

World's largest book sale returns to Kota Kinabalu

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KOTA KINABALU: The much-anticipated Kota Kinabalu International Book Fair (PBAKK) 2025 will take place from November 12 to 16 at the Sabah International Convention Centre (SICC), uniting publishers, writers, educators and book lovers under the theme "Books Meet Culture."

Jointly organised by Universiti Malaysia Sabah (UMS), Dewan Bahasa dan Pustaka (DBP), Sabah Education Department (JPNS) and the Sabah State Library (PNS), the event aims to strengthen reading habits, promote literary exchange and foster creative industry networks across Borneo.

Featuring more than 90 exhibitors and 152,000 book titles from local and international publishers, this year's fair expects to draw over 100,000 visitors, surpassing last year's record of 80,000 attendees.

The five-day event will also feature book talks, writing workshops, storytelling sessions, poetry recitals, STEM exhibitions and cultural performances.

Adding to the excitement, Big Bad Wolf Books, the world's largest book sale, returns to Kota Kinabalu as part of PBAKK 2025.

Making its third appearance in the city and first collaboration with UMS, DBP and JPNS, the Big Bad Wolf Book Sale will run

daily from 10am to 10pm, offering discounts of up to 95 percent, exclusive vouchers, student and educator rewards, and daily lucky draws.

Books will be available from as low as RM3, while Affin Bank cardholders will enjoy additional discounts and rewards.

An online pre-event contest themed "Big Bad Wolf makes me _" will run from November 4 to 11, offering RM30 vouchers to 30 creative winners.

Meanwhile, the daily lucky draw will reward shoppers with RM200 vouchers throughout the fair.

Big Bad Wolf marketing head Chloe Lim said the event represents more than just a sale.

"Our mission has always been to make books affordable and accessible to everyone. This is a movement that promotes literacy, lifelong learning and the joy of discovery," she said at a press conference at the Sabah State Library Tanjung Aru branch on Thursday.

Adding a touch of glamour, Miss International Malaysia 2025, Allyson Ee, attended the press conference to show her support for education and literacy.

"This fair gives every child a chance to own a book, to learn and to dream. With over 150,000 books and more than 90 booths, this is an opportunity you shouldn't miss," she said.

Representing UMS vice-chancellor Prof Dr Datuk Kasim

Mansur, Penerbit UMS director Prof Dr Patricia Matanjun said the fair underscores Sabah's growing role as a regional hub for literature and creative industries.

"This is more than a marketplace for books — it's a platform for knowledge, cultural exchange and community growth. Through collaboration, we aim to make Kota Kinabalu a key literary destination in the BIMP-EAGA region," she said.

Despite the rise of digital media, organisers noted that printed books remain in high demand, particularly children's books, which account for about 70 percent of total sales in Malaysia and the Philippines.

As one of the fair's anchor exhibitors, Big Bad Wolf Books aims to sell over half a million books during the five-day event, concluding its East Malaysia Tour 2025 in Kota Kinabalu. This year's fair will expand to two halls to accommodate the growing crowd and number of titles.

Organisers expressed hope that PBAKK 2025 will inspire a stronger reading culture and support Sabah's aspiration to become a Unesco City of Literature under the Creative Cities Network.

Admission is free, and the public is invited to join the grand celebration of books, knowledge and culture at SICC, Kota Kinabalu, from November 12 to 16.

For updates and exclusive promotions, follow Big Bad Wolf Books on social media.



(From left) Farid, Chloe, Patricia, Allyson, George, Zawawi and Norhafizah welcoming book lovers to PBAKK 2025.