

Press Release
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PENANG CONVENTION & EXHIBITION BUREAU SUPPORT PROGRAMME OFFERS ATTRACTIVE PACKAGES FOR MEETINGS & INCENTIVES PLANNERS

Frankfurt, Germany – [Penang Convention & Exhibition Bureau \(PCEB\)](#) introduced its business events support programme – **Privilege Penang** at the Penang Networking Dinner in conjunction with IMEX Frankfurt.

Curated to cater to Business Events Penang's key markets, **Privilege Penang** has two exclusive support programmes – Meetings & Conferences and Incentives, which aims to further entice organisers to host their business events in Penang.

The **Privilege Penang** support programme introduces various tiers of benefits that is suited depending on the different number of delegates for the event. Ranging from hosting welcome receptions and welcoming luncheons with Penang's famed delicacies and souvenirs to half-day guided tours and cultural performances, **Privilege Penang's** support packages are worth up to €20,000 for events hosted in Penang.

"**Privilege Penang** provides attractive and competitive supports the bureau is able to extend to planners. Penang has been performing well in recent years, and we are confident that the attractiveness of Penang as a destination, its competitive cost of hosting events and wide array of facilities will continue to pull in events. **Privilege Penang** is a commitment from the state to develop the Business Events sector in Penang," said Ashwin Gunasekeran, CEO of PCEB.

To add greater value to **Privilege Penang**, PCEB has collaborated with its strategic airline partner – [Malaysia Airlines](#). Qualifying events can enjoy benefits such as having Malaysia Airlines as the official airline for their events, discount rates for site inspection trips, hosting of speakers and hosted buyers, special rates for Malaysia Airlines' inflight advertising platform and much more.

Penang successfully hosted over 200 international meetings with 106,265 delegates from across the globe in 2018. With a convention capacity of 30,000 and 14,389 rated hotel rooms, Penang is among the leading destinations in the region for corporate meetings & incentives and a rising association meetings destination.

Planners and organisers interested in hosting their events in Penang can download **Privilege Penang** [here](#) and email sales@pceb.my to know more about how to qualify.

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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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