

Annual Review Launch Showcases Penang's Remarkable Growth in Business Events Industries

Penang, Malaysia: The stage is set for the Launch of Annual Review 2023, scheduled on February 19th, 2024, at the prestigious Penang Marriott Hotel. This event serves as a significant milestone, spotlighting the remarkable progress achieved by Business Events industries throughout the vibrant state of Penang in the year 2023.

The Business Events Penang 2023 Annual Review stands as a pivotal occasion, encapsulating the extensive array of events hosted in Penang over the past year. From bustling conferences to impactful exhibitions, the evening promises to offer a comprehensive summary of the diverse range of events that graced the state, showcasing their profound impact and outcomes.

Highlighted in the review will be the substantial growth witnessed in Penang's Business Events sector, exemplified by staggering statistics and insightful analyses. Key figures from various sectors and government bodies, including the Chief Minister of Penang, YAB Chow Kon Yeow, the Penang State Exco for Tourism & Creative Economy (PETACE), YB Wong Hon Wai, and the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB), Mr. Ashwin Gunasekeran, are set to provide invaluable insights into the state's burgeoning Business Events landscape.

Penang's success in 2023 was evident as it successfully hosted a record-breaking 604 events, marking a nearly three-fold increase from the previous year. These events contributed significantly to the state's economy, with an estimated economic impact of RM1,033,856,600.

The Annual Review aims not only to celebrate past achievements but also to provide foresight into the exciting prospects awaiting Penang in the future. It will offer a glimpse into the sectors expected to thrive in Penang, paving the way for continued growth and innovation in the Business Events industries.

This exclusive event brings together industry leaders, stakeholders, and government officials, fostering collaboration and synergy to propel Penang's Business Events sector to new heights. With a focus on sustainability, diversity, and excellence, the Annual Review sets the stage for a year of continued growth and positive experiences for Penang's Business Events industries.

Press Release
19 February 2024



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

The digital copy of the press release can be viewed here:



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.

For more information, kindly contact:
Arvind S.Santhaselvan
Executive, Marketing & Communications
Email: arvind@pceb.my

Tel: +604 261 6161
Web: www.pceb.my
Facebook: [@PCEB.my](#)
Twitter [@PCEB_MY](#)
Instagram [@penang.unfiltered](#)

END