

Press Release
21 June 2019



Penang Convention & Exhibition Bureau Leads Business Events Penang's Return to The Meetings Show London with 9 Exhibiting Partners

George Town, Penang: Continuing its marketing and promoting of Penang as a choice business events destination, Penang Convention & Exhibition Bureau (PCEB) brings the Penang Pavilion back to The Meetings Show London 2019 on 26 & 27 June.

Joining PCEB are nine industry partners comprising of hotels, destination management companies, exhibition organisers, Setia SPICE Convention Centre, and PCEB's strategic airline partner Malaysia Airlines.

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.

PCEB will also introduce its new campaign '**Penang 2020: BE Unfiltered**', which aligns with Experience Penang Year 2020 and Visit Malaysia 2020. To further enhance the state's business events offerings, PCEB will launch its exclusive Penang 2020 edition of Privilege Penang at The Meetings Show 2019, which is supported by PCEB's industry partners.

The Privilege Penang: Penang 2020 edition is the most comprehensive support programme introduced by PCEB and the Business Events Penang community. Curated to cater to Business Events Penang's key sectors – Meetings & Conferences and Incentives – the Privilege Penang support programme introduces various support structures worth up to €20,000 for events hosted in Penang. Additional support packages from PCEB's industry partners include special rates for meetings packages, rooms, ground handling, tours, and much more.

"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 industry in Penang," said Ashwin Gunasekeran, CEO of PCEB.

To add greater value to Privilege Penang, PCEB has collaborated with 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.

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.

Accompanying Industry Partners to The Meetings Show 2019:

1. Malaysia Airlines
2. Exotic Escapes Incentives & Events
3. Lone Pine Hotel
4. Lotus Asia Tours
5. Alpine Integrated Solutions
6. Olive Tree Hotel
7. Golden Sands Resorts
8. Shangri-La's Rasa Sayang Resort & SPA
9. Setia SPICE Convention Centre

IN CONJUNCTION WITH



SUPPORTED BY



For media inquiries, kindly contact:
Yasmin Bathamanathan
Manager, Marketing Communications
Email: yasmin@pceb.my
Tel: +604 261 6161
Web: www.pceb.my



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 MICE businesses.

For more information, please visit www.pceb.my and follow us on:

Facebook: @PCEB.my
Twitter @PCEB_MY
Instagram @penang.unfiltered

IN CONJUNCTION WITH



SUPPORTED BY

