

## **PCEB Hosts NIMA Agents for Networking with Penang Partners at Setia SPICE Convention Centre**

The Penang Convention & Exhibition Bureau (PCEB) hosted the Network of Indian MICE Agents (NIMA) during their visit to Penang on the 8th of August 2023, culminating in a successful networking brunch at Setia SPICE Convention Centre. This event aimed to strengthen business relations between Penang and India, leveraging India's significance in Penang's business tourism and events sector.

The day commenced with an engaging opening ceremony, setting the stage for the activities that followed. Leading the NIMA team were Gajesh Girdhar, National Coordinator of NIMA, and Rakesh Arora, Convention Chairman of NIMA.

NIMA agents enjoyed a networking session and brunch, featuring a delightful spread of Indian cuisine. Penang partners and NIMA agents seized the opportunity to exchange name cards, establishing valuable connections that promised mutual benefit. This gathering facilitated valuable connections and collaborations within the MICE industry, aligning seamlessly with the goals of Penang 2030 to enhance the city's reputation as a premier business destination.

A comprehensive SPICE tour then showcased the Convention Centre's versatile facilities, encompassing expansive convention spaces, meeting rooms, and a multipurpose arena. NIMA agents gained valuable insights into Setia SPICE's capabilities for hosting global events.

The event ended on a cultural note, as NIMA agents embarked on a trishaw tour around George Town, immersing themselves in Penang's rich cultural heritage. This delightful experience revealed the city's captivating stories through its architecture, mesmerizing street art, and vibrant local life.

The collaboration between NIMA and PCEB underlines a shared commitment to elevate Penang's appeal to the Indian market. This networking brunch exemplifies the partnership's dedication to nurturing Penang's MICE ecosystem and fostering stronger ties between Penang and India.

NIMA and PCEB anticipate further collaboration to continue promoting Penang as a premier business destination.

Photos of the event can be accessed here: [DOWNLOAD](#)

Video of the event highlights here: [WATCH](#)

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## NOTE TO EDITORS

### About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events 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 Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events 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 organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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