

Press Release  
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## Penang wins bid to host the International Congress and Conferences on Computational Design and Engineering 2019

**George Town, Penang:** Penang Convention & Exhibition Bureau (PCEB) announced today that Penang has won the bid to host the upcoming International Congress and Conferences on Computational Design and Engineering (I3CDE) 2019 from 7 to 10 July at ParkRoyal Penang Resort. Penang is the first international destination to host this Korean-owned congress outside its home country, Korea.

The I3CDE is organised by the Society for Computational Design and Engineering from Korea and co-hosted by buildingSMART Korea, Asian Conference on Design and Digital Engineering (ACDDE), The Korea Contents Association, Korea Smart Factory Foundation and Korea Smart Manufacturing Industry Association. This congress is supported by PCEB which led this bid to its success.

The press conference was chaired by **YB Yeoh Soon Hin** (Penang State Exco For Tourism Development, Heritage, Culture & Arts) and **Mr Ashwin Gunasekeran** (Chief Executive Officer of Penang Convention & Exhibition Bureau), and was attended by **Professor Inhan Kim** from Kyunghee University, Korea (Organising Chair of the I3CDE 2019).

The Congress will focus on Computational Design & Engineering, where international experts in various fields are able to gather and discuss major issues and find solutions. The congress themes span from traditional computational design in all industrial areas to the new 4th industry issues such as big data and deep learning.

“We are proud to welcome the upcoming I3CDE congress to Penang as the state is known as the *Silicon Valley of the East* for its industries, and is one of Malaysia's most vital economic powerhouses. We are always looking to expand and improve on the Information Technology industry, as well as the Electric & Electronic and Manufacturing industry as they are recorded in the annual review published by the PCEB as one of the main contributors to Penang's economy,” said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

“I hope that this congress will spark the growth in research in this field, and that the connections made through the network of experts will benefit both Malaysians and the international community,” added YB Yeoh, Penang State Exco For Tourism Development, Heritage, Culture & Arts.

Call for abstract submissions will start on 18 January and interested participants can register at their website beginning 11 March to enjoy early bird prices.

For more information on this congress, visit <http://www.i3cde.org/>.

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## **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.