

Press Release
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PCEB Encourages Additional Support for Penang's Creative Economy through Business Events

Penang, Malaysia: The Penang Convention & Exhibition Bureau (PCEB) together with YB Yeoh Soon Hin (Penang State Executive Councillor for Tourism & Creative Economy) made a courtesy visit to the Batek-Lah Collection production workshop followed by a press conference for the promotion of Creative Economy at the Balik Pulau Craft Incubator Centre (Pusat Inkubator Kraf Balik Pulau).

The visit included a short introduction to the centre by the representative Mr Mohd Nizam bin Abu before being brought through to Batek-Lah Collection's workshop owned by James Lim – the sole proprietor of the company.

PCEB has been working closely with Batek-Lah Collection to produce quality unique Penang souvenirs made from his Batik cloth and designs. A few of the products include the reusable Batik Cloth Face Masks for PCEB's #PenangHereforTomorrow Campaign as part of the Business Events Penang Rejuvenation Plan.

The face masks were given out to clients and partners as well as the media during the Next Normal Guidelines Launch for Business Events Penang at Setia SPICE Convention Centre in July.

Batek-Lah Collection was also given opportunities in exhibiting their other Batik products which includes t-shirts, dresses, handmade purses and pencil cases during conferences and exhibitions held in Penang with the approval from the organisers. This initiative is also part of PCEB's additional support for incoming events to showcase Penang's arts and craft industry, which benefits the industry partners as well.

"Creative Economy is proven to contribute significantly in achieving inclusive and sustainable societal development. With the correct initiatives, I am positive that the art and cultural aspect will not lose its historical roots, nor be pushed aside and forgotten for years to come," said YB Yeoh Soon Hin in his speech.

"We also hope to portray the importance of art and its generous effects in contributing to society, while developing and retaining Penang's talent pool to sustain Penang's creative industry and economy," YB added.

"The Business Events industry for Penang not only focuses on just promoting the capacity of our destination, we also include the local players in the arts, culture & heritage to enhance the full experience," said Ashwin Gunasekeran during the press conference.

"We hope that through this visitation, our industry partners would be able to consider this *Pusat Inkubator Kraf Balik Pulau* as a unique event space to conduct small experiential workshops for Batik-painting," he added.

The Balik Pulau Craft Incubator Centre currently houses two incubatees and three Kraftangan Malaysia-registered craft entrepreneurs. It also houses the gallery of Balik Pulau-born palette-knife painting artist, Koh Teng Huat.

Photos of the press conference and visit can be accessed [here](#):

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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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