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PENANG CONVENTION & EXHIBITION BUREAU AND MALAYSIA AIRLINES FORGE ALLIANCE TO PROMOTE PENANG AS A PREFERRED BUSINESS EVENTS DESTINATION

George Town, Penang: Penang Convention & Exhibition Bureau (PCEB) signed a Strategic Partnership Agreement (SPA) with Malaysia Airlines Berhad (MAB) in efforts to promote Penang as a preferred Business Events destination.

The agreement signing was conducted between the Chief Executive Officer of PCEB, Ashwin Gunasekeran, and the Head of Sales of Malaysia Airlines, Yeoh Hock Thye, and witnessed by the Chief Minister of Penang, Lim Guan Eng.

PCEB and its industry partners will benefit from Malaysia Airlines's global network and connectivity, giving Penang the competitive edge in attracting new businesses and securing bid for international business events.

"With Malaysia Airlines as a strategic partner, Penang is able to provide value-added service to Business Events organisers, especially in terms of special rates for flights. For select events, PCEB is in talks with Malaysia Airlines for charter flights. This bodes well for Penang when we go in for bids," said Lim Guan Eng.

Chief Executive Officer of PCEB, Ashwin Gunasekeran added, "With Malaysia Airlines as our partner, we look forward to developing new businesses in our key markets, namely India, China, Europe and Australia."

Through this strategic partnership, Malaysia Airlines will be joining PCEB in all the trade events and road shows that the bureau attends, creating a greater brand presence for the national carrier.

Chief Commercial Officer of Malaysia Airlines Berhad, Arved von zur Muehlen said, "Malaysia Airlines is delighted to be partnering PCEB for this important market segment. As the country's national airline, we are fully supportive of the country as the leading destination for Business Events and tourism and we are committed to ensure Malaysia's market share for the MICE industry is enhanced. Guests who choose Malaysia and Penang for business tourism will have the opportunity to benefit from the internationally accredited conference facilities within the beautiful and tranquil setting of Penang. Our comprehensive network within the country is the perfect complement to this, as the best way to fly to, from and around Malaysia. Currently Malaysia Airlines flies 45 times weekly into Penang and able to carry about 7,200 visitors per week".

Business Events is a rising economic sector in Penang, contributing RM808 million to the economy in 2016 and over RM1 billion in 2017. Penang is the leading second-tier Malaysian destination for Business Events, and is one of the leading destinations in the region.



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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 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 organized. 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, please visit www.pceb.my and follow us on www.facebook.com/PCEB.my/ and Twitter (@PCEB_MY) and Instagram (@penang.unfiltered).

About Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia. Malaysia Airlines carries 40,000 guests daily on memorable journeys inspired by Malaysia's diverse richness. Malaysia Airlines embodies the incredible diversity of Malaysia, capturing its rich traditions, cultures, cuisines and warm hospitality on board, while opening up more of Malaysia's destinations than any other airline.

Since September 2015, the airline has been owned and operated by Malaysia Airlines Berhad. Via our alliance with oneworld®, Malaysia Airlines offers superior connectivity with seamless journeys to 1,000 destinations across 150 plus countries, and access to over 650 airport lounges worldwide. Up to 90 destinations will be serviced across Asia, Africa, the Americas and the Middle East via a new codeshare partnership with Emirates, signed in early 2016.

For more information, please visit <http://www.malaysiaairlines.com>.