

2017 REVIEW

VISION
INSIGHT



penang
convention &
exhibition
bureau

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MESSAGE FROM

CHIEF MINISTER OF PENANG



Congratulations to Penang Convention & Exhibition Bureau (PCEB) and the Penang Business Events industry on a successful year. In 2017, PCEB achieved a few important milestones and it was the year that brought Penang's Business Events further into the limelight of the international market.

We secured the bid for World Seafood Congress 2019, making Penang the first Asian destination to host this 50-over year-old congress. Another achievement was in October, where Team Penang swept two prestigious rAWr Awards for Excellence: PCEB winning the Destination Marketing Organisation Award while G Hotel Gurney winning the highly coveted Hotel with Meetings Facilities Award.

Besides winning awards, we have also taken initiatives in line with PCEB's vision to further promote Penang as a preferred destination. This involved Team Penang taking part in 10 trade shows for 2018 namely in India, China, Korea, Germany, London, and America which will benefit and expand the Penang Business Events market amongst potential organisers.

Another initiative is the annual Business Events conference, BE @ Penang. It is the first Penang homegrown Business Events conference which is curated for the industry players to not only learn, but share knowledge with each other to prepare Penang to be ready to exceed expectations in the industry.

Earlier in the year, PCEB and its industry partners set out to hit the RM 1 billion target for Penang's Business Events for 2017. I am very proud to announce that in 2017, Penang has surpassed that target with an EEI (Estimated Economic Impact) of RM1.002 billion. It is a 25% increase compared to RM808 million in 2016.

This annual review is a collection of the state's efforts to continue developing and promoting Penang as the preferred destination city for Business Events. The review serves as a milestone to reflect on what Penang has achieved in 2017 to prepare for 2018 in order to ensure Penang is on the right track.

I would like to congratulate each and every player in the industry for this remarkable accomplishment in economic value of RM1 billion in 2017. Let us strive together to make Penang a Business Events destination that is irresistible with "Experiences Unfiltered" for all to remember and long to return to Penang again!

A handwritten signature in black ink, appearing to read 'Lim Guan Eng'. The signature is stylized and fluid, with a horizontal line underneath the main part of the signature.

LIM GUAN ENG

Chief Minister of Penang

Chairman, Penang Convention & Exhibition Bureau

MESSAGE FROM

CHIEF EXECUTIVE OFFICER



2017 has been a significant one for both Penang Convention & Exhibition Bureau and the Penang Business Events industry.

In December 2016, the Team Penang alliance was formed. This alliance comprising of Business Events industry partners, from hotels and venues to professional conference organisers and suppliers, was one of the visions of PCEB to bring together the various players to collaborate for greater success.

As our partners began sharing data, PCEB was able to study the data to produce an in-depth review on the Business Events industry of Penang. The industry review gave the partners an insight into the segments and markets that were available, and which areas had potential for growth. Armed with the review and market intelligence, the partners then started scaling their business.

Working together as Team Penang, our partners have been expanding their efforts to pursue leads in areas outside of their conventional markets, collaborating and building alliances within Team Penang to position Penang as the choice destination. The power of alliance and the strength of Team Penang is evident in the growth of our industry, and this review showcases the success of this alliance.

To date, PCEB has inducted 80 members into our Industry Partner Programme and we foresee the numbers will grow together with the development of the industry. Together with our partners, PCEB participated in 10 international trade shows in Australia, China, Germany, London, Thailand, Singapore and America. Our ongoing publicity and marketing strategies for the 'Experiences Unfiltered' campaign has penetrated the international market, namely the United States and the United Kingdom.

Through these two years, these formations have brought the industry together and showed ourselves how much we have accomplished and how much we have yet to gain. I am convinced that PCEB and the empowerment of our industry partners will continue to pave the way for Penang's success.

The industry is definitely coming together as we speak as more realise the significance of their role. We have begun 2018 on an unstoppable momentum and I believe the year is going to be greater, if not better.

A handwritten signature in black ink, appearing to read 'Ashwin Gunasekeran'. The signature is stylized and includes a long horizontal stroke extending to the right.

ASHWIN GUNASEKERAN

Chief Executive Officer

Penang Convention & Exhibition Bureau

ABOUT PCEB

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established in 2016 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.

OUR VISION

To serve as Penang's focal point for coordinating all MICE activities

To provide expert services to enhance the quality of MICE client's experience

To expand beneficial economic impact of MICE businesses in Penang

To liaise closely with MyCEB in efforts to bid for MICE events in Penang

To advise and assist MICE organisers in planning and promoting their events internationally

To serve as the chief liaison to all levels of government departments

To assist and facilitate MICE industry stakeholders and community at large through our diverse and extensive marketing initiatives

BOARD OF DIRECTORS



**The Rt. Hon.
Lim Guan Eng**

Chairperson



**The Hon.
Tony Pua Kiam Wee**

Director



Dato' Rosli Bin Jaafar

Director

THE TEAM



Ashwin Gunasekeran
CEO



Manroop Kaur
Executive Assistant



Siti Sarah
Finance



Anuar Shaikh Mydin
Admin



Yasmin Bathamanathan
Manager, Marketing
Communications



Terry Neoh
Executive, Marketing
Communications



Toh Mei Chern
Executive, Marketing
Communications



Adrian Cheah
Director of
Sales & Marketing



Magdalyn Quek
Manager,
Sales & Marketing



Boo Kern Yih
Executive,
Sales & Marketing



Kirubanthini
Researcher



Stephanie Kee
Project Executive,
Penang Art District

MARKETING COMMUNICATIONS & SALES

Brand Marketing

PCEB's 'Experiences Unfiltered' campaign continues to highlight The Penang Factor alongside diverse meeting venues and recreational activities available as we position Penang as the preferred Business Events destination in the region.



PCEB's brand marketing thrust includes advertising in various Asia Pacific and Europe Business Events and MICE trade magazines, where we promote Penang as a destination whilst highlighting its Business Events capabilities and experiences.

2017 Brand Marketing Productions

Launched in 2017, PCEB's Planner's Toolkit is a specially curated resource consisting of the following productions:

Penang Meeting Planners Guide

The Penang Meeting Planners Guide 2017-18 is a comprehensive directory of venues, accommodations, restaurants, and suppliers designed to assist meeting planners and Business Events professionals in marketing and sourcing Penang as a preferred Business Events destination. Featuring over 130 listings, the guide highlights the variety Penang has to offer—from luxurious hotels and grand convention centres, to distinctive venues and established restaurants that capture the contemporary cosmopolitan and cultural heritage of Penang.

Penang Beyond Meetings Itinerary

The latest addition to our line of 'Experiences Unfiltered' curations, the Penang Beyond Meetings Itinerary is designed to be a handy and attractive guide to the best of Penang. One of the main highlights of the itinerary is its flexibility, allowing Business Events organisers, meeting and incentive planners, and delegates to curate their own Penang experience. With the options available, Business Events delegates are able to take in much more of Penang. The itinerary also includes half-day programmes for those who would like to take in Penang one bite-sized experience at a time.

Destination Brochure

Our Destination Brochure showcases The Penang Factor, providing prospective event partners a visually stunning summary of what makes Penang unique, including handy facts about Penang and what's on hand in planning a Business Event in Penang.

MARKETING COMMUNICATIONS & SALES

Media Partnership

Throughout the year, PCEB fostered important media partnerships to spur growth and excellence in the Business Events industry.

One such partnership was the Best Advertising Print Award by TTGmice and PCEB, held at the BE @ Penang 2017 conference. The award was won by The Habitat, Penang Hill. PCEB's media partners in 2017 for our various projects also include CAT Publications, The Malaysian Insight, Penang Monthly, and many more.



Media Engagement

Other initiatives included the Global Meetings Industry Day (GMID) social media campaign from April to May 2017. The meetings, conferences, conventions, incentive travel, trade shows and exhibitions industries united to showcase the real impact meetings and events have on businesses, economies, and communities, with leaders from across the meetings and events industry coming together to support GMID on 6 April 2017.



As part of the state's commitment to strengthening the meetings and Business Events industry in Penang, the Chief Minister of Penang, Lim Guan Eng, signed a declaration on 4 April 2017 declaring 6 April 2017 as Penang Meetings Industry Day. Penang was the only Malaysian state to make such a declaration, as well as organising a state-wide GMID social media campaign.



The winner of GMID17's Social Media Campaign was G Hotel with the highest Facebook reach of 4,219 people and average daily Facebook reach of 2,000.

Digital Media

PCEB continues to harness on the power of digital media, spearheading websites for PCEB, BE @ Penang, Penang Medical Expo (PMEX), and George Town Literary Festival (GTLF) besides being active on Instagram, Twitter and LinkedIn. We also engage with and update industry partners via our various social media platforms.



MARKETING COMMUNICATIONS & SALES

Online Reach

The reach of PCEB's website, www.pceb.my, has grown during the year, with an increase in organic visitors as well as page views of the full-featured, mobile-friendly website. The website was designed not only to provide access to information regarding PCEB and the Business Events industry, but at the same time to promote Penang as a Business Events destination.

701
AVERAGE
MONTHLY USERS

3,660
MONTHLY
PAGE VIEWS

Besides the website, PCEB continues to have an active presence on Facebook, Instagram, and Twitter.



FACEBOOK | [@PCEB.my](https://www.facebook.com/PCEB.my)

1,266

ORGANIC LIKES

982

ORGANIC DAILY ENGAGEMENT
(UNIQUE USERS)

900,000

AVERAGE ORGANIC
MONTHLY REACH



INSTAGRAM | [penang.unfiltered](https://www.instagram.com/penang.unfiltered)

214

ORGANIC FOLLOWERS

1,865

ORGANIC IMPRESSIONS



TWITTER | [@PCEB_my](https://www.twitter.com/PCEB_my)

46

ORGANIC FOLLOWERS

2,535

ORGANIC IMPRESSIONS

MARKETING COMMUNICATIONS & SALES

STICKY AWARDS 2017

The Sticky Awards is an annual celebratory exercise and event at the IT & CMA and CTW Asia-Pacific trade show in Bangkok. This year, PCEB was awarded the Sticky Award for Stickiest Social Sharing for the second time in a row. The Award recognises participating organisations with the best social media coverage of the trade show.



rAWr Awards 2017

The rAWr Awards is a recognition and tribute to outstanding achievements in the Meeting, Incentive, Convention, and Exhibition (Business Events) industry in Malaysia.

rAWr stands for Recognising Award Winning Results and is a joint initiative between Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS).

On 9 November, PCEB was announced as the winner of the highly-coveted Destination Marketing Organisation Award for Excellence. The ceremony was held at the Grand Ballroom at Sunway Putra Hotel, Kuala Lumpur.



MARKETING COMMUNICATIONS & SALES

Industry Partner Programme

PCEB offers an extensive range of support services to industry members. This is primarily offered through the Industry Partner Programme (IPP).

The IPP was initiated to strengthen PCEB's competitive edge and to create business opportunities for the industry while positioning Penang as an international Business Events destination. The programme is open to all Business Events products and service providers in Penang, as well as those bringing events to Penang.

Benefits of being PCEB's industry partners include opportunities to participate in:

- International tradeshows and promotions
- PCEB's online directories and print publications
- Bid and sales proposals
- PCEB's product and service referrals programme

Since the concerted publicity and enrolment exercise for IPP, we have inducted 80 members into our programme.



MARKETING COMMUNICATIONS & SALES

PCEB Trade Shows for 2017

In order to engage with the international business events industry, PCEB attended 10 trade shows worldwide to introduce Penang as the prime destination for business events in the region.



SPECIAL PROJECTS

Penang Medical Expo & Malaysian Healthcare Policy (PMEX) 2017



The First Penang Medical Expo & Malaysian Healthcare Policy Conference or PMEX 2017 was held from 10 to 12 of November at the world's first and only hybrid solar powered convention centre, the Setia SPICE Convention Centre. The conference and accompanying public seminars was held for two days, while the exhibition that consists of various medical and healthcare organisations was opened to public for the whole three days.

The conference and seminars hosted 22 international and local expertise from different fields of medicine, mainly focused on research and public health. PMEX 2017 was supported by the Ministry of Health Malaysia and the Penang Medical Practitioners' Society, and sponsored by a number of hospitals and specialist centres.

PMEX is an initiative to help establish Penang as one of the main players in reviewing and discussing healthcare policies with prominent medical professionals. The event also aims to put forth recommendations for necessary reform and review on the Malaysian healthcare system and to enhance the awareness of healthcare policies to the public.

Total Conference Attendees

176

Number of Speakers

22

RM 150,000

Estimated Publicity Value

RM 633,072

Estimated Economic Impact

SPECIAL PROJECTS

George Town Literary Festival 2017



With the shortlisting of George Town Literary Festival (GTLF) for the International Excellence Award for Best Literary Festival at the London Book Fair early 2017, PCEB was honoured to be re-appointed as the Festival Producer for second year in a row.

GTLF 2017 is the biggest literary festival in Malaysia to date, with a growth of 80% from 2,500 attendees in 2016 to 4,500 attendees this year and a 200% increase in EEI.

Over the span of three days from 24 - 26 November, festival-goers were treated to 55 events spread out around 6 different venues in George Town.

Together with the Penang Island Jazz Festival and the In-Between Arts Festival, GTLF 2017 was part of the 10 Days 3 Festival promotional campaign by Penang Global Tourism.

Total Attendees

4,500

Writers featured

60

Performers

6

Events

55

Partners & Sponsors

41

RM 1,000,000

Estimated Publicity Value

RM 5,395,500

Estimated Economic Impact

SPECIAL PROJECTS

BE @ Penang 2017



BE @ Penang 2017 was held on 7 and 8 December 2017 at the Setia SPICE Convention Centre. Themed BE EMPOWERED, the two-day conference hosted 18 expert international and local speakers from the Business Events industry, and 250 delegates from around the world.

Following last year's theme, BE ENGAGED, the 2017 conference aimed to encourage the industry players to communicate, collaborate, and conquer businesses for Penang.

PCEB received positive feedback that the topics were insightful and relevant to the Business Events industry and delegates were able to apply the knowledge gained to their businesses.

Total Attendees

250

Keynote Speaker

Roy Sheppard

RM 500,000

Estimated Publicity Value

Number of Speakers

18

Partners & Sponsors

14

RM 510,774

Estimated Economic Impact

MARKET RESEARCH



MARKET RESEARCH

BE Criteria and Key Terminologies

A Look at Business Events in Penang

Business Events, or BE, is a term that captures all business-related events and gatherings categorised as MICE, namely meetings, incentives, conventions/conferences/congresses, and exhibitions/expositions.

We have identified four criteria which define Business Events for inclusion in PCEB's annual industry report:

- 1 Minimum number of 10 participants
- 2 Minimum 4 hours / a half-day duration
- 3 Held in a venue with room rental, catering cost, etc.
- 4 Element of knowledge exchange, or professionalism

What types of business events are held in Penang?

Since BE consists of various types of meetings, we have classified them into the following categories:

Association Meetings

A meeting of individuals for a common purpose. This term is used to describe events held by government bodies, organisations, associations, and special interest groups. Attendance is open to participants who are not necessarily employed by the organiser.

Types: convention, conference, congress, forum.

Note: Association Meetings were previously termed "Congress" in the 2016 Review. Minor changes were made in the categorisation of congress meetings between Association Meetings and Corporate Events for the current year; however, no restatement of prior year categorisation was made as the impact was negligible.

Corporate events

An event organised by a corporate entity. This term is used to describe events with attendance restrictions; delegates must be in the employment of the organiser or the industry.

Types: seminar, training, workshop, meeting.

Incentives

Meeting event with elements of leisure tourism as part of a programme which is offered to participants as a reward for previous performance.

Types: teambuilding, incentives.

MARKET RESEARCH

General Overview



Total Events

2,511



Total Participants

267,518



Total Room Nights

457,806

Total Estimated Economic Impact (EEI)

RM1,002,825,737

Analysis of Business Events in Penang 2017

Business Events in Penang doubled in 2017, with a 161% growth in National Corporate Events (2017: 2,011 vs 2016: 771).

This development correlates with PCEB's targeted sales calls to associations, universities and institutions of research and higher learning in key cities in Malaysia including Kuala Lumpur, Penang, Kedah and Perlis. A substantial bulk of this increase were half- and one-day seminars/training held by local corporations and reported from July onwards.

This segment of the Review will go over the achievements of the industry in 2017.

MARKET RESEARCH

Events Supported

PCEB supported 94 international and national events during the year, an increase of 154% from 2016. These events were selected based on a few factors: direct seek by PCEB's Sales Team, information from the leads obtained through research, receiving event details by a third party which involves the DMCs, travel agents as well as requests for support from hotels. The highest number of contribution to the EEI that PCEB has supported in the Business Events Industry include conferences, corporate events, and incentive groups.

Case study

Association Conference

Sector: Medical Science

Market: Domestic

Days

4

Attendees

400

Room Nights

1,280

EEI RM 2,877,600

Corporate

Sector: Medical Science

Market: Domestic

Days

4

Attendees

350

Room Nights

1,120

EEI RM 2,517,900

Incentive

Sector: Sports & Leisure

Market: International

Days

4

Attendees

250

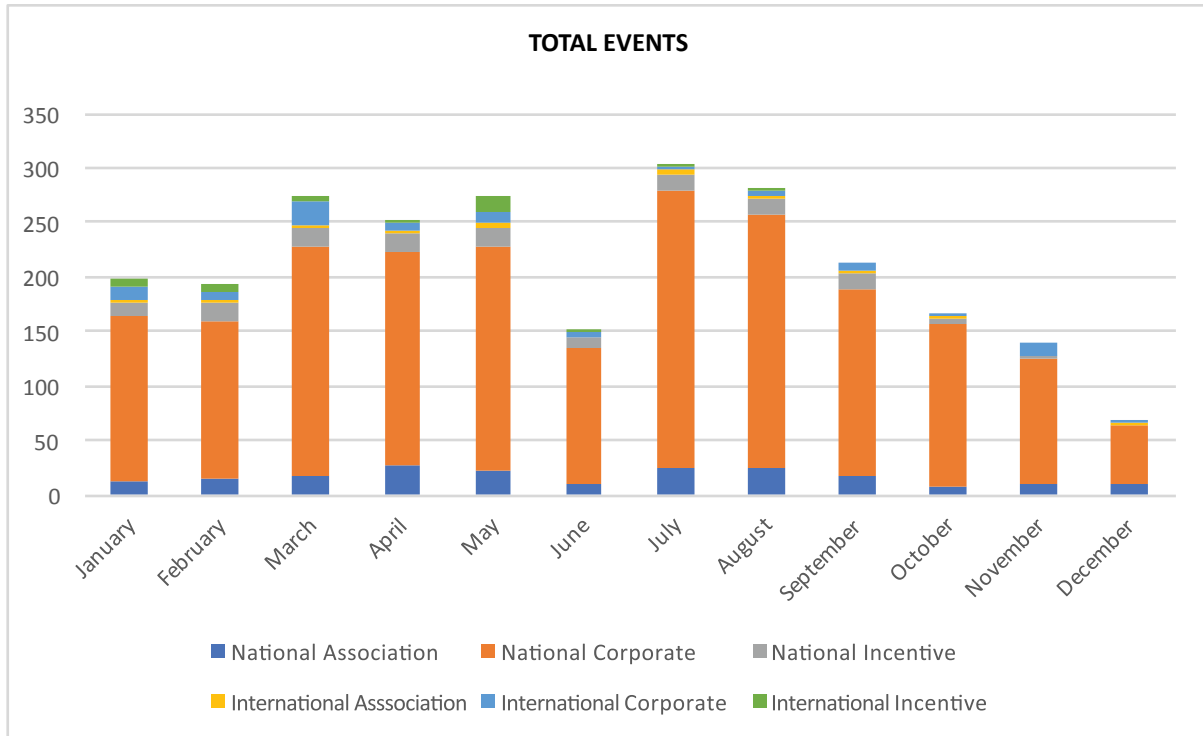
Room Nights

800

EEI RM 2,092,200

MARKET RESEARCH

Business Events in Penang 2017



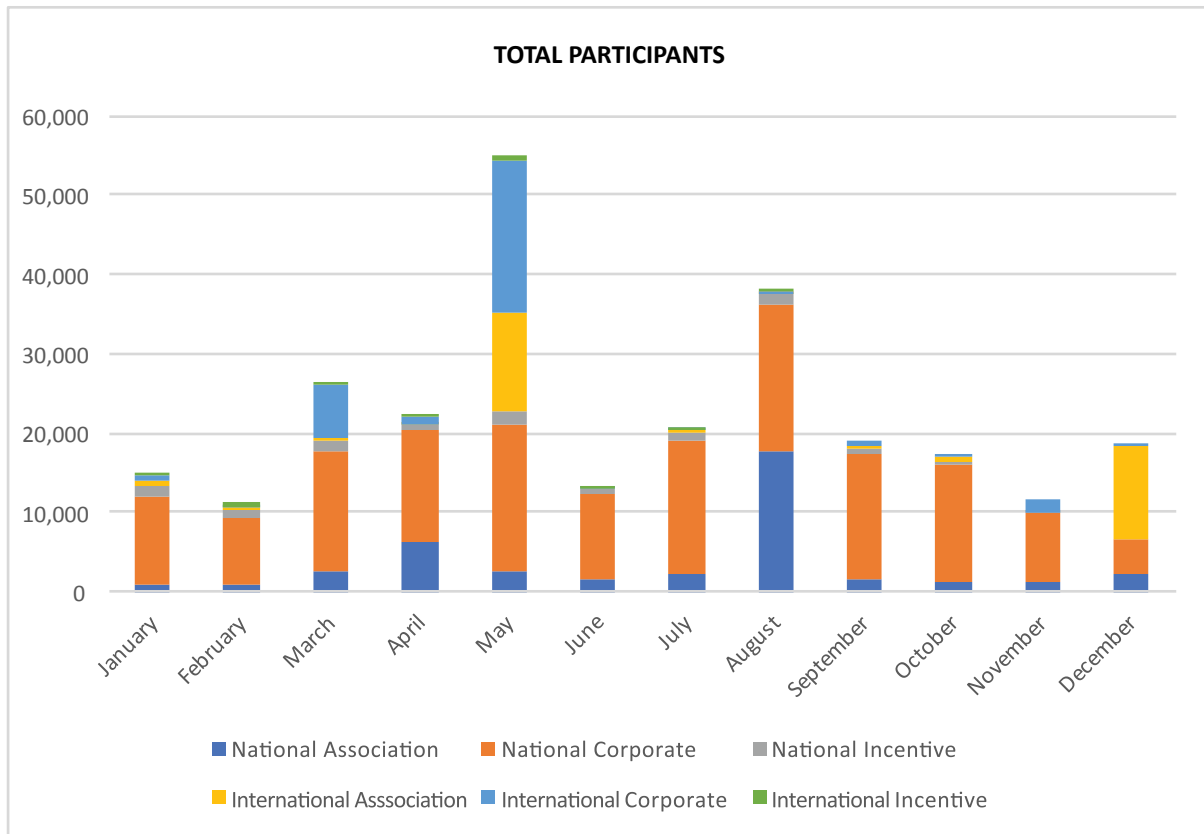
Another key factor contributing to a healthier analysis for 2017 is the greater reporting of events and data by PCEB's industry partners. With an increase of 63% of IPP partners from 2016 and concerted efforts to educating the partners on the importance of reporting, PCEB saw an increase of hotels participating in data submission from 16 in 2016 to 22 hotels in 2017.

The increase in submissions mainly consisted of half- and one-day National Corporate Events, primarily seminars and training held by local multinationals and businesses, reported by several large hotels near the Free Industrial Zone from July onwards. No data is available regarding similar meetings in 2016.

Other fluctuations during the year appear to correlate with major celebrations in Penang, with slow months in January & February, June and December in line with the 2-week Chinese New Year celebrations, the Muslim fasting month of Ramadhan, and the year-end school holidays.

MARKET RESEARCH

Business Events Participants in Penang 2017



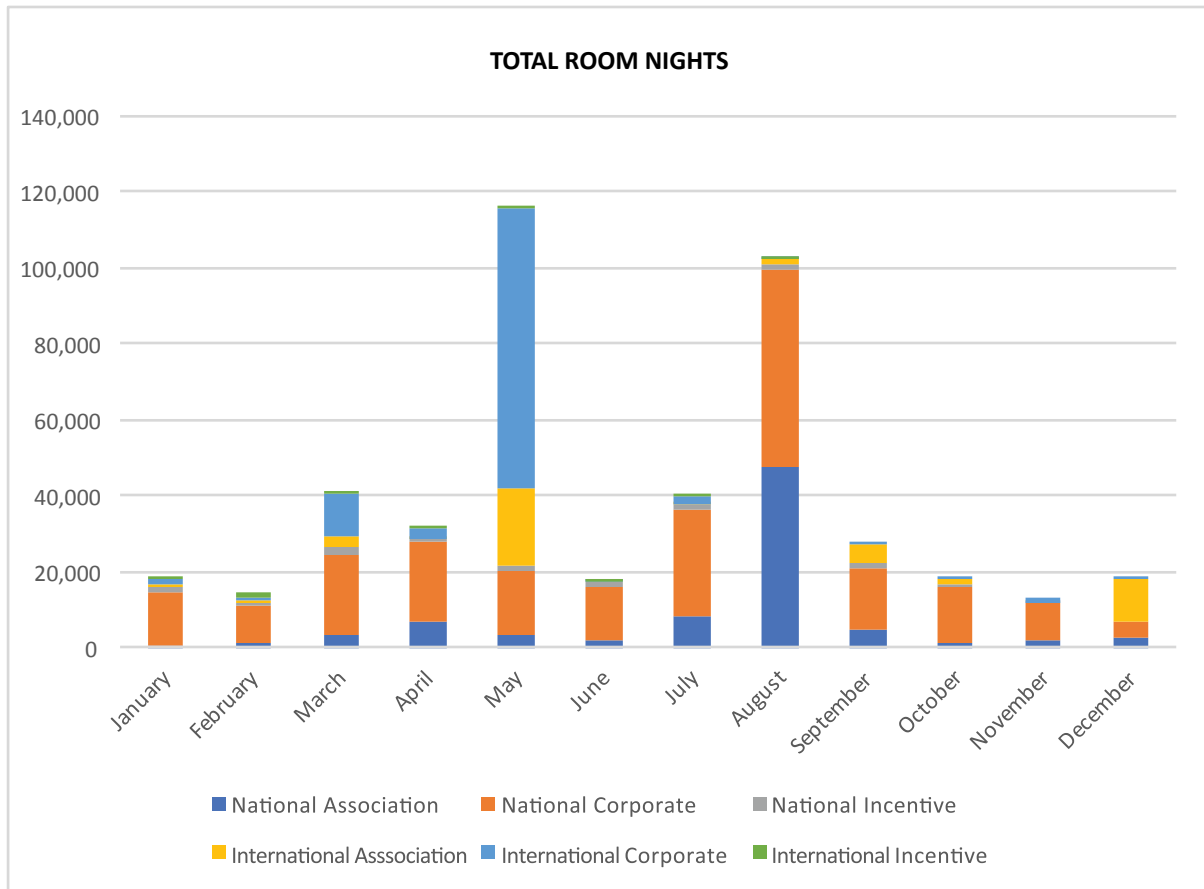
In terms of participants, international BE appears to be the main factor for the fluctuations in number of participants, with peaks in May and December due to three large international events that drew between 10,000 to 18,000 participants per event from various Asian regions. The most notable of this is a recurring International Corporate Event from India in May which attracted 18,000 participants (2016: 14,000 participants).

In March, there is a spike in the participants for National Corporate events with 900 participants, in which the event involves a training session. In August, the increase of National Corporate events has been identified with 3 government events which amounted to 1,500 participants.

Another notable spike was a National Association Meeting in August which drew 9,500 participants. Other than the above, the average BE in Penang appears to be small- to medium-sized events with an average of 85 participants. Despite July and August being the busiest months in terms of reported events, the relatively lower number of participants recorded was mainly due to the fact that these were smaller half- and one-day seminars/training sessions carried out local corporations.

MARKET RESEARCH

Business Events Room Nights in Penang 2017

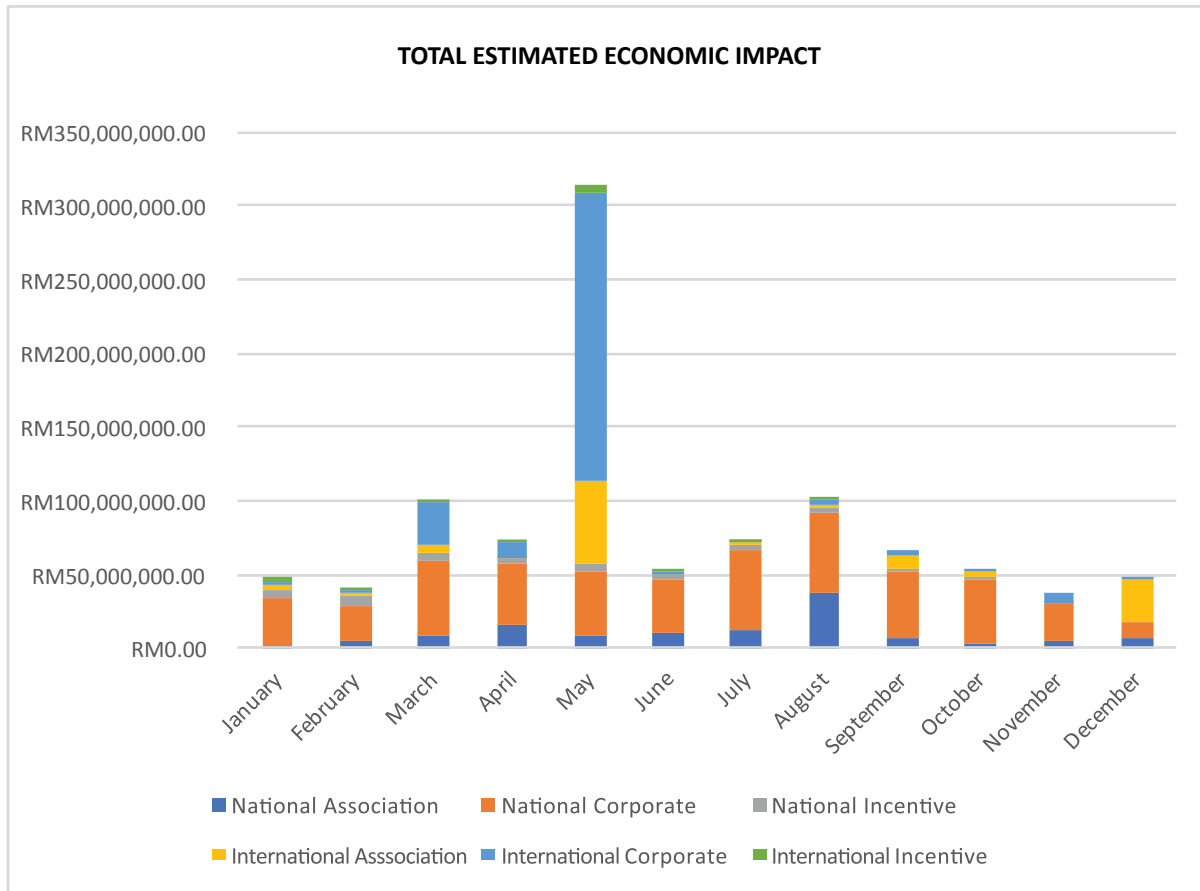


The outliers shown earlier for BE participants continue to contribute to the fluctuations in room nights per month, including peaks in May, August, and December. Another factor contributing to the increase in room nights is the length of the conference, whereby the 5-day International Corporate Conference in May which drew 18,000 participants has resulted in a total of 72,000 room nights (2016: 63,000)

In March, the increase of 6000 participants for International Corporate events contributed to 9,600 room nights. In August, the spike of 1,150 participants for National Corporate events which was a factor for 1,690 room nights. As for March, the National Corporate events amounted to 900 participants, which led to a number of 1,440 room nights.

MARKET RESEARCH

Economic Impact from Business Events in Penang 2017



The Estimated Economic Impact (EEI) of BE in Penang is calculated based on the number of participants and the length of the event and takes into account expenditure for hall rental, accommodation, food and beverage, and transportation. PCEB has taken the lead to place a lower weightage in the calculation of the EEI for National BE. The move was done as National BE does not generate as high a spend as events involving international participants.

As such, the EEI shown generally correlates to the earlier analysis on participants and room nights, with the highest impact from the recurring International Corporate Event in May.

National events made up 94% of total number of events during the year, the calculated EEI of RM626 million made up 62% of total EEI due to the lower weightage assigned as well as the nature of the events. National BE, while prolific, tended to be ½- to 1-day events with an average 50 to 100 participants, whilst International BE usually ranged from 2 to 5 day events with number of participants that ranged anywhere from 50 to 18,000.

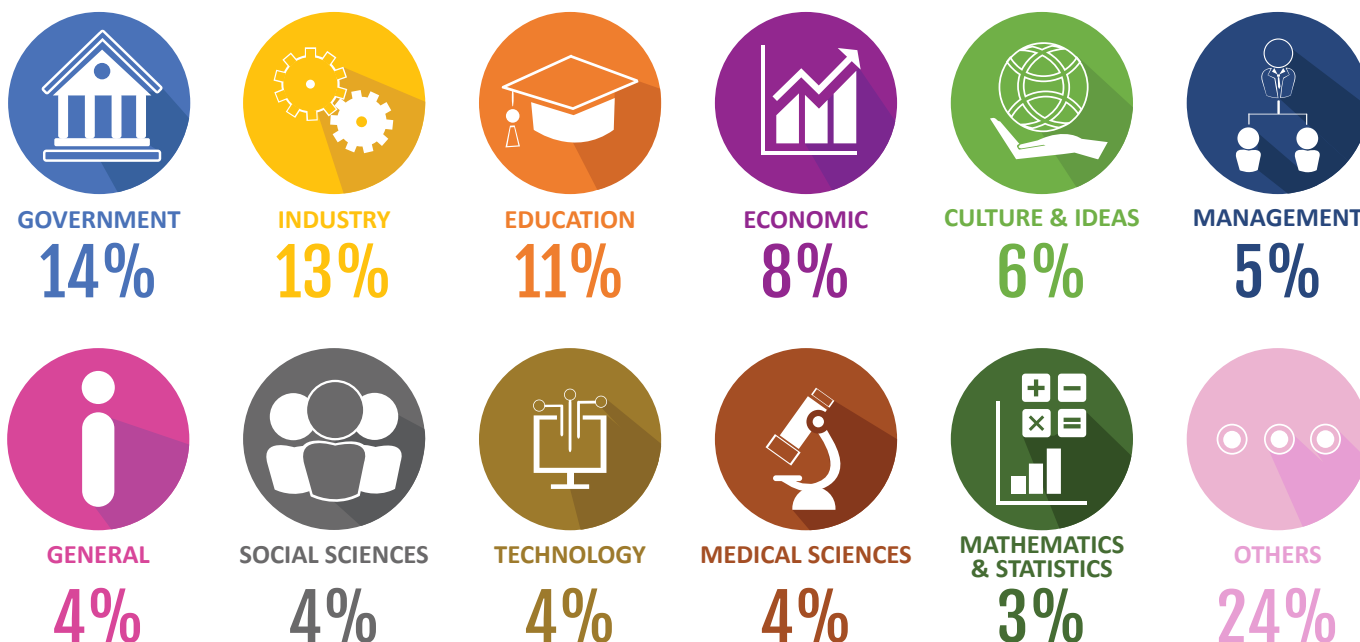
MARKET RESEARCH

Analysis of BE in Penang by Sector

PCEB defines sector by the nature of the organisation hosting the event and analysis the sectors based on the number of events held during the year for all event types, as well as by EEI for the top three EEI contributors: National Corporate, International Corporate, and National Association.

It was noted that no information was available on the nature or sector of the organising group for a high number events. Such events were either grouped under the Other category or, if applicable, under the Corporate sector as stated in the data submission.

National Association Meetings by Sector in Penang 2017 (Total 196 Events)



The top three sectors have shifted slightly, from Education (20%), Government (13%) and Culture & Ideas (12%) in 2016 to Government (14%), Industry (13%), and Education (11%) in 2017. The growth in the Industry sector from 4% in 2016 to 13% was a result of the hotels in close proximity of the Industrial Zone attracting a higher percentage of Industry clients.

The category of 'Others' comprises of sectors including Agriculture, Arts, Commerce, Ecology & Environment, Library & Information, Safety & Security, Science, Sport & Leisure, and Transport & Communication. Each of the sectors making up 'Others' contributed less than 5 events each, totalling 47 events in whole.

MARKET RESEARCH

National Association Estimated Economic Impact by Sector

The sector analysis in terms of EEI shows a completely different story, with Management, Industry, and Culture and Ideas contributing the most, despite the low number of events held by both the Management and Culture and Ideas sectors. This was due to larger, but shorter, events held by the Management sector, totalling 14,000 participants and 11,658 room nights over 18 days. In contrast, the Culture and Ideas sector tended to have longer events, with a total of 31 days over 11 events, leading to relatively high room nights of 6,397 despite a low number of 2,300 participants.

The Industry sector proved itself a major player in terms of both number of events and EEI, with 25 events over 81 days, 2,680 participants and 8,762 room nights generating RM15 million in EEI.

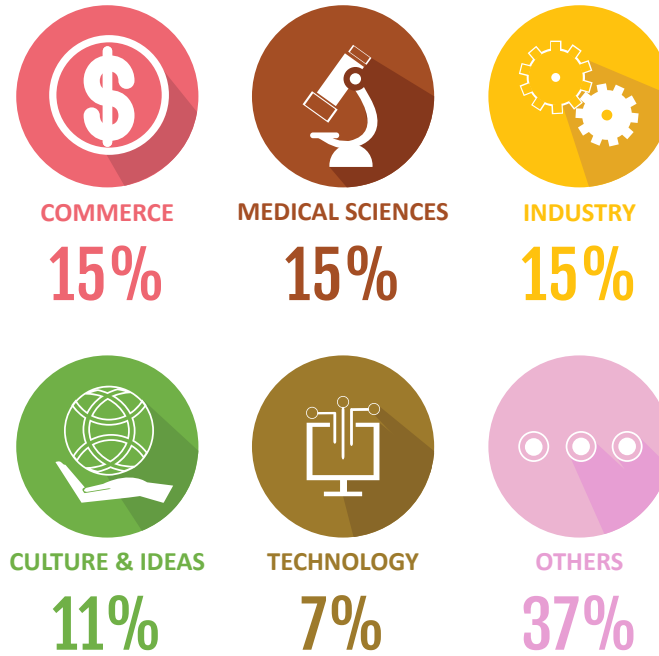
The Industry sector is divided into 3 segments which includes Electric & Electronic, Food & Beverage, Manufacturing and Events. The Culture & Ideas sector includes events organised by church groups and religious associations.

Neither Government nor Education had much economic impact despite the high number of events, with 49 events generating a combined EEI of RM13 million (11%). This was due to the relatively low number of participants, duration and room nights as the majority of Government and Education events were 1-day seminars, meetings, and training sessions.

Sector	Number of Events	Estimated Economic Impact (RM)
Government	28	5.7 mil
Industry	25	15 mil
Education	21	7.2 mil
Economic	15	5.4 mil
Culture & Ideas	11	13.4 mil
Management	10	26.4 mil
General	9	3.1 mil
Social Sciences	8	2.7 mil
Technology	8	2.2 mil
Medical Sciences	8	8.5 mil
Mathematics & Statistics	6	12.2 mil
Others	47	18.5 mil

MARKET RESEARCH

International Association Meetings by Sector in Penang 2017 (Total 27 Events)



Industry continues to be the top sector for International Association Meetings, in line with the high number of multinational companies with branches in the Penang's Free Industrial Zone, whilst the Commerce retained its position, with a slight increase from 13% to 15%. The increase in the Medical Science sector from 6% in 2016 to 15% was due to a push to bring more medical science conferences to Penang to meet PCEB's sales and marketing plan for 2017.

The category of 'Others' comprises of sectors including Government, Architecture, Management, Science and Education. Each of the sectors making up 'Others' contributed less than 5 events each, totalling 10 events in whole.

MARKET RESEARCH

International Association Estimated Economic Impact by Sector

In terms of EEI, however, Commerce dominated the field, with 4 events generating RM74.5 million in EEI. This correlates with the two large events in May and December, which garnered between 10,000 – 12,000 participants, totalling 22,400 room nights.

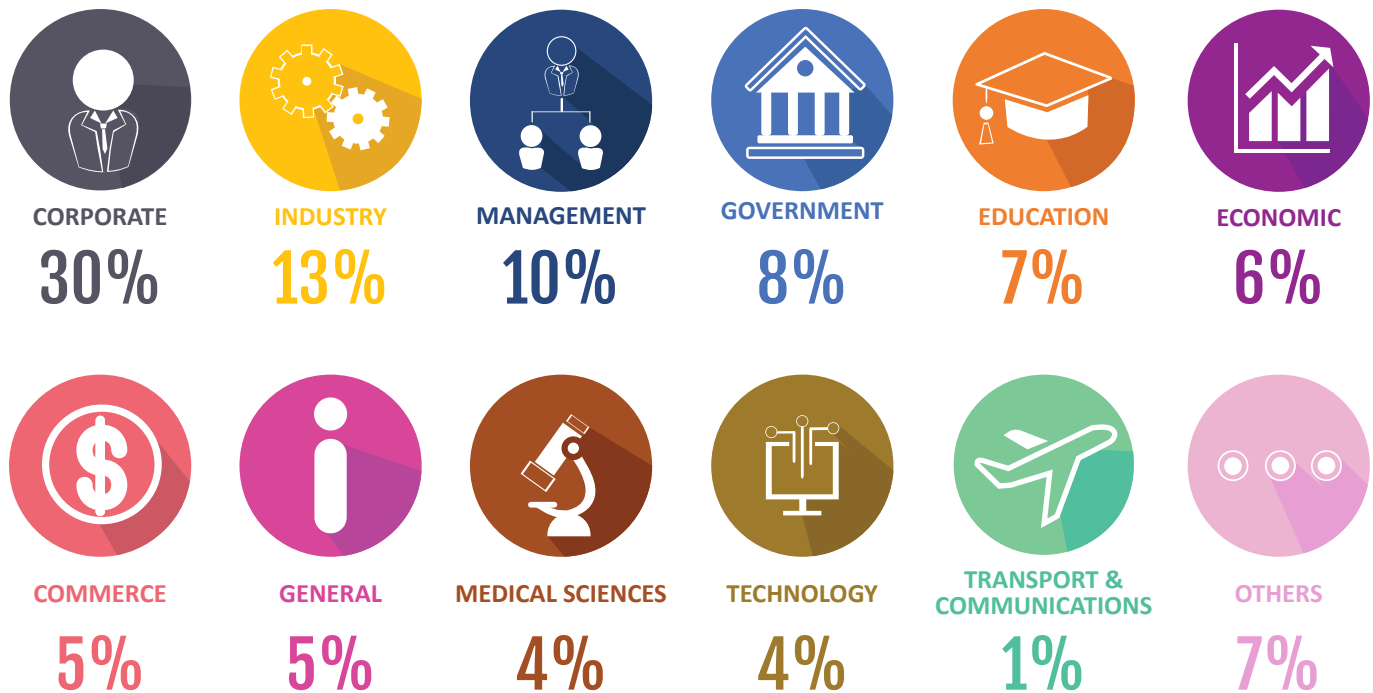
Culture and Ideas was the next largest contributor, with 3 events generating RM21.8 million in EEI.

The Industry sector proved to be soft in this segment, with one of the lowest EEIs generated despite the higher number of events held. Overall, 260 participants attended the four events.

Sector	Number of Events	Estimated Economic Impact (RM)
Commerce	4	74.5 mil
Medical Sciences	4	5.5 mil
Industry	4	0.8 mil
Culture & Ideas	3	21.8 mil
Technology	2	0.6 mil
Others	10	5.5 mil

MARKET RESEARCH

National Corporate Events by Sector in Penang 2017 (Total 2011 Events)



National Corporate events in 2017 was dominated by the Corporate sector, making up a 30% of events as compared to 9% in 2016. As stated earlier, these were events categorised by the type of meeting.

This is followed by the Industry sector (2017: 13%; 2016: 23%) and Management (2017: 10%; 2016 17%).

Whilst the number of National Corporate events doubled during the year, the events reported as “Corporate” quadrupled whilst both Industry and Management grew by roughly 1.7 times.

The category of ‘Others’ comprises of sectors including Agriculture, Architecture, Arts, Software & Ideas, Ecology & Environment, Library & Information, Linguistics, Geography, Science and Social Science. Each of the sectors making up ‘Others’ contributed less than 5 events each, totalling 145 events in whole.

MARKET RESEARCH

National Corporate Estimated Economic Impact by Sector

Unlike National Association, EEI contribution by sector for National Corporate appears more closely related to the number of events. Corporate generated RM83.9 million (18%) in EEI, followed by Industry at RM59.2 million (13%) and Government at RM54.4 million (12%).

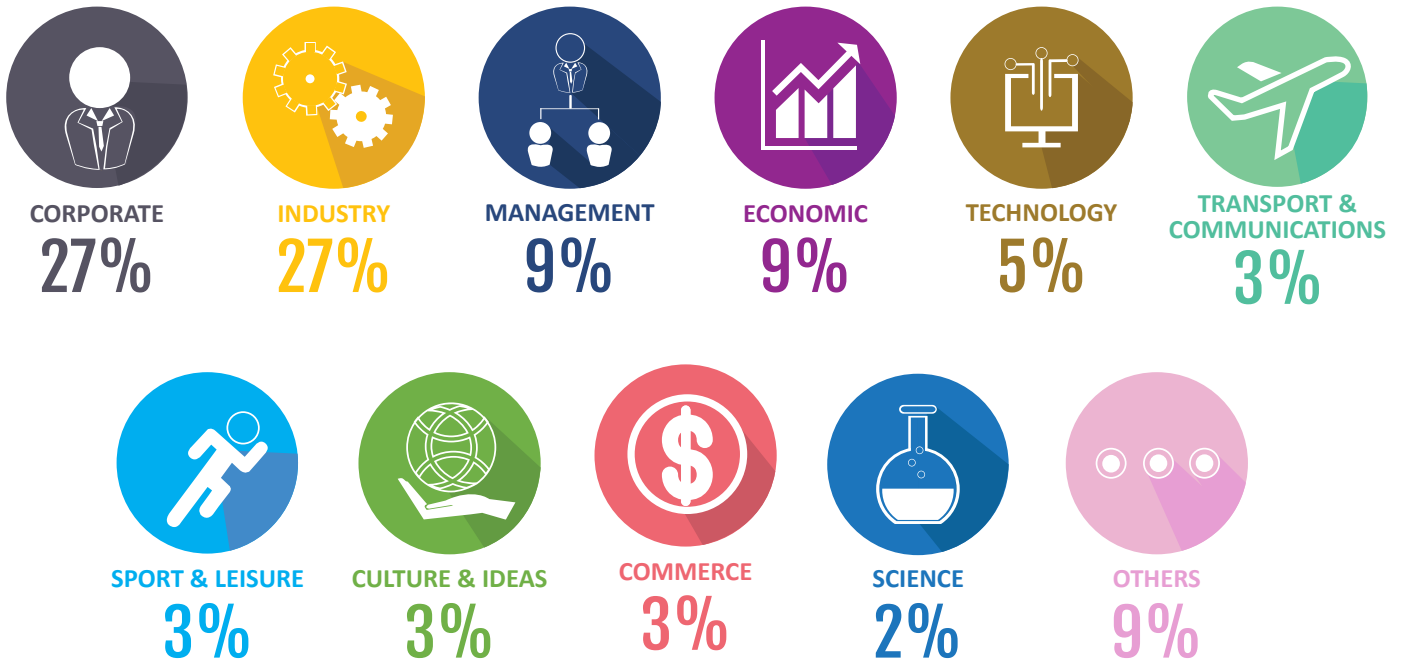
The only outlier in this case is the Management sector, with a calculated RM27.2 million (6%) in EEI despite the high number of events held due to the generally smaller size and shorter duration of these events.

The General region stated is applicable for events that comprises a number of segments, this means the events contain a few subtopics on the same day.

Sector	Number of Events	Estimated Economic Impact (RM)
Corporate	606	83.9 mil
Industry	259	59.2 mil
Management	195	27.1 mil
Government	167	54.4 mil
Education	140	45.8 mil
Economic	126	31.1 mil
Commerce	100	33.9 mil
General	93	16.8 mil
Medical Sciences	77	18.3 mil
Technology	75	36.7 mil
Transport & Communication	28	4.7 mil
Others	145	50.9 mil

MARKET RESEARCH

International Corporate Events by Sector in Penang 2017 (Total 92 Events)



On the international front, Corporate and Industry events are still the major sectors, in line with the strong presence of multinational corporations with manufacturing operations based in Penang.

Again, “Corporate” represents events categorised by the type of meeting.

The category of ‘Others’ comprises of sectors including Agriculture, Education, General, Medical Science, Safety & Security and Social Science. Each of the sectors making up ‘Others’ contributed less than 5 events each, totalling 8 events in whole.

MARKET RESEARCH

International Corporate Estimated Economic Impact by Sector

International Corporate events saw the Commerce sector generating the lion's share of EEI despite only holding 3 events during the year. This was mainly due to the large 5-day conference with 18,000 participants contributing 73,000 room nights.

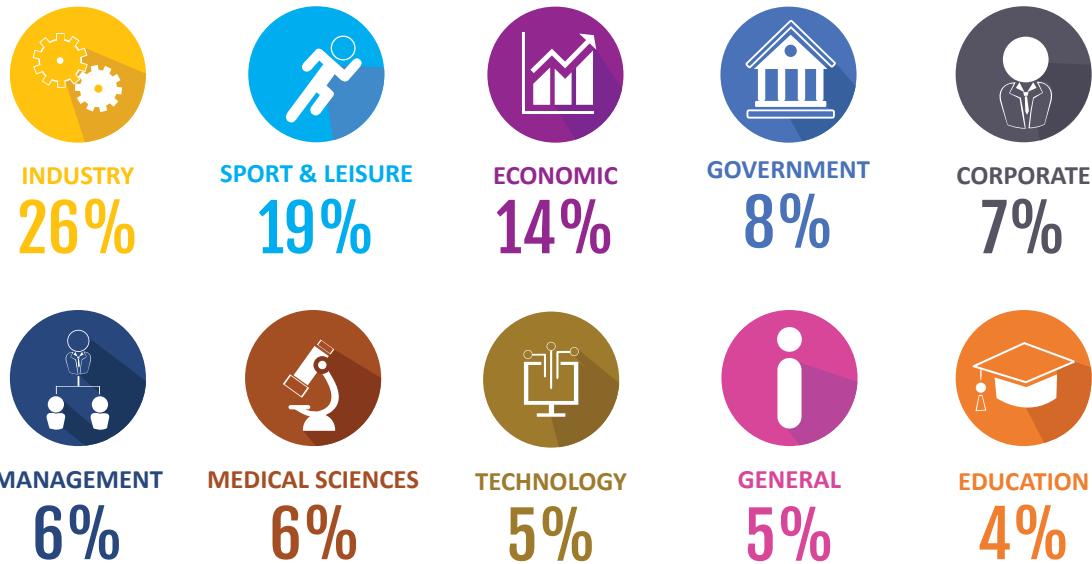
Corporate and Industry, at 25 events each, generated RM34.7 million and RM4.9 million respectively, further emphasizing that the size and duration of the event are important considerations, rather than chasing high numbers of events. In this case, the numbers for Corporate were boosted by an event in March that boasted 6,000 participants with 9,600 room nights.

As for the Industry, this region includes several segments like Manufacturing, Electric & Electronic, Medical and Events.

Sector	Number of Events	Estimated Economic Impact (RM)
Corporate	25	34.7 mil
Industry	25	4.9 mil
Management	8	4.1 mil
Economic	8	12.4 mil
Technology	4	1.8 mil
Transport & Communications	3	0.2 mil
Sport & Leisure	3	0.3 mil
Culture & Ideas	3	3.2 mil
Commerce	3	188.4 mil
Science	2	0.9 mil
Others	8	4.3 mil

MARKET RESEARCH

National Incentives by Sector in Penang 2017 (Total 145 Events)

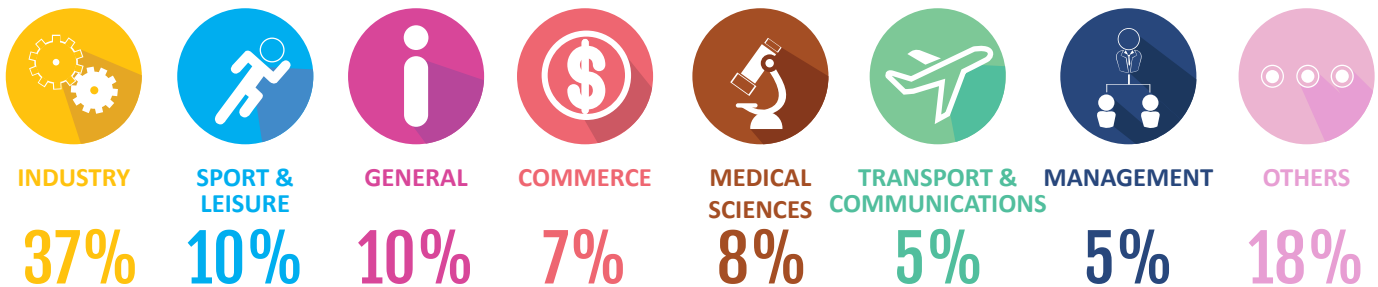


The number of National Incentive events have grown from 43 in 2016 to 145 in the current, with the top sectors of Industry, Sports & Leisure, and Economics during the year. These primarily consisted of Penang-based companies holding teambuilding events.

Sector	Number of Events	Estimated Economic Impact (RM)
Industry	35	7.3 mil
Sport Leisure	26	4.7 mil
Economic	19	10.6 mil
Government	10	4.5 mil
Corporate	10	2.8 mil
Management	8	1.5 mil
Medical Sciences	8	2.1 mil
Technology	7	2.3 mil
General	6	3.1 mil
Education	5	1.3 mil

MARKET RESEARCH

International Incentives by Sector in Penang 2017 (Total 40 Events)



The top three sectors for International Incentives in 2017 are Industry (32%), Sports & Leisure (10%) and Medical Sciences (8%).

The category of 'Others' comprises of sectors including Corporate, Economic, Law, Technology and Management. Each of the sectors making up 'Others' contributed less than 5 events each, totalling 7 events in whole.

The Industry sector comprises of both Electric & Electronic and Manufacturing categories.

Sector	Number of Events	Estimated Economic Impact (RM)
Industry	15	3.3 mil
Sport Leisure	4	0.8 mil
General	4	2.6 mil
Commerce	3	1.5 mil
Medical Sciences	3	1.5 mil
Transport & Communications	2	0.1 mil
Management	2	0.1 mil
Others	7	4 mil

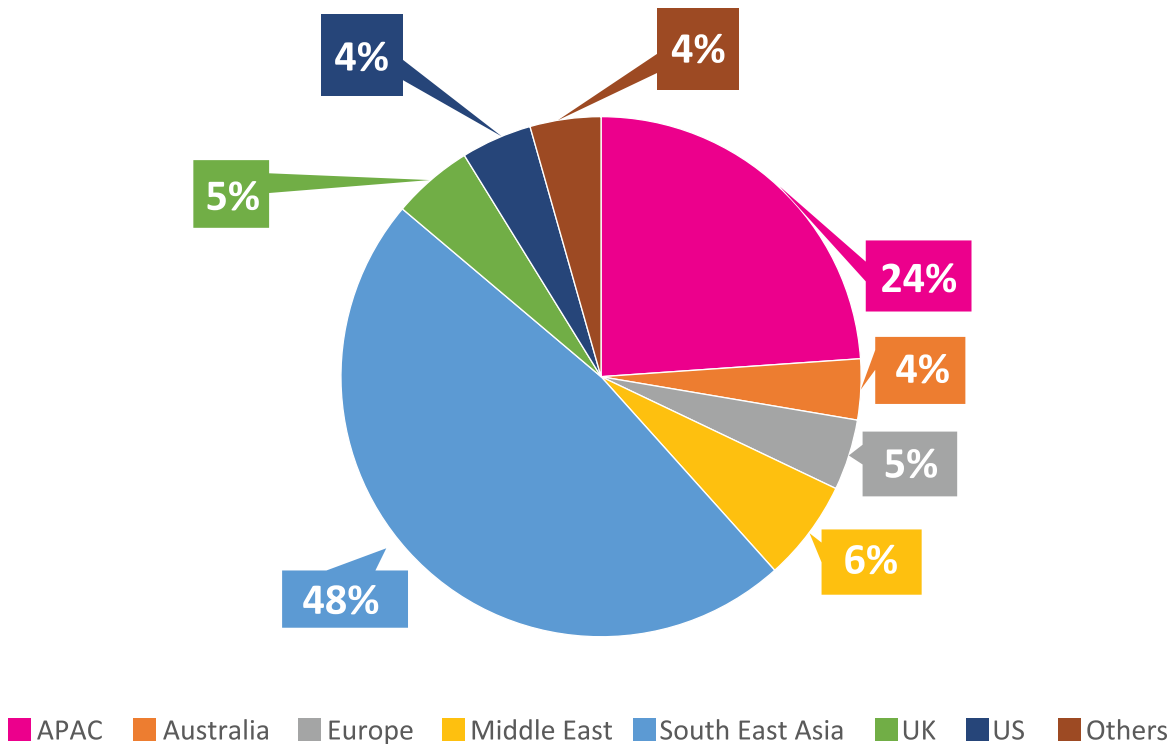
MARKET RESEARCH

Number of International Events by Region of Origin (Total 159 Events)

For International Events, the largest contributors for South East Asia countries are Singapore, Thailand and The Philippines as reflected on page 36.

As for events from China and India, they are classified under Asia Pacific (APAC), where China is the greatest contributor, followed by Hong Kong and India, as reflected on page 37.

International events that are categorised under 'Others' consist of events organised or owned by organisations based in multiple countries.



MARKET RESEARCH

Estimated Economic Impact of International Events by Region of Origin 2017

Whilst the majority of international events are from South East Asia (2017: 48% vs 2016: 60%), the EEI remains at a total of 12% (2016: 33%). This was mainly because these were mostly smaller events with a low number of between 50 to 80 participants and a shorter duration, mostly 2-day events.

This was followed by events from APAC (excluding SEA) at 23% (2016: 11%) with a high EEI of 78% (2016: 59%).





The top 3 countries that comprises 77% of the EEI listed for APAC countries include China, India and Hong Kong.

Region	Number of Events	Estimated Economic Impact
South East Asia	76	RM45.6 mil
APAC	38	RM292.8 mil
Middle East	10	RM0.9 mil
UK	8	RM2.5 mil
Europe	7	RM3 mil
US	7	RM10.6 mil
Australia	6	RM2.2 mil
Others	7	RM19 mil

MARKET RESEARCH

Analysis of South East Asian Countries





Singapore proved to be the biggest source of international events, a result of the close proximity, close ties, and favourable exchange rates.

	Percentage of Event	Estimated Economic Impact
 SINGAPORE	92%	RM38 mil
 INDONESIA	4%	RM2.5 mil
 THAILAND	3%	RM2.3 mil
 PHILIPPINES	1%	RM2.5 mil

MARKET RESEARCH

Analysis of APAC Countries

For APAC countries, the major contribution from India was mostly due to the single five-day conference which attracted 18K participants.

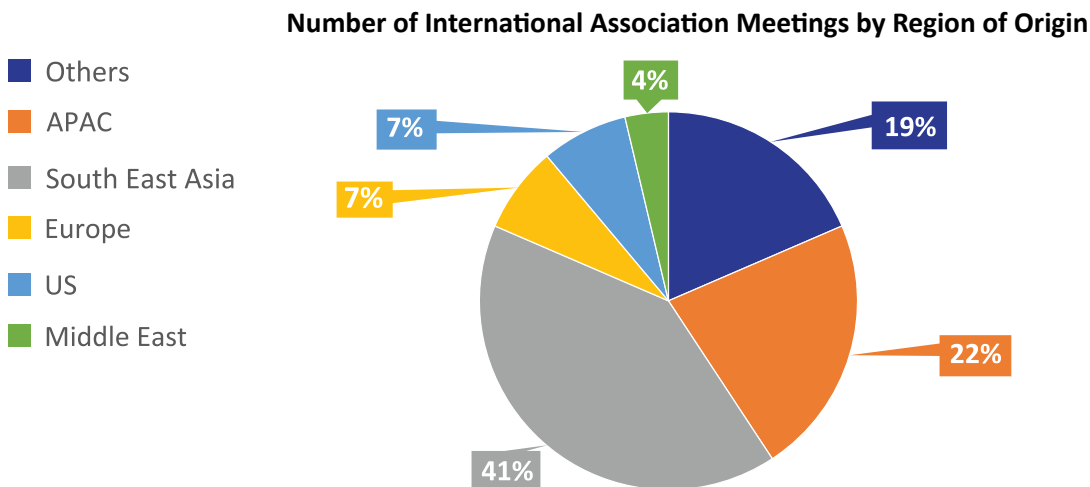
	Percentage of Event	Estimated Economic Impact
 CHINA	52%	RM97.4 mil
 HONG KONG	13%	RM3 mil
 INDIA	13%	RM190 mil
 JAPAN	8%	RM0.3 mil
 KOREA	8%	RM1.8 mil
 TAIWAN	3%	RM50k
 SRI LANKA	3%	RM0.4 mil

MARKET RESEARCH

International Association Meetings by Region of Origin in Penang 2017

International Association Meetings had one of the highest average attendees per event and highest average room nights per event. Consisting of 11% of the total EEI (2017: 8%), this was primarily due to several high-participant events from Singapore and China. Despite the higher number of events from Singapore, China contributed a higher EEI due to the higher number of participants and longer duration of their events, in line with an event in May which drew 12,000 participants.

International Association Meetings that are categorised under 'Others' consist of events organised or owned by organisations based in multiple countries.



Estimated Economic Impact of International Association Meetings by Region of Origin

Region	Number of Events	Estimated Economic Impact (RM)
South East Asia	11	29.7 mil
APAC	6	52.4 mil
Europe	2	1.5 mil
US	2	9.9 mil
Middle East	1	59k
Others	5	15.2 mil

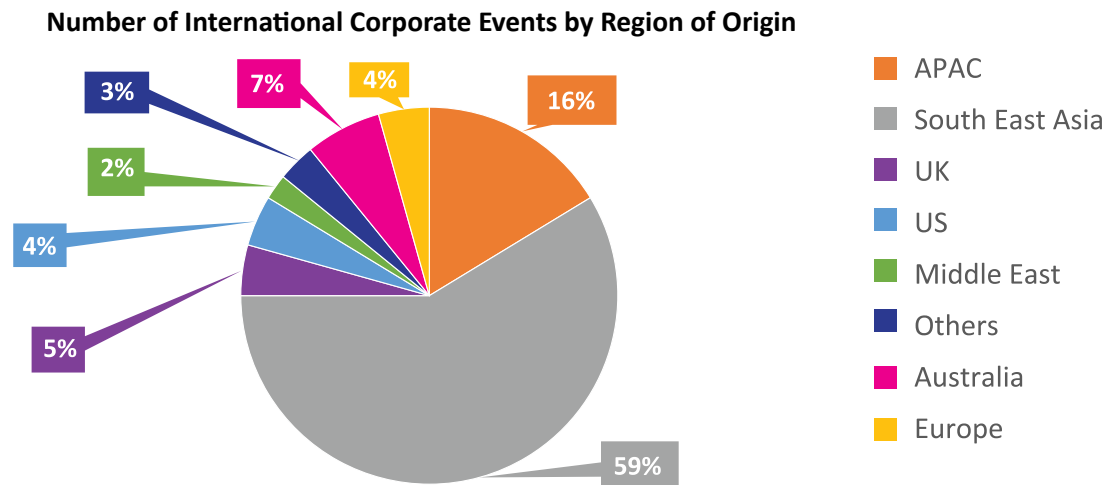
MARKET RESEARCH

International Corporate Events by Region of Origin in Penang 2017

Despite a 33% drop in number of events, International Corporate showed an 8% increase in total participants and a 15% increase in total room nights. This was mostly due to the five-day conference from India, resulting in a total EEI of RM189.0 million that made up 79% of International Corporate EEI. China again proved to be a high-EEI generator, bringing in RM40.4 million in EEI (16%) despite only making up 10% of total events.

This is in contrast to the high number of events from South East Asia, primarily from Singapore, which only generated RM15 million in EEI.

The International Corporate events that are categorised under 'Others' consist of events organised or owned by corporations based in multiple countries.



Estimated Economic Impact of International Corporate Events by Region of Origin

Region	Number of Events	Estimated Economic Impact (RM)
South East Asia	54	15.0 mil
APAC	15	230 mil
Australia	6	2.2 mil
Europe	4	1.0 mil
US	4	0.5 mil
UK	4	1.4 mil
Middle East	2	0.3 mil
Others	3	4.5 mil

MARKET RESEARCH SUMMARY

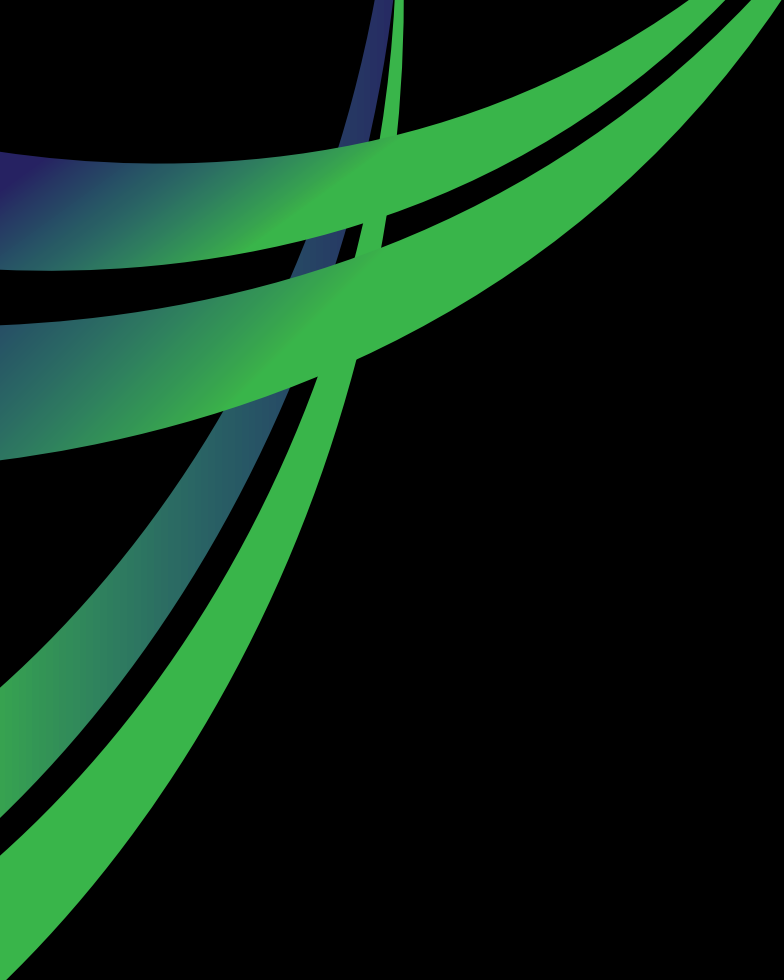
Monthly fluctuations continue to appear to have some correlation with major celebrations in Penang, with slow months in January, February, June and December in line with the 2-week Chinese New Year celebrations, the Muslim fasting month of Ramadhan, and the year-end school holidays. July and August continue to be peak months for National Corporate Events, in line with the general training months for multinationals.

Top sectors in 2017 include Commerce, Industry, Corporate, and Government. A high number of National Corporate Events were self-reported as “Corporate”, with no information available on the nature or sector of the organising group. As this proved to be a sizeable number, they have been grouped in a sector of their own. Overall, quality of reporting data continues to be of a concern as no accurate information is available on the sources of some of these events. Such events are grouped in the “other” category which, together with the “corporate” sector, may result in inflation of uncategorised sector.

Whilst international events have dropped to 6% of total events during the year, they nevertheless generated an estimated 38% of total EEI as international events draw larger numbers of participants and run for a longer duration. Singapore proved to be the biggest source of international events by number of events, with India generating the highest EEI.

As a whole, the average BE in Penang continues to be small- to medium-sized events with an average of 85 participants, a slight drop from the 98 average in 2016. However, Penang has attracted several large international and national events during the year with favourable effect to participants, room nights, and estimated economic impact.

The Penang Business Events industry has successfully hit the RM1 billion KPI set by the State Government of Penang for 2017.



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