



penang
convention &
exhibition
bureau

Business Events for
Penang2030
#WorthMeetingAbout

Press Release

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Penang Joins Global Meetings Industry Day 2019 Advocacy with the Message of 'Business Events for Penang2030 is Worth Meeting About'

Penang, Malaysia: Penang Convention & Exhibition Bureau (PCEB) concluded a successful social media advocacy campaign in conjunction with the Global Meetings Industry Day (GMID) 2019 campaign yesterday.

The campaign themed 'Business Events for Penang2030 is Worth Meeting About' was participated by 16 Business Events Penang industry partners, resulting in a total of 485 posts put up over a 24-hour period across Twitter, Facebook and [Instagram](#).

The partners comprising of hotels, unique venues and event companies joined in the advocacy by posting 6-word visual stories with the aim to create awareness on the power of meetings and to encourage the partners and the industry to align their long-term vision with the vision of Penang2030. Penang2030 is a state-level action plan that focuses on improving liveability, economy, civil participation and balanced development to achieve a "family-focused, green and smart state".

At the state level, PCEB carried out outreach exercises with both the Chief Minister of Penang, Chow Kon Yeow; and the Penang State Executive Councillor for Tourism Development, Arts, Culture and Heritage, Yeoh Soon Hin. During the outreach meetings led by PCEB CEO Ashwin Gunasekeran, the two state leaders' recorded video messages for the industry partners, which were subsequently posted across PCEB's social media platforms.

"Ensuring the sustainability and continuous growth of the Business Events sector falls in line with the vision of Penang2030. Two of the key tenets of Penang2030 is creating a variety of high-quality tourism products across Penang Island and Seberang Perai as well as to foster an ecosystem that nurtures creative industries and niche business services. I am confident that the Business Events sector will have an empowering force to facilitate these two targets for the state," said the Chief Minister of Penang.

The meetings industry, or Business Events, as a whole has a real impact on the economy, local businesses and residents in Penang. In 2018, the [Business Events Penang](#) industry had achieved an Estimated Economic Impact (EEI) of RM 1,312,897,291 for the year 2018, a 31% increase from 2017.

The 'Business Events for Penang2030 is Worth Meeting About' campaign can be followed on social media through the hashtag **#GMID19PG**. Media images and videos can be downloaded here: <https://tinyurl.com/gmid19pg>.

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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.