

Press Release
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Penang Convention & Exhibition Bureau appoints new Head of Sales

George Town, Penang: The Penang Convention & Exhibition Bureau (PCEB) announced that Ms Tricia Loh will be the succeeding Head of Sales with effect from 2 May 2018.

Ms Tricia comes from a background in Business Administration and Management, and had previously worked in a few reputable corporate companies including Marcus Evans (Asia Pacific) Limited and APAD Consultancy Pty Ltd (Australia Property And Development) as their Sales and Regional Sales Manager respectively. She was the Project Manager responsible for developing the E-Commerce business model for PG Mall Sdn Bhd before joining PCEB.

“With Tricia’s expertise in sales, marketing and business development in leading international market segments, I believe she is a great fit to assist the bureau in developing new global sales strategies and ideas for Business Events Penang,” said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

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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 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.