

Press Release
15 August 2019



PENANG WELCOMES 42 CORPORATE LEADERS OF TOP INDIA BRANDS FOR THE INAUGURAL PENANG CORPORATE INVITATIONAL GOLF

George Town, Penang: 42 corporate leaders from India's top brands arrive in Penang today for the first ever **Penang Corporate Invitational Golf (PCIG) 2019** hosted by **Penang Convention & Exhibition Bureau (PCEB)**.

The friendly golf tournament will take place on 16 Aug at the **Bukit Jawi Golf Resort** and **Penang Golf Resort** on 17 Aug, with gala events taking place at **The Light Hotel** in Seberang Jaya and **Shangri-La's Rasa Sayang Resort & Spa** in Batu Feringghi.

Organised in partnership with **Golf Digest India** (a leading golf magazine) and **Rishi Narain Sports Marketing**, PCIG 2019 positions Penang as choice destination for golfing to the Indian market, which is one of Penang's fastest growing market for tourism. With hosting the golf tournament at the two golf courses on mainland Penang, PCEB aims to promote Seberang Perai to the global business and leisure tourism markets.

"I believe the Penang Corporate Invitational Golf diversifies the uniqueness of tourism attractions in Penang, and will be a catalyst for similar events to be held here. I am glad to see that the efforts by the Penang State Government together with PCEB in strengthening Penang's appeal as a destination in the India market are showing positive progress," said **The Hon. Yeoh Soon Hin**, Penang State Exco for Tourism Development, Arts, Culture & Heritage and Chairman of PCEB at a press conference held this morning.

"Beginning 2018, PCEB has been aggressively marketing Penang to India for both leisure and business events. To further incubate growth, all sectors will have to be considered – including the sports segment. At PCIG, participants will have first-hand experience of Penang as a breath-taking destination for corporate activities – be it for leisure or for business purposes," said **Ashwin Gunasekeran**, Chief Executive Officer of PCEB.

"Golf itself is played as a hobby and a leisure sport, however when it comes to corporate golf events, it includes networking and discussions done in a different environment, where golf courses turn into a more relaxed kind of meeting venue," he added.

"Golf Digest is the world's best-known golf media brand and we are proud to associate with PCEB to bring over 40 Decision makers from Indian companies to showcase Penang as an attractive Business Events and Investment Destination. The response from the Indian Business Community has been extremely positive and this entire concept and visit will generate a lot of positive media coverage and word of mouth from these opinion makers in the relevant business circles in India. Most of the Corporate Leaders on this trip are visiting Penang for the first time and are eagerly looking forward to the next few days," said **Rishi Narain**, Editor-In-Chief and publisher of Golf Digest India and Managing Director of Rishi Narain Sports Marketing (RNSM).

The Bukit Jawi Golf Resort is a 36-hole international championship golf course that spreads over 315 acres, while the Penang Golf Resort spreads over 500 acres and is currently undergoing redevelopment and upgrading works that will feature a championship 18-hole golf course when it is ready in October 2019.

PCIG 2019 is also supported by **Malaysia Airlines** (Official Airline Partner), **Apollo Conferences**, and **Malaysia Association of Hotels (MAH) – Penang Chapter**.

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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.

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

Facebook: @PCEB.my

Twitter @PCEB_MY

Instagram @penang.unfiltered

About Golf Digest India

Golf Digest India is the Indian edition of Golf Digest, the world's most popular and most widely circulated golf magazine. It has a reach of about 60,000 readers comprising mostly of senior corporate decision makers and business owners. The publication aims to catalyse the growth of golf in India, by not only providing a platform for Indian golf news, but also sourcing the best golf content and information from across the world for its readers.

Rishi Narain, Editor-In-Chief and publisher of Golf Digest India was a gold medalist at the 1982 Asian Games and is regarded as one of Asia's 30 most powerful people in golf by Asia Pacific Golf Group, Singapore, and Golf Inc. magazine USA.

About Rishi Narain Sports Marketing

Rishi Narain Sports Marketing is one of India's leading sports marketing and management companies, with nearly two decades worth of experience in event conceptualisation, marketing and implementation. The company organizes numerous professional, amateur and corporate golf tournaments across India, rest of Asia, Europe and USA. It also manages India Golf Expo (South Asia's largest gathering for the golf industry) and publishes Golf Digest India (the Indian edition of the world's most widely read golf monthly).

RN Sports Marketing specialises in using golf as a platform to increase the visibility of brands and amplify their business reach, thereby, not only procuring new customers but also establishing lasting stakeholder relationships.

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