

# VIRTUAL CAREER EXPO

Business Events Edition

12th November 2020

## ***For Immediate Release***

### **VIRTUAL CAREER EXPO 2020 TO EASE THE GAP OF EMPLOYMENT THROUGHOUT PANDEMIC**

**Penang, Malaysia** – The Virtual Career Expo Business Events Edition 2020 (VCE 2020) was launched virtually on 11 November by Penang State Executive Councillor for Tourism and Creative Economy, The Honourable Yeoh Soon Hin.

The expo will be held from 26<sup>th</sup> to 28<sup>th</sup> November 2020 and is supported by the Penang State Government through the Penang Convention & Exhibition Bureau (PCEB) and organised by Pink Label Conferences & Events,

The virtual expo functions as a job and career matching platform that is interactive and educational with its live and pre-recorded webinars. It is also created not only for networking and matchmaking but also to enrich job seekers and prospective employers.

Yeoh also said VCE 2020 is the first of its kind in Malaysia and portrays how Penang is leading in ensuring that every stone is left unturned in carrying out the recovery plan for the economy to bounce back up especially for the tourism industry.

“The tourism industry is resilient and the Penang State Government is committed to assist in any way possible to rebuild the confidence for business owners as well as visitors when the borders reopen,” Yeoh added.

“The resilience of the tourism and business events industry is greatly recognised and the VCE 2020 is one of these initiatives that is expected to benefit our list of 133 organisations under the PCEB Industry Partners Programme,” said PCEB Chief Executive Officer Ashwin Gunasekeran.

He added that the first 100 organisations from the PCEB Industry Partners Programme that signs up for the expo will participate for free.

Besides offering a user-friendly navigation to the virtual booths and direct messaging tools for interested job seekers to approach potential employers and vice versa, VCE 2020 will also have workshops and live talks by experts in areas such as HR, Trainings and Development, Marketing and Creatives, Healthcare and more.

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In addition to that, VCE 2020 also emphasises on the importance of work-life balance through lifestyle, beliefs and health by incorporating some motivational sessions within the 3-day programme which will be facilitated by a lifestyle guru, a fengshui master, a fitness coach, and even a professional therapist whom have overcome their individual professional setbacks and achieved success.

The virtual platform will remain accessible nationwide until the 9<sup>th</sup> of December.

To register for the VCE 2020, visit ([www.virtualcareerexpo.my](http://www.virtualcareerexpo.my)). For further information, contact 017 – 402 3838 or email to [hello@virtualcareerexpo.my](mailto:hello@virtualcareerexpo.my).

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## Prepared by:

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## About Pink Label Conferences & Events

The team at **Pink Label Conferences and Events** are the architects behind some of the most immersive, innovative, and inspiring business events or M.I.C.E (meetings, incentives, conferences & exhibitions) events, both physically and *virtually*. Having incubated our skills on the battlefield for the past decade, we seasoned ourselves against different categories of business events. This has allowed us to curate unique experiences for our partners based on a deep understanding of the destination, products, and our own journeys.

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