

"BE Reinvents": Unveiling the Future of Business Events

Penang, Malaysia: The excitement is building as the Penang Convention & Exhibition Bureau (PCEB) prepares to host the much-anticipated 8th edition of BE @ Penang, Malaysia's foremost business events conference. Set against the vibrant backdrop of Penang, this annual event, scheduled for December 7 & 8, 2023, is primed to take place at the prestigious Setia Spice Convention Centre.

The theme for BE @ Penang 2023 is "BE Reinvents," embodying a powerful call to action for participants to embark on a transformative journey. In a rapidly evolving business landscape, this theme resonates with the need for innovation, adaptation, and a fresh perspective. Attendees can anticipate a conference experience that goes beyond the ordinary, offering insights and strategies to navigate the ever-changing dynamics of the business events industry.

One of the most eagerly anticipated elements of BE @ Penang 2023 is the presence of the distinguished keynote speaker, Julius Solaris. A luminary in the events industry, Julius Solaris is consistently recognized as one of its most influential figures. With a wealth of experience and a keen understanding of industry trends, he is set to share invaluable insights that will inspire and guide attendees on their journey into the future of business events.

Adding to the significance, Mr. Azman Haji Tambi Chik, the newly appointed CEO of Malaysia Convention & Exhibition Bureau (MyCEB) will be present at the event. The national bureau applauds the Penang Convention & Exhibition Bureau (PCEB) for leading this transformative initiative, recognizing its pivotal role in shaping the future landscape of business events in Malaysia.

BE @ Penang 2023 is not merely a conference; it is a platform for connection, learning, and transformation. As the largest business events conference in Malaysia, this annual gathering, owned by PCEB and supported by the Penang State Government, is poised to once again set the standard for excellence in the industry.

Participants can expect a dynamic program featuring thought-provoking sessions, interactive workshops, and ample networking opportunities. Beyond the conference walls, the vibrant city of Penang awaits, offering a rich tapestry of culture, cuisine, and experiences for attendees to explore and enjoy.

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In the spirit of "BE Reinvents," the 8th edition of BE @ Penang is not just an event; it is a catalyst for change, a platform for innovation, and a beacon guiding the business events industry into a future defined by transformation.

For more information about the event, visit here: [BE @ PENANG](#)

Photos of the event can be accessed here after the event:: [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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