

Press Release  
7 September 2020



## WHOLE 2020 to welcome over 3,000 trade and government visitors from all over the world, both physically and virtually

**Penang, Malaysia:** The inaugural World Hospitality, Lifestyle and Entertainment Exhibition & Conference (WHOLE 2020) is set to entice the domestic tourism and business events industry by being the first hybrid exhibition & conference held in Penang and in Malaysia.

Held at Setia SPICE Convention Centre, WHOLE 2020 is open to trade professionals by registration starting from 10.00am on 10th September 2020. Public visitors can attend starting from 2.00pm on 11th September 2020 onwards.

Supported by Penang State Government, Penang State Exco Office for Tourism, Arts, Culture & Heritage (PETACH) and the Penang Convention & Exhibition Bureau (PCEB), WHOLE 2020 is organised by Alpine Integrated Solution Sdn Bhd, a homegrown exhibition organiser. WHOLE 2020 is also supported by the Ministry of Agriculture & Food Industries, the Ministry of Tourism, Arts & Culture, and the Malaysia Tourism Promotion Board (Tourism Malaysia).

WHOLE 2020 will commence from 10 – 12 September at Setia SPICE Convention Centre. Throughout the three days, a full-fledged programme that consists of B2B activities, dialogue sessions, live cooking demonstrations and a platform to engage with students who are interested in pursuing their career in the hospitality industry.

The programmes will also be broadcasted live through WHOLE 2020's social media platforms for virtual attendees.

“WHOLE 2020 will serve as a much needed “business rejuvenation” platform especially in these challenging economic times. This unique event will not only be the first trade event but has in fact been re-designed by the Organisers to become the first hybrid event, to serve the immediate needs of the industry whilst strictly adhering to the Government's Standard Operating Procedures (SOP),” said YB Yeoh Soon Hin, Penang State Executive Councillor for Tourism, Arts, Culture & Heritage (PETACH).

“With the leadership of Alpine Integrated Solution Sdn Bhd and with the support from various government organisations, WHOLE 2020 will act as a potential benchmark for possible future events with the same format and style in the Next Normal,” said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

About 100 companies have confirmed their exhibition booths including Barkath, Eastin Hotel, Hompton Beach Hotel, Hotel Neo, Hotel Equatorial Penang Lembaga Perindustrian Nanas Malaysia, M Summit Hotel, Majlis Amanah Rakyat (MARA), Northern Corridor Economic Region Malaysia (NCER), Olive Tree Hotel, Perak Tourism, Invest Perak, Small Medium Enterprise Development Bank, and Tourism Malaysia Northern Region amongst many others.

The virtual exhibition of WHOLE 2020 will begin on 10th September 2020 via the link <https://wholemy.dreamcast.ae>.

For more information on visiting the show, please contact [hello@aisgroup.biz](mailto:hello@aisgroup.biz) or pre-register online via [www.whole.my](http://www.whole.my) before the 8th September 2020. Registration is free.

HERE FOR TOMORROW  
PENANG

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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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