



penang  
convention &  
exhibition  
bureau

**PITE** 2018 Penang  
International  
Travel Exchange

*Press Release*  
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## **Penang to host 150 Indian Business Events and Travel buyers at the first Penang International Travel Exchange (PITE) in September**

**Penang, Malaysia:** The Penang Convention & Exhibition Bureau (PCEB) today announced its latest Business Events product – the Penang International Travel Exchange (PITE), an initiative to further promote Penang as a Business Events destination.

PITE is a homegrown travel exchange that aims to position Penang as the leading Business Events destination in Asia Pacific. Each year, select buyers from around the world will be brought to Penang to experience Penang's many experiences unfiltered. Inclusive of B2B sessions, site inspections, education workshops and networking events, PITE is the premier travel exchange in Penang.

"The first edition of PITE will see Penang hosting India's leading travel product, the Global Panorama Showcase (GPS), where it will be conducting its first Educational Destination Workshop-International (EDWIN) in Malaysia at PITE," said Ashwin Gunasekeran, CEO of Penang Convention & Exhibition Bureau, at a press conference this afternoon.

PITE 2018 will be held over five days, from September 4th to 8th. One of the key components of PITE is the B2B session for Malaysian Business Events and Tourism suppliers to showcase their products and services to the Indian buyers.

"PITE 2018 marks another significance for Penang as it is co-organised by Apollo Conferences, Penang's first homebased professional conference organizer. One of PCEB's mission was to advocate the setting up of Penang-based Professional Conference Organisers. With the support of a professional conference organizer based in Penang, Team Penang's capability to bring in more Business Events is strengthened," said Ashwin.

For interested suppliers and industry players, the registration for the B2B session is RM2,000. PCEB is also subsidizing the registration fee by RM1,500 for members of PCEB's Industry Partner Programme in encouraging members to market their brands to one of the fastest growing outbound tourism market in the world.

PCEB made the announcement this afternoon at a press conference chaired by the Chief Minister of Penang, Chow Kon Yeow, together with the Penang State EXCO for Tourism Development, Heritage, Culture & Arts, Yeoh Soon Hin.

More information on PITE can be obtained at [www.pite.my](http://www.pite.my). To download images from the PITE 2018 press conference, click [here](#).

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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.