

FAVSTYLE

ISSUE: JAN-FEB 2026

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A UNIQUE BLEND OF
MODERN DESIGN AND
NATURAL SCENERY

ADJUNCT PROFESSOR JESSIE JONG CHUNG JIN (A.S.D.K)

*Building System Readiness for an Ageing Society in
Sabah*

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.



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Hello!

The arrival of the Year of the Fire Horse marks a meaningful beginning for FAVSTYLE, as we present our inaugural January–February edition. If you are holding this magazine now, it is not by chance.

Every first issue carries intention, timing, and belief.

What began as a vision has taken shape through focus, discipline, and the generous support of respected industry figures who believed in the direction of FAVSTYLE from the outset. Completing this first edition within such a defined timeframe stands as a shared achievement built on trust and collaboration.

This issue formally introduces the 8 Pillars of FAVSTYLE, which form the editorial foundation of the magazine. Through these pillars, we explore style, gastronomy, travel, wellness, culture, and modern living with relevance and depth.

Every piece within these pages has been personally curated and written by me as Editor-in-Chief, ensuring clarity of voice, consistency of perspective, and quality of content.

FAVSTYLE is designed to be experienced thoughtfully. I invite you to slow down, turn each page with intention, and engage with the stories presented. For those who wish to continue the journey beyond print, our digital edition is available at www.hellofavstyle.com.

As we move into 2026 with the spirited energy of the Fire Horse, FAVSTYLE wishes you a year defined by momentum, purpose, and inspired beginnings.



Alfred Allen

FAVSTYLE
Editor-in-Chief

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FAVSTYLE



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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.

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E WEST RESTAURANT

The Abundance Feast for the Year of the Fire Horse 2026

The Year of the Fire Horse strides into 2026 with spirited confidence, ushering in a season of abundance, renewal, and elevated celebration. Riding this powerful momentum, E West Restaurant unveils its Abundance Menu — a festive showcase of craftsmanship, flavour, and symbolism, shaped for those who appreciate gastronomy not just as sustenance, but as an experience.

Co-created by distinguished local and Hong Kong chefs, the menu is the result of culinary minds in perfect sync — a cross-border symphony that makes this celebration possible.



Each dish is engineered for both meaning and pleasure, delivering freshness, crispness, and flavour clarity that invites diners to savour every moment.

Crafted exclusively for Chinese New Year and priced at RM1888++, the menu mirrors the Fire Horse's vibrant energy: bold, refined, and irresistibly celebratory.

The feast opens with a luxurious silken seafood broth, featuring premium fish maw and bamboo fungus. Aromas rise like quiet incense, and the first spoonful glides across the palate with oceanic depth and velvety warmth. It's a regal prologue, composed with restraint yet layered with richness.

It's a regal prologue, composed with restraint yet layered with richness.



FLAVOUR & GOURMET

Then comes the Hainanese Free-Range Chicken, poised and understated – the kind of dish that reveals its confidence through texture.

The meat is tender, almost feather-light, while the sand-ginger sauce delivers a gentle spark, creating a clean, lifted finish that refreshes the palate.

The tempo shifts with Typhoon Shelter Style Tiger Prawns, a dish designed for unapologetic enjoyment. The prawns arrive crackling with crispness, each bite releasing sweet, briny freshness. The golden garlic crumble adds a satisfying crunch that feels almost addictive, a textural punctuation that lingers.

The centrepiece follows with quiet opulence: Auspicious 8-Head Abalone and Sea Cucumber with Nai Bai Choy. The abalone's firm tenderness meets the supple glide of sea cucumber in a pairing that feels both ceremonial and sensual. Every element is balanced, offering richness without excess, luxury without noise.

A familiar gesture reimagined, Fried Rice with Crab Meat and Baby Abalone arrives as the savoury finale. The grains are airy, perfectly separated, carrying pockets of sweet crab and delicate abalone. It lands as comfort elevated to couture – effortless, satisfying, and beautifully executed.

A curated medley of Assorted Combination Desserts brings a soft interlude of sweetness before the closing act.

The finale, Double-Boiled Snow Swallow with Red Lotus Seeds and Rock Sugar, is crafted to calm the senses. Soft, transparent, and subtly sweet, it settles on the palate like a blessing – a quiet, crystalline ending that hints at clarity and good fortune for the year ahead.

This Chinese New Year, E West Restaurant invites you to celebrate the Fire Horse's triumphant year with a feast that speaks of craft, intention, and indulgence. A dining experience where freshness is felt, crispness is heard, and flavour becomes a story worth returning to.

E*WEST
永乐酒樓
RESTAURANT

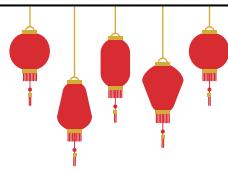

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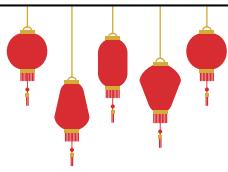
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THE ANCIENT SECRET

Why We Celebrate Chinese New Year?



Bidding farewell to the old and ringing in the new is a universal urge, but the Chinese New Year (CNY) tradition is built on a fascinating foundation of astronomy, agriculture, and ancient monster myths.

Unlike the Western calendar, which tracks the sun, CNY is governed by a Lunisolar Calendar. This means the festival is tied to both the sun (for seasons) and the moon (for months). The date is precisely fixed on the second New Moon after the Winter Solstice.

And why is CNY so loud and so red? The answer lies in a myth so powerful it dictated national fashion and celebration style: the legend of the Nian (年), or the "Year Beast."

- **The Threat:** Nian was a fearsome, part-lion, part-bull monster that emerged every New Year's Eve to terrorise villages.
- **The Secret:** One year, an old man discovered that Nian was terrified of three things: the colour red, fire, and deafening noise.
- **The Result:** The villagers adopted red clothing, pasted red paper decorations on their doors, and set off explosive firecrackers to scare the beast away. This tradition, known as Shou Sui (guarding the year), transformed New Year's Eve from a day of hiding into a joyous, noisy celebration—all thanks to a frightened monster!

While the ancient rituals are preserved, the festival takes on a unique, vibrant character in Malaysia's multicultural setting.

- **Yusheng (The Prosperity Toss):** This popular ritual, involving tossing a colourful raw fish salad high into the air while reciting auspicious wishes, is a distinct local invention. The higher the toss, the greater the fortune for the year!
- **The Open House (Rumah Terbuka):** Embracing the spirit of national unity, Malaysian Chinese families often host an Open House, inviting friends from all backgrounds—Malay, Indian, and indigenous groups—to share food, joy, and goodwill, making it a truly national festival.
- **National Holiday Status:** Recognising its cultural importance, the government grants a minimum of two public holidays, allowing families across the country to travel home for reunion dinners and celebrate.



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FRESH LINES

Exploring Sabah through Five Artistic Voices

Welcome to the Art & Design section, where we explore the aesthetics that shape our world—from the towering architecture of Kota Kinabalu to the intricate craftsmanship of Borneo's artisans. Art and design are not just decorative elements; they are the visible language of Sabah's contemporary culture and the blueprint for its future.

To celebrate the launch of this section, we shine a spotlight on five emerging artists whose work embodies this very confluence. Asru Wali, Jasper Junior, Rizalman, Sylvern, and Eve Eftasonia represent a new generation of creative voices—artists who begin with a simple line and evolve it into a dialogue between heritage and contemporary expression.

FIRST FEATURED ARTIST: ASRU WALI



Libu-libu V, Acrylic on Canvas (2025).



Libu-libu IV, Acrylic on Canvas (2025).



Libu-libu II, Acrylic on Canvas (2025).



Libu-libu III, Acrylic on Canvas (2025).

Libu-Libu Series

The **Libu-Libu Series** captures the silent endurance and unwavering spirit of a fisherman whose life is intertwined with the rhythm of the sea. Each weary breath reflects his struggle against relentless waves and unpredictable storms in search of sustenance.

Before dawn breaks, he is already out at sea, facing the cold breeze with resilience. His weathered hands, marked by years of labor, bear witness to his dedication and perseverance. Beneath his humble smile lies a story of sacrifice and devotion to his family. The hardships he endures embody the courage and determination of fishermen who continue to navigate life's uncertainties.

The title **Libu-Libu** is derived from the name of his boat, **Kalibu**, symbolizing both his vessel of survival and his enduring connection to the ocean.

ASRU LAKMAL BIN WALI
B. 2000 in Kudat, Sabah.

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



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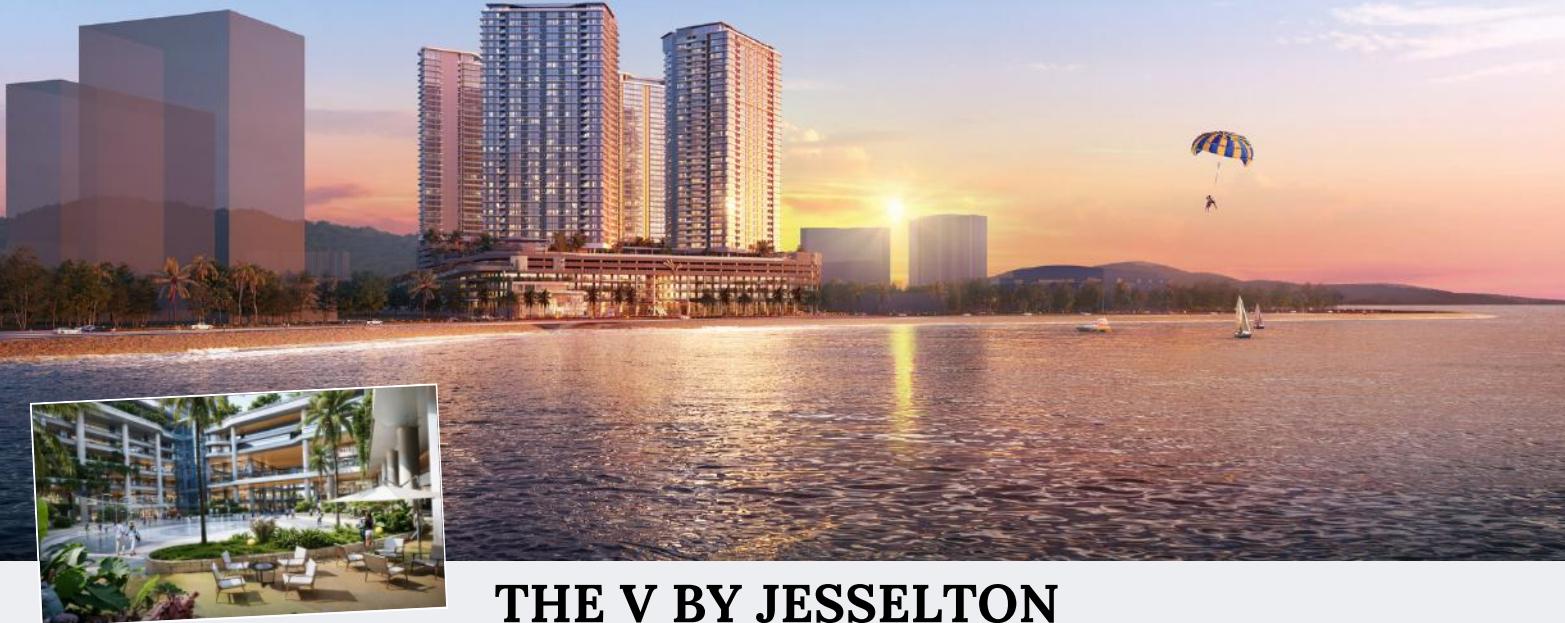
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THE V BY JESSELTON

Where Lifestyle, Work and the Coast Converge

For years, coastal living in Kota Kinabalu has been defined by the view. Today, it is being redefined by experience.

Along Likas Bay, where the coastline stretches open and the horizon feels ever-present, a new address is emerging as one of the city's most anticipated developments - one that reflects how people increasingly want to live and stay: connected to nature, close to daily conveniences, and shaped by thoughtful design.

This is The V by Jesselton.

Conceived as an integrated coastal environment, The V brings together hospitality-managed suites, an open-air lifestyle retail park, and contemporary corporate suites within a single, carefully planned setting. The result is a place where daily life unfolds seamlessly - from mornings and workdays to evenings spent dining or unwinding by the coast.

Architecture at The V is guided by bioclimatic principles tailored to Sabah's tropical climate. Open layouts, shaded walkways, and intelligent airflow planning allow natural ventilation and light to shape each space.

The result is an environment that feels calm and breathable throughout the day - one that works with the elements rather than against them.

A defining feature of The V is its relationship with the sea. Permanent coastal views stretch across Likas Bay, framing sunsets that have long made Kota Kinabalu one of the world's most admired places to watch the sky change colour. These views are not treated as a luxury reserved for a select few, but as an integral part of the experience - whether for residents, returning guests, or those passing through the city for work and leisure. This is perhaps best experienced from the development's 100-metre infinity lap pool, where water, sky, and horizon meet in quiet continuity.



What distinguishes The V is its sense of balance. It reflects a growing preference for refined living that remains grounded and practical, where quality design enhances daily experience rather than excess. Luxury here is expressed quietly - through thoughtful planning, generous views, and spaces that feel intuitive to use.

More than a development, The V by Jesselton represents a considered step forward in how Kota Kinabalu grows. As it continues to take shape along Likas Bay, it offers a clear glimpse of a future where coastal living is defined not by permanence alone, but by experience - lived well, however long the stay.



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*Artist's Impression



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FINDING YOUR FESTIVE BALANCE



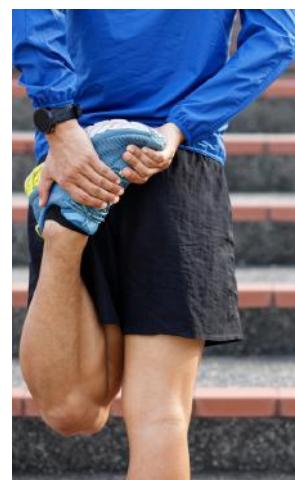
The Lunar New Year is a time of abundant joy, family connection, and, inevitably, abundant feasting. From the continuous stream of *kuih* and snacks to the lavish reunion dinners, the festive season can often leave us feeling sluggish, disrupting the wellness routines we worked hard to maintain.

Instead of attempting impossible restraint, focus on conscious enjoyment (Mindful Indulgence) and smarter choices:

- **The 80/20 Rule:** If you are visiting open houses all day, aim for balance. Enjoy the festive staples (the 20%), but fill the rest of your plate (the 80%) with lighter, protein-rich items and plenty of vegetables, which are often available.
- **Hydration is Key:** Switch out sugary drinks for plain water, chrysanthemum tea, or fresh citrus juice. Staying hydrated helps manage the salt and sugar intake from snacks and aids digestion.

The biggest disruption during CNY is the lack of physical activity. Use the social nature of the holiday to your advantage:

- **The Post-Dinner Walk:** Instead of sinking into the sofa after a heavy meal, rally your family for a walk around the neighbourhood. It aids digestion and provides valuable social time away from the screens.
- **Active Visiting:** Offer to help carry items, clean up, or organise activities with younger relatives. Any light activity helps break up long periods of sitting.
- **Morning Routine Protection:** Guard your early morning time. Even a quick 15-minute stretching or yoga session before the festivities begin can maintain your energy levels and mental focus for the day ahead.



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CHILL STYLING FOR VALENTINE'S DAY

*Forget the pressure to match perfectly;
the best look is the one that feels comfortable and genuine!*



Sama Tapi Tak Serupa
(Same, But Not Identical)

The secret to couple coordination is looking "in sync" without looking like twins. Just pick a shared colour that suits the tropical vibes—think earthy greens, soft ocean blues, or a touch of romantic blush pink. Maybe you wear that colour in a batik shirt, and your date uses it in a handbag or a pair of earrings. It shows that you're together, but still gives space for your own personal style. Santai-santai saja!

To master this look, think about "tonal harmony" rather than exact matching. You don't need the same shade of green; one could wear a deep forest olive while the other opts for a lighter sage. This creates a sophisticated visual gradient that looks planned but not forced. It's a modern way to signal your partnership while celebrating the fact that you are two distinct individuals with your own fashion sense.

Tropical Textures & Easy Fabrics



Since we live in Sabah, heavy matching suits are out! Focus on natural, light fabrics that keep you cool and look effortlessly chic. If one of you is wearing a linen shirt for that airy feel, the other should choose something equally relaxed, like a soft cotton dress or a flowing jumpsuit. It's all about a shared mood of relaxation and tropical elegance.

Beyond just staying cool, these natural fabrics add a tactile dimension to your outfits. Linen and cotton develop a beautiful, lived-in texture that perfectly matches the "Santai" spirit of Kota Kinabalu. When your fabrics share the same weight and breathability, you both project a cohesive level of "formality" without needing to say a word. It ensures that neither of you looks overdressed or underdressed compared to the other.

Shared Vibe, Different Pieces

Don't overthink the clothes—coordinate the vibe of your accessories or prints instead. Going to a nice seaside dinner? Both wear something with a subtle nature-inspired motif, like a woven clutch or a small floral print on your top. Keeping the overall feeling consistent—be it chill café comfort or evening glam—is what really makes the look harmonious.

A great way to anchor this shared vibe is through footwear and local craftsmanship. If you're heading for a casual sunset walk at Tanjung Aru, coordinating with high-quality leather sandals or artisanal woven elements can tie your looks together. By focusing on the "theme" of your date—whether it's an adventurous hike or a high-end rooftop lounge—your outfits will naturally align because they are both responding to the same environment and energy.



Happy styling!

Le MERIDIEN
KOTA KINABALU

KEBERSAMAAN RAMADAN

Celebrate the spirit of Ramadan with a meaningful Iftar at Latest Recipe, Le Méridien Kota Kinabalu from **19 February to 20 March 2026**. Gather with family, friends, and colleagues to enjoy a thoughtfully curated Ramadan buffet featuring comforting favourites and flavourful highlights, served in a warm and welcoming setting. As the sun sets, come together to break fast, share moments of gratitude, and savour the joy of togetherness throughout this holy month.

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BUILDING SYSTEM READINESS FOR AN AGEING SOCIETY IN SABAH



When most entrepreneurs chase their own brand, Adj. Prof. Jessie Jong links business, research, and community towards shared growth.

A seasoned property investor, entrepreneur, and now policy researcher, she has spent her career connecting business acumen with social purpose — drawing on practical experience to explore sustainable paths for Sabah's future.

"My philosophy is simple," she says with calm authority.

**"True leadership isn't about titles
— it's about guiding people to do
the right things."**

Jessie's professional foundation began in business and property investment, where she learned how economic cycles, regulations, and community trust influence long-term value.

As an entrepreneur, she built her reputation on strategic insight and relationship capital — identifying opportunities, mitigating risk, and creating value through sound judgment rather than speculation.

Those experiences gave her a front-row view of how deeply business growth depends on social stability and good governance.

Over time, that perspective expanded her focus from private enterprise to the systems that sustain public progress — leading her to explore how research and policy could close the gap between opportunity and equity.

Building on her earlier research on sustainable agrotourism, Jessie has now expanded her focus to Smart Ageing — exploring how policy, governance, and community systems can adapt to Sabah's changing social landscape.

She channels that insight into her research on Smart Ageing strategies and governance models for Sabah. Her studies seek to identify the gaps between policy intent, system coordination, and lived community realities — particularly how local communities prepare for an ageing population under fragmented institutional support.

"Sabah has talent and compassion," she notes.

"What we need now is structure — systems that give our communities credibility, sustainability, and continuity."

Jessie's research identifies three key enablers for building a sustainable Smart Ageing ecosystem in Sabah:

- **Policy Integration** — Align ageing-related initiatives across multiple sectors so health, housing, and social support systems reinforce one another.
- **Workforce Readiness** — Expand community college and TVET curricula to include caregiving, gerontology, and wellness management — building a skilled local workforce for the care economy.
- **Data and Governance Reform** — Strengthen information systems to ensure policy decisions reflect real community needs and outcomes.





Her current work includes a series of research-informed papers on ageing preparedness and system readiness, addressing community, institutional, and systems-level considerations.

Her work reframes ageing not as a social burden, but as a developmental opportunity — a chance to create jobs, nurture innovation, and promote inclusive growth.

“Policy must evolve with people,” Jessie explains.

“When research connects directly with system coordination and readiness, systems become stronger and more humane.”

From her early business ventures to her current research leadership, Jessie’s compass has always pointed towards impact and purpose.

She believes credibility is built through consistency and quiet discipline, not noise.

Her leadership style values clarity, respect, and collaboration — the same principles that guided her success in business now underpin her academic and civic engagements.

“Disagreements are natural,” she says.

“What matters is holding firm to your purpose — people notice consistency when times get uncertain.”

Her ability to move seamlessly between enterprise, education, and policy spaces has made her a trusted bridge — someone who can translate business realities into socially meaningful strategies.

In this early part of 2026, Jessie is contributing research-informed perspectives to emerging Smart Ageing and wellness discussions, engaging with multi-sector stakeholders around how housing, health, and community systems can better align to support ageing populations. Her role focuses on framing issues, clarifying gaps, and supporting dialogue that bridges research insight with long-term system thinking.

Through the Smart Ageing and Wellness Framework, Jessie looks into how practical elements — housing, health technology, skills development, and community life — can work together to create a more supportive environment for ageing.

Her participation in early discussions for a statewide initiative on ageing and related innovation reflects the same mission — to bridge research with real-world application. As part of a collaborative think-tank, she contributes perspectives that align with Sabah’s emerging Smart Ageing and sustainability agenda.

Those who have worked with Jessie describe her as strategic yet grounded, visionary yet practical.

Recognised for her active public presence, Jessie continues to play an active role in collaborations and community initiatives that support Sabah’s Smart Ageing movement.

As Sabah moves toward policy-driven reform, Adj. Prof. Jessie Jong embodies a collaborative approach — one that connects people, policy, and practice to build systems that endure.

Adjunct Professor Jessie Jong Chung Jin (A.S.D.K)

At The Intersection of Research, System Coordination, And Ageing Preparedness

You wear many hats as an academic, advocate, and policy thinker. Beyond titles, how would you describe yourself at this stage of your life and work?

At this stage of my life and work, I no longer define myself by the number of titles I hold, but by the responsibility that comes with experience. Academia, advocacy, and policy thinking are not separate paths to me; they are interconnected lenses through which I try to understand how systems shape real lives. What matters most now is not visibility, but responsibility – the responsibility to frame issues clearly, set priorities, and help institutions make better long-term decisions.

Your writing often bridges research and real-world impact. What personal experiences or moments first shaped your commitment to smart ageing and social systems?

My engagement with smart ageing did not begin as an academic exercise. It grew out of lived observation – watching families quietly absorb the pressures of ageing parents, caregivers navigating responsibilities with little recognition, and communities relying on informal solutions where systems were fragmented. These experiences revealed a simple but uncomfortable

truth: ageing is not only a social concern or a healthcare issue. It is a systems challenge that exposes how prepared a society truly is.

This article speaks directly to Sabah's future. What was the defining motivation that encouraged you to write this piece now, at this particular moment?

The decision to write about Sabah's ageing future at this moment was deliberate. Demographic change is no longer a distant projection; it is unfolding in real time. While policies exist, the lived experience on the ground often tells a different story. Families continue to shoulder responsibilities that should be shared more broadly, and support structures remain reactive rather than anticipatory. Writing now is not about sounding an alarm, but about recognising that thoughtful design must come before pressures escalate into crisis.

You highlight gaps between policy intent, system coordination, and lived realities. From your perspective, where do systems most often fall short when it comes to ageing communities?

In my work, the most persistent gap I observe is not a lack of intention, but a lack of coordination.



Policies are often well meaning, yet systems falter when responsibilities are dispersed and long-term accountability is unclear. Ageing is frequently treated as a private family matter rather than a collective societal responsibility. When care is assumed rather than structurally supported, strain accumulates quietly – often where it is least visible.

These observations have also shaped how I approach public engagement. Rather than focusing on one-off programmes, I have increasingly engaged through platform-based initiatives that bring different sectors into the same conversation.

One such example is the Life+ Expo, positioned as a collaborative space where policymakers, practitioners, industry players, and communities examine ageing readiness as a shared responsibility.

The intention is alignment – creating conditions where long-term thinking can take precedence over short-term solutions.





As an Adjunct Professor, how do you balance academic rigour with empathy, especially when addressing issues that affect families, caregivers, and elders?

As an Adjunct Professor, I approach issues of ageing with both discipline and responsibility. Academic rigour ensures that ideas are grounded in evidence and systems thinking, while empathy ensures that policies remain connected to lived realities. For me, the balance lies in applying research not as an end in itself, but as a tool to inform decisions that affect families, caregivers, and elders in tangible ways. When scholarship and lived experience are aligned, solutions are not only sound – they are sustainable.

Change often requires collaboration. Which sectors or mindsets do you believe must work together more closely to build sustainable ageing systems in Sabah?

My perspectives have also been shaped by years of working alongside community organisations, women's networks, and caregiver initiatives across policy, academic, and civil society spaces, where the gap between policy intent, system coordination, and lived reality is often most visible.

These experiences reinforce the understanding that meaningful change cannot be delivered by any single sector alone. Sustainable ageing systems require collaboration across government, academia, civil society, industry, and communities – as well as a shift away from fragmented projects towards shared frameworks and long-term capacity building.

Leadership can be quiet, especially in policy and education. What kind of leadership do you personally strive to practise, and how has it evolved over time?

My understanding of leadership has evolved accordingly. Earlier in my career, leadership was often expressed through visibility and direct action. Today, it is expressed through judgment. Experience has taught me that effective leadership lies in knowing where intervention truly matters – setting direction, establishing boundaries, and ensuring accountability. In policy and education, leadership is less about constant presence and more about making decisions that allow systems to function properly over time.

Looking ahead, what is your hope for Sabah's ageing nation in the next decade, and what role do you believe each individual can play in shaping it?

Looking ahead, my hope for Sabah's ageing nation over the next decade is clear and practical. I hope we move beyond reactive responses and begin building systems that anticipate needs before families reach breaking point. This means recognising caregiving as part of our social and economic infrastructure, investing in coordination rather than isolated programmes, and designing policies that reflect how people actually live and age.

Smart ageing is not a destination. It is an ongoing process of aligning values with structures, and intentions with outcomes. If approached with clarity, collaboration, and long-term perspective, it can help build systems that honour both those who age, and those who care.

Jessie Jong Chung Jin, A.S.D.K.

Adjunct Professor
Smart Ageing Strategist
Social Impact Innovator



THE RISE OF PICKLEBALL IN K.K



Pickleball, the fast-growing racquet sport often described as a mix of tennis, badminton, and ping-pong, has officially landed in Sabah and is quickly gaining a passionate following, especially in Kota Kinabalu. It's an easy-to-learn, highly social, and accessible game that perfectly suits the active, friendly spirit of the Bornean community.

What Makes Pickleball Special?

The sport is played on a court roughly the size of a badminton court, using solid paddles and a perforated plastic ball (like a wiffle ball). This combination makes the game low-impact but fast-paced, appealing to all ages and fitness levels.

- **Accessibility:** Unlike tennis, which requires running a large court, pickleball's smaller size means less joint strain and a faster learning curve. You can usually pick up the basic rules and strategy within the first hour of play.
- **Social Fun:** Played as singles or, more commonly, doubles, pickleball is known for its friendly, community-focused atmosphere. The smaller court size means players are closer together, leading to constant communication and laughter.
- **The "Kitchen" Rule:** A unique feature is the "non-volley zone" (or "the kitchen")—a seven-foot area on either side of the net where players cannot volley the ball (hit it before it bounces). This rule prevents spiking and ensures the game remains balanced and strategic, emphasizing finesse over raw power.

Finding Pickleball Courts in KK

- APT Pickleball Court
- Infinity Sports Arena 2.0
- ii Sports Centre
- The Pickle Collective
- Pickle World KK





The Signature Food Fest

招牌美食节

Signature Culinary Awards

- The Best Signature Menu Award
- Best Plate Presentation Award
- Best Culinary Innovation Award
- Outstanding Chef of the Year
- Culinary Team Excellence Award
- Excellence in Chinese Culinary Award

Hospitality Excellence Awards

- Best Ambience Experience Award
- Best Customer Service Award
- TSFF Grand Hospitality Excellence Award
- TSFF Distinguished Hospitality Award

Industry & Legacy Honours

- Culinary Tourism Ambassador Award
- TSFF Lifetime Achievement Award

Media, KOL & Special Recognition Awards

- Facebook Most Popular Award
- FAVSTYLE Magazine Award
- MejaRasaKK (Blog-KOL) Award
- Kitchen Shop Special Award
- TVSabah Outstanding Award

Rhowell Rolland

Bridging the Stage and the Classroom in Music



Rhowell Rolland is a distinguished Sabahan vocalist, pianist, educator, and performer whose dedication to the performing arts has earned him recognition on both national and international stages. With a strong classical foundation and an impressive performance history, he continues to inspire students and audiences through his teaching, artistry, and leadership in the music community.

Rhowell's musical journey began at a young age, eventually leading him to pursue formal studies in both voice and piano. He graduated from ASWARA (Akademi Seni Budaya dan Warisan Kebangsaan) with a major in Classical Vocal Performance, where he honed his technical mastery, stage presence, and musical interpretation under some of Malaysia's finest vocal instructors. Further strengthening his musicianship, he also graduated from Universiti Malaysia Sabah (UMS) with a major in Classical Piano, giving him a well-rounded understanding of performance, accompaniment, and music theory.

Over the years, Rhowell has established a respected presence as both a performer and adjudicator. He has served as a judge for the prestigious Kaamatan Sugandoi & Dazanak State Level competitions in 2019 and 2022, contributing his expertise to one of Sabah's most celebrated cultural showcases. In 2025, he was also selected as one of the judges for Big Sabah Voice, joining celebrated Malaysian artists Stacy and Akim in evaluating emerging vocal talents.

His performance portfolio is equally remarkable. A highlight in his career was reaching the Semifinals of Asia's Got Talent in 2017, earning an enthusiastic "YES" from all three celebrity judges—David Foster, Anggun, and Jay Park. This achievement placed him and his group on an international platform, showcasing his vocal artistry to a global audience.

As an educator, Rhowell is deeply committed to nurturing the next generation of singers and musicians. He currently serves as a Vocal

Ensemble Lecturer at UiTM Kota Kinabalu, where he trains young vocalists in ensemble performance, vocal technique, musicality, and stage discipline.

Adding to his list of achievements, Rhowell is the Conductor for the Juara Koir Simfoni Integriti State Level 2025, where he leads choral performers in delivering harmonious and powerful ensemble works. His skills as a conductor highlight his leadership, musical insight, and ability to unite voices into a cohesive artistic expression.

With a career grounded in excellence and driven by passion, Rhowell Rolland continues to uplift Sabah's performing arts scene through teaching, performing, adjudicating, and directing. His journey reflects discipline, artistry, and a deep love for music—making him a trusted mentor and a celebrated figure in Malaysia's music community.



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MEDIA DI BAWAH BAYU



FLAME STONE
GOURMET PIZZA

Fired by **ooni**

HOT & FRESH



Flame Stone Gourmet Pizza – Fired by Ooni is a premium kiosk concept delivering authentic, stone-fired pizzas in just 60 seconds.

Powered by Ooni's innovative pizza ovens, we combine speed, quality, and artisanal taste to create an unforgettable dining experience.

Beyond selling pizza, Flame Stone serves as a live showcase for Ooni ovens, demonstrating their performance and versatility.

Every pizza is a proof of how Ooni delivers restaurant-quality results, inspiring customers to bring the same experience into their homes and also idea in setting up businesses.

This dual-purpose model drives revenue while building brand awareness, positioning Flame Stone as both a profitable kiosk and an experiential marketing platform that educates and excites the market about flame-fired, stone-baked perfection.

Kiosk Location:

Flame Stone The Shore

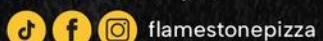
Jalan Lapan Belas,
88000 Kota Kinabalu, Sabah
Kiosk Tel : 017-4422629
Tue-Sun 3.30pm-4pm
Mon closed

Flame Stone UTC Sabah

Jalan Belia, Off Jalan Tunku Abdul Rahman,
88000 Kota Kinabalu, Sabah
Kiosk Tel : 011-70266268
Mon-Sat 10am-5.30pm
Sun closed

Connect with us

on social media as we would like to hear more from you.





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PIZZA
OVEN
BRAND

make
PIZZA
in 60
seconds

Ooni Makes Pizza Simple

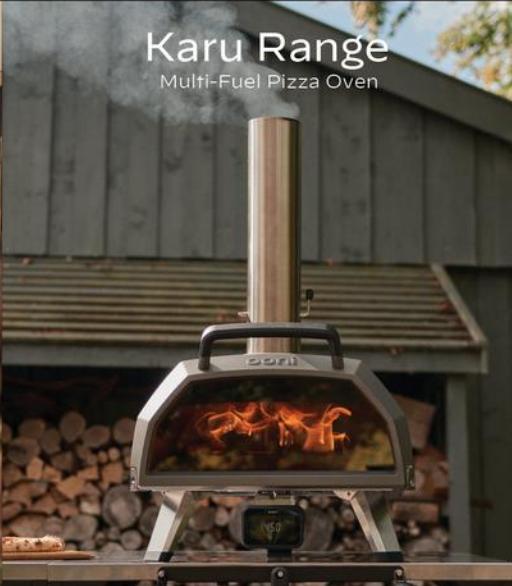


Three Oven Types. One Ooni Standard.

Koda 2 Range
Gas-Powered Pizza Oven



Karu Range
Multi-Fuel Pizza Oven



Volt 2
Electric Pizza Oven



**Kitchen
Shop**

Kitchen Shop Suria Sabah
Lot 3-18, Level 3,
Suria Sabah Shopping Mall,
Jalan Tun Fuad Stephens,
88000 Kota Kinabalu, Sabah
Tel : 088-488389

Kitchen Shop Imago
Lot 2-28, Level 2,
Imago Shopping Mall,
Off Coastal Highway,
88100 Kota Kinabalu, Sabah
Tel : 088-203383



THE LUMA HOTEL

Borneo's pioneering creative design boutique hotel



The Luma Hotel Kota Kinabalu, a proud member of Design Hotels and Michelin Guide's Tablet Hotels Selection is located in the vibrant heart of Kota Kinabalu in Sabah, Malaysia.

The Luma Hotel offers guests effortless access to the city's top attractions, bustling markets, and cultural landmarks. Contemporary travellers can immerse themselves in a unique blend of modern design and natural scenery, indulge in exquisite culinary delights, and experience Sabah's unique cultures firsthand.

Opened in early 2022, The Luma Hotel Kota Kinabalu, a 115-room property, stands as Borneo's pioneering creative design boutique hotel. The hotel's name is derived from one of the ethnic groups in Sabah, and the word "luma" which means "home" in English. Its design draws profound inspiration from Sabah's lush rainforests and abundant natural beauty, making it the perfect destination for discerning travellers seeking unparalleled comfort, style, and exquisite service.

As guests step into the hotel lobby and to their respective rooms, be greeted with ambient lightings, unique design features inspired by Sabah's most popular crafts and soothing shades of colours, which gives out the sensational feeling of warmth and comfort.

The seven room categories available at The Luma Hotel with names such as Fern Cosy, Palm Marvellous, Emerald, Eden - combined with an exquisite combination of comforting colours in its guests rooms are based on the multiple layers of hue from Sabah's tropical rainforest.

The Luma Hotel aspires to be fully engaged within its community as well and encourages local arts and cultures through its support for art works and designs created by local artists and is committed to operating in a socially and environmentally responsible manner.



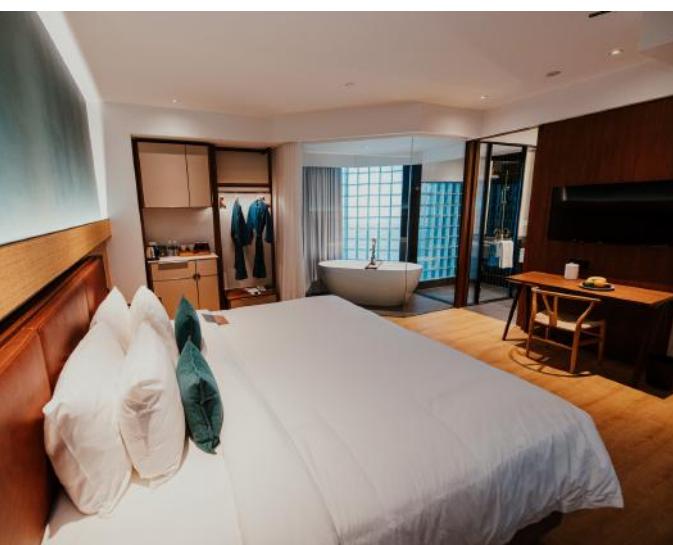


The hotel has since its inception has received recognitions from prestigious and international institutions such as from Haute Grandeur Global, International Travel Awards, APAC Business Insider, Agoda and from Trip.Com, with awards such as Best Creative Design Hotel, Best Boutique Hotel and Asia's 100 Most Instagrammable Hotel, just to name a few.

These prestigious awards are a testament to The Luma Hotel's distinctive design concept, including the hotel team's unwavering commitment to delivering exceptional quality services and unforgettable guest experiences.

The Luma Hotel is the only hotel in Borneo to be a member of the Design Hotels Selection, part of the Marriott International brand and is also a proud member in the Michelin Guide's Tablet Hotels Selection.

For more information about The Luma Hotel, please visit www.thelumahotel.com or contact us at +6088-286 900 or via email at marketing@thelumahotel.com.



THE MALAYSIA MONUMENT

A Lasting Symbol of Unity (1963)

The Malaysia Monument (Tugu Peringatan Malaysia) in Kota Kinabalu is a profoundly significant historical structure. Unlike many war memorials, this monument was erected to celebrate an act of state-building, making it a unique landmark that symbolises unity and the strong commitment of the local populace to the new nation.



1 Origin and Sponsorship

The idea for a permanent marker was swiftly conceived by Jesselton's (old Kota Kinabalu) local leaders just before the historic date. Uniquely, the monument was entirely sponsored and gifted by the local Chinese business community, specifically the North Borneo Chinese Association and the Jesselton Chinese Chamber of Commerce. It was built rapidly and officially unveiled by the first Governor of Sabah, Tun Datu Mustapha Datu Harun, on Malaysia Day itself (September 16, 1963).

2 Features and Legacy

The monument stands prominently in the city centre near Deasoka Square. Its original design featured a trilingual plaque (in Chinese, English, and Malay) with a core message thanking the people of Jesselton for establishing the new nation. Today, the monument remains a powerful symbol of inclusivity and national unity, representing how Sabah's diverse ethnic groups came together in 1963. It is still the primary venue for major state-level Malaysia Day celebrations.

As Kota Kinabalu continues to evolve into a modern skyline, the Malaysia Monument remains a steadfast reminder of our foundation. It serves as more than just a piece of architecture; it is a living testament to the "Sabah Spirit"—where diverse cultures and communities unite for a shared future. When you walk past its fountains today, take a moment to reflect on that morning in 1963. The monument stands not just to honour the past, but to inspire every generation to uphold the harmony and resilience that defined our beginning. It is a story of where we came from, and a compass for where we are going together.

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5-Star Hotel Stay

Curated Goodie Bag

Dining Gift Voucher

Limited Edition

Merchandise



Photo for illustration purposes only. Actual luck draw prizes may vary.
For full details, please visit our official website.

www.SignatureFoodFest.com

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Proton e.MAS5

First Fully Electric Hatchback

The Proton e.MAS5 is Proton's first fully electric hatchback under the new e.MAS brand. Designed for city drivers and young families, it offers a practical, efficient, and affordable driving experience without compromising on style or technology.

With monthly instalments starting as low as RM640, the e.MAS5 makes EV ownership more accessible than ever.

It features modern styling, a spacious cabin, smooth acceleration, and quiet performance, making it ideal for daily use. Advanced safety features and a smart infotainment system further enhance comfort and convenience.



About Harapan Maju Sabah Sdn. Bhd.

Harapan Maju Sabah Sdn. Bhd. is an authorised Proton and Proton e.MAS dealership dedicated to providing a friendly and informative buying experience for customers in Sabah.

Our team is trained to support new EV owners by explaining charging options, driving habits, and the long-term benefits of electric vehicles.

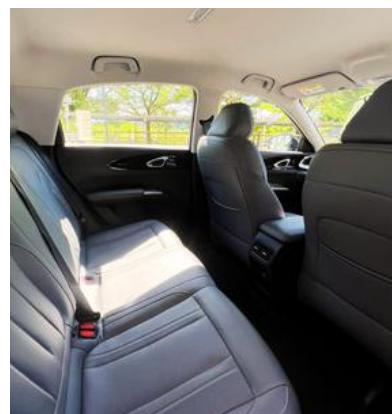
Customers are welcome to visit our showroom at IMAGO KK, where test drives are available now.

Customer Appeal

The e.MAS5 attracts customers with its modern design, practical hatchback layout, and smooth transition into electric driving. It offers great value and affordability—especially with financing options starting from RM640 per month—making it ideal for first-time EV buyers who want a balance of performance, technology, and everyday usability.

For more information, visit our Facebook page:

"Proton e.MAS - Harapan Maju Sabah Sdn Bhd" or contact us at 010-9872222 to book a test drive today.





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Mantanani Day Trip



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Mangrove Tour



Rafting Day Trip (Kiulu)



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WESTERN TAILOR KOTA KINABALU

The House That Measures Time in Mastery

In the quiet elegance of Kota Kinabalu's tailoring scene, one atelier stands apart by evolving to an exciting new next chapter. Founded in 1979, it has long earned its place beyond them. Here, style begins long before a suit is worn. It begins with the hands that craft it. Those hands belong to Master Tailor Chan Kim Kuo, a custodian of the craft whose five-decade command has shaped Malaysian sartorial culture.

His journey began in the 1970s, when tailoring was not indulgence but identity. Today, his clientele spans VVIPs, cultural figures, and international personalities who return for one reason. Precision. Consistency. Quality.

Master Tailor Chan's influence extends well beyond the cutting table. Together with his son Gerain Chan, they represented Sabah at the 39th World Federation of Master Tailors International Congress 2023 in Biella, Italy, placing local craftsmanship and Sabah's brand on one of the world's most respected sartorial stages.

It was a moment defined by heritage, discipline, and shared devotion to excellence.



Western Tailor is now operating at Lot 1-59, Suria Sabah Shopping Mall with a stunning, contemporary look



inside Western Tailor, refinement begins with material. The house curates fabrics from Italy's most storied mills, including names such as Drago, Cloth Ermenegildo Zegna, Vitale Barberis Canonico and many other curated brands' textiles that drape with intention and respond to the cut. In Chan Kim Kuo's hands, they reach full expression.



Chan Kim Kuo learning the latest techniques from Prof. Andrew Ramroop at the 37th WFMT at Taipei, Taiwan on 2017



Chan Kim Kuo and Gerain Chan - represented Sabah and Malaysia, participated in the 39th World Federation of Master Tailors (WFMT) International Congress at Biella, Italy on 2023

Enter Gerain Chan, the next generation shaping the house's future. His presence signals a modern renaissance, one that respects heritage while introducing contemporary contours. The result is a Western Tailor that feels timeless yet unmistakably current.

This evolution is most visible at the brand's new boutique in Suria Sabah Shopping Mall, now over one years established as a destination for discerning clients from Sabah, Peninsular Malaysia, Brunei, and even the United States and Australia. Sharp. Confident. Luxuriously assured.

Beyond bespoke suits, the offering now includes refined neckties and bowties, statement cufflinks, leather belts, fashion accessories, the exclusive ELEGANZA perfume collection, and one of a kind hand-drawn batik collection from Kelantan and Terengganu, elevating Malaysian identity into luxury menswear.

Western Tailor is not merely a tailoring house. It is continuity made tangible. A legacy passed from master to heir, practised with discipline, and worn with intent.

In an age obsessed with speed, Western Tailor remains devoted to time. And that is the most luxurious cut of all.



Western Tailor was formerly located at Kompleks Karamunsing for more than 30 years



Chan Kim Kuo visiting world-renowned luxurious fabric brands - DRAGO and Vitale Barberis Canonico's mills in Italy



A wide collection of fabrics, from affordable to premium fabrics, are available at Western Tailor

WESTERN TAILOR
EST. 1979
ELEGANZA
EAU DE PARFUM

SCAN FOR MORE



25TH SABAH HOSPITALITY FIESTA & INAUGURAL EXPO



The local hospitality scene reached new heights this past November as the Sabah Hospitality Fiesta (SHF) 2025 and the inaugural Sabah Hospitality Expo (SOHEX) took centre stage at the Sabah International Convention Centre (SICC). What began over a decade ago as a local student competition has officially matured into a premier Southeast Asian gathering, proving that Sabah remains a powerhouse of talent and hospitality innovation as we enter 2026.

The energy at SICC was electric as over 400 competitors from more than 80 institutions went head-to-head across 32 grueling categories.

From the intense heat of the culinary battles and delicate pastry creations to the precision of barista showdowns and service challenges, the fiesta showcased the immense skill of our local and regional talent.

It was more than a competition; it was a masterclass in the "Sabah Spirit" of service and excellence that continues to define our industry standards today.

Adding a fresh dimension to the event was the debut of SOHEX. With over 140 exhibitors and thousands of trade visitors, the expo halls provided a blueprint for the future of the industry.

Suppliers and innovators showcased everything from sustainable ecosystem solutions to the latest in digital hospitality services. The presence of international partners, particularly from China, underscored Sabah's established influence in the global tourism market.

With Sabah having successfully targeted 4 million visitor arrivals throughout 2025, the momentum for 2026 is stronger than ever. As highlighted by Organising Chairman Mr. Krishnan Mogan and Datuk Seri Panglima Wong Khen Thau, the industry's success now relies on delivering authentic, high-quality experiences—from our local cocoa and wild honey to the seamless, tech-driven guest journeys that are now the standard for the new year.



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Sabah Wellness Expo

25-26 April 2026

Venue: SICC

Level 4 - Sipadan Hall Foyer

Time: 0900 AM - 10:00 PM

Admission: FREE

Now Open for Participation.

We welcome all key players in the wellness industry to join this premier showcase.

Beauty & Spa . Reflexology Centres . Holistic Practitioners . Spiritual Wellness

Traditional & Alternative Medicine . Fitness & Yoga Studios

Healthy Food & Beverages . Herbal & Natural Remedies . Wellness Products

Supplements . Skincare & Bodycare . Mental Wellness Services . Massage Therapy

Aromatherapy . Essential Oils . Organic, Eco & Sustainable Lifestyle Brands

UPCOMING EVENTS



3rd International Business Events Forum

04 - 05 Feb 2026

@ Sabah International Convention Center, Kota Kinabalu

Organiser Website:

<https://beinsabah.com.my/>



Lampoopalooza

A fun festival integrating innovative light displays and musical performances

14 Feb 2026

@ Sabah Tourism Board Building, Gaya Street

Organiser Website:

www.sabahtourism.com



Borneo International SUP Marathon

28 - 29 Mar 2026

@ Tanjung Aru Beach, Kota Kinabalu

Organiser Website:

www.borneopaddlemonkeys.com



BORNEO ULTRA TRAIL MARATHON

11 - 12 Apr 2026

@ Kiulu Town

Organiser Website:

<https://borneoultra.com/butm/registration>

EMERGENCY CONTACTS IN SABAH

Your safety and well-being are paramount. Please keep this information handy throughout your stay in Sabah.

The Primary Emergency Hotline (MERS 999)

Malaysia operates an integrated Emergency Response System called MERS 999, which connects you instantly to all major emergency services.

Service	Contact Number	Notes
Integrated Emergency (Police, Ambulance, Fire, Civil Defense)	999	Call this number for all critical emergencies. It is free of charge.
From Mobile Phones	112	Dialing 112 from any mobile phone will automatically redirect you to the MERS 999 centre.

Important Tourism and Safety Contacts

For non-life-threatening issues, or when seeking assistance specifically related to tourist safety, travel problems, or general queries, these numbers are useful:

Service	Contact Number	Notes
Tourist Emergency Hotline	+60 19 939 2121	Managed for tourism-related crises (e.g., lost documents, travel disputes).
Sabah Tourism Board (Kota Kinabalu)	+60 88 212121	For general tourist information and non-urgent assistance during office hours.
International Country Code (Malaysia)	+60	Required if dialing any local number from a foreign mobile line or VOIP service.

Key Local Contacts (Kota Kinabalu)

For direct contact with specific services in the capital city area:

Service	Contact Number (Kota Kinabalu Area)
Police Department (General Line)	+60 88 529 222
Queen Elizabeth I Hospital	+60 88 517 555
Fire and Rescue Department	994 (Alternative/Direct Line)
NGO Ambulance Services (Lions Ambulance Service Society)	+60 88-319 699 or +60 14-679 9056



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JUNE

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Official Digital TV:



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