

Press Release
23 January 2017

Penang Proves to be a Powerhouse with 1251 Events Hosted in 2016

George Town, Penang: The Penang Convention & Exhibition Bureau (PCEB) today released the first ever Business Events industry review from its first year of operations. Titled 'Vision Insight', the 2016 Review was launched by the Chief Minister of Penang, the Rt. Hon. Mr Lim Guan Eng at Bayview Georgetown Hotel.

In 2016, **Penang hosted 1251 events with an estimated economic impact of RM808 million.** The review provides an analysis of business events activities in the state demonstrating the key trends and factors that affect the industry. It also contains a summary of PCEB's activities in their first year of operations.

PCEB's inaugural annual review provides state-wide insights of the different types of business events held in Penang; association congress, corporate event or incentive. The data is further analyzed according to number of participants and average number of nights and dissected according to industry segment and market.

The majority of international business events hosted in Penang originate from Singapore and South Asia. The industry segments that have organized business events in Penang are representative of the sectors the state has an interest in – namely in education, culture & ideas and industry.

"This review is a celebration of what we have achieved in the past year, as well as a tool to help us focus our efforts" said Ashwin Gunasekaran, CEO of PCEB. "It is only with the support of the business events players that we have been able to have a successful first year of operations, and it will be with their continued support that we have a brighter future together making Penang the preferred destination for business events."

"Hosting international business events will be a driver for development in the state, with business tourists spending nearly four times more than the ordinary tourists. We have built capacity in the form of infrastructure and developed transport plans for greater connectivity. We are building capability by building human capital and software for hospitality and professional management," said the Chief Minister in his speech.

Business tourism has been identified as a major component of the National Key Economic Areas (NKEA) for tourism by PEMANDU. It will contribute an estimated GNI of RM3,947 million, and a projected 16,720 jobs by 2020. PCEB was incorporated in 2016 to lead Penang in its proactive efforts to contribute to the nation's growth.

To download the **2016 Review: Vision Insight**, please visit <http://pceb.my/corporate-overview.php>.

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NOTE TO EDITORS

About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established in 2016 to develop the meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for MICE activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of MICE in Penang, PCEB serves as Penang's focal point for the coordination of all MICE activities, providing expert assistance to organisations and MICE planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organized.

PCEB's goal is to enhance our MICE clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.