

Press Release
6 December 2018

BE @ Penang 2018 encourages the Business Events industry to 'BE EXCEPTIONAL'

George Town, Penang: The BE @ Penang 2018 conference was officiated today by the Deputy Chief Minister I, YB Dato' IR. Hj. Ahmad Zakiyuddin bin Abdul Rahman at the Setia SPICE Convention Centre.

Organised by the Penang Convention & Exhibition Bureau (PCEB), BE @ Penang 2018 is themed BE EXCEPTIONAL and the conference is attended by more than 200 delegates and 20 speakers around the globe.

From 6 & 7 December 2018, delegates will be exposed to various topics on the Business Events industry including forming alliances, discussions on moving forward for second-tier destinations, catering to the China and India markets, and also including trends for meeting and incentive travel and attracting millennials to the industry.

The keynote speech for BE @ Penang 2018 was delivered by **Nina Freysen-Pretorius**, the immediate past president of the International Congress and Convention Association or ICCA. Other notable speakers also include Executive Director of the Association of Association Executives (AAE) **Damian Hutt**; ICCA Asia Pacific Chapter Chair and President of Taiwan Convention & Exhibition Association **Jason Yeh**; Founder of HBC Luxury MICE Travel **Dr. Ajit Singh Sikand**; General Manager of IME Consulting **Alicia Yao**; Mike Cannon Business Events (MCBE) founder and meetings maestro **Mike Cannon**; Senior Vice President - Business to Thailand Convention & Exhibition Bureau (TCEB) **Nichapa Yoswee**; CEO of Sabah Convention Bureau **Gordon Yapp**; Anderes Fourdy co-founders **Rahul Bharadwaj** and **Fu Kei Cheong**; Founder of Malaysia's only business radio station BFM 89.9 **Malek Ali**; Founder of Meeting Media Company and Editor-in-Chief of MIM magazine and Headquarters **Marcel A.M. Vissers**; Managing Director of Tourland Travel Sdn Bhd **Dato' Aruldass Arulandu**; CEO and Founder of Place Business Events and Place Borneo **Mona Manap**; and partner and senior consultant of &samhoud **Wouter van der Weijden**.

Also present within the panel of speakers were media experts which include Editor for TTG Asia Media in Indonesia **Mimi Hudoyo**; Consultant Editor of Meetings & Incentive Travel India (M&IT India) **Shekhar Niyogi**; and Editor for C&IT UK **Calum Di Lieto**.

Business events is a key component of Business Tourism, which sees the average business traveller spending an average of RM7000 compared to RM2000 spent by the leisure traveller. In an industry report released by PCEB in Jan 2017, Penang hosted 1,251 business events in 2016, with an estimated economic impact of RM808 million.

The first BE @ Penang industry conference – BE ENGAGED was held on 6 & 7 Dec 2016 at The Wembley, Penang. Over 120 delegates from the Penang business events industry attended the conference, along with those based in Kuala Lumpur, Johor and Singapore who were actively involved in hosting and organising business events in Penang.

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During last year's BE @ Penang 2017's themed BE EMPOWERED, the conference encouraged the industry players to communicate, collaborate, and capture businesses for Penang. As members of Team Penang, PCEB wants them to be empowered in sourcing for leads, and collaborate on bidding and winning the bids for Penang.

BE @ Penang 2018 is co-organised by Anderes Fourdy, one of Malaysia's leading Professional Conference Organisers, who have been working hand-in-hand with the PCEB team on the programming and logistics of the conference.

BE @ Penang 2018 is supported by our partners Setia SPICE Convention Centre (Official Venue), and partner hotels Hotel Equatorial Penang, Olive Tree Penang and Vistana Hotel Penang. The conference is also supported by the Malaysia Association of Hotels, Penang Chapter.

Further information on BE @ Penang 2018, please visit www.beatpenang.com.

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 businesses.

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