

PRESS RELEASE  
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## **Penang Convention & Exhibition Bureau Brings 17 Exhibitors from Penang on a 4-City Sales Mission to Woo the Indian Travel and Business Events Segment**

**Kolkata, India** — The Penang Convention & Exhibition Bureau (PCEB) is proud to introduce the first ever Penang Sales Mission to India with the objective of promoting Penang as the preferred and ideal destination for corporate and association meetings, incentives and leisure travel. The mission kicks off in Kolkata on 17 Jan, moving on to New Delhi on 19 Jan, Mumbai on 22 Jan and Bengaluru on 24 Jan.

Led by Ashwin Gunasekeran, Chief Executive Officer of PCEB, the mission is supported by a Penang delegation of 17 partners, including the state bureau for leisure travel – Penang Global Tourism, hotels, destination management companies, event experts and PCEB’s official airline partner, Malaysia Airlines.

Penang is world-class travel destination, one that is famed for its unique offerings of an modern international island city, a UNESCO World Heritage Site, lush rainforests, beautiful hill station, shopping galore and fabulous food. Additionally, this Northern Malaysian state is also a rising Business Events destination. Currently, Penang is the top ranked second-tier destination in Malaysia in the ICCA (International Congress and Convention Association).

In 2016, Penang recorded 1251 events with an estimated economic impact of USD 200 million. From January to September 2017, we hosted 1731 events with an estimated economic impact of USD 230 million. This translates to a 27.7% increase in the number of events and 7% increase for the estimated economic impact.

“India is one of the top five markets for Business Events in Penang, and over the past year, we have received encouraging interest from event planners and conference organisers,” says Ashwin Gunasekeran, the Chief Executive Officer of PCEB.

“This mission is joined by some of Penang’s finest offerings in the hospitality, travel and events sectors, and will showcase the best of what Penang can offer to the Indian market,” he added.

In each city, there will be a B2B engagement session with participating buyers from India, media meets with the local Indian and Business Events / MICE media and local associations.

There will be attractive lucky draw prizes to be won, including hotel stays, meeting packages and the grand prize – a 3D2N full expense paid trip to Penang, PCEB is also organising a Experiences Unfiltered Social Media Award for the Indian participants.

For more information, kindly contact:

**Yasmin Bathamanathan**  
**Manager, Marketing Communications**

Email: [yasmin@pceb.my](mailto:yasmin@pceb.my)

Tel: +604 261 6161

Web: [www.pceb.my](http://www.pceb.my)

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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.

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