



PRESS RELEASE

SARAWAK LAUNCHES BAGFEST 2026 TO DRIVE REGIONAL ANIMATION AND GAMES HUB AMBITION

CYBERJAYA, 15 July 2026 - Malaysia is set to make history with the launch of the Borneo Animation & Games Festival (BAGFEST) 2026, the first international animation and games festival to be held in Borneo. Taking place in Kuching, Sarawak, from 19 to 23 August 2026, the five-day festival will position Sarawak as an emerging regional hub for the animation, games and digital creative industries.

Held under the theme ***“Forging Sarawak’s Digital Future as the Regional Hub for Animation & Games,”*** BAGFEST 2026 is the catalyst that moves Sarawak beyond ambition into tangible action by empowering creative talent among Sarawak youth, nurturing globally creative intellectual property (IP) and businesses, and driving economic impact in the digital economy.

Minister of Digital, YB Gobind Singh Deo, said BAGFEST 2026 reflects the strong partnership between the Federal Government and the Sarawak Government in advancing Malaysia's digital creative industry while unlocking new opportunities for innovation, talent development and economic growth in East Malaysia.

YB Gobind added that BAGFEST 2026 is more than a festival, it is a strategic platform that will position Sarawak as a regional powerhouse for animation and games while strengthening Malaysia's presence in the global digital creative economy.

“Our greatest investment is in our people. By connecting Malaysian talent with international industry leaders, investors and global markets, we are creating opportunities for our creators to develop world-class intellectual property, build globally competitive businesses and showcase Malaysian creativity on the international stage”, YB Gobind said.

The festival is expected to attract more than 1,500 industry delegates from over 20 countries, facilitate more than 200 business-to-business (B2B) meetings, showcase over 50 exhibitors, and welcome more than 20,000 visitors through exhibitions, conferences, community programmes and immersive experiences.

BAGFEST 2026 is projected to generate RM100 million in export opportunities and RM50 million in investment opportunities, reinforcing Malaysia's position as a leading destination for digital content, creative AI technology and innovation in the region.

Industry leaders, investors, publishers, studios and renowned speakers from countries including Malaysia, the United States, Japan, South Korea, Singapore, Indonesia, Thailand, the Philippines, France, the United Kingdom, Australia and Canada will converge in Kuching to explore new partnerships, business opportunities and emerging trends shaping the future of animation and games. The festival is expected to attract animation studios, game developers, publishers, technology companies, investors, educational institutions, content creators and aspiring digital talent from across the region.

Meanwhile, MDEC CEO Anuar Fariz Fadzil said that BAGFEST 2026 brings to life MDEC's continued commitment to strengthening Malaysia's digital content ecosystem by enabling local creative companies to access global markets, build commercial partnerships and develop export-ready intellectual property.

"Sarawak is blessed with abundant creative talent, strong institutional support and solid digital foundations to emerge as a regional centre of excellence for animation and games. Through BAGFEST 2026, we aim to turn that potential into commercial outcomes by connecting Malaysian studios and creators with global partners, investors and markets," he said.

"This initiative is about building export-ready intellectual property, strengthening our digital content ecosystem and creating new pathways for Malaysian creative companies to grow with purpose beyond our borders," added Anuar.

BAGFEST 2026 will offer a vibrant programme that combines industry engagement with public experience. Highlights include an animation, comics and games exhibition, gaming showcases, esports activities, stage performances, cosplay competitions and a Beyblade tournament, providing opportunities for fans to interact directly with creators and industry professionals.

To strengthen the talent pipeline, the festival will also feature the MYFutureJobs Creative Speed Dating Career Fair, organised in collaboration with PERKESO. The initiative is expected to connect between 500 and 1,000 jobseekers with employers from Malaysia's creative industry. Students and emerging professionals will also benefit from portfolio review sessions conducted by experienced animation and games industry mentors.

Extending beyond the convention halls, BAGFEST 2026 will present *Wayang Pacak* at Taman Perpaduan, Kuching, a unique three-night outdoor animation screening inspired

by Malaysia's traditional open-air cinema culture. Powered by green energy solutions, the programme is envisioned as Sarawak's first zero-emission outdoor animation screening experience, celebrating Malaysian animation while bringing together families, local entrepreneurs and the wider community.

The BAGFEST 2026 officiation ceremony will be graced by The Right Honourable Premier of Sarawak, Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Tun Datuk Abang Haji Openg, on 21 August 2026.

BAGFEST 2026 is expected to become Borneo's flagship event for the animation and games industry, serving as a catalyst for innovation, talent development, international collaboration and economic growth while showcasing Malaysia's creative excellence to the world.

For more information and registration updates, visit <https://www.bagf.my/>

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