



Press Release
23 May 2018

PENANG CONVENTION & EXHIBITION BUREAU BRINGS 7 PARTNERS TO THE UK FOR THE MEETINGS SHOW LONDON

George Town, Penang: The Penang Convention & Exhibition Bureau (PCEB) is proud to announce the first ever Penang Pavilion at The Meetings Show, London with the objective of promoting Penang as the preferred and ideal destination for corporate and association meetings, incentives and trade exhibitions.

Led by Ashwin Gunasekeran, Chief Executive Officer of PCEB, the mission to UK is supported by a Penang delegation of seven partners, namely G Hotel, Shangri-La's Rasa Sayang Resort & Spa, Eastern & Oriental Hotel, Asian Overland Services Tours & Travel, Lotus Asia Tours, Setia SPICE Convention Centre, and PCEB's official airline partner, Malaysia Airlines Berhad.

Penang, a world-famous travel destination and home to the UNESCO World Heritage Site of George Town is setting the stage as an emerging Business Events destination. In 2017, Penang successfully hosted a total of 2,511 events, including eight Business Events from the UK.

Boasting an international city, Penang is famed for its unique offerings of modern facilities set amidst the backdrop of lush tropical rainforests and a beautiful hill stations. Additionally, Penang is Malaysia's top ranked second-tier destination in the ICCA (International Congress and Convention Association) rankings.

Penang is also home to the first hybrid solar-powered convention centre in the world. The Setia SPICE Convention Centre has a maximum capacity of 8,000 persons for theatre-seating in its ballroom and supported by 13 function room. In 2021, the Penang Waterfront Convention Centre is slated to be opened and will feature a 1200 sq m grand ballroom and a 7050 sq m exhibition hall.

Penang currently has 12,000 hotel rooms per night and is able to host large conferences of up to 20,000 delegates. Besides the wide choice of conference and business hotels and unique venues that are fully equipped with world-class facilities and high-speed internet.

Penang has an increased global connectivity to more than 50 countries including Europe, with a frequency of 203 international flights and 396 domestic flights into the Penang International Airport, a short 20-minute drive from the UNESCO World Heritage Site of George Town. Penang is also accessible through direct flights from major airports, namely Kuala Lumpur, Singapore, Hong Kong, Bangkok and Doha.

The leading sectors for Business Events in Penang are conferences, corporate meetings and incentives, with the top five international markets being Southeast Asia, North America, East Asia, South Asia and Europe.

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In 2017, PCEB with the state's think tank and research institute, the Penang Institute, secured the bid to host the World Seafood Congress 2019, making Penang the first Asian destination to host the 50-over year-old congress.

As the state convention bureau, PCEB provides customized support of various levels, customized to each event. The flexible support structure from PCEB is bolstered by the quality service provided by the bureau's industry partners, ensuring the smoothness and success of each event hosted and organized in Penang.

For media inquiries, kindly contact:
Yasmin Bathamanathan
Manager, Marketing Communications
Email: yasmin@pceb.my
Tel: +604 261 6161
Web: www.pceb.my

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:

Facebook: [@PCEB.my](https://www.facebook.com/PCEB.my)
Twitter [@PCEB_MY](https://twitter.com/PCEB_MY)
Instagram [@penang.unfiltered](https://www.instagram.com/penang.unfiltered)

Business Events Penang FAQ

- New venues being built
 - The Penang Waterfront Convention Centre (PWCC) sits in the centre of the Light City, forming an iconic image for visitors approaching from the airport and from Penang Bridge. The design of the PWCC is conceptualised as a dynamic roof emerging upwards as an expression for progress, while its fluid nature takes inspiration from its waterfront setting. PWCC has two levels catered to meetings and conferences.
 - Tentative Opening: Q1 2021
 - List of Facilities: Meeting Rooms, Grand Ballroom, Multipurpose Hall (Hall 1-5), VIP Rooms, Bridal Rooms, VIP Lounge.
 - PWCC's key features:
 - divisible exhibition hall of 7000 sqm with full overhead grid and in-floor services
 - plenary seating options of 700, 1200 and 4500
 - banquet capacity of up to 4000 persons
 - a grand ballroom of 800 seats
 - up to 15 meeting rooms of various sizes
 - **Setia SPICE Business Class Hotel**
 - 25-storeys is due for completion in 2020.
 - The hotel will have 453 rooms and boasts exclusive modern-state-of-the-art facilities.
- Major refurbishments complete or taking place
 - **DoubleTree by Hilton Penang (2018)**
 - DoubleTree Resort by Hilton Hotel Penang is set in the dynamic northern beach area of Penang, just 45 minutes from Penang International Airport. Take advantage of their complimentary shuttle to the UNESCO World Heritage Site of George Town, 20 minutes' drive away, and the shopping, entertainment and nightlife of Gurney Drive or Batu Ferringhi. The Bayan Lepas business district and Setia SPICE Convention Centre, which is the first and only hybrid solar-powered convention centre in the world, are a convenient 45-minute drive away.
 - **M Summit 191 Executive Suites**
 - M Summit 191 is equipped with various facilities and services available to you when you plan to host any meetings and events. Fully furnished with state of the art technology, they will ensure your show and planned event has everything you need; whether is a corporate meeting, seminar, social event or even an exclusive wedding reception. You can choose between a classroom arrangement that can accommodate 20 persons, theatre seating for 36 persons or round table arrangement that can accommodate 27 persons.

- Investment in destinations
 - **Private Sector Investments**
 - USD 80 million: Setia SPICE Convention Centre & SPICE Arena
 - USD 110 million: Penang Waterfront Convention Centre (2021)
 - 9 new hotels by 2019
 - **Public Sector Investment**
 - USD 10 billion investment for the Penang Transport Master Plan
 - Light Rail Transit line
 - Monorail lines
 - Tram line

- Major event wins
 - **World Seafood Congress (2019)**
 - Penang has been selected as the first Asian destination to host the World Seafood Congress that will be held in September 2019. The WSC 2019 will take place at the Setia SPICE Convention Centre, with Penang Institute as the local organising host. The congress is supported by the Penang State Government and PCEB
 - The decision was announced by Carey Bonnell, the president of the International Association of Fish Inspectors (IAFI) during the World Seafood Congress 2017 (WSC) in Reykjavik, Iceland on 10th to 13th September 2017.
 - The World Seafood Congress was initiated by the Food and Agriculture Organization of the United Nations (FAO) and United Nations Industrial Development Organization (UNIDO) and is owned by the International Association of Fish Inspectors (IAFI). Each conference is organised by a selected institute in the host country and first hosted in Halifax in 1969, it is considered a platform for the exchange of information, ideas, and methodologies for the seafood sector, as well as on inspection, quality management, and seafood processing technology.

- Sector specialisms and emerging areas of expertise in 2017
 - Top Segments: Corporate, Associations, Incentives
 - National Corporate
 - Top 3 sectors: Corporate, Industry, Management
 - International Corporate
 - Top 3 sectors: Corporate, Industry, Management
 - National Association
 - Top 3 sectors: Management, Industry, Culture and Ideas
 - International Association
 - Top 3 sectors: Commerce, Medical Sciences, Industry
 - National Incentives
 - Top 3 sectors: Industry, Sports & Leisure, Economic
 - International Incentives
 - Top 3 sectors: Industry, Sports & Leisure, General
 - Emerging area of expertise: Industry (Electric & Electronic, Industrial Manufacturing), Medical Sciences, Education

- New incentives/reasons to visit a destination
 - **ESCAPE**
 - ESCAPE from the corporate office into a playground fit for the ones up to get their blood rushing through their veins. They say nature is the best educator, and 'tis the same for the corporate world. Get your blood pumping from ESCAPE Adventureplay with adventurous rope courses & ziplines before cannonballing in the world's longest water slide: spanning one kilometre at Waterplay. Delegates can opt for Teamplay, a point-based exciting activity combined with a competitive strategy amongst teammates.
 - **The Habitat Penang Hill**
 - Have an adrenaline-pumping race atop a hill where participants keep their eyes sharp in search for clues in the lush virgin rainforest. Best of all, they won't have to worry about running out of fresh air and oxygen! Trek through the nature trail and discover themed gardens galore while basking in the glorious architecture of Mother Nature through thousands of years. Finally, retire to the Curtis Crest for a sunset cocktail party and indulge in the world-famous Penang street-food 833 metres above sea level.
 - **The TOP Penang**
 - Penang's tallest tower has gotten more exciting with various attractions under one roof.
 - **Window of the TOP**
 - Enjoy a bird's eye view of George Town and all of Penang at the The Rainbow Skywalk and Observatory Deck, accompanied with the thrill of walking 249m above the ground on a glass walkway.
 - **Adventure of a Lifetime**
 - Attractions galore fill the empty spaces of The TOP with an aquarium, a dinosaur world, museums, and other fun rides.
 - **The Gravityz**
 - Recently awarded the world's highest rope course challenge, this new attraction at The Top @ KOMTAR is made for the adrenaline junkies who would love to be hanging off Penang's tallest tower. Challenge your delegates through a total of 6 obstacles all positioned 239 metres and 65 storeys above the ground, and it also includes 'Z Wire', a short zip line obstacle from one façade to another.