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## Penang Convention & Exhibition Bureau named best bureau in Malaysia's Tourism Gold Council Gold Awards



**Penang, Malaysia:** Penang Convention & Exhibition Bureau (PCEB) was recognised for its efforts in the Tourism and Business Events industry at the Malaysia Tourism Council Gold Awards 2019.

Organised by the Malaysia Tourism Council, the award ceremony was held on 25 October at The Palace of the Golden Horses Kuala Lumpur. PCEB was announced as the winner for the Gold Award under the 'Best Convention & Exhibition Bureau' category.

The Malaysia Tourism Council Gold Awards is a tribute and highest accolade for individuals and organisations whose outstanding contributions play a significant role in the success of Malaysia's tourism industry.

"We are honoured to receive this prestigious award given by the Malaysia Tourism Council, and we would like to thank all who have nominated us," said Mr Ashwin Gunasekeran, Chief Executive Officer of PCEB.

"This award will act as a testimony and motivation for the bureau and the state to continue to support and grow the business events industry for Penang and also for Malaysia," he continued.

"PCEB was named the 'Best Convention & Exhibition Bureau' and this is a great recognition for the efforts that PCEB has done to lead, develop and elevate the business events industry of Penang. The Penang State Government is proud of PCEB's continuous efforts and achievements, and we believe that this is a well-deserved award for Penang," said the Honourable Mr Yeoh Soon Hin, Penang State Executive Councillor for Tourism, Arts, Culture & Heritage.

"This recognition will help Penang fulfill its Penang2030 Vision of improving the State's economy by creating more variety of quality tourism products across the island and mainland with higher quality conventions and exhibitions that will attract more visitors," said the Right Honourable Mr Chow Kon Yeow, Chief Minister of Penang.

Since its inception in 2016, PCEB has been actively promoting and developing the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang through various support structures for organisers, initiating sales missions and attending tradeshows globally, organising educational workshops and the annual BE @ Penang conference for industry partners and more.

Penang has recorded a total of 118% increase in the total number of events from 1,251 in 2016 to 2,511 in 2017 and to a total of 2,733 events in 2018. This has also resulted in the total Estimated Economic Impact (EEI) surpassing the RM 1 billion mark in 2017 and achieved RM 1.312 billion in 2018.

Other Team Penang partners who have also received the Gold Award in their respective categories include **Jazz Hotel Penang** (Most Uniquely Themed Hotel), **Mercure Penang Beach** (Best Beach Resort), **Apollo Conferences** (Best Professional Conference Organiser) and **Hompton Hotel Penang** (Best Seaview Resort Hotel).

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## 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](http://www.pceb.my) and follow us on:

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