

*Press Release*  
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## **Penang welcomes its first home-based Professional Conference Organiser**

**George Town, Penang:** The Penang Convention & Exhibition Bureau (PCEB) is proud to announce that Penang now has a home-based Professional Conference Organiser (PCO).

Apollo Conferences, which runs its operations from Setia SPICE Convention Centre, is the first PCO to be incorporated in Penang. It is led by Managing Director, Mr Presanth Chandra (also Group CEO of Apollo Asia Travel Group) with Ms Yen Tan as the Head of Operations.

Apollo Conferences is a part of Apollo Asia Travel Group, a leading regional travel consortium that specialises in destinations management, travel technology development and tourism marketing consultancy. Apollo Conferences will be facilitating expert conferences and events, which include bidding right up to the organisation processes.

“We look forward to working with our partners in not only Penang, but also across the region and internationally. We also hope this will be the first step to allow Penang to strengthen its position as a preferred conference destination,” said Presanth Chandra.

Business Events is a key economic sector within Penang’s tourism. In 2016, there were a total 1,251 events with an Estimated Economic Impact (EEI) of RM 808 million. In 2017, there was a 30% increase of events that resulted in 2,150 events and an EEI of RM 1.02 billion.

“With the fast increase of large-scale conferences into Penang, it shows Penang’s growing potential for Business Events. We are glad we are able to have a PCO of our own to assist from biddings to organising the conferences,” said Ashwin Gunasekeran, CEO of PCEB.

“With a PCO working with Team Penang, we look forward to growing Penang’s Business Events sector globally,” Ashwin added.

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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 including 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.