

Business Events Penang Establishes Task Force To Rejuvenate Industry

Penang, Malaysia: Penang Convention & Exhibition Bureau (PCEB) announced the formation of the Business Events Penang Task Force as part of the state's rejuvenation plan for tourism and business events.

The announcement was made during PCEB's inaugural webinar on the Next Normal for Business Events Penang: How Business Events Penang will charter post-MCO world that was aired on 14 May.

The BE Penang Task Force comprises of key industry players from six main sectors, namely the hotels, convention centres & venues, unique venues, professional conference & exhibition organisers, DMC & transportation, as well as event organisers & suppliers.

Members of the task force are as follows:

Hotels	Convention Centres & Venues	Unique Venues
<ul style="list-style-type: none"> Malaysian Association of Hotels (MAH) – Penang Chapter Hotel Equatorial Penang Shangri-La's Rasa Sayang Resort & Spa The Light Hotel Arrowood International 	<ul style="list-style-type: none"> Setia SPICE Convention Centre & SPICE Arena Penang Stadium and Open Area Corporation Vervea Trade & Exhibition Centre (VTEC) 	<ul style="list-style-type: none"> The Habitat Penang Hill Hin Bus Depot The TOP Penang Tropical Spice Garden

Professional Conference & Exhibition Organisers	Destination Management Companies & Transportation	Event Organisers & Suppliers
<ul style="list-style-type: none"> Medical Conference Partners ACE Conferences & Exhibitions Anderes Fourdy Events Pico International (Malaysia) 	<ul style="list-style-type: none"> Tour & Incentive Travel Capital One Leisure Destination Asia (Malaysia) Lotus Asia Tours 	<ul style="list-style-type: none"> Goche Corporation DQuest Ventures Dreamz Productions Events Management Matahari Cycle Tours & Travel

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The objective of the task force is to combine efforts in order to produce a sensible, pragmatic and comprehensive Business Events SOP post-CMCO. The SOP will then be disseminated, shared and applied towards the business events industry in Penang.

“The Business Events Penang Task Force is responsible to outline the measures taken in order to ensure the safety of the clients for Penang. This is because the importance of to what extent is this SOP being and will be implemented, that will drive towards the confidence of the destination itself,” said Ashwin Gunasekeran, Chief Executive Officer of PCEB who is currently chairing the task force.

The new SOP is targeted to be launched by end of June 2020.

For media inquiries, kindly contact:

Yasmin Bathamanathan
Manager, Marketing & Communications

Email: yasmin@pceb.my

Tel: +604 261 6161

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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