

Press Release
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Penang Convention & Exhibition Bureau Launches Penang 2020: BE Unfiltered, its New Global Campaign for Business Events

George Town, Penang: Penang Convention & Exhibition Bureau (PCEB) launched its new campaign '**Penang 2020: BE Unfiltered**' at Hin Bus Depot today. The campaign was launched in conjunction with Experience Penang Year 2020 and Visit Malaysia 2020. PCEB's Chief Executive Officer Mr Ashwin Gunasekeran unveiled four new products developed for the campaign, which runs from now to December 2020, during the launch to further enhance the state's business events offerings.

Officiating the launch were YAB Chow Kon Yeow, the Chief Minister of Penang and YB Yeoh Soon Hin, the Penang State Exco for Tourism Development, Arts, Culture & Heritage. Also present were Mr Jonathan Freddy P. Bagang, Director of Ministry of Tourism & Culture Malaysia (MOTAC); and Mr Khoo Boo Lim, Chairman of Malaysian Association of Hotels Penang Chapter, as well as over 100 industry partners.

"I believe Penang is ready for the next stage of destination marketing for business events, as this segment thus far has successfully positioned Penang as a second-tier destination. It is also important for us as part of this industry to showcase more of what Penang and the players of the industry are able to offer through **Penang 2020: BE Unfiltered** within the campaign period," said PCEB CEO, Ashwin Gunasekeran.

"We need to continue the energy and effort in maintaining the interest and awareness that business events have created for Penang. This is where the **Penang 2020: BE Unfiltered** campaign plays a role, and works as an additional incentive to attract more events into the state," he added.

One of the four products is the **PCEB Mobile App** for delegates. Main features include information on Penang for delegates, a calendar showing upcoming events and other supported business events happening in Penang. The app is currently available for download on Google Play and the Apple Store.

PCEB has also introduced a Penang 2020 edition of **Privilege Penang** – a comprehensive support programme introduced by PCEB with additional support packages from PCEB's industry partners. Privilege Penang is curated to cater to Business Events Penang's key sectors – Meetings & Conferences and Incentives and it introduces various support structures for events hosted in Penang.

Next, PCEB announced its first Corporate Social Responsibility (CSR) programme – **Penang Turtle Cares**. Working closely on a Memorandum of Understanding (MoU) for a long-term partnership with the Penang Department of Fisheries and the Penang Turtle Sanctuary located at Pantai Kerachut, PCEB looks to assist in improving the turtle conservation facilities and other related activities.

Ashwin also announced that PCEB and Malaysia Airlines Berhad are extending their strategic partnership until 2020. The support from **Malaysia Airlines as the Strategic Airline Partner of PCEB** has been beneficial to Business Events Penang, as the airlines offer special flight rates for delegates coming into Penang.

"PETACH and the Penang State Government fully understand the importance of the Tourism sector as part of the economic contribution to the state and believe that with the right efforts, we are able to further entice visitors and tourists to make Penang their must-visit or must-return destination," supported YB Yeoh Soon Hin, Penang State Exco for Tourism Development, Arts, Culture & Heritage.

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“Business events are crucial for the economy and the development of Penang because the industry has the potential to go beyond just bringing in more quality tourists to the state. This is an industry which is knowledge-led and is able to put Penang on the world map as a knowledge hub, which in turn brings in investment from the private sector,” said YAB Chow Kon Yeow, Chief Minister of Penang.

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.

Photos from the launch can be accessed here: <https://bit.ly/2Ln2poG>

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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 MICE businesses.

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