

For Immediate Release
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Penang Hosts Inaugural ICCA Asia Pacific Summit Concurrently with its Homegrown Conference – BE @ Penang



Penang, Malaysia: The highly anticipated dual conferences - ICCA Asia Pacific Summit 2019 and BE @ Penang 2019 – were officiated this morning at the Setia SPICE Convention Centre.

Taking place from 5th to 6th Dec 2019, the dual conferences mark a major milestone for both Penang and the Asia Pacific Chapter of the International Congress and Convention Association (ICCA).

Winning the bid to host the inaugural ICCA Asia Pacific Summit concurrently with the fourth edition of Penang's homegrown conference – BE @ Penang, the local organising committee is led by the organisers of BE @ Penang; Penang Convention & Exhibition Bureau (PCEB) and Anderes Fourdy Events. Co-organising the summit is the ICCA Asia Pacific Chapter.

The dual conferences feature 40 speakers comprising of industry leaders from 20 countries and 300 delegates from the Asia Pacific and global business events industry. Delivering the Keynote Address is James Rees, President of ICCA, while Closing Keynote is delivered by peak performance expert and international motivational speaker Robin Sieger.

Officiating the opening ceremony of the conferences were the Hon. Mr Yeoh Soon Hin (Penang State Executive Councillor for Tourism, Arts, Culture & Heritage), Mr James Rees (President of the International Congress and Convention Association (ICCA)), Mr Jason Yeh (ICCA Board of Directors and Chair of ICCA Asia Pacific Chapter), Mr Ashwin Gunasekeran (Chief Executive Officer of PCEB), and Mr Khoo Boo Lim (Chairman of Malaysian Association of Hotels (MAH) – Penang Chapter).

"This year, the dual conferences feature 40 speakers who will answer burning questions and engage in pressing conversations on the themes of each of the conferences – Journey of Discovery and BE of the Future Now," said Ashwin Gunasekeran.

"I believe that through these dual conferences, we are able to further prepare ourselves for what is to come in the future, and to ensure the sustainability of various tourism products that will further entice visitors to visit Penang through more experiential travel," said the Hon. Mr Yeoh Soon Hin.

"Today, we are here to witness our commitment and making the Summit a reality. In this regards it is my fervent hope that this Summit will be the platform for us to have "One Voice" representing the Asia Pacific membership and send positive message to the global ICCA community," said Jason Yeh.

Joining this year's line of speakers for the dual conferences are notable industry leaders within the Asia Pacific business events industry like Gary Grimmer (GainingEdge), Antonio Codinach (PCMA), Keiko Nishimoto, CMP (Kyoto University Graduate School of Management), Mike van der Vijver (Orange Gibbon), Roy Sheppard (PeoplePortfolio) and many more.

The conferences are supported by 20 partners including Malaysia Airlines, The Meetings Show London, ICCA Malaysia Committee, Cycle and Carriage, Hotel Equatorial Penang, Olive Tree Hotel, Setia SPICE Convention Centre and more.

Photos of the Opening Ceremony may be accessed here: <http://bit.ly/ICCAAPBE>

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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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