



Business Events
PENANG
2018
ANNUAL REVIEW



penang
convention &
exhibition
bureau

Business Events
PENANG
2018
ANNUAL REVIEW

Produced by
Penang Convention & Exhibition Bureau

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THE RT. HON. CHOW KON YEOW

Message



The service sector contributes 49% of Penang's GDP and 59% in terms of creating job opportunities. The key component of Penang's service sector is tourism, which has been experiencing steady growth over the past few years.

The result of this growth in both leisure and business tourism is the influx of investment from the private sector, hence optimizing the state's offerings of leisure travel and Business Events products and services. For the past 3 years, we have enjoyed and celebrated the opening of world-class facilities such as The Habitat Penang Hill, Entopia by Butterfly Farm, The Top Komtar, Tech Dome and the Setia SPICE Convention Centre, which is the world's first and only hybrid solar-powered convention centre.

The crucial demand for a dedicated exhibition centre in Penang has seen the materialisation of another significant private sector investment via the construction of the Penang Waterfront Convention Centre (PWCC). Located within The Light City, which is a large-scale integrated mixed-use waterfront development just off the picturesque Penang Bridge, PWCC is slated for opening in early 2021.

The past 3 years has been a time of significant maturing for Business Events Penang. When PCEB released the first industry report in 2016, the Business Events sector displayed tremendous potential and room to grow as the key player and significant contributor to the economy.

In 3 years since the first report was launched, I am proud to note that Business Events Penang has experienced 62% growth, with an estimated economic impact of RM 808 million reported for 2016, RM1.002 billion for 2017, and RM 1.312 billion for 2018. Under the stewardship of PCEB, this remarkable progress shows that the Business Events sector is on a fast track, with the positive synergy of supportive partners in scaling their business for Penang.

Ensuring the sustainability and continuous growth of the Business Events sector falls in line with the vision of Penang2030. Two of the key tenets of Penang2030 is creating a variety of high-quality tourism products across Penang Island and Seberang Perai as well as to foster an ecosystem that nurtures creative industries and niche business services. I am confident that the Business Events sector will have an empowering force to facilitate these two targets for the state.

I would like to thank both PCEB as well as the industry players for their trust and confidence in the Penang State Government with their continuous venturing and growing the Business Events sector for Penang.

I would also like to congratulate each member of the industry for this remarkable accomplishment and I wish you all the best in reaching greater heights in 2019.

Thank you.

THE RT. HON. CHOW KON YEOW
Chief Minister of Penang

THE HON. YEOH SOON HIN

Message



I would like to extend my heartfelt appreciation to PCEB for their commitment in developing the Business Events sector of Penang. I also wish to congratulate Business Events Penang partners for their valuable contribution to the growth of the economic impact and community development of the state.

As one of the international travel destinations, tourism plays an important component in our service sector, hence it is significantly empowering to observe the exponential growth of Business Events in the past three years in tandem with the growth of Penang's inbound tourism.

In 2018, the total international arrivals by flight to Penang recorded an increase of 15.21%, with an influx of 1,782,021 people as compared to 1,546,741 people in 2017. Penang's Swettenham Port also reported international passenger arrivals of 235,622 passengers in 2018.

It is, therefore, an honour for me to share that Business Events Penang has successfully achieved its target of 31% increase for 2018 from 2017, achieving an estimated economic impact of RM1,312,897,291.20 billion from 2733 events. Out of these events, PCEB supported 113 international and national events in 2018, an increase of 19% from 2017.

PCEB elevated its marketing efforts in 2018, penetrating two new and vital markets for Business Events – India and the UK. Embarking on the first ever Penang Sales Mission to India in January 2018, PCEB was joined by 17 partners in four Indian cities, promoting Penang as the preferred tourism destination.

Additionally, PCEB has initiated Business Events Penang's first pavilion, which was debuted at The Meetings Show, London in July 2018. The Penang pavilion showcased seven Business Events Penang partners alongside PCEB.

Another initiative spearheaded by PCEB in 2018 that has championed Business Events Penang its competitive advantage is the strategic partnership with Malaysia Airlines. This partnership saw Malaysia Airlines joining the Penang delegation in important overseas sales missions, and the hosting of renowned experts and speakers for key Business Events in Penang.

I believe this Business Events Penang Annual Review will serve the industry insights and trends that you can utilize to plan your sales and marketing efforts for the coming year. The findings of this report are empirical evidence to situate Penang with its huge potential to achieve even greater heights for Business Events. My office, the Penang State Exco Office for Tourism Development, Arts, Culture and Heritage, is fully committed to ensuring the success of Business Events Penang.

I hope that our industry partners will continue to support PCEB to ensure Penang continuous efforts as a world-class Business Events destination.

I wish PCEB and its industry partners all the success and I am confident that 2019 will be yet another year of outstanding performance.

Yeoh Soon Hin

Penang State Exco for Tourism Development, Arts, Culture & Heritage @ PETACH

ASHWIN GUNASEKERAN

Message



Business Events Penang is on a growth, successfully propelling Penang as a choice second-tier destination. 2018 was a year of exciting initiatives and major milestones achieved by Penang Convention & Exhibition Bureau and its dedicated partners.

Most significantly, 2018 demonstrated the importance of association meetings, and how crucial attracting international association meetings to Penang is. Penang hosted a total of 20,601 international association meeting delegates over 72 events, and it was the largest contributing segment in terms of economy.

This positive increase of association meetings coming into Penang allows us to look beyond the numbers and focus on the long-term benefits they have for the destination. Besides knowing that the yield from association meetings is greater, it is also crucial to assist association meetings in achieving the meeting objective for themselves and the destination, as well as understand the legacy that they are leaving behind for Penang in the form of an interconnected network, partnerships and growth between the association, suppliers and participants.

2018 was also a game changer for Business Events Penang as we penetrated the India and the United Kingdom market. Penang made history as we organised the first sales mission to India with several Penang partners that covered four cities – Kolkata, New Delhi, Mumbai and Bengaluru. We are glad to have around 1,000 interested buyers, as well as media, association chairs and members of the Indian tourism and trade boards that attended the roadshow.

Our initiatives to continue putting Penang in the limelight include having the first solo Penang pavilion at The Meetings Show London 2018. Penang was the first city destination in Malaysia to have its own pavilion for this tradeshow and it was a proud achievement for Business Events Penang.

Penang continued to make waves in the industry as we successfully hosted the inaugural Penang International Travel Exchange (PITE). Conceptualised as a homegrown international travel tradeshow and the first of its kind in the country, PITE is a testament of the commitment of the Penang State Government and Business Events industry players in advancing Penang's capabilities as an international meetings destination.

Besides that, PCEB continued to market Penang for Business Events in trade shows in America, Australia, Barcelona, China (Shanghai, Beijing, Chengdu, Chongqing, Guangzhou), Germany, Korea, London, Singapore and Thailand. Sales calls were also made to create awareness in regional countries like Vietnam, Hong Kong and Taiwan.

The year will not be a successful one if not for the collaboration with our partners. For 2018, we have successfully inducted a total of 48 new partners for PCEB's Industry Partner Programme and the total number of partners that have signed up and renewed their partnership is 114 members.

2019 will be a year for more positive changes and active participation into existing countries for roadshows and meetings, as well as venturing into more untapped territories. We are continuing to improve on initiatives for India which include different travel itineraries and more incentive programmes. We will also give more focus on association segments as they have been proven to be the highest yielding segments.

Contributing to this yearly publication is none other than you, the movers of the industry and I hope that this will continue referring this as an important guide for your businesses.

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 businesses.



OUR VISION

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

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

To expand beneficial economic impact of businesses in Penang

To liaise closely with stakeholders in efforts to bid for Business Events in Penang

To advise and assist Business Events organisers in planning and promoting their events internationally

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

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

BOARD OF DIRECTORS



The Hon. Yeoh Soon Hin
Chairperson



Tony Pua Kiam Wee
Director



Ir. Hartini Ali
Director

THE TEAM



Ashwin Gunasekeran
CEO



Manroop Kaur
Executive Assistant



Anuar Shaikh Mydin
Admin



Siti Sarah
Finance



Tricia Loh
Head of Sales



Catherine Khor
Sales Executive



Bryan Khoo
Sales Executive



Kirubanthini
Researcher



Yasmin Bathamanathan
Manager, Marketing &
Communications

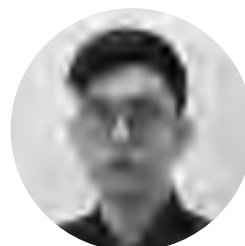


Terry Neoh
Executive, Marketing &
Communications



Toh Mei Chern
Executive, Marketing &
Communications

Stephanie Kee
Project Executive,
Penang Art District



Kenny Ng
Project Executive,
Penang Art District

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.

Advertising

PCEB's brand marketing thrust is advertising in various Business Events magazines in Asia Pacific and Europe. Through PCEB's advertising efforts, Penang was featured on the cover of four issues of *Headquarters*. PCEB also began its outreach in the India market through advertising with M&IT India and Cox & Kings' MICE Brochure.



Digital Content

To showcase Business Events Penang's full potential, the *Experiences Unfiltered* video was conceptualised. The immersive delegate experience video was debuted at The Meetings Show, London in July 2018, and was subsequently shown at the trade shows attended by PCEB.



In addition to the *Experiences Unfiltered* video, five Penang Incentives videos were developed through the Penang International Travel Exchange (PITE) 2018. The videos follow the hosted buyers at PITE on their four-days adventure in Penang, and highlighting the meetings facilities and suitability of Penang as a premier meetings and incentives destination.



Brand Marketing

The Global Meeting Industry Day (GMID) was held on 12 April 2018 and observed for the second year by PCEB and the ICCA Malaysia Committee with a continuous mission to reflect on the importance of the meetings industry and its contributions to economic and community developments. An extension to reflecting the social, business and entrepreneurial climates is GMID's advocacy via social media engagement.

For the second year, PCEB spearheaded a social media campaign for Business Events Penang to amplify GMID's message of Meetings Mean Business. The Penang industry partners were encouraged to create short video content on the theme of GMID 2018; "Real results, real impact, all around the world." The hotel partner with the highest number of social media posts was conferred the *#TeamPenang Award for Best Social Media*.



Hashtags

#GMID18,
#BusinessEventsPenang,
#TeamPenang, #ICCAMy,
#ICCAWorld



Total posts

430



#TeamPenang Award for Best Social Media

G Hotel Gurney

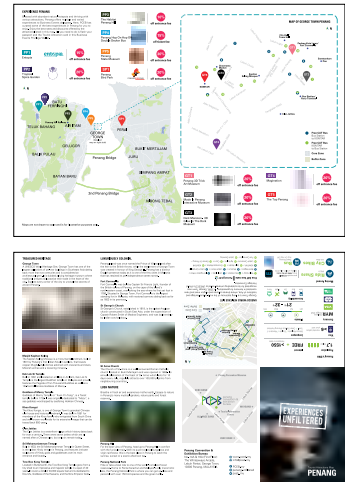


Experiences Unfiltered Delegate Support Product

To enhance the experience of international business events delegates, the Business Events Privilege Wallet was created. The wallet is a handy kit for international delegates, containing a prepaid SIM card with credit, discount code for a ride sharing service, a shopping discount card, a tourist attractions discount card and two Penang maps. To add value to the events supported with this wallet, Digi sets up an activation booth for delegates at the event venue to activate their SIMs.



PENANG MAP



SIM CARD



RM5 off
x 2 rides

RIDE SHARING CREDIT



PARTNER SHOPPING MALLS



PARTNER ATTRACTIONS



Media Engagement

In 2018, PCEB was featured prominently in both the international Business Events media and the local news. PCEB's Marketing & Communications team ramped up the media outreach throughout the year, organising multiple press conferences for Business Events Penang achievements, launches for new products and events, and hosting media for PCEB's anchor events.

We also hosted seven editors from major Business Events publications for BE @ Penang 2018 and the *Experiences Unfiltered* media fam. This was the first dedicated media fam for Business Events Penang.



 **22**
Press Releases

 **8**
Press Conferences

 **3**
PR Events & Media FAM

 **11**
Hosted Media

=

 **231**
No. of News Coverage

Digital Outreach

The reach of PCEB's website grew in 2018 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 on regarding PCEB and the Business Events industry, but also to promote Penang as a Business Events destination.

10,284
Sessions

6,421
New Users

25,084
Page Views

Top Visitor Location

1. Malaysia
2. India
3. United States
4. France
5. Singapore



Besides the website, PCEB continues to have an active presence on Facebook, Instagram, and Twitter. 2018 saw increased focus on digital marketing, especially on PCEB's Facebook and Instagram platforms. One of the biggest campaign run is the GMID Campaign.

@penang.unfiltered

513

FOLLOWERS

@PCEB.my

2,041

LIKES



@PCEB_my

112

FOLLOWERS

Partnerships

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 Business Events Penang'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 conducting business in Penang.

The IPP membership is free of charge and is valid for two years, upon which members would be prompted to renew their

membership. In 2018, we began the IPP membership renewal process, closing 2018 with a total of 115 active partners.



Strategic Partnership with Malaysia Airlines

PCEB signed a Strategic Partnership Agreement (SPA) with Malaysia Airlines Berhad on 5 January in efforts to promote Penang and Business Events Penang. This partnership allows for value-added service to Business Events organisers, especially in terms of special rates for flights. Through the partnership, Malaysia Airlines joined PCEB in key sales missions in 2018, namely the Penang Sales Mission to India and the Penang Pavilion at The Meetings Show, London.



Educational Programmes

Best Practices – Site Inspection

PCEB commenced its first educational programme of 2018 with the Best Practices – Site Inspection in March at Vistana Hotel Penang Bukit Jambul. Hotel Equatorial Penang and Setia SPICE Convention Centre were the exemplar venues for the workshop. Co-organised with the Malaysia Convention & Exhibition Bureau (MyCEB), a total of 21 participants attended the workshop and gained insights

on the importance of preparation and action plans during a site inspection on.

SPEAKERS



Oh Kin Tat

KT Conference & Event

Professor Dato' Dr. Zaliha Omar

President of the Malaysian Association of Rehabilitation on Physicians (MARP) and the Malaysia Society of Association Executives (MSAE)



Professional Conference Management (PCM) Workshop

PCEB also had the privilege to support the first Professional Conference Management (PCM) workshop in Northern Malaysia from 23 to 25 July. Organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), the PCM workshop introduces participants to the basic concepts in organizing conferences by differentiating the key elements between corporate and association meetings through practical applications of the concepts, and to raise the standards of professionalism and service quality through contemporary knowledge and experience gained about the conference management industry in Malaysia.

A total of 11 participants joined the workshop and facilitated by two of Malaysia's leading professional conference organisers Fu Kei Cheong (My Meeting Partner - Anderes Fourdy) and Amos Wong (AOS Conferences). The PCM workshop is certified by HRFD, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS).

PCEB IPP partners were given a RM500 scholarship to attend this workshop.



SPEAKERS



Fu Kei Cheong

My Meeting Partner - Anderes Fourdy

Amos Wong

AOS Conferences

Trade Shows & Sales Missions

PCEB's Sales Team leads a wide range of activities to promote and position Penang as a choice destination for Business Events. Besides actively promoting Penang at international trade shows and conducting face-to-face sales calls within Malaysia and in key markets in Asia Pacific, the Sales Team heads the market research, business development and bidding for Business Events Penang. As part of the Events Support, the Sales Team facilitated 20 site inspections in 2018 for confirmed events and hosted a variety of activities for organisers.

In order to engage with the international business events industry, PCEB attended 11 trade shows worldwide to introduce Penang as the prime destination for business events in the region. In addition to the trade shows, PCEB Sales Team conducted numerous sales missions within Malaysia and to Singapore, Vietnam, Hong Kong and China in 2018.



Penang Sales Mission To India 2018

The first Penang Sales Mission to India was held from 17 to 24 January and covered four Indian cities. The mission was supported by a delegation of 17 exhibitors from Penang's finest champions in hospitality, travel and events sectors.

With India being a top-five market for Business Events Penang, the sales mission received encouraging interest from meetings and incentive planners, destination management companies and the media. In each city, a B2B session, a press conference and a networking dinner was organised for hosted buyers and media.



CITIES

KOLKATA, NEW DELHI, MUMBAI & BENGALURU



EXHIBITORS

17



TOTAL VISITORS

800



HOSTED BUYERS

630



MEDIA

100



The Meetings Show, London 2018

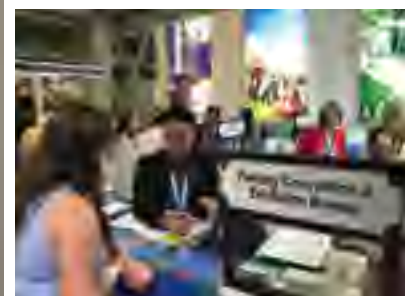
PCEB successfully organised the inaugural Penang Pavilion from 27 to 28 May 2018 at The Meetings Show in London, which is a premier MICE exhibition in its sixth edition.

With a mission to promote Penang as an ideal destination for

business, tourism and exhibitions, the event was participated by a Penang delegation of 7 key players and PCEB's official airline partner, Malaysia Airlines Berhad.

Penang's charming Peranakan-themed pavilion attracted more than 130 visitors.

Besides debuting the Penang Pavilion, the *Experiences Unfiltered* video premiered at The Meetings Show.



Penang International Travel Exchange (PITE) 2018

PCEB launched the Penang International Travel Exchange (PITE) in 2018. This homegrown travel exchange combines a travel mart or B2B with agent familiarisation tours to showcase Penang. The core mission of PITE is to position Penang as the leading business events and

leisure destination in Asia Pacific.

PCEB successfully hosted 113 leisure and business tourism buyers from India in Penang from 4 to 8 September 2018, incorporating B2B sessions, site inspections, education workshops and networking events.

The total of 50 Penang and Malaysian Business Events and tourism products suppliers exhibited at the B2B session.



EXHIBITORS

50



APPOINTMENTS @ B2B

5,763



BUYERS

120



HOSTED MEDIA

3



Events Supported

PCEB supported 113 international and national events in 2018, an increase of 19% from 2017, generating the total Estimated Economic Impact of RM 455,207,090.75.

In a mission to ensure the Business Events activities are successfully hosted in Penang, PCEB extends

its continuous effort by providing Informational and Instrumental Support, specifically targeted according to the contribution of EEI and demographic background of the attendees.

Informational support includes liaising with relevant authorities, bridging meetings and incentives

organisers with local industry stakeholders and providing comprehensive advice for empowerment.

Instrumental support consists of hosting familiarisation trips to Penang, cultural performances and workshops as well as designated tokens of appreciation.

Breakdown of Events Supported:

Event Type	No. of Events	Estimated No. of Delegates	Estimated Economic Impact
Association Conference	49	18,125	RM67,209,945
Corporate	51	45,160	RM374,987,646
Incentive	13	3,750	RM13,009,499
Total	113	67,035	RM455,207,090



Research

One of the key role of PCEB's researcher is liaising with the International Congress and Convention Association (ICCA) to collect, research and process potential leads international association meeting leads for Penang. The Researcher also aims to raise Penang's ranking within ICCA, as well as maintains an accessible database for industry contributors in Penang.

The industry contribution in the form of monthly data reporting to the researcher results in the comprehensive analysis of Business Events Penang, which is released in the Annual Review produced by PCEB.

Recognition from ICCA

As an active member of ICCA, PCEB's growing optimisation of data hub requires substantial efforts from ICCA researcher in data analysis, leveraging its platform to increase Penang's presence in the industry.

Our researcher at PCEB, Kirubananthini Pusphanathan was conferred the 'ICCA Researcher of The Month' title in September 2018.



Partnership

PCEB facilitated a partnership between the Penang State Exco Office for Tourism Development, Arts, Culture and Heritage (PETACH) and the China Council for the promotion of International Trade Commercial Sub-Council (CCPIT).

An MoU was signed between the two parties that would allow CCPIT to form a sub-council representative office in Penang conducting research, consulting, promotion, reception, training and liaison activities.



The George Town Literary Festival (GTLF) 2018

2018 marked the third year of PCEB producing the largest literary festival in Malaysia.

It was a proud year for PCEB as George Town Literary Festival was awarded the International Excellence Award for Literary Festival at The London Book Fair 2018. It is the first festival in

Southeast Asia to be awarded this honour.

GTLF 2018 was themed 'The State of Freedom' to commemorate the important milestones in global human rights movements, the victory of May 9 and the various states of freedom that define humanity.

The festival also extended its focus on queer writers and emerging writers, and hosted the first ever Malaysia National Poetry Slam in collaboration with the British High Commission in Kuala Lumpur.

Winner of



PARTICIPANTS

104



COUNTRIES

25



VENUES

7



EVENTS

65



AUDIENCE

6,000



PARTNERS

32



BE @ Penang 2018

The third edition of BE @ Penang 2018 was attended by more than 200 delegates and 20 speakers from around the globe and was headlined by keynote speaker Nina Freysen-Pretorius, Immediate Past President of International Congress and Convention Association (ICCA). Held on 6 and 7 December,

BE @ Penang 2018 was the largest conference in Malaysia for the Business Events sector.

The conference delegates participated in discussions and workshops on various topics pertinent to the Business Events industry.

Among the key discussions at the conference included forming alliances for regional success, challenges and advantages of second-tier destination, attracting the China and India markets, and role of trends, demographics and technology in Business Events.





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.

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.

Incentive

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.







2018 General Overview

Business Events Penang has undergone tremendous growth in the past three years due to a winning combination of more partners reporting events held in the state, and more Corporate and Association organisers choosing Penang to host their meetings.

Since 2016, the Estimated Economic Impact (EEI) for Business Events industry in Penang has grown by 62% from RM808.326 million in 2016 to RM1.313 billion in 2018. The number of delegates has also increased by 130% in the same period, from a reported 141,864 delegates in 2016 to 327,627 delegates in 2018.

The most significant growth experienced is in the number of room nights reported. An astounding increase of 285% has been recorded in the number of room nights over the past three years, which is attributed to not only the increase in the number of delegates but also the expansion in the duration of the events held in Penang.

This development is in line with the dynamic and targeted marketing PCEB and our industry partners have been carrying out since 2016. With a renewed focus on the International Association and Corporate segments since 2017, the growth in these two segments are remarkable, and will continue to grow and contribute more to the state and national economy.

	2016		2017		2018	TOTAL
 Number of events	1,251	↑ 100.72%	2,511	↑ 8.84%	2,733	118%
 Number of delegates	141,864	↑ 88.57%	267,518	↑ 22.47%	327,627	130%
 Number of room nights	194,064	↑ 135.90%	457,806	↑ 63.40%	747,888	285%
 Estimated Economic Impact	RM808,325,654	↑ 24.06%	RM1,002,825,737	↑ 31.00%	RM1,312,897,291	62%

Business Events: National

Penang hosted 2,500 national events in 2018, compared to 2,352 national events in 2017, generating a total EEI of RM 649 million. The most significant contributing segment for national events is Corporate, with 2,140 events; 176,778 delegates; 375,073 room nights; and a total EEI of RM 528.908 million. The Association segment, despite having only 244 events held in Penang, hosted 29,190 delegates that contributed to 47,587 room nights and a total EEI of RM 105.977 million.

NUMBER OF EVENTS

	Association	Corporate	Incentive
January	12	231	14
February	14	189	4
March	26	321	11
April	22	239	3
May	13	166	1
June	11	139	3
July	26	138	7
August	27	165	5
September	14	149	12
October	26	135	15
November	24	126	15
December	29	142	26
Total	244	2,140	116

NUMBER OF DELEGATES

	Association	Corporate	Incentive
January	1,237	15,879	1,364
February	638	19,505	405
March	2,656	20,116	1,249
April	1,600	18,072	175
May	718	11,649	30
June	695	12,564	127
July	4,499	13,155	1,078
August	2,972	11,186	337
September	2,813	16,255	1,355
October	2,280	12,429	1,858
November	3,243	11,295	1,204
December	5,839	14,673	3,227
Total	29,190	176,778	12,409

Business Events: National

ROOM NIGHTS

	Association	Corporate	Incentive
January	2,789.4	29,613.8	1,985.0
February	618.8	38,422.0	2,222.0
March	3,429.4	27,558.0	21,853.0
April	2,347.6	26,158.6	146.0
May	918.6	86,505.8	72.0
June	662.0	17,940.0	218.0
July	8,669.0	29,463.3	56,983.20
August	6,824.2	59,521.6	902.0
September	5,458.4	18,137.4	42,80.80
October	3,487.2	13,935.8	4,548.0
November	6,429.0	13,904.8	8,220.0
December	5,954.0	13,912.0	32,26.4
Total	47,587.6	375,073.1	104,656.4

ESTIMATED ECONOMY IMPACT (RM)

	Association	Corporate	Incentive
January	3,197,733.00	53,640,262.50	3,338,016.00
February	1,553,904.00	96,376,219.50	5,044,792.50
March	8,614,815.00	52,469,439.00	3,050,256.00
April	6,521,361.00	42,975,157.50	476,602.50
May	2,516,101.50	30,545,724.00	161,865.00
June	1,249,957.50	40,962,636.00	902,847.00
July	21,044,248.50	37,917,775.50	3,379,381.50
August	9,647,154.00	32,130,202.50	2,287,692.00
September	12,397,060.50	41,946,415.50	6,314,533.50
October	7,868,437.50	32,083,441.50	8,762,292.00
November	16,860,937.50	32,781,259.50	17,731,411.50
December	14,504,902.50	35,079,742.50	7,228,171.50
Total	105,976,612.50	528,908,275.50	58,677,861.00

While the Corporate segment recorded the highest room nights in May, it only contributed RM 30.546 million in EEI, compared to the month of February that saw almost triple the EEI, hitting RM 96.376 million with only 38,422 room nights recorded. The advantage February has to it is the number of delegates recorded for the Corporate segment, 7,856 delegates more than May.

Business Events: International

Penang experienced a growth of 64% for International events, with a total EEI of RM 619.334 million in 2018 compared to RM 376 million reported for 2017.

Corporate is the leading segment for the International events held in Penang, contributing 78% of the 109,250 delegates and 76% of the total EEI of RM 619.334 million. It was also the segment that experienced the greatest growth in both National and International segments, growing by 84% from RM 255.246 million in 2017 to RM 470.150 million in 2018 for the International segment.

NUMBER OF EVENTS

	Association	Corporate	Incentive
January	3	16	3
February	4	9	1
March	12	33	2
April	5	13	1
May	4	11	2
June	8	7	3
July	7	12	4
August	6	7	0
September	5	3	2
October	11	6	5
November	5	7	7
December	2	6	1
Total	72	130	31

NUMBER OF DELEGATES

	Association	Corporate	Incentive
January	682	1,889	420
February	1,000	460	50
March	3,755	7,376	332
April	790	16,844	70
May	1,696	22,190	48
June	4,460	8,421	167
July	1,150	782	222
August	1,296	16,749	0
September	752	175	270
October	3,910	1,212	877
November	930	936	494
December	180	8,630	35
Total	20,601	85,664	2,985

Business Events: International

ROOM NIGHTS

	Association	Corporate	Incentive
January	1,587.2	8,003.8	1,860.0
February	2,560.0	370.8	450.0
March	8,219.2	6,904.0	245.0
April	2,288.0	66,931.6	26.0
May	1,713.0	30,583.0	173.6
June	7,104.0	15,032.0	228
July	2,940.0	16,443.0	275.8
August	3,836.8	37,867.2	0.0
September	1,228.8	140.0	135.0
October	12,408.0	1,694.4	1540.8
November	2,144.0	1,186.0	444.6
December	360.0	13,316.0	308.0
Total	46,389	198,471.8	5,686.8

ESTIMATED ECONOMY IMPACT (RM)

	Association	Corporate	Incentive
January	4,150,924.80	11,467,348.20	5,188,656.00
February	8,159,580.00	962,412.00	418,440.00
March	14,296,002.60	22,832,178.60	4,385,251.20
April	5,983,692.00	173,730,011.40	732,270.00
May	16,863,132.00	80,649,987.00	454,007.40
June	18,568,275.00	35,812,187.40	644,358.00
July	7,950,360.00	5,927,202.60	1,131,880.20
August	10,034,191.20	95,352,015.00	0.00
September	3,213,619.20	366,135.00	774,114.00
October	33,119,526.00	4,357,854.60	4,312,024.20
November	5,962,770.00	3,076,260.00	1,533,582.60
December	941,490.00	35,616,669.00	366,135.00
Total	129,243,562.80	470,150,260.80	19,940,718.60



















International Association, as predicted, has become an important segment for Penang's Business Events, experiencing a 18.9% growth in 2018 with a reported total EEI of RM 129.244 million from RM 108.671 million in 2017.




While the number of International Incentive events dropped in 2018 by 22.5%, the number of Incentive delegates and room nights grew by 49.9% and 28.2% respectively. The total EEI for the International Incentive segment experienced a 56.9% growth with RM 19.941 million in 2018 compared to RM 12.712 million in 2017.

Association: National

The National Association segment experienced 24.5% growth in the number of events, with Penang hosting 244 events in 2018 compared to 196 in 2017. Despite the growth in number of events, 2018 saw a drop of 29.25% for the total number of delegates from 41,260 (2017) to 29,190 (2018) and a drop of 24.3% for the EEI from RM 139.966 million (2017) to RM 105.977 million.

Culture & Ideas sat at the third highest sector with a total of RM 13.4 million in 2017, but grew by 96.3% (EEI) in 2018 to become the greatest contributor for National Association, with a total number of delegates at 6,932 and an EEI of RM 26.3 million.

















Sector  Number of delegates	EEI (RM)	No. Events	
 Culture & Ideas	6,932	26.3mil	17
 Education	6,101	22.2mil	99
 Government	5,879	18.9mil	42
 Medical Science	2,233	13.4mil	16
 Management	1,885	3.8mil	16
 Sports & Leisure	1,571	2.8mil	7
 Social Science	1,564	5.0mil	13
 Economic	865	2.3mil	9
 Industry	531	2.8mil	9
 Commerce	400	2.5mil	2
 Ecology	334	0.6mil	2
 Technology	320	0.8mil	4
 General	232	1.4mil	4
 Agriculture	150	1.9mil	1
 Historical	100	0.4mil	1
 Science	50	0.2mil	1
 Safety & Security	43	0.3mil	1




TOTAL
DELEGATES  29,190
EEI (RM)  105,976,612.50
EVENTS  244

Association: International

For the International Association segment, 2018 was a year of growth. There was a 24.44% increase in the number of delegates and the EEI grew by 18.93% from RM 108.671 million (2017) to RM 129.244 million (2018). The number of events experienced a significant growth, from 27 events in 2017 to 72 events in 2018.

The Medical Science sector proved to be the highest contributing sector for 2018, with a total EEI of RM 51.2 million, growing by a phenomenal 830.9% since 2017. This is reflective Penang's rising status as a global medical and medical tourism hub.























Sector 	Number of delegates	EEI (RM)	No. Events
 Medical Science	5,497	51.2mil	10
 Commerce	3,900	13.4mil	2
 Management	3,738	11.6mil	7
 Education	1,685	12.3mil	17
 Social Science	1,473	11.2mil	7
 Technology	1,131	7.0mil	4
 Culture & Ideas	1,080	8.2mil	4
 Government	885	4.1mil	7
 Industry	415	4.5mil	3
 Economics	322	1.1mil	5
 Sports & Leisure	250	2.6mil	1
 General	100	0.6mil	1
 Safety & Security	60	0.8mil	2
 Transport	50	0.4mil	1
 Engineering	15	0.3mil	1




TOTAL		
DELEGATES		20,601
EEI (RM)		129,243,562.80
EVENTS		72

Corporate: National

The highest contributor in 2018 was the National Corporate segment with 40.29% of the RM 1.313 billion total EEI. National Corporate experienced a growth of 13.03% in the number of delegates and an outstanding 69.73% in the number of room nights. However, the sector experienced a slight drop in the EEI by 1.77% with RM 528.908 million in 2018 compared to RM 538 million in 2017.

Leading the National Corporate segment is the Management sector with RM 153.4 million in EEI. The other key sectors that have been the Top 5 contributors in both 2018 and 2017 include Industry, Corporate and Government.


















Sector  Number of delegates	EEI (RM)	No. Events	
 Management	37,774	153.4mil	429
 Corporate	29,837	60.2mil	399
 Industry	20,619	67.5mil	299
 Government	18,274	46.8mil	157
 Economic Finance	16,035	50.5mil	174
 General	11,818	39.8mil	120
 Education	10,131	28.8mil	137
 Commerce	8,125	16.5mil	69
 Medical Science	6,659	22.7mil	114
 Technology	5,507	13.7mil	79
 Sport & Leisure	3,122	7.0mil	43
 Transport & Communication	2,264	5.1mil	25
 Engineering	1,483	3.1mil	17
 Social Science	1,372	2.7mil	14
 Culture & Ideas	1,356	3.8mil	24
 Arts-Music	815	2.5mil	9
 Agriculture	505	1.2mil	14
 Science	461	1.3mil	7
 Safety & Security	266	0.6mil	6
 Ecology & Environment	205	1.3mil	3
 Library & Information	150	0.3mil	1

TOTAL
DELEGATES  176,778
EEI (RM)  528,908,275.50
EVENTS  2140

Corporate: International

The second highest contributor to Business Events Penang in 2018 was the International Corporate segment (35.81%). Attracting a total of 130 events with 85,644 delegates, the International Corporate segment experienced an 84.2% growth in terms of EEI - from RM 255.246 million in 2017 to RM 470.150 million in 2018.

Commerce sector dominated the International Corporate segment in both 2017 (EEI of RM 188.4 million) and 2018 (RM 373 million). The other two sectors that were the Top 5 contributors for 2017 and 2018 are Industry and Management sectors.

Sector  Number of delegates	EEI (RM)	No. Events
 Commerce 65,840	373.0mil	29
 Culture & Ideas 12,917	56.0mil	6
 Management 1,344	6.7mil	29
 Industry 1,212	8.7mil	22
 Sport & Leisure 986	5.0mil	9
 Technology 692	7.0mil	5
 Economic 680	3.4mil	6
 Education 540	2.4mil	4
 General 529	3.2mil	6
 Corporate 430	1.4mil	5
 Government 210	0.8mil	2
 Transport & Communication 128	1.1mil	1
 Medical Science 91	1.1mil	3
 Safety & Security 26	0.4mil	1
 Ecology & Environment 20	0.08mil	1
 Engineering 19	0.2mil	1

TOTAL

DELEGATES  85,664














EEI (RM)  470,150,260.80




EVENTS  130

Incentive: National

The National Incentive segment experienced a decrease of 20% in the number of events with 116 events held in 2018 compared to 145 events in 2017. Despite experiencing a drop in the number of events, the number of Incentive delegates grew by 22% in 2018. A total of 12,409 delegates from all over Malaysia participated in Incentive events in Penang, contributing to 104,656 room nights. The increase in EEI is reported at 17.4% from RM 40 million in 2017 to RM 58.678 million in 2018.

Management sector is the greatest contributor to the National Incentive segment, with an EEI of RM 22.1 million followed by the Industry sector with an EEI of RM 8.3 million.











Sector  Number of delegates	EEI (RM)	No. Events
 Management 3,450	22.1mil	26
 Sport & Leisure 2,879	7.9mil	28
 Industry 2,125	8.3mil	24
 Economics 1,261	3.8mil	7
 Government 1,002	3.7mil	8
 General 641	6.8mil	9
 Education 350	2.2mil	2
 Medical Science 207	0.9mil	4
 Technology 193	0.7mil	3
 Arts 133	1.2mil	1
 Culture & Ideas 108	1.1mil	3
 Engineering 60	0.1mil	1




TOTAL		
DELEGATES		12,409
EEI (RM)		58,677,870.00
EVENTS		116

Incentive: International

The International Incentive segment, despite experiencing a drop in the number of events by 22.5%, reported a growth of 56.9% in terms of EEI - RM19.941 million in 2018 compared to RM 13.9 million in 2017. The higher EEI is factored by the 49.9% increase in the number of Incentive delegates in 2018.

Sport & Leisure sector is the greatest contributor to the International Incentive segment, with an EEI of RM 14.2 million. This sector grew by an astounding 93% from 2017 (EEI of RM 0.8 million).

Sector  Number of delegates	EEI (RM)	No. Events	
 Sport & Leisure	2,143	14.2mil	19
 Sciences	330	0.4mil	1
 Technology	190	1.4mil	3
 General	90	0.7mil	3
 Economic	72	0.5mil	1
 Government	50	0.09mil	1
 Industry	50	2.1mil	1
 Commerce	35	0.2mil	1
 Corporate	25	0.4mil	1

TOTAL
DELEGATES  2,985
EEI (RM)  19,940,718.20
EVENTS  31

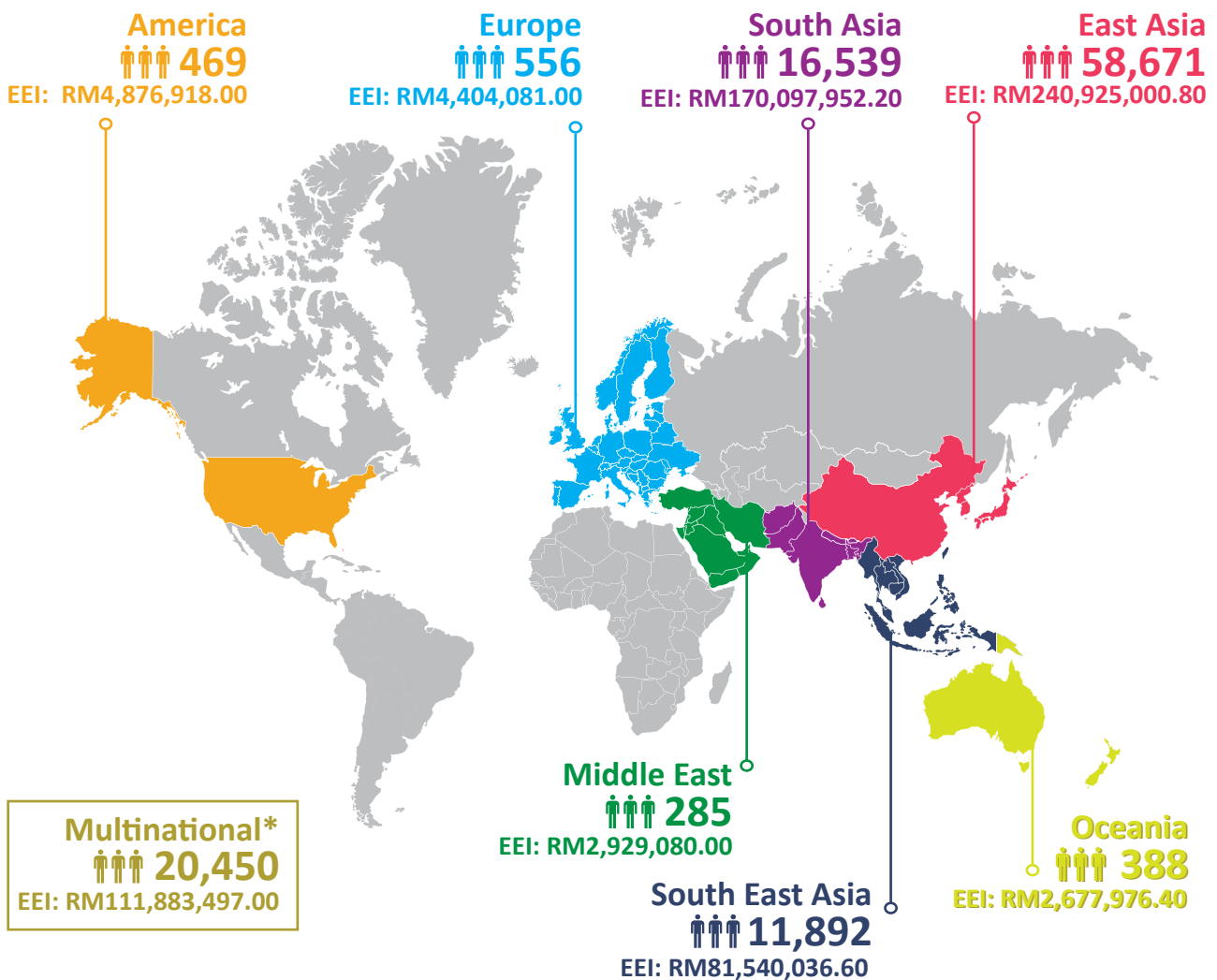
Number of Delegates by Region of Origin

While National events are the largest contributor to Business Events Penang, accounting for 52.83% of the total EEI, International events have the potential to be greater contributors in the coming years. The analysis in the previous pages have shown the potential for growth for International events.

The leading markets for Business Events Penang have consistently been South East Asia and East Asia, with South Asia fast rising as a leading market for Penang.

Two markets that showed the greatest growth in terms of EEI in 2018 were South East Asia (79.9%) and the Middle East, which grew by a phenomenal 222% in 2018.

Another significant growth that was recorded in 2018 was the rise of Multinational events, in which delegates from multiple regions and countries attending singular events. Multinational events contributed to 8.52% of the overall 2018 EEI of RM 1.312 billion or RM 111.883 million.



Analysis of Regions

The 233 International Business Events held in Penang in 2018 recorded a 83% growth in the number of delegates with 109,250 (2018) from 59,673 (2017). The EEI for this market grew by 64% from RM 376.629 million (2017) to RM 619.335 million (2018).

The East Asian International Corporate segment was the largest contributor in terms of number of delegates, accounting for 46% of the total number of delegates for International events. This is followed by South Asian International Corporate (14.8%).

East Asia was also the largest market for International Association, accounting for 36% of the segment's total number of delegates (7,412 out of 20,601).

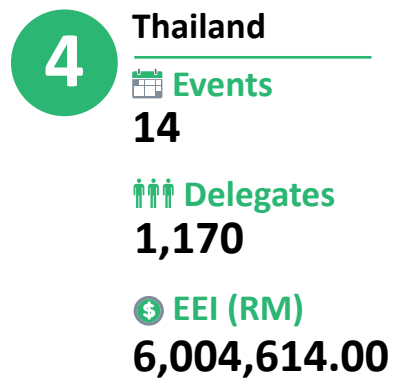
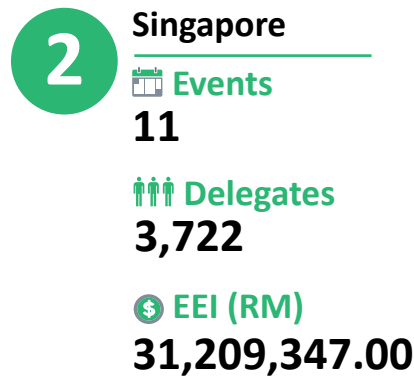
Multinational events contributed 33.6% to the delegates of International Association segment and 15.8% of International Corporate segment. South East Asia was the third highest contributor to the International Association segment, accounting for 25.8% of the segment's delegates.

NUMBER OF DELEGATES

Countries	Events	Association	Corporate	Incentive
East Asia	49	7,412	50,425	843
Multinational	35	6,925	13,525	0
South Asia	8	279	16,160	109
South East Asia	119	5,323	5,009	1,560
Europe	7	365	172	19
America	6	146	323	0
Oceania	7	160	50	178
Middle East	2	0	0	285
Total	233	20,601	85,664	2,985

Top 5 Countries (EEI): Association

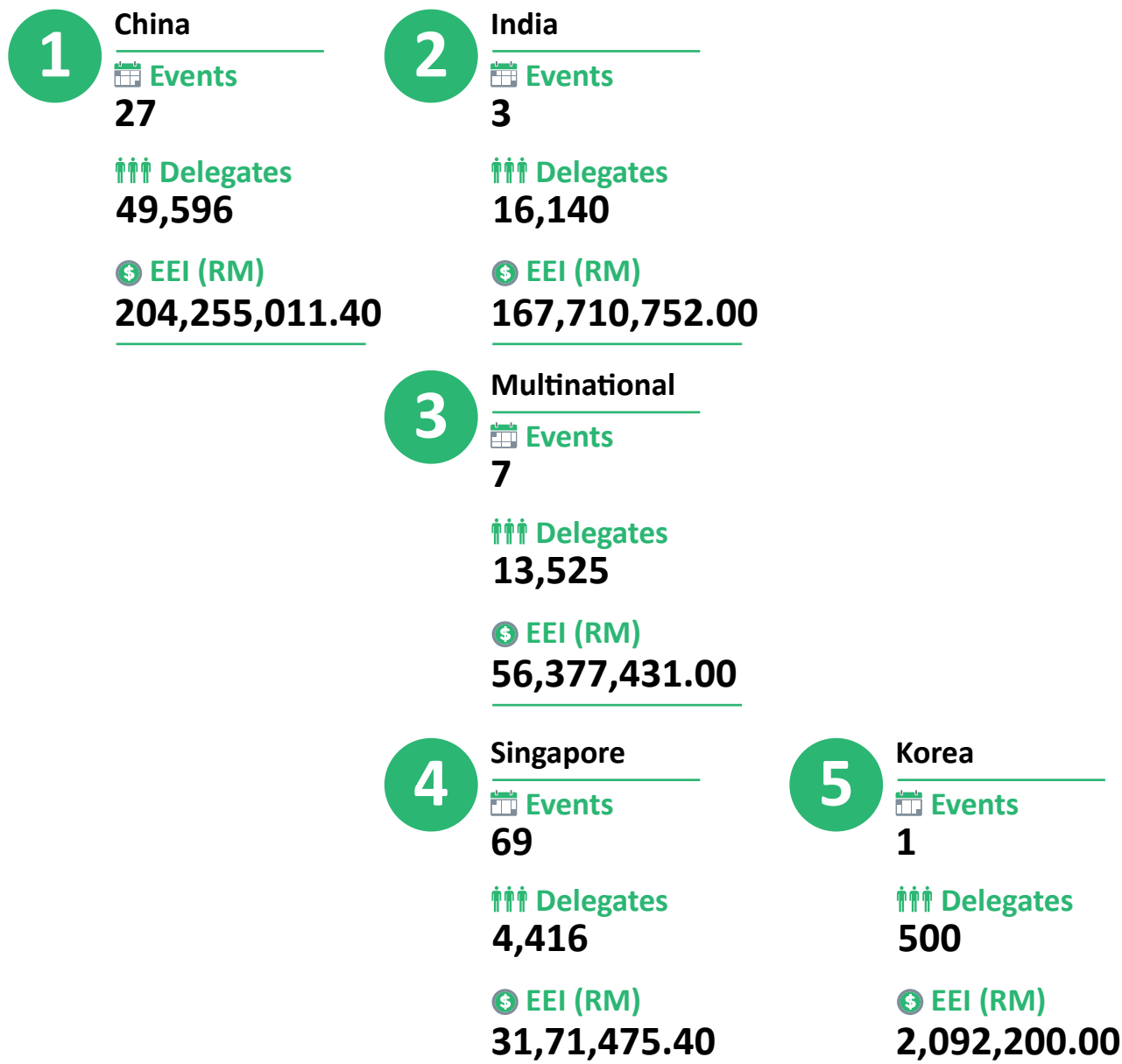
For the International Association segment, Multinational events were the highest contributors to the EEI with RM 55.506 million. Penang also attracted a healthy number of Association meetings from neighbouring countries, namely Singapore, Thailand and Indonesia. These three countries cumulatively accounted for 31.5% of the EEI for International Association and 6.6% of the overall EEI for Business Events Penang in 2018.



Top 5 Countries (EEI): Corporate

China is Business Events Penang’s second largest market after Malaysia, accounting for 36.8% of the total EEI for International events and 17.4% of the overall 2018 EEI. Our biggest international market is also our largest market for Corporate events, accounting for 89.6% of the total EEI contribution by China-based events held in Penang.

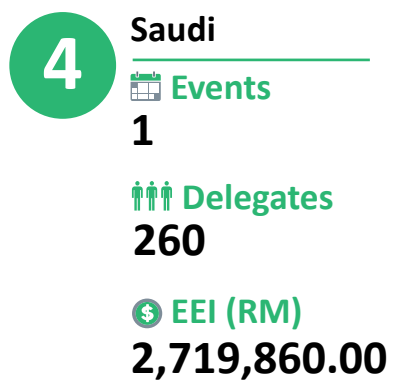
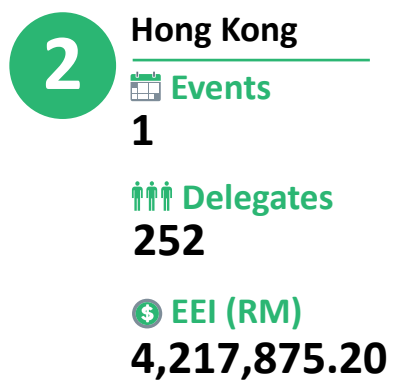
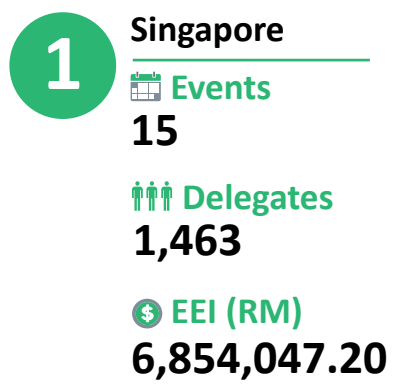
The second largest international market is India, which accounts for 12.8% of the overall 2018 EEI. India is also the largest country of origin for any singular Business Event held in Penang in the past three years. 2018 saw a delegation of 16,000 from India for a single Corporate event, making India the second largest international market for Corporate events in Penang, contributing to 27.1% of the segment’s EEI.



Top 5 Countries (EEI): Incentive

International Incentive grew in 2018 by 56.9% to achieve an EEI of RM 19.941 million. Singapore is the largest market in this segment, accounting for RM 6.854 million in EEI or 34.4% of the segment's EEI. East Asia is the largest contributing region for this segment, with a total EEI of RM 8.197 million or 41% of overall EEI for International Incentive.

At a macro level, Asia is the largest market for International Incentive, and as such, it would be prudent to focus on marketing Penang as an incentive destination to Asia.



Examples of Events

The below events held in Penang in 2018 illustrate the EEI contributions by events in comparison to segments and markets.

Association Conference

Sector: Education 
Market: International

Days 

3

Attendees 

200

Room Nights 

480

EEI 

RM1,255,320.00

Corporate

Sector: Commerce 
Market: Local

Days 

3

Attendees 

32

Room Nights 

77

EEI 

RM172,656.00

Incentive

Sector: Finance 
Market: International

Days 

3

Attendees 

80

Room Nights 

192

EEI 

RM502,128.00

Business Events 2018 Conclusion

Overall, Business Events Penang experienced an encouraging growth due to the following factors:

Impact of Brand Marketing

Penang's brand has gradually immersed in the regional industry after only 2 years of aggressive marketing (2016 & 2017) by PCEB. The brand longevity cycle was assisted by the constant media coverage in international publications, creating global awareness on Penang's offerings for Business Events. This continuous effort will be carried out to ensure Penang's brand and role are implanted strongly in masses' memory for long.

Hyper-targeted Marketing

Emerging markets like India lead PCEB to initiate Penang's own multi-city sales missions. This has led to the Indian market players to gain a heightened interest in Penang, ramping up the destination awareness and education within the outbound Indian Business Events market.

Active Physical Presence in Tradeshows

PCEB has maintained a zero absence with active participation in tradeshows organised by MyCEB, harvesting a longevity of brand presence among trade buyers, especially the seasonal and veteran players. It is immensely important to exude

sustaining professionalism in building a continuous business rapport.

ICCA Drive

As an active ICCA member, PCEB has been diligently injecting industry performance to the global data hub for the perusal of both the industry sellers and buyers. The more PCEB shares, the more the destination – Penang – is exposed to the global market. As members of ICCA, PCEB is able to:

- a) Access international association meeting leads;
- b) Participate in business exchange activities with other destinations that are ICCA members;
- c) Promoting Penang to associations and meeting planners in ICCA.

Industry Partner Programme Support

Penang Partners have been actively working hand-in-hand with PCEB as Team Penang at tradeshows, symbolising a robust Bureau-Industry Players Partnership. This showcases Penang's cohesiveness and collaborative spirit that signifies a destination that is serious in its commitment to Business Events.

One of the segments that experienced the most significant growth in 2018 was Corporate meetings, which can be credited in part due to:

1. Heavy promotion by PCEB through the value chain, most importantly with major corporate meeting planners and DMCs in Penang, KL and Singapore;
2. Greater Events Support provided by PCEB and the State;
3. Elevated Support Packages for recurring events;
4. Word-of-mouth and client testimonial by corporates and planners as well as the delegates;
5. Customer Experience Management evaluation for study and improvement for the industry.

Business Events 2018 Conclusion

The number of Incentive delegates increased as well in 2018 despite a slight decline in the overall number of recorded Incentive groups. The hike in delegate numbers is due to:

1. Constant brand and physical appearance in Business Events market-driven tradeshow and roadshows, namely China, India, Europe and the UK;
2. Heavy media penetration for the promotion of Penang to planners, DMCs, travel agencies and social media drives the destination awareness amongst the end-users;
3. Impactful target marketing campaigns that penetrate the need of a new destination for exploration amongst the buyers;
4. Development of new tourism products and unique venues that offer one-of-a-kind adventures and experiences to groups.

As reported by The World Bank, global growth is expected to slow to 2.9 percent in 2019. Despite the downward momentum of global economy, the Meetings and Incentives sector is expected to increase due to:

1. The critical need of businesses and trade-related industries to conduct face-to-face meetings to “jumpstart” the global economy;
2. Local representatives and branches of multinationals, associations, businesses and so on in Penang will be looking at affordable venues to host meetings necessitating the need to host events within Penang rather than going outbound;
3. Association events are planned at least three to four years in advance, allowing sufficient time for R&D that will encourage the competitiveness drive amongst competing destinations. Association events will take place regardless of global economic health, ensuring a steady economic impact;
4. Greater local support programmes and clear direction of the State’s economic plan will encourage the urge to call for networking and idea exchanging.

To fortify the brand longevity of Penang and *Experiences Unfiltered* amidst slower global economy, Nano Marketing will be deployed. By targeting small Business Events groups to get maximum profit from niche markets, PCEB’s Nano Marketing will be

1. Incentive-driven in China, India, Continental Europe, the UK, and Korea;
2. Association-driven in Continental Europe, the UK, and the US;
3. Corporate-driven in South East Asia, particularly in Singapore, Indonesia, and Thailand; and East Asia, namely Hong Kong, Taiwan, and Japan.

NOTES




NOTES



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