

Penang Welcomes The 2nd Penang International Hair & Beauty Festival 2023

Penang, Malaysia: Penang is thrilled to reveal that it has been selected as the host city for the highly anticipated 2nd Penang International Hair & Beauty Festival 2023. This momentous event is set to take place from October 10th to 11th at the PICCA Convention Centre @ Butterworth Arena, Penang, Malaysia.

Organized by the Penang Hairdressing & Hair Waving Association (PHA), the Penang International Hair & Beauty Festival is a global gathering that draws professionals, companies, and associations from the dynamic hairdressing and beauty industry. The festival serves as a platform to showcase the latest advancements in hair and beauty technologies, products, and equipment, offering attendees a unique opportunity to gain valuable insights into industry trends and innovations.

This year's festival promises to be even more exceptional, featuring international hair shows, hair and make-up competitions, and invaluable business networking prospects. However, one of the standout features of the event is its unwavering commitment to knowledge sharing. Esteemed industry experts will play a central role in delivering informative seminars and captivating presentations. These educational sessions are designed to equip attendees with the tools they need to stay ahead in an industry that is constantly evolving.

The 2nd Penang International Hair & Beauty Festival 2023 is expected to make a substantial economic impact on the region, with an estimated economic impact (EEI) of RM 7.3 million. We anticipate the participation of a total of 2000 delegates from both international and national backgrounds, further underlining the significance of this event in the beauty and hairdressing sector.

Penang stands at the forefront of event hosting and business travel, offering a diverse array of venues, accommodations, and growth opportunities. The region's strategic location, combined with its dedication to providing top-notch amenities, makes it the perfect destination for businesses and travelers alike. As the host city for the 2nd Penang International Hair & Beauty Festival 2023, Penang is poised to shine on the global stage of business events.

For more information of the festival, visit here: [Penang Hair Association](#)

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

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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