

HQ

Headquarters

HQ THE ASSOCIATION
MAGAZINE

#88 BUILDING BRIDGES
MAY IN THE MEETINGS
2019 INDUSTRY

New Companies &
Association Code

**2030 Sustainable
Development Goals**

Association profile:
SolarPower Europe

Destinations on the way to
sustainability

COVER PHOTO: Tropical Spice
Garden, Penang, Malaysia



Sustainability



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MAY

**THE ASSOCIATION
MAGAZINE**

*BUILDING BRIDGES
IN THE MEETINGS
INDUSTRY*

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**2030 Sustainable
Development Goals**



**SolarPower
Europe:
The Future
is Solar**



INTERNATIONAL
ACCREDITATIONS



Cleaner, Greener Meetings at Penang

In Penang, going green is more than just lip service – it is fast becoming a way of life. We take the pledge of Cleaner Greener Penang seriously, even in the Business Events sector.

Penang kicked off Malaysia's very first 'No Free Plastic Bag' campaign in 2009, which then grew into the widely-lauded 'Every Day is No Free Plastic Bags Day' campaign in 2011. The public was encouraged to use recyclable tote bags for their shopping, igniting a positive social behavioural change at the supermarkets, convenience stores and malls.

There has also been a state-wide ban on polystyrene food containers for years, which spurred the popularity of biodegradable and earth-friendly food containers in the state. This year, Penang reinforced its No Single-Use Plastic policy with the 'No Plastic Straw' campaign, which has been widely adopted by hotels, restaurants and convention centres.

Penang Convention & Exhibition Bureau welcomes you to explore the plethora of ways you can host your meetings and events sustainably in Penang, without compromising on excellence and experience.

MEETINGS POWERED BY GREEN TECHNOLOGY

Penang is home to the **Setia SPICE Convention Centre** – world's first and only hybrid solar-powered convention centre. This Eco Green GBI certified subterranean convention centre features an expansive 4,000 sqm pillarless ballroom and 14 function rooms that can support meetings of up to 10,000 delegates.

Besides being partially powered by the solar panels installed at the SPICE

campus, the convention centre was correspondingly built with smart architectural and design features aimed to reduce carbon footprint. A grand skylight at the foyer fills the space with natural light during the day and despite being in a hot tropical island, the sloping green roof and tempered, laminate glass windows prevent direct UV penetration, cooling the convention centre naturally.

Another unique feature of SPICE is its landscaped 7-acre roof garden and smaller accompanying spice and bamboo gardens, that have become a green lung and a communal space for convention centre's neighbouring urban communities. The cutting-edge rainwater harvesting system waters the parks of SPICE, further enhancing its green standing.





EXPLORATION OF NATURE

Penang's wealth of unique venues that reside within the state's lush rainforest allow for extraordinarily green meetings and events.

The award-winning **Tropical Spice Garden (TSG)** is home to over 500 living specimens of lush and exotic flora from around the world. The garden overlooks the blue waters of the Straits of Malacca and has been carrying out plant and nature conservation efforts for over 15 years. It is a popular destination for visitors to Penang, and is very much Business Events friendly as TSG has hosted numerous meetings in its sustainably built events spaces. It is also home to one of the region's

most beloved cooking schools that has curated numerous bespoke cooking events and challenges that encourages exploration of the spices planted at the garden's Spice Terraces.

The wondrous **Entopia by Penang Butterfly Farm** transports all those who enter its doors into a world of magic and beauty surrounded by over 15,000 free-flying butterflies from 60 species. Entopia is the leading centre for invertebrate research, breeding and preservation, and it has a myriad to offer to delegates both onsite and off-site; With a panoramic 270-degree view of the butterfly sanctuary, Entopia's meeting room can accommodate up to 100 delegates while its Bug Rover, a truck fitted to be a mini fauna preserve

and exhibition, can be brought to any meetings venues for an immersive educational experience.



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