trust from government bodies, businesses, and followers. Looking ahead, we remain committed to long-term impact, driven by passion and purpose.”

ZHANG MIAO (MIAO IN SABAH) From China To Sabah: Bringing Sabah To The Global Stage

After working in financial trusts in Beijing and corporate IPO legal services in Shenzhen, Zhang Miao brought a rigorous, pragmatic approach to Sabah, Malaysia, over a decade ago.

As a serial entrepreneur and founder of the media IP “Miao In Sabah,” she focuses on producing authentic, meaningful content rather than chasing short-term traffic.

Beginning in cross-border event planning, Zhang Miao built vital bilateral communication channels between China and Malaysia.

During the pandemic, she expanded into new media to break down fragmented perceptions of Sabah, providing international audiences with genuine, practical insights.

Over five years, “Miao In Sabah” evolved from lifestyle short videos into a comprehensive communication platform integrating tourism, brand empowerment, government relations, cultural exchange, and public welfare—supported by a dedicated professional team.

Zhang Miao is also the first Chinese national to serve as a committee member of the Malaysia-China Chamber of Commerce Sabah Branch, leveraging the platform under the mentorship of President Datuk Dexter Lau.

Her work has earned significant honours, including the Sabah Consumer Choice Corporate Social Responsibility Award (2024, 2025), inclusion in British Publishing House’s Successful People in Malaysia and Singapore (2024), Miss Cultural International Embassy (2025), and the Anugerah Antarabangsa Gemilang Maju Jaya Sabah (2026).

She also served as a host and participated in the filming of the first Malaysian reality beauty pageant show produced through a collaboration between Miss World and iQIYI.

In addition, she has been involved as a judge and media content creator for major international pageants, including Miss Cultural, Miss International, Miss Globe and Miss Tourism, helping to showcase Sabah to a wider global audience.

Beyond business, Zhang Miao serves as Second Vice President of the Api-Api Lions Club, leads women’s welfare initiatives with Kinabalu Pink Ribbon, supports local Chinese-language education, and contributes to cultural events like UMS’s Di Bawah Bayu Forum.

Her team’s track record includes:

- Serving over 500 local and international businesses.
- Accumulating over 200 million views across various platforms.
- Managing the media project for the 2026 Malaysia-China Chamber of Commerce Sabah Branch Cultural Exchange Gala, achieving over 100 million views on Chinese platforms.
- Partnering with official government and international events for visual documentation and external communication.



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Pasta

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Ink squid pasta with cherry tomatoes,
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DR. IMELDA ALBERT GISIP

Bridging Academia And The Arts In Sabah's Creative Landscape



Sabah's creative industry continues to flourish through the contributions of talented individuals who seamlessly blend passion, expertise and dedication. Among these remarkable figures is **Dr. Imelda Albert Gisip**, an Associate Professor at Universiti Teknologi MARA (UiTM) Sabah whose influence extends far beyond the lecture hall into the vibrant world of music and performing arts.

Widely respected in both academic and artistic circles, Dr. Imelda has established herself as a versatile performer, vocal competition judge and songwriter. Her unique ability to combine scholarly excellence with artistic expression has made her a significant contributor to the development of Sabah's creative ecosystem.

Over the years, Dr. Imelda has become a familiar and trusted figure in vocal talent competitions. Her extensive judging experience includes serving as Head Judge for the prestigious Golden Voice competition during UiTM Sabah's College Carnival (KARKOL), as well as being on the judging panels for local singing competitions organised by local establishments.

Her expertise has also been sought for academic vocal assessments and ensemble performances, where she provides valuable guidance to aspiring singers and performers.

Committed to continuous professional growth, Dr. Imelda has actively participated in specialised training programmes and workshops to strengthen her technical and artistic skills.

These include the Sugandoi Judging Enhancement Workshop organised by the KadazanDusun Cultural Association, Vocal Clinique sessions, and music notation training conducted by Fortissimo Music Studio.

Adding another milestone to her musical journey, she released her original composition in May this year, *Muli Kaamatan*, a song also produced by Pusakag Production that celebrates Sabah's rich cultural heritage and the spirit of the Kaamatan festival.

As Sabah's creative industry gains greater recognition nationally and internationally, individuals like Dr. Imelda Albert Gisip serve as powerful examples of how passion, professionalism and cultural pride can shape the future of the arts. Through her music, mentorship and unwavering dedication, she continues to inspire aspiring artists and strengthen Sabah's position as a hub of creative excellence.



Such experiences have further refined her understanding of vocal performance and adjudication, enabling her to mentor emerging talents with confidence and credibility.

Beyond judging and mentoring, Dr. Imelda is also making her mark as a recording artist and songwriter. She was among the Sabah artists involved in the recording of *Joy to the World*, a special Christmas project released in 2025. Her artistic portfolio continues to grow with her participation in the Murut-language song *Gamis Ru Ralan Talie*, produced by Pusakag Production.





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Rising elegantly against the South China Sea with Mount Kinabalu in the background, the **Sabah International Convention Centre (SICC)** is more than Malaysia's largest waterfront facility—it is a symbol of Sabah's global ambition, architectural sophistication, and commitment to sustainable excellence.

Strategically located in Kota Kinabalu's Central Business District, just 20 minutes from the airport, SICC offers effortless access for international summits, exhibitions, and world-class entertainment.

Envisioned as a catalyst for Sabah's economic transformation, SICC elevates business events across the Asia-Pacific region. Every conference and trade expo hosted here drives local tourism, attracts foreign investment, and introduces global leaders to Sabah's thriving economy.



VISION

SICC will be a leading driver of Sabah's economic transformation across all key sectors through Business Events

MISSION

To make SICC as the choice venue for Business Events in the Asia Pacific region

Kinabatangan Exhibition Hall

At the heart of SICC is the Kinabatangan Exhibition Hall. Spanning 5,007 square metres with an 11-metre ceiling, this versatile venue can split into three independent spaces. Featuring direct loading bay access, it accommodates 28 booths inside the hall and 90 additional booths in the foyer—making it ideal for trade fairs, automotive showcases, and corporate productions.

Grand Pre-Function

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- **Meeting Rooms:** Six equipped rooms (44 to 114 square metres) for executive briefings and workshops.
- **Silam VIP Lounge:** Refined privacy and comfort for distinguished guests.
- **Waterfront Promenade:** An open-air setting hosting golden-hour cocktail receptions for up to 800 guests.

As **Visit Sabah 2027** approaches, SICC stands ready not simply as a venue, but as the state's grand gateway for international engagement, investment, culture, and tourism. For every delegate, every organiser, and every visitor who walks through its doors, SICC offers something increasingly rare in today's world:

A destination where business meets breathtaking beauty, innovation embraces sustainability, and every event becomes part of Sabah's extraordinary story.

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A CELEBRATION OF ROOTS AND UNITY

Indonesia's 81st Independence Day In Sabah

Patriotism was on full display as the grounds of the Indonesian Consulate in Kota Kinabalu came alive with nearly 1,000 people gathering to mark the 81st Indonesia Independence Day on August 17. The strong turnout, described by Consul General Noorman Effendi as one of the liveliest and most anticipated events by the Indonesian community in Sabah, reflected the deep pride and unwavering spirit of Indonesians who continue to uphold their roots even while living abroad.

"It is heartening to see so many attends, even on a working day. People came from estates and districts across the state to join this auspicious celebration," Effendi said, noting the strong patriotism of Indonesians living in Kota Kinabalu.

The celebration was more than a formal occasion; it was a vibrant community festival. Guests included representatives from the consulates of Brunei Darussalam, Japan, South Korea, and China, alongside officials from Sabah ministries, the Malaysian Armed Forces, Universiti Malaysia Sabah, and Indonesian departments.

The event began with the raising of Indonesia's flag, the Merah Putih, marking 81 years of independence from Dutch rule. The proud moment was followed by a marching parade and the singing of the national anthem.

After the ceremony, the cutting of Nasi Tumpeng took place, a cultural tradition symbolizing unity and the sharing of food among citizens. Consul General Noorman Effendi led the cutting and later invited guests to join in the food-sharing moment, reinforcing the spirit of togetherness throughout the celebration.



The ceremony of raising Indonesia flag at the KJRI premises



A symbolic moment of cutting Nasi Tumpeng led by Consul General Noorman Effendi



Consul General Noorman Effendi (6th right) and invited guests from various Consulate offices, including government agencies

The festivities continued with silat martial arts demonstrations, traditional dances, and ethnic food stalls, giving Indonesians in Sabah a taste of home. "It's not only about celebrating independence, but also about sharing culture and strengthening camaraderie with Sabahans. This is important to maintain harmony and peace while living in a foreign land," Effendi said.

Looking ahead, Effendi shared updates on Indonesia's new capital city, Nusantara, in Kalimantan. Infrastructure is already 90 percent complete, with schools and hospitals built, and Monash University of Australia confirming plans to establish an international school there. Many Sabah traders have already set up businesses in anticipation of Nusantara's official opening in 2029. The day's celebration in Kota Kinabalu reflected more than patriotism — it was a reminder of the enduring ties between Indonesians and Sabahans, and the shared joy of community, culture, and independence.

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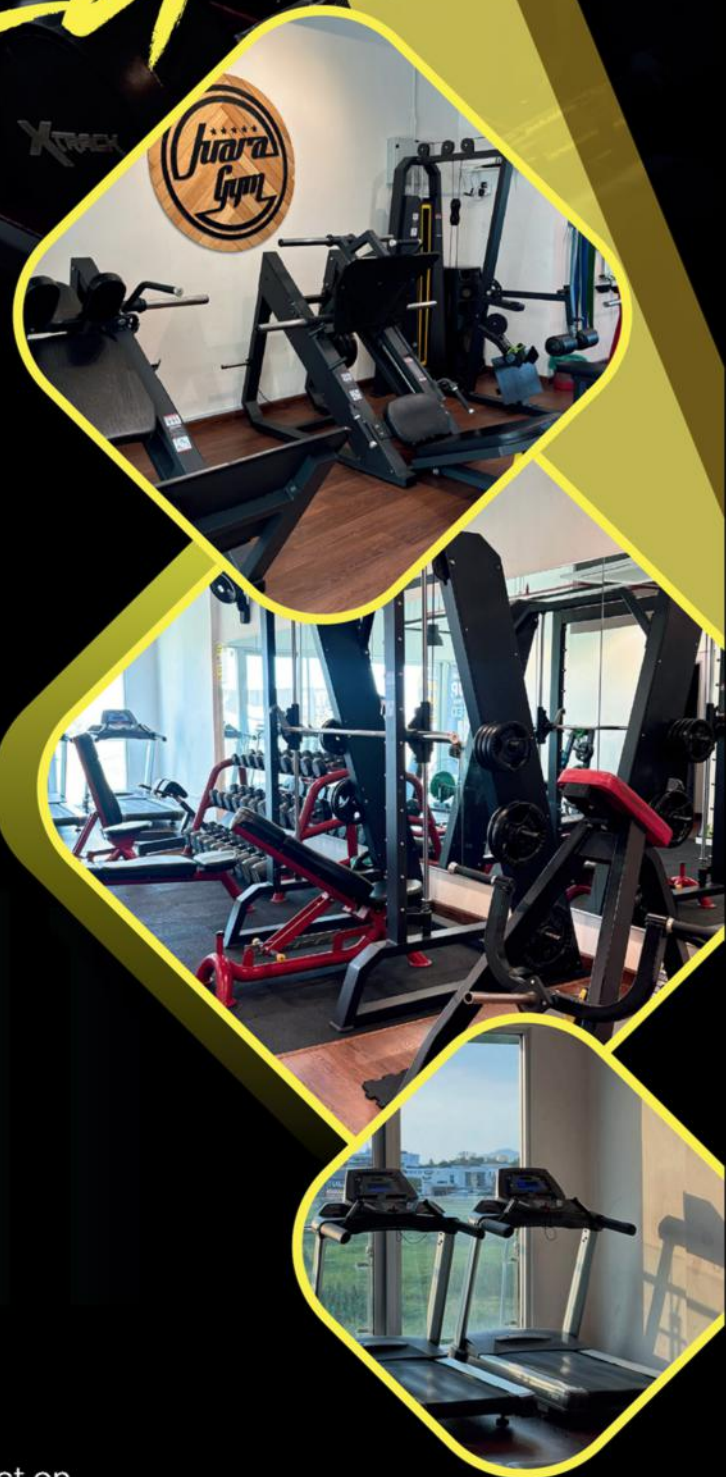
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GIN MALAYA DEBUTS AT LE MÉRIDIEN KOTA KINABALU

An Exclusive Gin Masterclass & Dinner Evening

Malaysia's award-winning craft gin, **Gin Malaya**, made its Sabah debut at **Le Méridien Kota Kinabalu**, unveiling a spirit where heritage meets contemporary craftsmanship.

Hosted by co-founder **Foong Eu Jin**, the exclusive masterclass traced Gin Malaya's journey from an ambitious idea to a distinctly Malaysian expression. Inspired by pandan, lemongrass, bunga kantan and Bentong ginger, the gin asks a simple yet powerful question: *What would a gin inspired by Malaysia taste like?*

At the Sabah introduction, director **Joanne De Silva** joined Eu Jin in welcoming guests, while Le Méridien Kota Kinabalu General Manager **Suresh Ramasamy** celebrated the hotel as the first in Sabah and Borneo to feature Gin Malaya.

"At Le Méridien Kota Kinabalu, we take pride in curating experiences that inspire curiosity," shared Suresh Ramasamy, General Manager of Le Méridien Kota Kinabalu. "We are honoured to be the first hotel in Sabah to feature Gin Malaya, and we look forward to introducing exclusive offerings where guests can enjoy it by the glass, as crafted cocktails, or by the bottle."



Suresh Ramasamy, General Manager of Le Méridien Kota Kinabalu (first from left), pictured with guests at the event.



Interview by Writer On-The-Go Lorena Binisol with Co-Founder Foong Eu Jin





For Eu Jin, the spirit grew from his experiences at **Locker & Loft in Damansara Kim, Petaling Jaya**, where food-inspired cocktails sparked a bigger idea:

"instead of just cocktails inspired by food, why not invent a spirit itself, built on Malaysian botanicals?"

Created in Malaysia in 2024 following research with Scottish master distillers **Andrew and Stewart**, Gin Malaya has since earned international recognition, including a **Bronze Medal at the London Spirits Competition 2025** and a **one-star Great Taste Award**.



With its batik-inspired bottle and unmistakably Malaysian soul, Gin Malaya is not merely distilled in Malaysia.

It is Malaysia, distilled.



Gin Malaya is Malaysia's first award-winning craft gin, founded on the belief that extraordinary spirits are born from the meeting of different worlds. Bringing together the heritage of Scottish distilling with the richness of Malaysian culture, the brand offers a distinctly Malaysian perspective on one of the world's most celebrated spirits. Developed over two years and launched in Malaysia in 2024, Gin Malaya was created to challenge the conventional perception of gin through flavours inspired by Malaysia's rich culinary landscape. The brand is available in both Malaysia and the United Kingdom, earning international recognition in 2025 with a one-star Great Taste Award, judged solely on taste through a blind-tasting process, and a Bronze Medal at the London Spirits Competition, which evaluates spirits across quality, value and packaging.

Mr. Chester Pang

CHAIRMAN OF KREATIF SABAH &
FILM DIRECTOR

From Local Storytelling to Leading Sabah's Creative Vision

Before stepping into key leadership roles within Sabah's creative sector, Chester Pang established himself as a prominent filmmaker and producer. He served as the producer of the notable local comedy *Craze Below the Wind* (2022) and directed the Dusun folklore horror-thriller *Mantera* (2025).

As co-founder of Can Bah Production and President of the Sabah Film and Visual Association (SAFVA), he has spent years dedicated to building local production capabilities, nurturing homegrown talent, and bringing Sabahan stories to national and international screens.

Driven by a commitment to elevate the local creative economy, he was elected Chairman of the Federation of Sabah Creative Associations (KREATIF SABAH) for the 2026–2028 term, where he now leads efforts to unite, empower, and advocate for associations across the state's arts and media landscape.



KREATIF SABAH

Uniting Talent, Heritage, And Innovation

In Sabah, creativity has always been woven into the fabric of its identity. From traditional arts and cultural expressions to contemporary design, media and the wider creative industries, the state possesses a remarkable reservoir of talent and imagination. Now, a new chapter is taking shape with the establishment of **The Federation of Sabah Creative Associations, known as KREATIF SABAH.**

Officially established following its First Annual General Meeting on 29 July 2026, KREATIF SABAH represents a significant step forward in creating a more unified and purposeful platform for Sabah's creative community. Its establishment follows the approval of its registration by the Registrar of Societies Malaysia (ROS) on 28 April 2026), marking an important milestone in the development of the state's arts and creative industry landscape.



At its heart, KREATIF SABAH is about bringing people together. The federation provides a collective platform for associations involved in the arts and creative industries across the state, creating stronger connections between creative practitioners while giving the sector a more organised and collective voice.

More significantly, KREATIF SABAH seeks to become a strategic bridge between Sabah's creative community and the Sabah State Government, supporting efforts to empower, develop and elevate the state's creative industry.

The federation currently comprises 11 associations involved in the arts and creative industries and registered in Sabah. The membership reflects the breadth of disciplines within the state's creative landscape and provides a foundation for building a stronger, more inclusive and competitive network. It is a structure built not simply around membership, but around possibility.

The emergence of KREATIF SABAH also follows an important development in Sabah's public recognition of the creative sector. A historic meeting in August 2025 involving representatives of the Sabah Maju Jaya State Government marked a significant milestone for the industry. The meeting paved the way for the establishment of the Creative Economy portfolio on 1 December 2025, signalling the Sabah Government's growing recognition of creativity as an important contributor to both economic and cultural development.

This progression places creativity within a larger conversation about Sabah's future. The arts are not merely cultural ornaments; they can become platforms for enterprise, employment, innovation, tourism, identity and meaningful economic participation.

The inaugural AGM marks more than the beginning of an organisation. It represents a shared aspiration among creative practitioners to create a more sustainable and dynamic environment in which talent can grow.

Photographs featured in the accompanying material capture this new sense of community, including the newly elected KREATIF SABAH Executive Committee together with guests and members at the inaugural AGM. Another image shows Honorary Advisor Datuk Roger Chin receiving a briefing on the association's activities, reflecting the federation's efforts to strengthen engagement and understanding within the creative community.



For Sabah, whose identity is deeply enriched by its diverse cultures, heritage and communities, the creative industry offers an extraordinary canvas. KREATIF SABAH now stands at the intersection of that heritage and the future, bringing together creative voices with the ambition to build something larger than any single discipline or association.

Its significance lies not merely in uniting 11 associations, but in creating a collective platform from which Sabah's creative practitioners can be heard, connected and empowered. The next chapter is therefore not simply about protecting what Sabah already possesses.

It is about giving its creative talent the space, structure and collective voice to imagine what comes next.

KREATIF SABAH is, ultimately, a declaration of creative possibility: a federation built to connect talent, strengthen collaboration and help shape a more vibrant, sustainable and internationally relevant creative future for Sabah.

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SMASH BRO BURGER

Crafting Flavours & Striking Gold

Kota Kinabalu's culinary scene is no stranger to hidden gems, but few bring as much punch—and power—as Smash Bro Burger Restaurant.

Behind the grill stands owner Mike Ford, a figure whose dedication extends far beyond the kitchen counter. Known across the state as one of Sabah's arm-wrestling powerhouses, Mike recently etched his name into the local sports scene with a dominant victory at the East vs West SEA Qualifier 2026. That same drive, precision, and relentless pursuit of excellence translate directly into his culinary craft.

Every order at Smash Bro is an homage to the traditional smash technique. Premium beef patties are pressed fresh to order, searing in the juices to create crisp, lace-thin edges while maintaining a tender core.



The menu keeps things focused, giving classic comfort food the artisanal treatment it deserves:

- **Smash Bro Original Beef** – The definitive signature that set the standard.
- **Smash Bro Classic (Beef)** – A timeless, perfectly balanced crowd-pleaser.
- **Oklahoma Smash Beef** – Layered with thinly sliced onions pressed directly into the beef for a caramelised, savoury finish.
- **Italiano Smash Chicken** – Golden, crispy, and packed with bold flavour for non-beef options.



Diners can tailor their experience with Single or Double patties, paired alongside golden Fries, thick-cut Onion Rings, and refreshing drinks to complete the set.

In an evolving food landscape, Smash Bro Burger succeeds by focusing on the fundamentals: top-tier ingredients, warm hospitality, and pure passion. It is more than just a quick bite—it is a testament to local craftsmanship done right.



Serve no pork
Open Daily

Facebook, TikTok & IG:
Smash Bro Burger

Also available in GrabFood.





Bakat Sepilok Jazz 2026

The Bakat Sepilok Jazz 2026 final round at Yamaha Music School, Plaza 333, delivered an inspiring showcase of musical talent across its School and Open categories before a crowd of over 100 supporters. Esteemed judges Jeremy Monteiro, Dr. Ian Baxter, and Ivan Hii provided expert guidance to the next generation of jazz musicians. Kudos to all participants and winners, who earned the honor of sharing the stage with international artists at Sepilok Jazz 2026 on 4–5 September!



SICC: Strategic Alliances For Sabah's Global Future

Sabah International Convention Centre (SICC) senior leadership, led by the CEO, recently paid a courtesy visit to YB Datuk Zainudin bin Aman, State Secretary of Sabah. The high-level engagement focused on strengthening strategic public-private partnerships to position Sabah as a premier regional and global destination for world-class conventions, international conferences, and business events. Through collaborative leadership and shared vision, SICC continues to advance the state's reputation as a top gateway for business, tourism, and investment.



REMEMBERING AUSTRALIA: A Friendship Etched In The Heart Of Kota Kinabalu

On 14 August 2026, Australian High Commissioner HE Danielle Heinecke, KK Mayor YBhg Dato' Sri Dr Haji Sabin bin Samitah, and Pillars of Sabah Co-founder Jared Abdul Rahman unveiled the "Remembering Australia Place" mural at Lorong Dewan. Created by Pillars of Sabah artists alongside SMK Sanzac teachers and students, the artwork honors the historical bond forged during WWII when Australian troops helped rebuild the city. This community initiative transforms history into a vibrant street art canvas, connecting generations through shared heritage and international dialogue.



KK CEO Coffee Lounge Grand Opening

KK CEO Coffee Lounge officially opened on 26 July 2026 at Jalan Penampang, Kota Kinabalu, introducing a contemporary lifestyle hub centered on Ganoderma coffee, wellness, and entrepreneurship. The launch featured a ceremonial lion dance, speeches by Shuang Hor Group leadership—including Malaysia Representative Mr. Larry Chen and CEO Mr. Ku—and an educational CEO Seminar on Ganoderma. Complete with networking, a lucky draw, and refreshments, the venue offers a refined space where health-conscious consumers and local entrepreneurs can connect.



Courtesy Visit To Kinabalu Palm Oil Strengthens Strategic Partnership

TV Sabah paid a courtesy visit to Kinabalu Palm Oil Group on 3 August 2026 to strengthen strategic ties and corporate relations.

Hosted by Group Director and CEO YBhg. Datuk Victor Ationg alongside his management team, the meeting provided a valuable platform to explore future collaborations and mutually beneficial initiatives. TV Sabah expressed its sincere appreciation for the warm hospitality and looks forward to a fruitful partnership ahead.



PCAKK Courtesy Visit To Kumpulan BTC Berhad

The Palliative Care Association of Kota Kinabalu (PCAKK) paid a courtesy visit to YBhg. Datuk Haji Abdul Kadir M.E. Sikkandar, Managing Director of Kumpulan BTC Berhad, honouring his 20 years of continuous support.

Led by Vice President Dr. Mathan Mohan Rao, PCAKK shared updates on its 27th Annual Charity Dinner & Concert, taking place on 19 September 2026 at SICC. Featuring an Australian Bruno Mars Tribute Show, the event aims to raise vital funds for PCAKK's ongoing community palliative care services across Sabah.

Photo credits:

- Australian High Commission in Malaysia Facebook Page
- TV Sabah Official Facebook Page
- Sepilok Jazz Official Facebook Page

WALL OF FAME



100 WANITA INSPIRASI NASIONAL 2026

Leadership, Legacy, And National Impact

Recognition celebrates achievement. Leadership creates impact. When the two come together with a shared sense of purpose, they have the power to inspire progress, empower communities and contribute to a stronger nation.

On 8 August 2026, distinguished women from across Malaysia gathered at the Berjaya Times Square Hotel, Kuala Lumpur, for the 100 Wanita Inspirasi Nasional 2026 Gala Dinner.

Graced by Guest of Honour YB Senator Puan Marhamah Rosli, Deputy Minister in the Prime Minister's Department (Religious Affairs), the prestigious evening marked another significant milestone for Persatuan Industri Kecil & Sederhana Wanita Bumiputera Sabah (IKSnita) under the leadership of its President, Datuk Dg Khatijah Datu Haji Bachtiyal.

Celebrating Women Who Create Impact

The gala brought together entrepreneurs, professionals, educators, and community changemakers from across Malaysia. Their achievements demonstrate that leadership often begins with a simple decision to serve, persevere, and create opportunities. Beyond personal success, their contributions extend to families, organisations, communities, and the nation as a whole.

Preserving Stories That Inspire

A major highlight of the evening was the official launch of the 100 Wanita Inspirasi Nasional 2026 Commemorative Coffee Table Book. Beautifully curated, this publication serves as a permanent record of one hundred women whose leadership and service have helped shape their communities. It preserves the voices of today's leaders while offering future generations a rich collection of stories from which to draw inspiration.





From Recognition to Purpose

Under the leadership of Datuk Dg Khatijah Datu Haji Bachtiyal, Wanita Inspirasi Nasional has evolved beyond an annual recognition programme into a national platform connecting women across industries. When accomplished women meet, exchange ideas, and build relationships, collaboration takes place with a shared purpose, extending their impact far beyond the event. Speaking from the perspective of Sabah, Adj. Prof. Dr. Jessie Jong Chung Jin, A.S.D.K. shared a simple reflection: the value of recognition lies not only in the honour received, but in the relationships formed and what people choose to build together afterwards.

The Power of Connection & IKSnita's Role

The platform's strength lies in its network—enabling entrepreneurs, educators, and leaders to share knowledge and open doors for one another. This aligns directly with IKSnita's broader commitment to empowerment, which encompasses leadership, lifelong learning, and professional networking. Investing in women ultimately represents an investment in families, businesses, and Malaysia's future.

A Legacy for Tomorrow

The true legacy of Wanita Inspirasi Nasional lies in the relationships it nurtures, the confidence it builds, and the opportunities it creates. Leadership is not simply about how far one rises, but how many others are inspired to rise along the way.

Special thanks to Datuk Dg Khatijah Datu Haji Bachtiyal for championing a platform that continues to inspire, empower, connect, and build a more inclusive Malaysia.

Words by Belinda Willie | Photo Credit: Jack Arrey Jaim - Social Media Account



JACK ARREY JAIM

The Sabahan Spirit Unbound



In a generation shaped by global influences, **Jack Arrey Jaim** serves as a compelling reminder that modern ambition and cultural heritage can thrive together. Driven and deeply proud of his Sabahan roots, Jack has carved a distinctive path defined by leadership, perseverance, and an enduring commitment to his community.

Born and raised in Sabah, Jack maintains a strong connection to the traditions of the Kadazan-Dusun community. His dedication to indigenous culture brought him into the spotlight when he represented KDCA Labuan at the Buvazoi Tavantang (Mr. Kaamatan) 2024 competition, emerging as Second Runner-up. Beyond the pageant stage, the competition celebrates cultural knowledge, leadership, and community service—qualities Jack embodies naturally.

Jack's cultural pride is evident in his personal milestones. While climbing Mount Kinabalu with his mother, he realised he had left his traditional Sigar behind and turned back nearly a kilometre to retrieve it, ensuring he reached Malaysia's highest peak carrying a symbol of his ancestry.



On 2 August 2026, Jack took that spirit to extraordinary new heights by conquering Khusargang Peak in Pakistan at 6,100 metres above sea level. Out of eight Malaysian climbers, he was one of only two to reach the summit, becoming the first Sabahan to stand atop Khusargang Peak. Unfurling the Sabah flag against the vast mountain landscape, he demonstrated that Sabahan resilience can reach international stages.

Beyond personal achievements, Jack devotes his time to community initiatives, such as co-organising the Charity Hike Ranau 2025 to raise funds for children living with thalassemia. Described as humble, disciplined, and approachable, he believes success is most meaningful when used to uplift others.

Jack represents a new generation choosing to bring tradition forward into the future rather than leaving it behind. From cultural platforms to Himalayan peaks, his story shows that heritage is not a boundary, but the ultimate foundation for reaching extraordinary heights.



EXPEDITION MOUNT KINABALU 2026

Where Every Step Inspires Hope Beyond The Summit

Against the breathtaking backdrop of the iconic Shangri-La Tanjung Aru Resort, the official launch of the 14th Annual Expedition Mount Kinabalu 2026 marked the beginning of another extraordinary journey that transcends mountaineering. More than a climb, the expedition stands as a global humanitarian movement dedicated to raising awareness and support for Duchenne Muscular Dystrophy (DMD), a rare and life-limiting genetic disorder affecting young boys worldwide.

Representing FAVSTYLE Media Magazine at the official launch were Editor-in-Chief Mr Alfred Allen Ginsos, accompanied by Head of Administration of MY KCity, Mr Omar Willie, and Sabah KOL Media Alliance representative, Ms Belinda Willie, joining distinguished guests, healthcare professionals, tourism leaders, international participants and advocates in celebrating a cause that continues to unite communities across borders.

For fourteen remarkable years, the annual expedition has transformed Mount Kinabalu into a symbol of courage, resilience and compassion. Since its inception, the initiative has welcomed more than 700 climbers from around the world, raising international awareness while supporting medical initiatives that directly benefit families living with Duchenne muscular dystrophy.



Coalition Duchenne has contributed nearly RM100,000 to the Sabah Women and Children's Hospital and played a vital role in establishing Malaysia's first Duchenne-specific multidisciplinary clinic and family workshop.

Founded in 2011 by Catherine Jayasuriya, a Sabahan based in California, together with her son Dusty Brandom, Coalition Duchenne has grown into one of the world's leading advocacy organisations dedicated to accelerating research, expanding treatment access and providing support for families affected by Duchenne muscular dystrophy.

This year's expedition carries even greater significance as promising developments in Deramiciel, an emerging cell therapy currently approaching an important United States FDA review, offer renewed hope for patients worldwide. Coalition Duchenne has been instrumental in funding the early scientific research behind the therapy while advocating for equitable treatment access, particularly for underserved communities such as Sabah.

Adding another emotional milestone, Catherine returns to her homeland with a film crew to begin production of a new documentary exploring perseverance, purpose and life with Duchenne muscular dystrophy, continuing the legacy of her acclaimed documentary *Dusty's Trail: Summit of Borneo*.



EVENT HORIZON RECAP

Delivering the speech on behalf of Sabah Minister of Tourism, Culture and Environment, YB Datuk Jafry Ariffin, Sabah Tourism Board Chief Executive Officer Mr Julinus Jeffrey Jimit described the expedition as a shining example of how tourism can become a powerful platform for compassion, education and sustainable community development.



The Minister highlighted that Mount Kinabalu represents far more than Sabah's highest peak. It stands as an enduring symbol of identity, heritage and resilience, making it the perfect setting for an international movement that brings together people from diverse cultures with one shared mission of hope.

The Ministry also welcomed the continuation of the Duchenne Family Workshop, bringing together medical professionals, caregivers, families and advocates to strengthen awareness, improve care and expand support networks throughout Sabah.



What began as one mother's dream has evolved into a worldwide humanitarian initiative. Through its Duchenne Without Borders programme, Coalition Duchenne continues to provide wheelchairs, BiPAP machines, emergency medical equipment and caregiver education to underserved communities across Malaysia, India, Cambodia, Algeria and the Philippines.

The expedition has also created lifelong friendships among returning climbers, many of whom have participated year after year. Their commitment reflects the spirit that this journey is about far more than reaching the summit. It is about standing together for children and families facing one of the world's most challenging rare diseases.

As Sabah continues to position itself as a destination for meaningful and responsible tourism, the 14th Annual Expedition Mount Kinabalu 2026 demonstrates how travel, healthcare advocacy and community collaboration can create lasting global impact.





SABAH FEST 2026

A Golden Journey Of Culture, Tourism & The Sabah Story

Some celebrations fill a calendar, but others capture a destination's soul. On August 29, 2026, Kota Kinabalu hosted the launch of Sabah Fest 2026, a month-long showcase of Sabah's rich heritage, artistry, and contemporary spirit. For Favstyle Media Magazine, covering the event offered a front-row seat to Sabah telling its own story through its people and traditions.

Coinciding with the 50th anniversary of the Sabah Tourism Board, this year's theme, **"50 Events, One Golden Journey,"** runs from August 29 to September 29. Officiated by Minister of Tourism, Culture and Environment YB Datuk Jafry Ariffin, the festival features 50 curated events spanning Kota Kinabalu, Kudat, Sandakan, Tawau, and Kuala Lumpur.



As YB Datuk Joniston Bangkuai, Chairman of the Sabah Tourism Board, noted, Sabah has evolved from a nature-focused destination into a rich tapestry of culture, adventure, and gastronomy—all guided by sustainability and decades of community partnership.

At its core, Sabah Fest proves that heritage is a living element. YB Datuk Jafry Ariffin emphasized empowering young Sabahans to infuse fresh creativity into music, fashion, digital content, and culinary arts, allowing culture to evolve rather than sit behind glass.

Today's travelers seek authentic human connections, and Sabah's cultural diversity delivers meaningful, community-first tourism that supports local artisans and creators.

Representing Favstyle Media Magazine alongside digital partners like MY KKCity and the Sabah KOL Media Alliance was Editor-in-Chief Mr. Alfred Allen Ginsos (Founder of GO TAG - Malaysia).

Favstyle's presence reflects its ongoing commitment to documenting the lifestyle and cultural moments shaping the state.



Opening Speech by Chairman of Sabah Tourism Board and Assistant Minister to the Sabah Chief Minister, YB Datuk Joniston Bangkuai



The launch was officiated by YB Datuk Jafry Ariffin, Minister of Tourism, Culture and Environment Sabah



Leading into Hari Kebangsaan, Sabah Day, and Hari Malaysia, Sabah Fest 2026 reinforces a powerful truth: diversity is Sabah's strength. As the region looks toward the next 50 years, the festival tells a story not just of where Sabah has been, but where it is going.





LOVE AND LIGHT CHARITY CONCERT

*An Evening Where Music,
Compassion And Hope
Took Centre Stage*

Queen Live Show at Waterfront Kota Kinabalu transformed into a stage of generosity as the Love and Light Charity Concert united the community through music and compassion. Dedicated entirely to charitable causes, all proceeds raised will directly support children under the care of the Starfish Foundation.

The evening commenced at 7:00 PM with official Lions Club proceedings, including the induction of new members, installation of the Board of Directors, and inspiring leadership speeches.

The atmosphere then shifted to pure celebration as a remarkable lineup of local and regional talent took the stage. Guests enjoyed captivating performances by Leo, Kelvin, Natalie, Eunice, Qiqi, Miao, Victor, Angela Ong, Chris, Karmen, and Wesley Liew. Highlights included a soulful saxophone showcase, a dynamic Thailand Set, two memorable solos by renowned vocalist Tiffany Jolin, and an electrifying finale by the Khing Chaw Band.

Token of Appreciation presentations and a special address by the Guest of Honour recognised the sponsors, volunteers, and partners key to the event's success. By merging entertainment with a meaningful mission, the Love and Light Charity Concert proved that community compassion can create brighter futures for children in need.





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