

Press Release
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Penang International Travel Exchange Goes Digital

Penang, Malaysia: The Penang International Travel Exchange (PITE), a programme owned by Penang Convention & Exhibition Bureau (PCEB) will be going virtual with a digital show this year. PITE is Malaysia's only homegrown business events tradeshow.

Happening from 14 – 16 October, PITE's programme for this year sees the B2B sessions broken into 3 segments according to the market segment time zones – 9am to 6pm on 14 October for the Asia Pacific market, 3pm to 10 pm on 15 October for the Europe market, and 6pm to 12am on 16 October for North and South America.

Organised by Penang-based Professional Conference Organiser (PCO) ACE Conferences & Exhibitions and partnered with Official Media Partner – Travel Industry Network (TIN) Media, the PITE Digital Show's programme will include virtual networking sessions and some education sessions, all taking place virtually in a simulated exhibition centre.

“Due to the COVID-19 pandemic and international travel bans, we are moving PITE 2020 completely to a digital platform, and will be the first digital travel show held in Penang connecting local sellers with buyers from around the world. The work done in the past two years through PITE must go on this year as well despite the pandemic as now the objective is to rejuvenate tourism for Penang,” said Ashwin Gunasekeran, CEO of PCEB.

With the successful outcome from PITE 2018, the second edition hosted in Oct 2019 was participated by 50 exhibitors with 75 buyers from 11 countries. Out of the total number, 65% of the buyers had never visited Penang before.

“With the pandemic still ranging in other parts of the world, I applaud PCEB and Business Events Penang for taking on the call of Responsible Tourism Penang to heart. Through PITE 2020, we will be able to showcase not only Penang and our tourism and business events products virtually, but also demonstrate the infrastructure and facilities Penang has to put on a world-class virtual trade show,” said The Honourable Yeoh Soon Hin, Penang State Executive Councillor for Tourism, Arts, Culture & Heritage at the press conference today.

The PITE Digital Show 2020 is fully subsidised by the Penang State Government and is now open for registrations for both interested buyers and sellers with no registration fee incurred. More details can be found at www.pite.my or email to info@pite.my for more enquiries.

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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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