



Borneo Animation & Games Festival 2026

19 - 23 AUGUST 2026 | KUCHING CITY CENTER



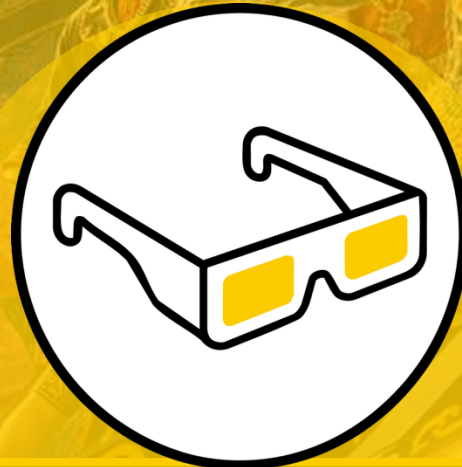
OVERVIEW



The **Borneo Animation & Games Festival (BAGF)** supports Sarawak's vision of becoming a leading **digital and creative economy hub**. The festival aims to nurture local talent, attract industry players, and position Sarawak as a regional centre for **animation, games, and digital innovation**, while connecting Borneo's creative community with global opportunities.



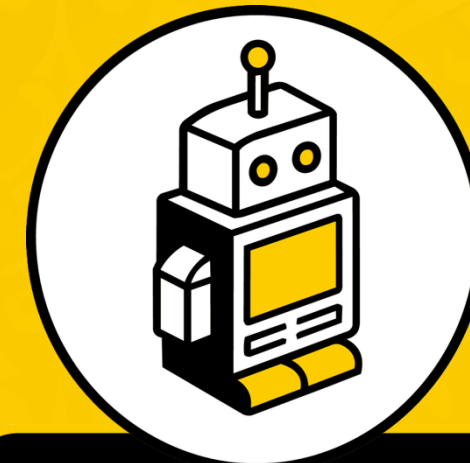
TARGET AUDIENCE



Animation House



**Game Developers
& Studios**



**Tech Companies
& Startups**



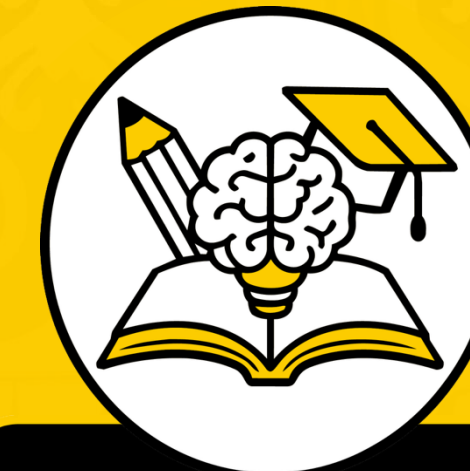
**Investors
& Publishers**



Government



**Creative
Professionals**



**Students
& Educators**



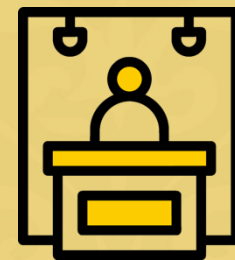
**Pop Culture &
Gaming Enthusiasts**

EXPECTED ATTENDANCE



20,000+

PHYSICAL ATTENDEES



100+

EXHIBITORS



10+

SPEAKERS &
INDUSTRY LEADERS



20+

COUNTRIES

WHY SPONSOR BAGF 2026?



1

Position your brand at the heart of ASEAN's digital content growth

2

Engage directly with young, tech-savvy audiences

3

Align with MDEC & Sarawak Government initiatives

4

Gain visibility across national & regional media

5

Support Malaysia's digital content ecosystem



AGENDA



***Agenda is tentative and may be subject to changes**

DAY 1

19 August
Wednesday

Conference | Business Connection Program | Exhibition (Pullman Hotel, Kuching)
Networking Dinner

DAY 2

20 August
Thursday

Conference | Exhibition | Business Connection Program (Pullman Hotel, Kuching)
Elevator Pitch | Masterclasses | Portfolio Reviews

DAY 3

21 August
Friday

BAGFest Launch by The Right Honourable Premier of Sarawak

BAGFest Con | ACG Exhibition | PERKESO Career Fair (The Hills)
Animation Film Screening (Taman Perpaduan)

DAY 4

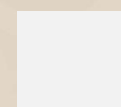
22 August
Saturday

BAGFest Con - Beyblade Tournament , ACG Tournament | PERKESO Career Fair | (The Hills)
Animation Film Screening (Taman Perpaduan)

DAY 5

23 August
Sunday

BAGFest Con | Beyblade Tournament | ACG Exhibition |
Animation Film Screening (Taman Perpaduan)



B2B Events



B2C Events



VIP Involvement

B2B ACTIVITIES/EVENTS (19-21 AUGUST 2026)



1 CONFERENCE



2 NETWORKING DINNER



3 BUSINESS CONNECTION PROGRAM



4 WORKSHOP



5 ELEVATOR PITCH



6 PORTFOLIO REVIEW

BUSINESS CONNECTION PROGRAMME (BCP)

The BCP is a structured industry engagement platform designed to drive **partnerships, investment opportunities, and commercial collaborations** across the animation, games, and digital creative ecosystem.

It brings together key stakeholders including:

- Content creators (studios, developers, artists)
- Publishers and distributors
- Investors and venture capitalists
- Technology providers
- Government agencies and industry bodies

The programme delivers tangible industry impact through:

- Creation of concrete business opportunities
- Market access for local studios and ecosystem players
- Increased visibility for Malaysia's creative industry
- Long-term cross-border collaborations

RM150 million

in **opportunities** generated
(Level Up KL – Games, 300 meetings)

RM2 billion

in **business opportunities** facilitated
(ASEAN Digital Content Summit 2025)



SPEAKERS



1 SESSIONS



WAN HAZMER
CEO & Game Director · Metronomik



SUAN GOH
Co-Founder · Ctrl-D Studios

1 SESSIONS



MOHAN LOW
Head of Strategic Developments Asia · Larian Studios Malaysia

1 SESSIONS



MUFIZAL MOKHTAR
General Manager · Virtuos Games Malaysia

1 SESSIONS



IKA SULASTRI
MOHAMMAD DAHLAN DONALD
Concept Artist/ Game Designer · Freelance Concept Artist

1 SESSIONS



IRWAN JUNAIDY
Chief Creative Officer · The R&D Studio

1 SESSIONS



JACOB ANAK JIM
Head of Development · Stinablis Sdn Bhd



JAMES CHAN
GM Asia · RocketRide Games



AFIQ FADHLI NARAWI
Director · Metadise Sdn Bhd

1 SESSIONS



ANDREW BONG
CEO · Ventura Interactive

1 SESSIONS



DATUK HAJI BURHANUDDIN BIN MD RADZI
Managing Director · Les' Copaque Production Sdn Bhd

1 SESSIONS



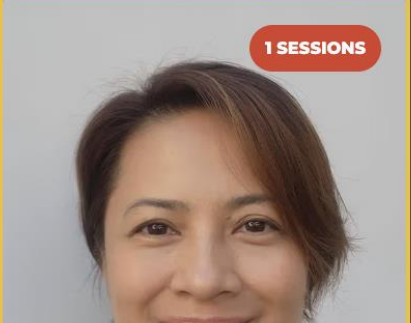
ERVIN HAN
Co-Founder · Robot Playground Media

1 SESSIONS



JASON LOW
CEO · Virtualtech Frontier

1 SESSIONS



JUHAI DAH JOEMIN
Supervising Producer · Visional Pop

1 SESSIONS



LALITHA KRISHNAN
Producer · Streamline Studios Malaysia

1 SESSIONS



LYON LIEW
Supervising Technical Director · Pixar Animation Studios

1 SESSIONS



FAY LEE
Founder and CEO · Far Out Solutions Sdn Bhd

1 SESSIONS



HAFIZ AZMAN
Co-founder · 7th Beat Games

1 SESSIONS



HAIRUL SOFIAN
CEO · Warnakala Studios

1 SESSIONS



HENDRA WARDI
Chief Paranormal Investigator · Bawah Tanah Sdn Bhd



MICOLE GOH
Principal, Ipsos Strategy3 · Ipsos Sdn. Bhd.

1 SESSIONS



RASHID SALLEH
Co-Founder & CEO · Rashomon PR Sdn Bhd

1 SESSIONS



RAYMOND LEE
Multimedia Artist · Arrayewhy

1 SESSIONS



ROB DOHERTY
VP Production · Hasbro

SPEAKERS (CURRENT)



1 SESSIONS



RYAN
Co-founder · The Pinkfong Company

1 SESSIONS



RYAN LEE
Content Acquisition Manager · Sarawak Media Group

1 SESSIONS



SIDNEY KOMBO
Animation supervisor · WETA FX, Third Pole Limited

1 SESSIONS



SIEW CHUNG LEE
Animation Director · Motion Foundry Sdn Bhd

1 SESSIONS



SIMON JR JALIN
CEO · Jalin Creative Sdn Bhd

1 SESSIONS



VLADISLAV TSOPLJAK
CEO · Goldpact Goblins

1 SESSIONS



WEE MENG HEE
CEO · Fly Studio Snd Bhd

1 SESSIONS



YUDHATAMA
Founder · Manimonki Studio

CEO Panel Session: *Building a Sustainable Ecosystem for the Digital Content Revolution*



CEO PANEL SPEAKERS



Dato Ir. Ts. Sudarnoto Osman
Chief Executive Officer
Sarawak Digital Economy
Corporation (SDEC)



Puan Sri Dato Seri Tiara Jacqueline
Chief Executive Officer
Enfiniti



Anuar Fariz Fadzil
Chief Executive Officer
Malaysian Digital Corporation
(MDEC) Economy

B2C ACTIVITIES/EVENTS (21-23 AUGUST 2026)



1

BAGFEST CON



2

EXHIBITION



3

**BEYBLADE
TOURNAMENT**



4

**OUTDOOR
SCREENING**

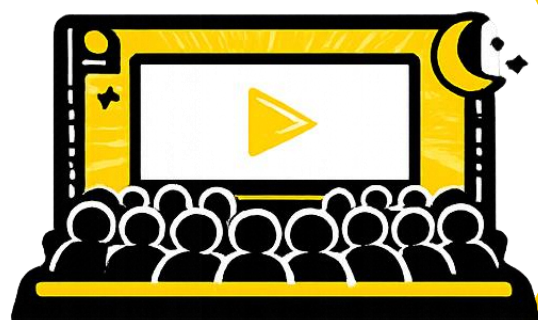


5

CAREER FAIR

ANIMATION FILM SCREENING

Taman Perpaduan



WAYANG PACAK @ BAGF



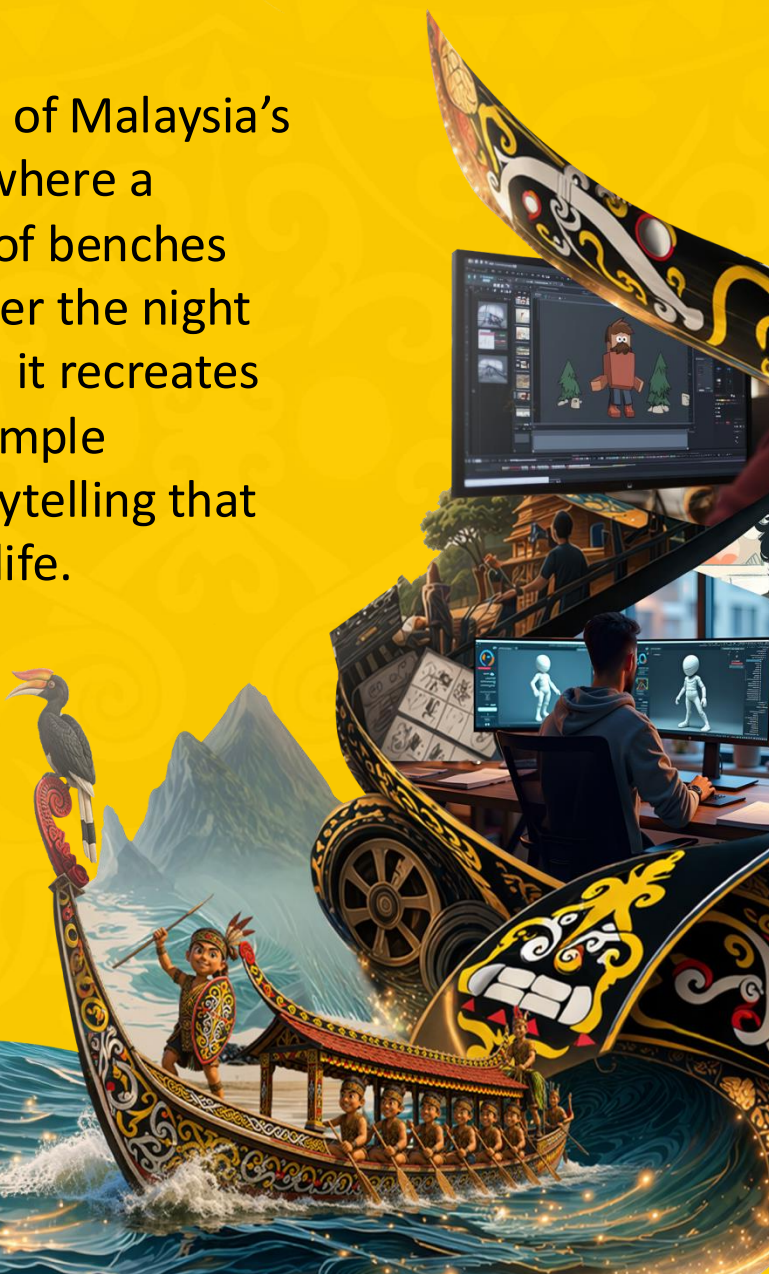
Wayang Pacak Concept @ Pangkalan Sapi



Wayang Pacak Concept @ Panggung Udara



Wayang Pacak revives the nostalgia of Malaysia's classic open-air cinema culture — where a simple projector, screen, and rows of benches brought communities together under the night sky. More than just watching a film, it recreates the warmth of shared memories, simple entertainment, and communal storytelling that once defined local neighbourhood life.



TAMAN PERPADUAN, KUCHING



500
attendees



3+
shows



15+
vendors

POWERED BY **GREEN ENERGY,**
DRIVEN BY **COMMUNITY**

SPONSORSHIP

B2B CONFERENCE

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP RM300,000

- 1 Solo Speaking Slot
- 15 Conference Passes
- 4 Business Passes
- 4 Exhibitors Passes
- 36sqm Raw Space (B2B) & 18sqm Raw Space (B2C)
- Brand Awareness Opportunities
- Access To BCP



MAX VISIBILITY

Position your brand as a Platinum partner with maximum visibility across BAGF 2026 platforms, including premium logo placement across marketing collaterals, digital channels, airport advertising, and exposure during the Opening Ceremony.



ENGAGEMENT OPPORTUNITIES

Sponsors will be accorded a solo speaking slot, enabling strong thought leadership positioning, alongside priority access to business matching and engagement with key industry stakeholders.



ACCESS & PASSES

The Platinum package includes 15 Conference Passes, 4 Business Passes, and 4 Exhibitor Passes, providing comprehensive access to conference sessions, business matching engagements, and full on-ground participation.



EXHIBITION / ACTIVATION

A combined exhibition footprint of 36sqm raw space within the B2B zone and 18sqm raw space within the B2C zone enables large-scale brand activation and engagement across both industry and public audiences.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP RM150,000

- 1 Panel Session Slot
- 10 Conference Pass
- 2 Business Pass
- 3 Exhibitors Pass
- 18sqm Raw Space (B2B) & 9sqm Standard Shell Scheme Booth (B2C)
- Brand Awareness Opportunities
- Access To BCP



MAX VISIBILITY

Gold Sponsors receive strong brand presence across marketing collaterals, onsite signage, digital platforms, and official event communications, ensuring visibility among both regional and international audiences.



ENGAGEMENT OPPORTUNITIES

Sponsors are provided with one panel session speaking opportunity, together with access to business matching sessions and curated networking engagements with key industry players.



ACCESS & PASSES

The package includes 10 Conference Passes, 2 Business Passes, and 3 Exhibitor Passes, enabling meaningful participation across both business and conference segments of the festival.



EXHIBITION / ACTIVATION

An allocation of 18sqm raw space within the B2B zone complemented by a 9sqm Standard Shell Scheme Booth within the B2C area provides balanced exposure across both professional and consumer-facing environments.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



SILVER SPONSORSHIP RM75,000

- 1 Panel Session Slot
- 5 Conference Passes
- 3 Exhibitors Passes
- 9sqm Standard Shell Scheme Booth
- Brand Awareness Opportunities



MAX VISIBILITY

Silver Sponsors benefit from consistent brand exposure across selected event platforms, including the official website, marketing collaterals, and digital communications.



ACCESS & PASSES

The package includes 5 Conference Passes and 3 Exhibitor Passes, supporting participation in key festival activities and on-ground engagement.



ENGAGEMENT OPPORTUNITIES

Sponsors will be provided with one panel session speaking opportunity, along with access to the business matching platform and networking sessions with industry participants.



EXHIBITION / ACTIVATION

A 9sqm Standard Shell Scheme Booth within the B2B exhibition area provides a standard yet effective platform for showcasing products, services, and innovations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



BRONZE SPONSORSHIP RM30,000

- **3 Conference Passes**
- **2 Exhibitors Passes**
- **9sqm Standard Shell Scheme Booth**
- **Brand Awareness Opportunities**



MAX VISIBILITY

Bronze Sponsors receive foundational brand visibility across event platforms and selected official marketing materials.



ACCESS & PASSES

The package includes 3 Conference Passes and 2 Exhibitor Passes, enabling participation within the broader festival ecosystem.



ENGAGEMENT OPPORTUNITIES

Sponsors will have access to the business matching platform and general networking opportunities throughout the event.



EXHIBITION / ACTIVATION

A 9sqm Standard Shell Scheme Booth within the B2B exhibition area provides an entry-level presence for brand exposure and engagement.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



EXHIBITOR PACKAGE RM8,000

- 2 Exhibitors Passes
- 9sqm Standard Shell Scheme Booth
- Brand Awareness Opportunities



MAX VISIBILITY

Exhibitors benefit from on-ground brand presence within the exhibition area, allowing direct exposure to both industry participants and public attendees.



ACCESS & PASSES

The package includes 2 Exhibitor Passes to support booth operations and facilitate engagement with visitors.



ENGAGEMENT OPPORTUNITIES

Exhibitors are able to directly interact with attendees, potential clients, and partners, enabling lead generation, product demonstrations, and market outreach.



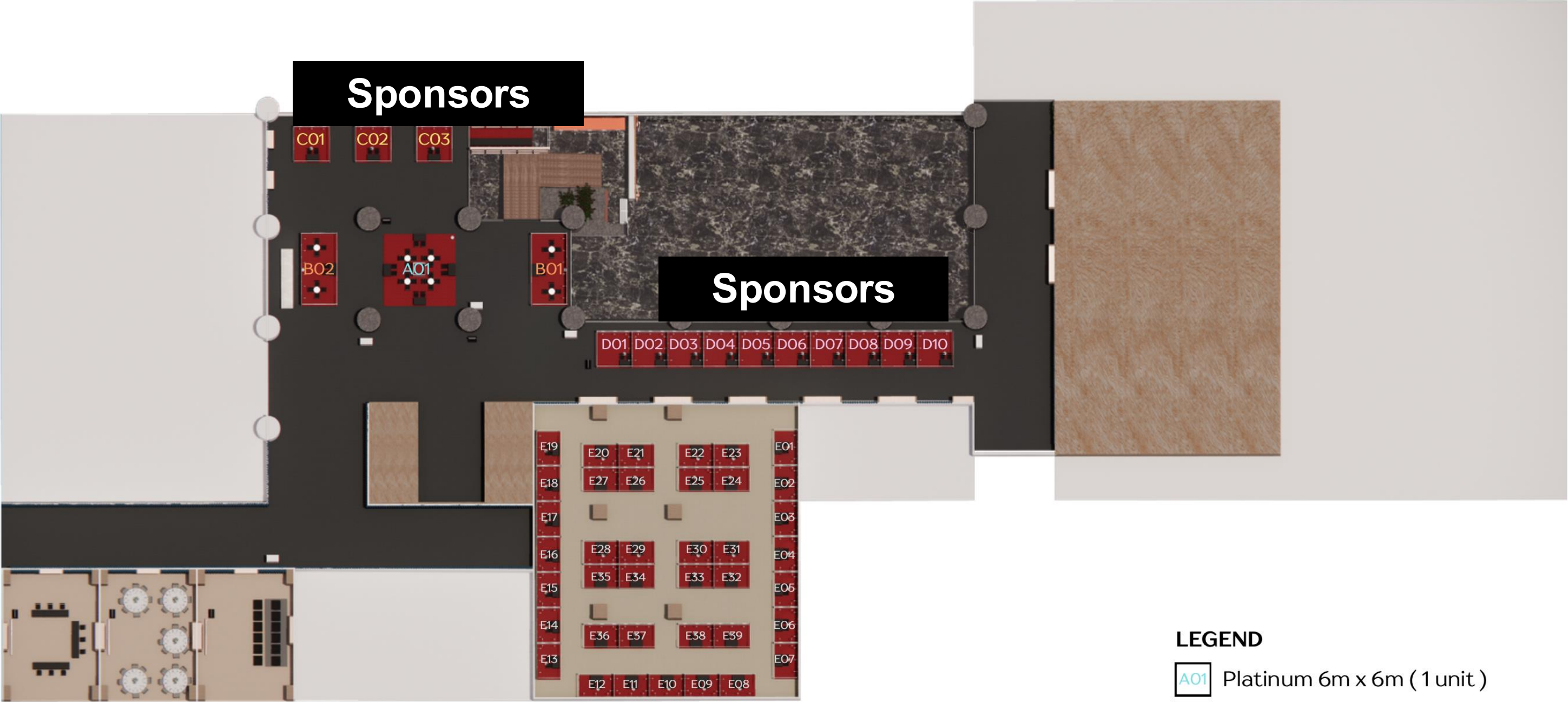
EXHIBITION / ACTIVATION

A 9sqm Standard Shell Scheme Booth is provided as a dedicated space for showcasing offerings and conducting on-site activations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

FLOOR PLAN B2B



LEGEND

-  Platinum 6m x 6m (1 unit)
 -  Gold 6m x 3m (2 units)
 -  Silver 3m x 3m (3 units)
 -  Bronze 3m x 3m (10 units)
 -  Standard 3mx2 m (39 units)
- Total : 55 units

SPONSORSHIP PACKAGES: B2B CONFERENCE



SPONSORSHIP PACKAGES		PLATINUM	GOLD	SILVER	BRONZE
CONFERENCE ENTITLEMENTS	Speaking Slot	1 SOLO SPEAKING SLOT	1 PANEL SESSION SLOT	1 PANEL SESSION SLOT	-
	Conference Pass	15	10	5	3
	Business Pass	4	2	-	-
BRANDING & AWARENESS	Logo inclusion on IBAGF26 advertisement video at Kuching International Airport & Kuala Lumpur International Airport	✓	✓	✓	-
	Company Logo Featured On Event Website	✓	✓	✓	✓
	Reciprocal Website Hot-Link to Your Homepage from Event Website	✓	✓	✓	✓
	Branding on Marketing Collaterals, Onsite Signage and Emailer	✓	✓	✓	✓
	Banner Ad in BAGF26 e-Newsletter	2	1	1	1
	Dedicated BAGF26 e-Newsletter Article	2	2	1	1
	30 seconds Static/Video before Opening Ceremony *Content Subject to Organiser's Approval	✓	-	-	-
	Banner Display at Physical Event	✓	✓	-	-
BUSINESS CONNECTION PROGRAM (BCP)	Access to Business Matching Platform for arranging meetings with Conference Delegates	✓	✓	-	-
EXHIBITION ENTITLEMENTS	Raw Space (in sqm)	36SQM RAW SPACE (B2B) & 18SQM RAW SPACE (B2C)	18SQM RAW SPACE (B2B) & 9SQM STANDARD SHELL SCHEME BOOTH (B2C)	9SQM STANDARD SHELL SCHEME BOOTH	9SQM STANDARD SHELL SCHEME BOOTH
	Exhibitor Pass	4	3	3	2
	Sponsor Listing for Physical Event	✓	✓	✓	✓
	Sponsor Listing on Business Matching Platform	✓	✓	-	-
PACKAGE PRICING (RM)		RM300,000	RM150,000	RM75,000	RM30,000

*Subject to 8% SST

SPONSORSHIP

BAGFEST CON

SPONSORSHIP OPPORTUNITIES



SILVER SPONSORSHIP RM30,000

- 8 Exhibitors Passes
- 9sqm Raw Space
- Brand Awareness Opportunities



MAX VISIBILITY

Silver Sponsors benefit from consistent brand exposure across selected event platforms, including the official website, marketing collaterals, and digital communications.



ACCESS & PASSES

The package includes 5 Conference Passes and 3 Exhibitor Passes, supporting participation in key festival activities and on-ground engagement.



ENGAGEMENT OPPORTUNITIES

Sponsors will be provided with one panel session speaking opportunity, along with access to the business matching platform and networking sessions with industry participants.



EXHIBITION / ACTIVATION

A 9sqm raw space within the B2B exhibition area provides a standard yet effective platform for showcasing products, services, and innovations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



BRONZE SPONSORSHIP RM15,000

- 5 Exhibitors Passes
- 9sqm Raw Space
- Brand Awareness Opportunities



MAX VISIBILITY

Bronze Sponsors receive foundational brand visibility across event platforms and selected official marketing materials.



ACCESS & PASSES

The package includes 3 Conference Passes and 2 Exhibitor Passes, enabling participation within the broader festival ecosystem.



ENGAGEMENT OPPORTUNITIES

Sponsors will have access to the business matching platform and general networking opportunities throughout the event.



EXHIBITION / ACTIVATION

A 9sqm raw space within the B2B exhibition area provides an entry-level presence for brand exposure and engagement.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

SPONSORSHIP OPPORTUNITIES



EXHIBITOR PACKAGE RM4,000

- 2 Exhibitors Passes
- 9sqm Raw Space
- **Brand Awareness Opportunities**



MAX VISIBILITY

Exhibitors benefit from on-ground brand presence within the exhibition area, allowing direct exposure to both industry participants and public attendees.



ACCESS & PASSES

The package includes 2 Exhibitor Passes to support booth operations and facilitate engagement with visitors.



ENGAGEMENT OPPORTUNITIES

Exhibitors are able to directly interact with attendees, potential clients, and partners, enabling lead generation, product demonstrations, and market outreach.



EXHIBITION / ACTIVATION

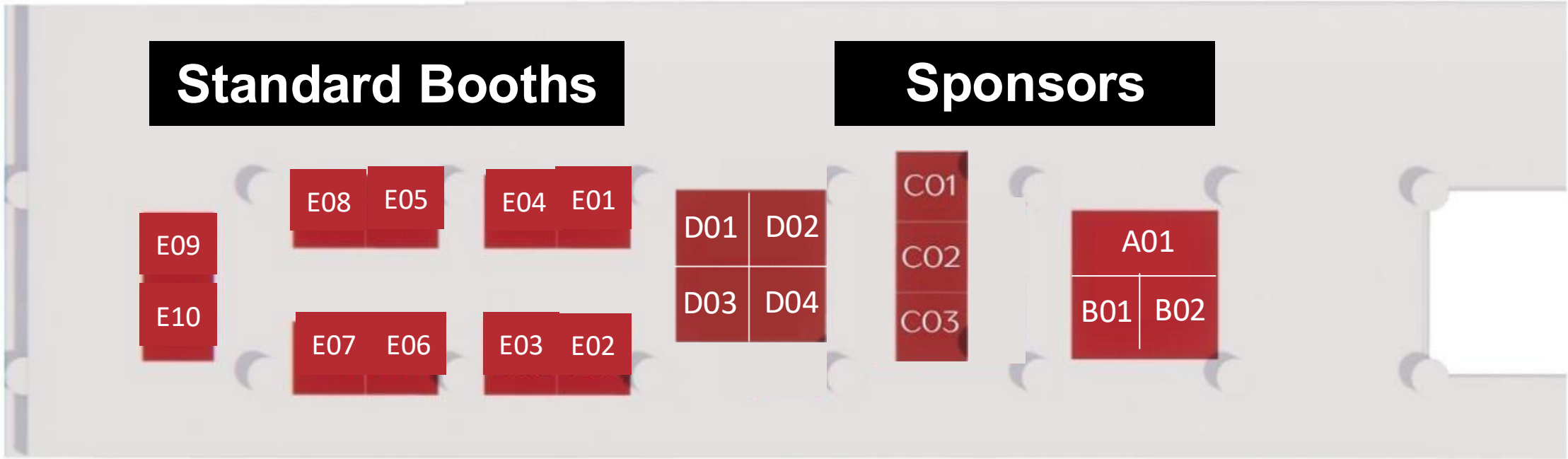
A 9sqm raw space is provided as a dedicated space for showcasing offerings and conducting on-site activations.

(Additional Exhibitor Passes are available upon request for an additional fee)

***Subject to 8% SST**

FLOOR PLAN B2C

The Hills UF Layout



LEGEND

- A01 Platinum 6m x 3m (1unit)
- B01 Gold 3m x3m (2 unit)
- C01 Silver 3m x 3m (3 unit)
- D01 Bronze 3m x3m (4 unit)
- E01 Standard booth 3m x 3m (10 unit)
- Total: 20 unit

SPONSORSHIP PACKAGES: BAGFEST CON



SPONSORSHIP PACKAGES		SILVER	BRONZE	EXHIBITOR
BRANDING & AWARENESS	Logo inclusion on BAGF26 advertisement video at Kuching International Airport & Kuala Lumpur International Airport	✓	-	-
	Company Logo Featured On Event Website	✓	✓	✓
	Reciprocal Website Hot-Link to Your Homepage from Event Website	✓	✓	
	Branding on Marketing Collaterals, Onsite Signage and Emailer	✓	✓	✓
	Banner Ad in BAGF26 e-Newsletter	1	1	-
	Dedicated BAGF26 e-Newsletter Article	1	1	-
	Banner Display at Physical Event	✓	✓	✓
EXHIBITION ENTITLEMENTS	Raw Space (in sqm)	9SQM RAW SPACE	9SQM RAW SPACE	9SQM RAW SPACE
	Exhibitor Pass	8	5	2
	Sponsor Listing for Physical Event	✓	✓	✓
PACKAGE PRICING (RM)		RM30,000	RM15,000	RM4,000

*Subject to 8% SST

ANCILLARY SPONSORSHIP



ANCILLARY SPONSORSHIP ITEMS			RATES
EVENT MERCHANDISE	A	Official Event Merchandise Maximise brand visibility as your logo is showcased on event merchandise, ensuring continuous exposure from the BAGF26 and worn by attendees throughout the event, please contact our sales team for further details. Each item sponsored includes: • Logo placement on sponsored item • 2 Conference Pass • Logo on BAGF26 digital banners	
		A1 Event Tote Bag <i>Distributed to all participants at registration—carried throughout the event.</i>	RM20,000
		A2 Event Lanyard <i>Worn by every attendee, speaker, and VIP for 2 full days.</i>	RM20,000
		A3 Name Badge <i>High-visibility item worn front-facing by all attendees.</i>	RM20,000
		A4 Notebook <i>Placed in every tote bag—used during sessions and panels.</i>	RM20,000
		A5 Official Crew T-shirt <i>Worn by all official event crew—visible throughout the venue.</i>	RM20,000

*Subject to 8% SST

PASSES AND BENEFITS



TICKETS

BUSINESS PASS

RM 1000

EARLY BIRD RM 600

CONFERENCE PASS

RM 250

ACADEMIC PASS

RM 150

BAGFESTCON/B2C PASS

FOC

Passes	Business Pass	Conference Pass	Academic Pass (Only for Students & Academicians)	BAGFestCon/B2C Pass
Price	RM1,000 (Early Bird RM600)	RM250	RM150	Free
Access to Business Connection Program (B2B Meetings)	✓	—	—	Access to BAGFest Con Exhibition Hall
Access to Networking Dinner	✓	—	—	Access to Cosplay & Fan Activities
Priority Networking with Investors, Studios & Publishers	✓	—	—	Access to Animation & Creative Showcases
Access to Keynote Sessions & Panel Discussions	✓	✓	✓	Access to Selected Public Workshops & Demos
Access to Talks & Presentations	✓	✓	✓	Access to Merchandise & Artist Alley
Access to Selected Workshops / Knowledge Sessions	✓	✓	✓	Access to Gaming Experience Zones
Networking with Speakers & Industry Participants	✓	✓	✓	Access to Entertainment & Cultural Performances
Access to Exhibition Floor	✓	✓	✓	Access to Public Creative Learning Sessions
Access to Industry Insights & Learning Opportunities	✓	✓	✓	Access to Creator & Fan Engagement Activities

CONTACT US



SDEC

CLETUS LEE AIK YEW

+65 9167 8600

cletus@sdec.com.my

DR. AYAPPA V.SUBRAMANIAM

+6016-6452771

ayappa@sdec.com.my

RACHEL PURA TANJONG

+6013-8267408

rachel@sdec.com.my

MDEC

AMIR AZLAN BIN SAPUAN

+6012-3246111

amirazlan.sapuan@mdec.com.my

AHMAD NIZAM BIN ROSLI

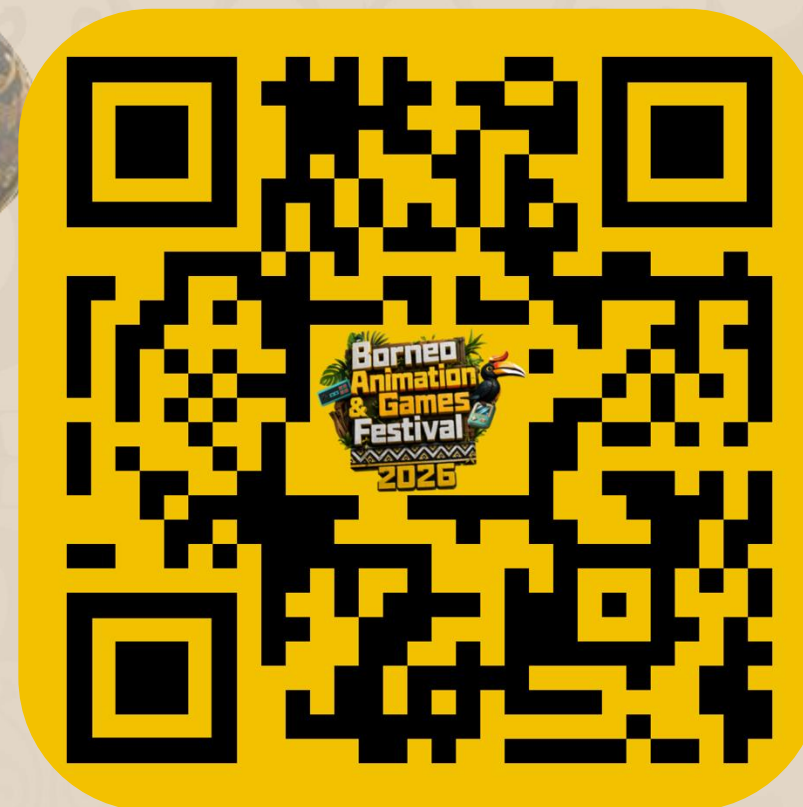
+60 12-5024890

nizam.rosli@mdec.com.my

NORLINA BINTI NORDIN

+6012-3572247

norlina.nordin@mdec.com.my



bagf26@sdec.com.my

www.bagf.my



MDEC



THANK YOU

