

Press Release
14 October 2020

PITE 2020: Transcending Boundaries for #BusinessEventsPenang

Penang, Malaysia: The Penang International Travel Exchange (PITE), a programme owned by Penang Convention & Exhibition Bureau (PCEB) has kicked off this morning with its first Digital Show. The PITE Digital Show 2020 is fully subsidised by the Penang State Government.

Being the first homegrown tradeshow in Malaysia, PITE 2020 enters its third year and is joined by a total number of 82 sellers from Malaysia leisure tourism and business events industry.

With the switch from a physical event to the Digital Show, PITE also welcomes a total of 136 buyers from a total of 33 countries namely Cambodia, Austria, Indonesia, Croatia, Greece, Italy, The Philippines, Singapore, United Arab Emirate, Sri Lanka, India, Pakistan, Bangladesh, Nigeria, South Africa and many more. There is also a total of 548 registered trade visitors.

PITE 2020 opened with a live broadcasting of the opening ceremony to welcome all registered buyers and sellers tuning in from various parts of the world. Addressing the participants are the Right Hon. Chow Kon Yeow (Chief Minister of Penang), the Hon. Mr Yeoh Soon Hin (Penang State Executive Councillor for Tourism and Creative Industry) and Mr Ashwin Gunasekeran (Chief Executive Officer of PCEB).

“With this PITE Virtual Show, we are glad to show that Penang is ready for hybrid events and travel because of the existing technology and infrastructure. We are on a fast route in transforming Penang into a fully-integrated SMART city with technology-savvy residents. It will further push Penang towards being the choice destination for tourism and business events,” said [Ashwin Gunasekeran, Chief Executive Officer of PCEB](https://youtu.be/aUk1yZpPDxA) (<https://youtu.be/aUk1yZpPDxA>).

“Although international borders remain closed, we believe in keeping Penang presence among the business events sector. Hopefully through PITE, it would be able to provide the buyers some insights to make Penang their next leisure travel & business events destination,” said [the Hon. Mr Yeoh Soon Hin, Penang State Executive Councillor for Tourism and Creative Industry](https://youtu.be/Ef1Wji7aVdE) (<https://youtu.be/Ef1Wji7aVdE>).

“Penang is embracing the future of travel, and we are excited to be sharing all of our offerings with the buyers through this PITE virtual show,” said [the Right Hon. Chow Kon Yeow, Chief Minister of Penang](https://youtu.be/ni_E4Yz1PCI) (https://youtu.be/ni_E4Yz1PCI).

Official Media Partner Travel Industry Network (TIN Media) will be leading the forum discussions with knowledgeable speakers from the travel and business events industry, as well as the #PITE2020 Social Media Contest opened to both buyers and sellers.

Images for the show can be downloaded here: <https://tinyurl.com/PITE2020>.



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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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