

*Press Release*

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## **PENANG TO HOST INAUGURAL ICCA ASIA PACIFIC CHAPTER SUMMIT IN DEC 2019**

**Penang, Malaysia** – Penang Convention & Exhibition Bureau (PCEB) is proud to share that Penang has been selected as the host city for inaugural ICCA (International Congress and Convention Association) Asia Pacific Chapter Summit 2019, to be held from 5 – 6 December.

The ICCA Asia Pacific Chapter Summit will be organised by the ICCA Asia Pacific Chapter and co-hosted by PCEB and Anderes Fourdy, a Malaysia-based PCO. It will be held at the Setia SPICE Convention Centre in conjunction with Malaysia's largest Business Events conference, BE @ Penang, co-organised by PCEB and Anderes Fourdy.

Initiated by the ICCA Asia Pacific members, this event aims to be “a Summit of the AP members, by the members, for the members. It will bring members together, not only for knowledge and networking, but also to discover the latent possibilities for partnership and business opportunities among themselves and within the region.”

“We are delighted to congratulate Penang as host of the first-ever ICCA Asia Pacific Chapter Summit and the bid team for having prevailed in the face of stiff competition from a strong field of bidders,” said ICCA Asia Pacific Chapter Chair, Jason Yeh in the official announcement.

“The hosting of the Summit will provide a platform to foster wide-ranging efforts in terms of member-to-member partnership for the advancement of ICCA Asia-Pacific meetings community. We hope every ICCA member in the region will come together and join us for this two-day community-driven Summit,” said Jason.

“The combination of the ICCA Asia Pacific Summit being held in Penang together with BE @ Penang is a great correlation to further educate and encourage the strong bond within the Business Events industry. This successful initiative was supported by all ICCA Malaysia members who shared our vision: To create an important benchmark for the summit to achieve its objectives,” said Ashwin Gunasekeran, CEO of PCEB.

He added, “We are confident that Penang will create a lasting impression with its authentic multi-experience liveliness-in-a-city and remarkable hospitality factors. We look forward to welcoming the delegates in December, and we are certain that they will have a constructive, fun, engaging and an ‘Experiences Unfiltered’ time in Penang!”

“We are very thankful that ICCA Malaysia members’ support has been overwhelming. It is our mission now to showcase what Penang has to offer for the inaugural Summit,” said Fu Kei Cheong, CMP, Founder of Anderes Fourdy.

BE @ Penang 2019 will be the fourth edition of the conference which has showcased eminent speakers from the industry such as Nina Freysen-Pretorius, Roy Sheppard, Jason Yeh, Martin Lewis, Noor Ahmad Hamid, Marcel A.M. Vissers, and many more.

The bid by Penang was supported by the members of ICCA in Malaysia, and key industry partners of PCEB. Further information on the ICCA Asia Pacific Chapter Summit 2019 will be announced at IMEX Frankfurt this May.

For more information, kindly contact:

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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 businesses.

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