

BUSINESS EVENTS
PENANG
2019 ANNUAL REVIEW

Penang Convention & Exhibition Bureau

BUSINESS EVENTS
PENANG
• 2019 ANNUAL REVIEW •

Produced by
Penang Convention & Exhibition Bureau

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Chief Minister of Penang

When I launched the state government's Penang2030 vision in August 2018, I wanted us to focus on improving our liveability, economy, civil participation, and balanced development to achieve a "family-focused, green and smart state".

One of the themes included upgrading the economy to raise household incomes and, with this, the vision to ensure the sustainability and continuous growth of the Business Events sector came into play.

Penang successfully recorded 5.4% economic growth for the first nine months of 2019, compared with 4.9% for the whole of 2018. This shows that Penang industries have been performing well with new investments pouring in; RM13.3 billion worth of investments have been secured from January to September 2019.

With PCEB hitting the RM1 billion mark in Estimated Economic Impact (EEI) for Business Events in 2018, collaboration has been the important prospect in further growing the industry. This year, I am proud to inform that Business Events Penang has achieved RM1.503 billion in EEI and experienced 15% growth.

With that said, the growth in both leisure and business tourism has been on an uphill climb and the efforts and momentum from Team Penang in contributing to the economy of Penang have not gone unnoticed.

PCEB's annual Business Events Penang industry review is an important benchmark and reference material in ensuring the focus is on current trends in the different market sectors. They act as strengths for Penang, and to prove the capability of the state's offerings through the products and services for both leisure travel and Business Events.

In line with the vision of Penang2030, the Penang State Government is ready to assist in ensuring the sustainability and continuous growth of the Business Events sector. Two of the key tenets of Penang2030 are to create a variety of high-quality tourism products across Penang Island and Seberang Perai and to foster an ecosystem that nurtures creative industries and niche business services.

I am confident that the Business Events sector will be 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 for Penang.

Let us make this new decade one that is glorious for Business Events Penang. Thank you.

THE RT. HON. CHOW KON YEOW

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

Penang is one of the choice international travel destinations, and tourism is a prominent contributor to Penang's economy. People travel to discover more about the local culture and connect on a cultural level with locals — and we are proud that Penang has priceless factors that place our community, history, and nature on the centre stage to deliver an engaging experience that connects visitors with our culture and people.

2019 was an exciting year, building up the momentum to welcome Visit Malaysia Year 2020. In conjunction with that, my office, the Penang State Exco Office for Tourism, Arts, Culture & Heritage (PETACH), also launched the Experience Penang Year 2020 campaign in effort to stimulate more interest and to elevate and attract more tourists to the state.

In the year 2019, the total international arrivals by flight to Penang recorded an increase of 21.5% with 872,204 international arrivals into Penang compared to 717,680 passengers in 2018. Penang's Swettenham Port also reported international passenger arrivals of 294,162 passengers, a 24.8% increase from 235,622 passengers in 2018.

I am honoured to be sharing that for the year 2019, Business Events Penang has successfully hosted 3,762 events, achieving an estimated economic impact of RM1.50 billion. Out of these events, PCEB supported 93 international and national events.

Congratulations to Penang Convention & Exhibition Bureau (PCEB) and Team Penang for making a great end to a decade while bringing promise to a new one! While we work to put Experience Penang Year 2020 on the world map, PETACH continues to provide support to boost the success of Business Events Penang. I also hope you will be able to obtain more information from this Annual Review to plan out your strategies for the year 2020.

I look forward to new and exciting products and services that can be offered through PCEB and its industry partners, and I wish you all the best for 2020 and beyond.

THE HON. YEOH SOON HIN





Chief Executive Officer Penang Convention & Exhibition Bureau

I am honoured to be presenting our 2019 overview of Business Events Penang.

2019 was a year of great preparation to welcome the new decade. Penang has successfully hosted a total of 3,762 events for the year, with 339,730 delegates and surpassed 1,075,161 room nights.

I am proud to share that the Estimated Economic Impact (EEI) for 2019 is RM1.503 billion. The increased marketing and sales strategies significantly into the association sector resulted in a 67% increase in the sector from 2018, whereas the Corporate sector and Incentives increased 8% and 59% respectively.

There were also increased initiatives in growing the India market for Penang not just for business events, but also for leisure, family-friendly and a romantic honeymoon destination. Another initiative was to promote golf tourism at mainland Penang that included Bukit Jawi Golf Resort and Penang Golf Resort.

In conjunction with the Experience Penang Year 2020 campaign by the state government, PCEB launched Penang 2020: BE UNFILTERED – a campaign for Business Events Penang complementing the state's efforts in further boosting Penang's tourism and business events agenda. Consisting of four different components, PCEB rolled out its own Business Events Penang mobile application, the first Corporate Social Responsibility (CSR) programme – Penang Turtle Cares, and Privilege Penang: Penang 2020 edition.

In relation to providing more in-depth support to incoming business events for Penang, PCEB also extended our partnership with our national carrier, Malaysia Airlines Berhad, as an official airline partner to further provide customised support.

Last but not least, the highlights for 2019 were Penang's opportunity to host two inaugural and important events – one was the World Seafood Congress in September where the bid was won in 2017, and the ICCA Asia Pacific Summit that was held concurrently with PCEB's fourth edition of the BE @ Penang conference in December.

In this coming new decade, may the year 2020 lift you up to the highest point of success. I am glad to have the constant support of our partners and stakeholders in growing the business events industry for Penang not only through the bureau, but also through their own creative initiatives.

Let us look forward to another new year of collaboration with hunger and passion to exceed at what we do best for Penang's Business Events industry. Let us continue achieving greater heights for Penang!

ASHWIN GUNASEKERAN

Penang Convention & Exhibition Bureau



Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the business events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang.

PCEB aims to position Penang as the preferred location for business events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities, and vibrant

natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of business events in Penang, PCEB serves as Penang's focal point for the coordination of all business events activities, providing expert assistance to organisations and business events planners at every step of the planning.

PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres, and unique venues to ensure the smoothness and success of each event organised. 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.

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



ABOUT US



THE HON. YEOH SOON HIN

Chairperson

TONY PUA KIAM WEE

Director



DATO' IR. YEOH LEAN HUAT

Director



SAWARN KAUR

Director





Ashwin Gunasekeran
CEO



Manroop Kaur
Executive Assistant



Siti Sarah
Finance



Anuar Shaikh Mydin
Admin



Tricia Loh
Head of Sales



Bryan Khoo
Assistant Sales Manager



Carenne Loh
Sales Executive



Grace Ng
Sales Executive



**Shanqari
Rajasekaran**
Researcher



**Muhamad
Syazwan Faid**
Assistant Researcher



Yasmin Bathamanathan
Manager,
Marketing &
Communications



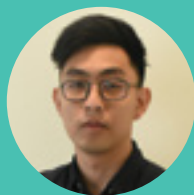
Terry Neoh
Assistant Manager,
Marketing &
Communications



Toh Mei Chern
Executive,
Marketing &
Communications



Stephanie Kee
Project Executive,
Penang Art District



Kenny Ng
Project Executive,
Penang Art District



Deric Ee
Project Manager,
George Town Literary
Festival



Swarna Rajagopal
Festival Coordinator,
George Town Literary
Festival

THE TEAM

BRAND MARKETING



Penang 2020: BE Unfiltered Campaign

PCEB launched a new campaign for Business Events Penang—**Penang 2020: BE Unfiltered**—as part of the Experience Penang Year 2020 campaign (EPY2020) and Visit Malaysia 2020.

Officiating the launch on 12 July at Hin Bus Depot were The Rt. Hon Chow Kon Yeow (Chief Minister of Penang) and The Hon. Yeoh Soon Hin (Penang State Exco for Tourism, Arts, Culture & Heritage). Also present were Mr Jonathan Freddy P. Bagang, Director of Ministry of Tourism & Culture Malaysia (MOTAC); and Khoo Boo Lim (Chairman of Malaysian Association of Hotels—Penang Chapter), as well as over a hundred industry partners.

The event was supported by DREAMZ Productions Events Management, Hin Bus Depot, Malaysia Airlines, and The Prestige Hotel. TTGMice was also present to cover the launch.

BRAND MARKETING

Privilege Penang

Curated to cater to Business Events Penang's key markets, **Privilege Penang** has two exclusive support programmes—Meetings & Conferences and Incentives—which aim to further entice organisers to host their business events in Penang.

The **Privilege Penang** support programme provides various tiers of benefits based on the number of delegates for each event. Ranging from hosting welcome receptions and welcoming luncheons with Penang's famed delicacies and souvenirs to half-day guided tours and cultural performances, Privilege Penang's support packages are worth up to €20,000 for events hosted in Penang.

To add greater value to **Privilege Penang**, PCEB has collaborated with its strategic airline partner, Malaysia Airlines. Qualifying events can enjoy benefits such as having Malaysia Airlines as the official airline for their events, discounted rates for site inspection trips, hosting of speakers and hosted buyers, special rates for Malaysia Airlines' inflight advertising platform, and much more.

The **Privilege Penang: Penang 2020 Edition** introduces additional support packages from PCEB's industry partners which include special rates for meeting packages, rooms, ground handling, tours, and much more to encourage more events to be held in Penang during the campaign period (Jan 2020 – Dec 2021).

PARTICIPATING PARTNERS



BRAND MARKETING

Penang Turtle Cares

PCEB introduced its first Corporate Social Responsibility (CSR) programme named **Penang Turtle Cares**. Working closely with the Penang Department of Fisheries and the Penang Turtle Sanctuary located at Pantai Kerachut, PCEB aims to improve the turtle conservation facilities and other related activities.

Besides the incorporation of elements from

EPY2020, a Penang Turtle was added to the **Penang 2020: BE UNFILTERED** logo to complete the logo and emphasise the said CSR.

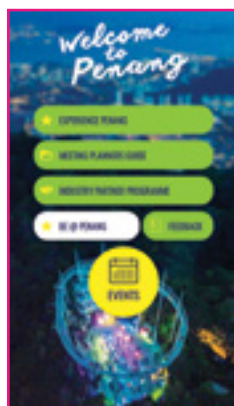
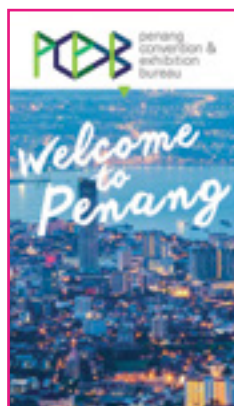
The inaugural **ICCA Asia Pacific Summit** together with PCEB's 4th annual business events conference, **BE @ Penang**, from 5 – 6 December saw the first execution of the CSR programme.



Business Events Penang App

PCEB developed the Business Events Penang App for Meeting Planners to incorporate more information about the industry in Penang.

Main features include information on Penang for delegates, and a calendar showing upcoming events and other supported business events happening in Penang. The app is now available for download at the Google Play Store and the Apple Store.



Media Engagement



Top: Penang 2020: BE Unfiltered launch. Bottom-left: ICCA Asia Pacific Summit press conference at IMEX Frankfurt. Bottom-right: The Meetings Show MOU signing

In 2019, Business Events Penang continued to be featured prominently in international and local news. PCEB's Marketing & Communications team is responsible for arranging press conferences to announce inaugural business events that are to be held in Penang and PCEB's anchor events.

PR events held throughout the year included the Chinese New Year luncheon with the media,

the **Penang 2020: BE Unfiltered Launch**, press conference and media-client networking dinner at IMEX Frankfurt, and the MOU signing with The Meetings Show, London.

We also hosted 13 media from 12 major business events publications for the **Penang International Travel Exchange (PITE) 2019** and **BE @ Penang & ICCA Asia Pacific Summit** media fam.



Advertisements

PCEB's 'Experiences Unfiltered' destination marketing campaign for Business Events Penang continued into 2019, positioning Penang as a preferred destination in the region.

The campaign was designed to target different regions and segments by curating Penang's unique unfiltered offerings of natural beauty, its authentic culture and heritage, and world-class modern facilities in line with international business events trends.

Among the trend factors capitalised on included green meetings, sustainable practices, experiential meetings and events, UNESCO and 'Crazy Rich Asians' factors.

Penang was featured on the cover of Headquarters in the IMEX Frankfurt edition and the September 2019 edition.

PCEB also created a micro-campaign targeting medical sciences sectors, both for Corporate and Association segments, through an eye-catching ad featuring the blood bag.

The marketing campaign across global business events magazines was well received, resulting in a 27% increase of traffic to PCEB's website from 2018 to 2019.



Tropical Spice Garden on the cover of Headquarters IMEX Frankfurt 2019 edition



Jerejak Island on the cover of Headquarters September 2019 edition



Left: TTGmice Penang Supplement, March 2019 edition



Right: TTAG Associations, July 2019 edition

Advertisements



HQ The Association Magazine, May 2019 article



Meetings International, Business Intelligence Report #12, September 2019



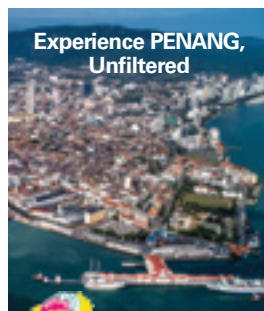
Association Meetings Magazine, June 2019



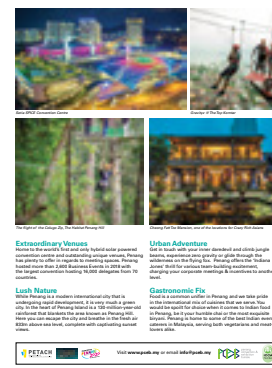
M&IT India, March 2019



M&IT India, June 2019



PFA Golf Digest India



MARKETING & COMMUNICATIONS

Special Marketing Efforts

📍 IMEX Frankfurt 📅 21 – 23 May

In May, PCEB and Business Events Penang industry partners attended IMEX Frankfurt, where PCEB continued its marketing efforts for the ICCA Asia Pacific Summit 2019 as well as introduced its first CSR programme, Penang Turtle Cares.

5 mini plushie turtles were given away every day to those who came by PCEB's stand (B200) to take photos with Nutmeg, Mace, and Clove and post them on social media with the hashtags #ICCAAPSummit19, #ICCAAPPenang, #JourneytoPenang, #JourneyofDiscovery.

To further raise awareness of the Penang Turtle Cares CSR programme for the summit, PCEB held an ICCA Asia Pacific Summit Showcase, giving away Nutmeg the turtle during the ICCA

Asia Pacific Chapter Meeting at the tradeshow. A Penang Networking Dinner was arranged at the Selera Malaysian Restaurant, Frankfurt to announce the new Business Events Penang Support Programme for Meetings & Incentives Planners: Privilege Penang.



📍 “Saas Bahu Aur Betiyaan” in Penang 📅 31 May – 4 June

Continuing its market penetration into India, PCEB collaborated with a popular Indian TV channel, AAJ TAK, to film a popular TV celebrity couple in Penang as part of their travel show, “Saas Bahu Aur Betiyaan”.

The celebrity couple, Nishant Malkani and Gia Manek, and AAJ TAK TV crew took a specially curated itinerary of Penang's best treasures and attractions, including a trishaw ride through the UNESCO World Heritage Site of George Town while visiting unique tourist sites like Khoo Kongsi, Pinang Peranakan Mansion, “Harmony Street”, Fort Cornwallis, and Little India. Penang's active night life scene was also included, with stops at The Canteen at China House and Love Lane.

They also had the chance to savour tropical fruits like durians at the Tropical Fruit Farm and experience the outdoors and other fun activities

at The Habitat, Tropical Spice Garden, The TOP Penang, and ESCAPE Theme Park. Besides that, the crew also covered a trip to Butterworth through a commercial ferry ride and visited a South Indian Hindu temple in Seberang Jaya. Their personal experiences were shared on both Nishant and Gia's social media platforms.



Special Marketing Efforts

📍 Partnership with The Meetings Show, London 📅 19 September

PCEB and The Meetings Show (TMS) London signed a strategic partnership that saw TMS as the official show partner for BE @ Penang 2019. The partnership brought UK's largest corporate meetings and incentives tradeshow and Penang's homegrown business events conference closer.

The signing was carried out at newly opened The Prestige Hotel and attended by the Hon. Mr Yeoh Soon Hin (Penang State Executive Councillor for Tourism, Arts, Culture & Heritage), Ashwin Gunasekeran (Chief Executive Officer of PCEB), Ross Barker (Commercial Director of The Meetings Show, London) and partners of the Business Events Penang industry that have attended the show for the previous years.



📍 IT&CM Asia & CTW 2019 📅 23 – 26 September

IT&CM Asia 2019 in Bangkok saw PCEB bagging the 'Sticky Award for Stickiest Social Sharing' for the fourth year running, as well as the 'Sticky Award for Destination – Marketing & Promotion'.

PCEB's marketing efforts for the ICCA Asia Pacific Summit & BE @ Penang included the "I Want to BE at Penang" social media contest and advertisements on the TTG Show Daily during the duration of the tradeshow. To further improve engagement, PCEB also encouraged visitors and buyers to fill up a customised message for themselves on the dual conferences' postcards.



Malaysia Tourism Council Gold Awards 2019

PCEB was recognised at the Malaysia Tourism Council Gold Awards 2019 together with four other Business Events Penang partners.

Organised by the Malaysia Tourism Council, the award ceremony was held on 25 October at The Palace of the Golden Horses Kuala Lumpur. PCEB was announced as the winner for the Gold

Award under the “Best Convention & Exhibition Bureau” category.

The Malaysia Tourism Council Gold Awards is a tribute and highest accolade for individuals and organisations whose outstanding contributions play a significant role in the success of Malaysia’s tourism industry.

GMID Social Media Campaign

PCEB concluded a successful social media advocacy campaign in conjunction with the Global Meetings Industry Day (GMID) 2019 campaign on 4 April. Penang partners were required to share their own compelling and significant “Business Events for Penang2030” mission that is #WorthMeetingAbout on social media by creating a six-word visual story.

In preparation for the campaign, PCEB took the initiative to record #WorthMeetingAbout video messages as outreach exercises with both the Chief Minister of Penang, the Rt. Hon. Chow Kon Yeow; and the Penang State Executive Councillor for Tourism, Arts, Culture and Heritage, the Hon. Yeoh Soon Hin.



16 Business Events Penang industry partners participated in the campaign, resulting in a total of 485 posts over a 24-hour period across Twitter, Facebook, and Instagram.

Posts: **485**

Hashtags: #GMID19PG #BusinessEventsPenang #WorthMeetingAbout #Penang2030



Grand prize:

*Global Development
Focusing on Youth
Apprenticeship is
#WorthMeetingAbout*
— **The Light Hotel**



1st Runner Up:

*Environmental conservation
through cross-community
engagement is
#WorthMeetingAbout*
— **Tropical Spice Garden**



2nd Runner Up:

*Green Hospitality
with energy efficient
technology is
#WorthMeetingAbout*
— **Olive Tree Hotel**

GMID19 Penang Team Spirit

(Partner with the most posts on social media)

— **Royale Chulan Penang** with 166 posts on Facebook, Instagram, and Twitter.

Partnerships

Industry Partner Programme

PCEB offers an extensive range of support services to industry members, with the key support being the promotion of Penang as the ideal destination for meetings, incentives, conferences, and incentive programmes. This is primarily offered through the Industry Partner Programme (IPP).

The programme is open to all Business Events products and service providers in Penang, and those bringing events to Penang. We currently have a total of 130 active members.

Convention Centres & Unique Venues	15
Hotels & Resorts	43
Professional Conference Organiser	9
Destination Management Company	14
Travel Agency & Transportation	14
Event Management Company	11
Tourism Product	1
Event Product & Service Providers	23

130

TOTAL

Malaysia Airlines Continues to be PCEB's Strategic Partner

PCEB extended its Strategic Partnership with Malaysia Airlines Berhad for 2019-20 as the national airline played an important role in further adding support value to Business Events Penang. This can be seen from their inclusion in PCEB's Privilege Penang Support Programme alongside other Penang partners.

Malaysia Airlines Berhad has joined PCEB in various annual trade shows in 2019 which include Penang Sales Mission to India and The Meetings Show, London.



Educational Programmes

Bid Workshop



Together with Malaysia Convention & Exhibition Bureau (MyCEB), PCEB organised a Bid Workshop at G Hotel Penang from 29 – 30 May to encourage knowledge sharing within the industry.

The Bid Workshop is an innovative workshop which encompasses fundamentals and technical requirements of a bid process to equip conference organisers/planners to research, plan, prepare, and deliver a winning bid. It covers details and areas for research in structuring a bid document, process and work flows, and to prepare the bid presentation team.

Speakers: Gary Grimmer, CEO & Strategic Consultant and Jane Vong Holmes, GainingEdge.

Invited guest speakers included Ashwin Gunasekeran (CEO, PCEB), Geh Thuan Tek (Local Host, World Congress on Drowning Prevention 2015), and Fu Kei Cheong, CMP (Founder, Anderes Fourdy).

A total of 20 participants from the Malaysia Business Events industry joined the workshop.

Second ICCA Malaysia Researchers X-Change + Legacy Clinic

PCEB hosted its second education programme for the year, Legacy Clinic, together with the second ICCA Malaysia Researchers X-Change from 4 – 5 July at Setia SPICE Convention Centre.

First held in Sarawak last year, the ICCA Malaysia Researchers X-Change brought Malaysia's researchers and their colleagues from various organisations together to understand the role of researchers, and how researchers and the ICCA database can be used to bring in more business events to the venue and destination. They also shared on leads research and development. The Researchers X-Change was mainly facilitated by Kavitha from the ICCA Asia Pacific office and Jane Vong Holmes from GainingEdge for the discussion with the researchers.



The Legacy Clinic programme was facilitated by Jane Vong Holmes from GainingEdge. She shared on the "beyond tourism" impact that led to the legacies or inspirational outcomes which have impacted the host communities and conference delegates alike.

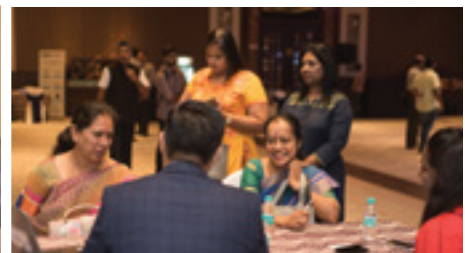
Speakers: Amelia Roziman (COO, Sarawak Convention Bureau), Geh Thuan Tek (Local Host, World Congress on Drowning Prevention 2015), and LAr. Charles Teo (Honorary Secretary 2018-2020, Institute of Landscape Architects Malaysia (ILAM)).

A total of 20 participants from the Malaysia Business Events industry joined the workshop.

Trade Shows & Sales Missions



Penang Sales Mission to India 2019



The second Penang Sales Mission to India was held from 7 to 14 January and covered four Indian cities. The mission was supported by a delegation of 12 exhibitors from Penang's finest champions in hospitality, travel and events sectors.

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.

With India being a top-five market for Business Events Penang, the sales mission received



CITIES

CHENNAI, AHMEDABAD, MUMBAI, NEW DELHI



12

EXHIBITORS



815

VISITORS



1,575

OBTAINED
DATABASE



116

MEDIA

The Meetings Show, London 2019



PCEB and the Penang Pavilion returned to The Meetings Show, London for the second time from 26 to 27 June at Olympia, London. For both days, we brought over the 'Teh Tarik King' from Penang to awe attendees with his creative performances and to give them the chance to try one of Malaysia's common beverages.

PCEB also held a Cocktail Networking session with invited guests and media at the Penang Pavilion during the first day of The Meetings Show, London. We introduced the #EPY2020 campaign, which was well-received by the UK and Europe buyers.



10

EXHIBITORS



213

VISITORS



2

PUBLICITY
EVENTS



1

NETWORKING
EVENT

Events Supported



Breakdown of Events Supported:

Event Type	No. of Events	No. of Delegates	Estimated Economic Impact(RM)
Association	49	20,900	123,143,295
Corporate	36	39,475	228,400,508
Incentive	8	5,782	15,589,398
Total	93	66,157	367,133,201

Missioned to enhance the business events experience in Penang, PCEB extends its continuous efforts to study the events and their contributions to the community. Interviews with the business event organisers are carried out so that the delegation experiences in Penang can be enhanced and legacy for Penang can be created thereafter.

In 2019, PCEB supported a total of 93 events which generated the total Estimated Economic Impact of RM367,133,201.

66,157 delegates in year 2019 enjoyed support from PCEB which includes hosting of familiarisation trips, cultural workshops, excursions and souvenirs.

PCEB continues to be an important point of reference for local & international business event clients to reach out for reliable industry information, contacts, and experiential support. The consistent support from PCEB strengthens their confidence on Penang and promotes events recurring in the nearest future in Penang.

PATA Networking 2019



PATA Malaysia Chapter (PMC), supported by Tourism Malaysia and Penang Convention & Exhibition Bureau (PCEB) held an Inter-State Tourism Networking Session on 26 July 2019 at the Hotel Equatorial Penang.

Jointly hosted by Hotel Equatorial Penang, the networking session also saw product presentations from Hop On Hop Off Bus Penang, Entopia, Kidzania and PCEB.




PENANG
PARTICIPANTS

40


OUT OF PENANG
PARTICIPANTS

30

Penang Corporate Invitational Golf (PCIG) 2019



PCEB hosted the first ever Penang Corporate Invitational Golf (PCIG) for 42 corporate leaders from India's top brands.

The friendly golf tournament took place on 16 Aug at the Bukit Jawi Golf Resort and on 17 Aug at the Penang Golf Resort, with gala events at The Light Hotel in Seberang Jaya and Shangri-La's Rasa Sayang Resort & Spa in Batu Feringghi.

Organised in partnership with Golf Digest India (a leading golf magazine) and Rishi Narain Sports Marketing, PCIG 2019 positioned Penang as a choice destination for golfing to the Indian market, which is one of Penang's fastest growing

markets for tourism. By hosting the golf tournament at the two golf courses on mainland Penang, PCEB aimed to promote Seberang Perai to the global business and leisure tourism markets.

PCIG 2019 was supported by Malaysia Airlines (Official Airline Partner), Apollo Conferences (now known as ACE Conferences & Exhibitions), and Malaysia Association of Hotels (MAH) – Penang Chapter.



PARTICIPANTS

42

Research



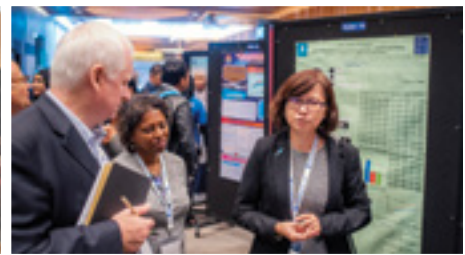
PCEB held the 'Vision Insight' Database Launch and training session with the industry partners in January at Hotel Jen Penang. The launch was officiated by the Hon. Yeoh Soon Hin.

'Vision Insight' is a secured online portal that enables Business Events Penang industry partners to conveniently submit data on the

number of events held in their respective hotels and venues.

A detailed guidebook detailing the steps to register for the portal was printed and given out to the guests during the launch.

World Seafood Congress 2019



Held for the first time in Asia, the World Seafood Congress (WSC) 2019 on 9 – 11 September was attended by a total of 182 delegates with 11 keynote speakers and 17 exhibitors from the international seafood industry and research fraternity. The welcoming ceremony was officiated by The Right Honourable Chow Kon Yeow, the Chief Minister of Penang and The Honourable Sim Tze Tzin, Deputy Minister of Agriculture and Agro-based Industry, Malaysia.

WSC 2019 sessions revolved around twelve programme themes which define the framework of Seafood Supply Chains of the Future and addressed existing and evolving conditions that are critical for the sustainability of fisheries, aquaculture and ocean ecosystems, and demonstrate new innovation and solutions to these challenges. Keynote speakers included YBhg. Dato' Haji Munir bin Haji Mohd Nawi (Director General of Fisheries Malaysia), Ms. Xiangjun Yao

(Regional Programme Leader of FAO Regional Office for Asia and Pacific), Dr. Gareth Johnstone (Director General of WorldFish), Dr. Meryl J. Williams (Asian Fisheries Society (AFS)), and Dr. Arif Satria (Rector of IPB University – Institut Pertanian Bogor). Owned by the International Association of Fish Inspectors (IAFI), WSC 2019 was co-organised by Penang Institute and The Centre for Marine & Coastal Studies (CEMACS), Universiti Sains Malaysia.



PARTICIPANTS

182



COUNTRIES

22



SESSIONS

30



EXHIBITORS

17



PARTNERS

20

Penang International Travel Exchange (PITE) 2019



Following its success in 2018, PITE returned bigger and better on 8 to 12 October 2019. Organised by Penang-based Professional Conference Organiser (PCO) Apollo Conferences (now known as ACE Conferences and Exhibitions), this second edition welcomed buyers from 11 countries, including China, the Philippines, India, Vietnam,

Indonesia, Singapore, Thailand, Myanmar, Azerbaijan, USA, and the Middle East.

The well-curated itinerary exposed buyers and the media to the various products in Penang through B2B sessions and outdoor familiarisation trips with Penang's business events industry players, as well as a half-day forum with

diverse speakers from the travel industry. Among the highlights of PITE 2019 were a gala dinner for the buyers on the iconic Penang Ferry, networking events at The TOP and The Habitat, and a heritage hunt that allowed participants to sample the UNESCO World Heritage Site and other parts of Penang.



BUYERS

75



COUNTRIES

11



APPOINTMENTS
@ B2B

3,750



EXHIBITORS

50



PARTNERS

20



Robin Sieger



ICCA Asia Pacific Summit 2019

The highly anticipated dual conferences—ICCA Asia Pacific Summit 2019 and BE @ Penang 2019—took place from 5 to 6 December 2019 at the Setia SPICE Convention Centre. The dual conferences marked a major milestone for both Penang and the Asia Pacific Chapter of the International Congress and Convention Association (ICCA).

Winning the bid to host the inaugural ICCA Asia Pacific Summit concurrently with the fourth edition of Penang’s homegrown conference, BE @ Penang, the local organising committee was led by the organisers of BE @ Penang; Penang Convention & Exhibition Bureau (PCEB) and Anderes Fourdy Events. Co-organising the summit was the ICCA Asia Pacific Chapter.

The dual conferences featured 40 speakers comprising industry leaders from 20 countries and 300 delegates from the Asia Pacific and global business events



SPEAKERS

40



TOTAL DELEGATES

300



COUNTRIES

20



BE @ Penang 2019

industry. Delivering the Keynote Address was James Rees, President of ICCA, while the Closing Keynote was delivered by peak performance expert and international motivational speaker Robin Sieger.

Joining the year's line of speakers for the dual conferences were notable industry leaders within the Asia Pacific business events industry like Gary Grimmer (GainingEdge), Antonio Codinach (PCMA), Keiko Nishimoto, CMP (Kyoto University Graduate School of Management), Mike van der Vijver (Orange Gibbon), Roy Sheppard (PeoplePortfolio), and many more.

The conferences were supported by 20 partners including Malaysia Airlines, The Meetings Show London, ICCA Malaysia Committee, Cycle and Carriage, Hotel Equatorial Penang, Olive Tree Hotel, and Setia SPICE Convention Centre.



PARTNERS

20



HOSTED MEDIA

10

George Town Literary Festival (GTLF) 2019



2019 marked the fourth year of PCEB producing the largest literary festival in Malaysia. This year's theme, "forewords/afterwords", engages notions of beginnings and transitions, with a strong emphasis on history. We celebrate pivotal moments in modern history: the centenary of the end of the First World War which precipitated profound changes around the world, not least

in the realm of culture and ideas, such as the May Fourth Movement in China and the Weimar Republic and the birth of Bauhaus in Germany. Also significant for its global reverberations are the 40th anniversary of the Iranian Revolution and the epoch changing Fall of the Berlin Wall 30 years ago. Back home, half a century has passed since the May 13th incident — a trauma

that continues to shape the ideological contours of our contemporary reality. The ninth edition also saw the festival branching out to all four corners of Penang under its community-driven pre-event initiatives. This was made possible with the partnership of Asia Foundation and Penang Library Corporation.



PARTICIPANTS

103



COUNTRIES

23



VENUES

11



EVENTS

93



AUDIENCE

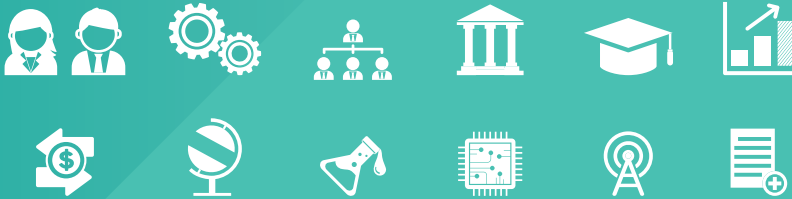
7,300



PARTNERS

36

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:



Minimum

10

Participants



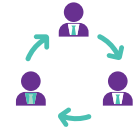
Minimum

4 | **1/2**

Hours | Day



Held in a venue with room rental, catering cost, etc.



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

A 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.





2019 General Overview

Business Events Penang continued to demonstrate steady growth due to the competency of industry partners in attracting corporate events, association meetings, and incentive events.

The Estimated Economic Impact (EEI) for the Business Events industry grew by 50% over the past two years, from RM1,003 million in 2017 to RM1,503 million in 2019. The number of room nights continued to exhibit the most significant growth at 135%, an effect compounded by the overall increase in number of events by 50% and delegates by 27%.

Despite the sharp growth in number of events by 38% during the year, the number of delegates held steady, indicating an increase in frequency of business events with smaller meeting sizes. This indicates a healthy growth that emphasises the quality and impact of the event over the quantity of delegates.

The development of the industry is in line with the dynamic and targeted marketing that PCEB and our industry partners have been carrying out since 2016. New sectors have also been added across all segments, such as Architecture, Arts, Geography, Law, Linguistics, Literature, and Mathematics & Statistics.

	2017	Percentage change	2018	Percentage change	2019	Total Percentage change
 Number of events	2,511	9%	2,733	38%	3,762	50%
 Number of participants	267,518	22%	327,627	4%	339,730	27%
 Number of room nights	457,806	63%	747,888	44%	1,075,161	135%
 Estimated Economic Impact (RM Mil)	1,002.825	31%	1,312.897	15%	1,503.499	50%

Business Events: National

Penang hosted a total of 3,367 national events in 2019, an increase of 35% from the 2,500 events hosted in 2018, generating a total EEI of RM858 million (2018: RM694 million). The highest growth and contribution came from the National Association segment, with a total EEI of RM442 million (2018: RM106 million) from 848 events (2018: 244 events).

Despite generating a lower total EEI of RM354 million, National Corporate still led with a total of 2,253 events, making up 67% of events held during the year. This is a marked difference from 2018 where the National Corporate segment's 2,140 events generated a total EEI of RM529 million, making up 86% and 76% of total number of events and EEI respectively. In terms of total number of delegates, National Corporate is still leading with a total of 133,906 delegates reported.



Number of events


	Association	Corporate	Incentive
January	58	184	16
February	39	133	7
March	60	224	35
April	85	257	31
May	34	178	26
June	55	202	14
July	69	234	29
August	101	201	35
September	83	213	27
October	94	135	16
November	145	173	26
December	25	119	4
Total	848	2,253	266




Number of delegates

	Association	Corporate	Incentive
January	9,987	12,831	1,887
February	3,490	6,173	178
March	7,270	10,244	2,069
April	9,812	12,362	2,839
May	5,811	9,975	1,814
June	2,957	12,223	1,311
July	10,862	16,049	2,106
August	8,962	9,622	1,847
September	15,694	13,270	2,217
October	10,919	10,787	705
November	21,094	14,621	2,400
December	2,922	5,749	351
Total	109,780	133,906	19,724

Business Events: National

 **Number of room nights**

	Association	Corporate	Incentive
January	20,153	41,172	7,553
February	6,895	19,127	128
March	10,471	42,269	1,456
April	11,252	30,609	10,361
May	16,444	36,760	2,152
June	8,035	71,354	2,477
July	20,874	32,745	7,568
August	32,380	14,325	3,093
September	27,781	13,907	4,100
October	18,395	9,143	239
November	28,024	10,872	2,383
December	6,306	3,489	886
Total	207,010	325,772	42,396

 **Estimated Economic Impact (RM Mil)**

	Association	Corporate	Incentive
January	36.791	38.806	5.122
February	19.263	13.656	0.320
March	18.555	22.465	4.940
April	33.695	30.603	11.196
May	37.935	25.279	5.807
June	11.668	30.858	5.773
July	46.539	63.868	5.140
August	34.520	21.890	4.623
September	73.736	28.979	6.810
October	39.840	24.884	1.742
November	79.116	37.763	9.586
December	9.997	14.965	1.990
Total	441.655	354.016	63.049

In the National Association segment, November saw the highest contribution of EEI at RM79 million, with a high of 21,094 delegates out of the 109,780 total delegates. On the other hand, the National Corporate segment recorded the highest number of room nights in

June at 71,354, but this only contributed to an EEI of RM31 million. Whereas, for the National Incentive, the most active month was April, with an EEI of RM11 million, 2,839 delegates and 10,361 room nights respectively

Business Events: International

In 2019, Penang experienced an overall growth of 5% in the International events segment, generating a total EEI of RM645 million compared to RM619 million in 2018. Corporate was still the leading segment for international events held in Penang, contributing 47% of total international delegates and 54% of total EEI.

This overall increase was due to the aggressive marketing strategy and larger market representation in the international market through roadshows and sales missions by PCEB. The cumulative effects of PCEB's presence since 2016 and roadshows in India since 2018 have started to trickle in. In addition, Penang's branding as a green and CSR-friendly destination has played its part in influencing the decision making process of international clients.



Number of events

	Association	Corporate	Incentive
January	5	19	13
February	8	20	6
March	13	19	4
April	8	28	10
May	2	12	6
June	10	20	7
July	14	25	10
August	7	13	6
September	12	10	14
October	20	4	10
November	10	8	6
December	3	11	2
Total	112	189	94



Number of delegates

	Association	Corporate	Incentive
January	432	996	1,859
February	980	1,098	710
March	1,127	1,070	660
April	1,460	14,711	875
May	905	361	492
June	1,334	654	516
July	3,470	1,895	1,520
August	1,195	1,467	857
September	4,052	11,105	1,829
October	11,011	870	751
November	2,016	717	1,164
December	1,080	766	315
Total	29,062	35,710	11,548

Business Events: International



Number of room nights

	Association	Corporate	Incentive
January	10,848	43,569	3,382
February	3,556	62,037	1,080
March	31,990	23,112	1,016
April	5,910	129,227	2,375
May	1,084	3,953	874
June	20,328	35,953	722
July	11,280	6,438	8,801
August	2,565	9,524	993
September	7,614	42,000	6,658
October	7,655	1,520	1,077
November	4,933	531	2,850
December	2,464	1,014	1,052
Total	110,227	358,878	30,880



Estimated Economic Impact (RM Mil)

	Association	Corporate	Incentive
January	3.581	17.739	8.826
February	9.414	12.618	2.824
March	17.321	5.860	2.657
April	13.139	152.090	6.180
May	2.834	1.154	2.284
June	15.992	6.667	1.299
July	33.339	13.498	8.249
August	7.626	6.994	2.989
September	23.185	117.864	24.037
October	78.665	4.121	3.198
November	14.733	2.326	7.557
December	6.443	4.682	2.751
Total	226.272	345.613	72.851

The International Incentive segment showed the most significant change by percentage, growing its EEI by 265% from RM20 million in 2018 to RM73 million in 2019. However, as the Incentive segment is still relatively small, it does not have a huge impact on the International Business Events as a whole. The International Association segment also grew by 75% during the year (EEI 2019: RM226 million vs 2018: RM129 million), with a 138% increase in room nights.

These increases have been offset by a decrease in International Corporate EEI from RM470

million to RM346 million due to a 58% drop in delegates. Two big international events that usually contributed a very large number of delegates were absent this year.

April was the best performing month for the International Corporate segment with a high of 14,711 delegates generating an EEI of RM152 million. The number of events and the room nights were also the highest in this month. The lowest EEI in the International Association segment and the International Corporate segment were both in May.

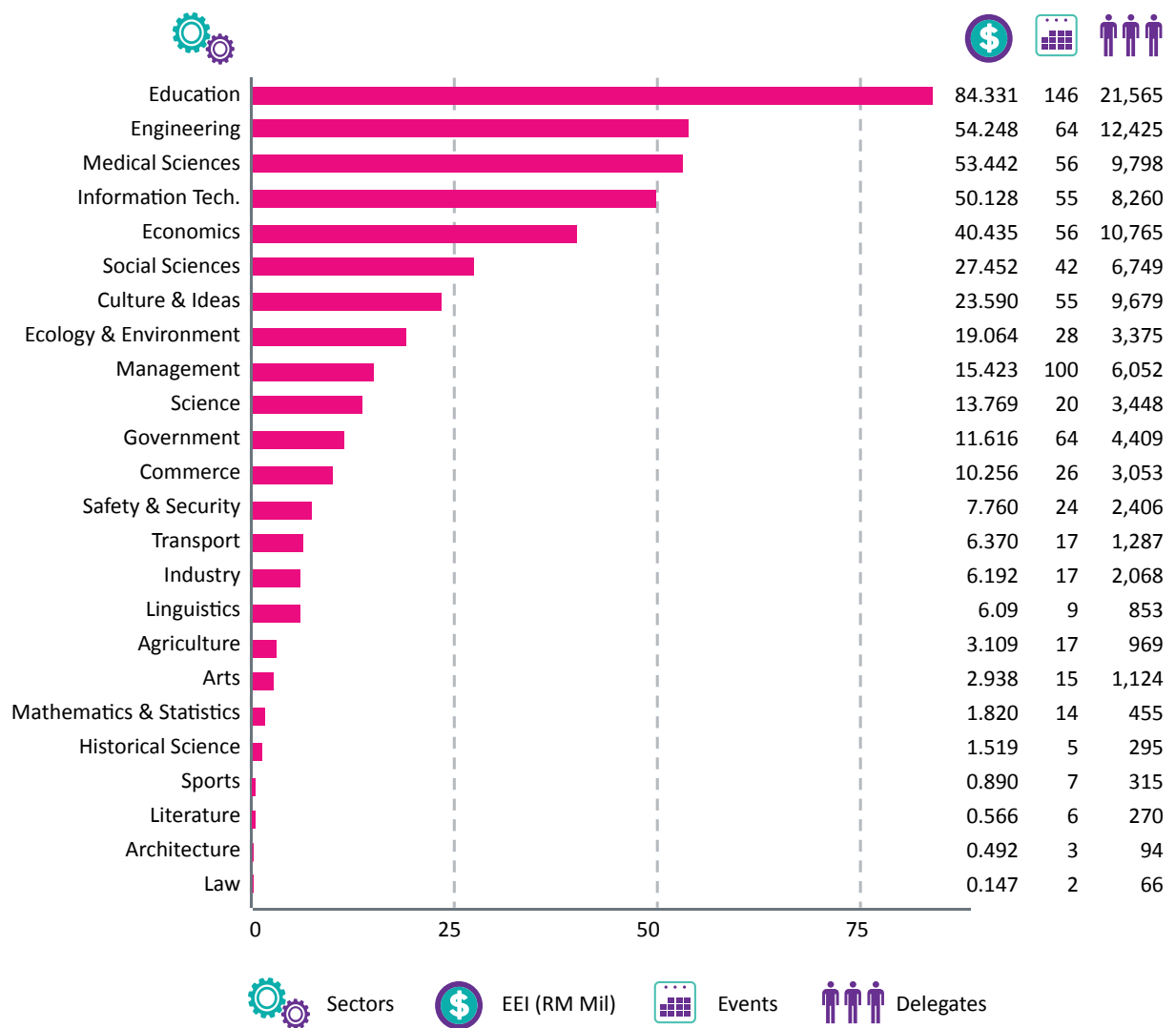
Association: National

The National Association segment alone experienced significant growth in 2019. Penang hosted a total of 848 events in 2019 compared to 244 in 2018, a 248% increase from the previous year. In terms of total number of delegates, this segment recorded a total of 109,780 delegates and contributed an EEI of RM442 million in 2019, up from 29,190 delegates and RM106 million respectively.

The top five sectors in this segment are the Education sector followed by Engineering, Medical Sciences, Information Technology,

and Economics. Previously in second place, Education has shot to the top with an EEI of RM84 million. This growth was in line with the bigger budget allocated to the Education Ministry last year, which led to an increase in education related events. Education is one of the sectors that is being prioritised in terms of development, in line with the Penang2030 vision.

Engineering was a new sector noted in the National Association segment during the year.



Association: International

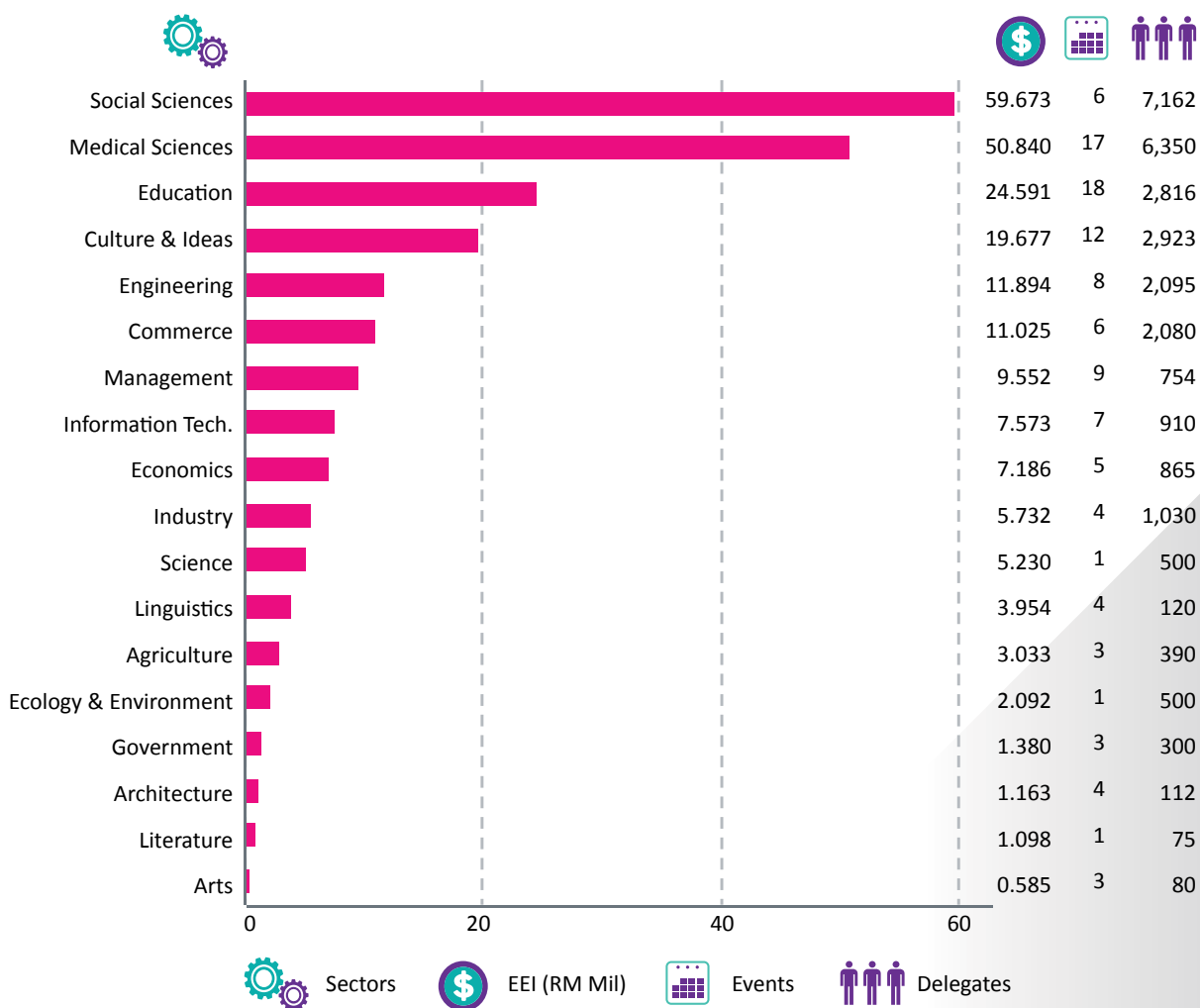
The International Association segment continued to observe consistent increases in terms of total number of events reported. In 2019, a total of 112 events were reported, as compared to 72 events in 2018 and 27 events in 2017. In terms of delegate participation, 2019 attracted a total of 29,062 participants, a 41% increase from 20,601 in 2018. The highest contributing sector in this segment was the Social Sciences sector with a total EEI of RM60 million. Other top sectors were Medical Sciences, Education, Culture & Ideas, and Engineering.

The Association segment has been the main focus for the year and PCEB has managed to bring in a healthy number of events. The largest regional gathering of urban development stakeholders was held in Penang last October,

garnering a total of 7,000 international delegates. This event highlighted innovative policy and technical solutions in the areas of urban and territorial planning, data and technologies for smart cities, urban resilience, and finance. This has been the prime factor in building the profile of the Social Sciences sector.

The Medical Sciences sector remained one of the top three contributing sectors, with a slight increase in number of events (2019: 17 vs 2018: 10) and delegates (2019: 6,350 vs 2018: 5,497), reflecting Penang's status as a global medical and medical tourism hub.

The rise in the Education sector from an EEI of RM12 million in 2018 to RM25 million in 2019 was in line with the Penang2030 vision, which prioritises the development of education.



Disclaimer: The values in certain segments might slightly differ due to the rounding off to the nearest digits accordingly.

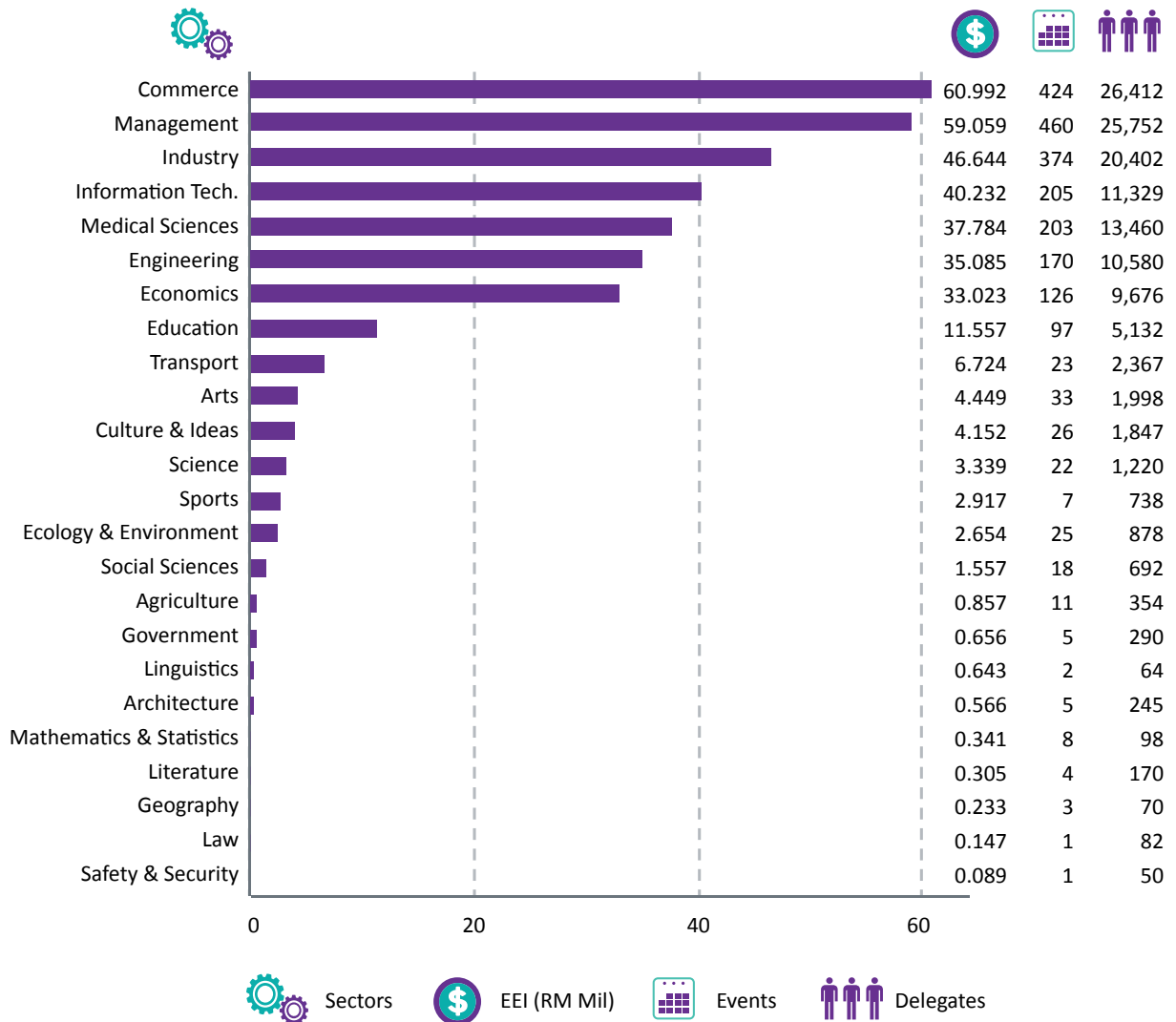
Corporate: National

The National Corporate segment accounted for 24% of the total Penang business events' EEI. This segment experienced a growth of 5% in total number of events reported. The leading sector for this segment was Commerce at RM61 million, followed by Management at RM59 million. The other top sectors were Industry, Information Technology, and Medical Sciences.

The Commerce sector for 2019 is a combination of the Corporate and Commerce sectors reported in 2018. Despite the streamlining of the two sectors, Commerce saw an overall decrease in EEI from RM77 million in 2018 to RM61 million in 2019 due to a major conference in 2018 which did not repeat during the year.

Whilst the Management sector did not fluctuate much in terms of number of events, the number of delegates and overall EEI have dropped by 32% and 62% respectively. This was due to the increase in smaller size of meetings being held this year. The Industry sector reflected a similar trend, with the 25% increase in events held showing a dismal drop in EEI by 31%.

Other significant increases during the year include the Information Technology and Ecology & Environment sectors. The increase in these sectors can be seen through the Smart City Integration, Big Data analysis in Engineering and Business Industries, and the renewed focus in the ecology and environment industry.



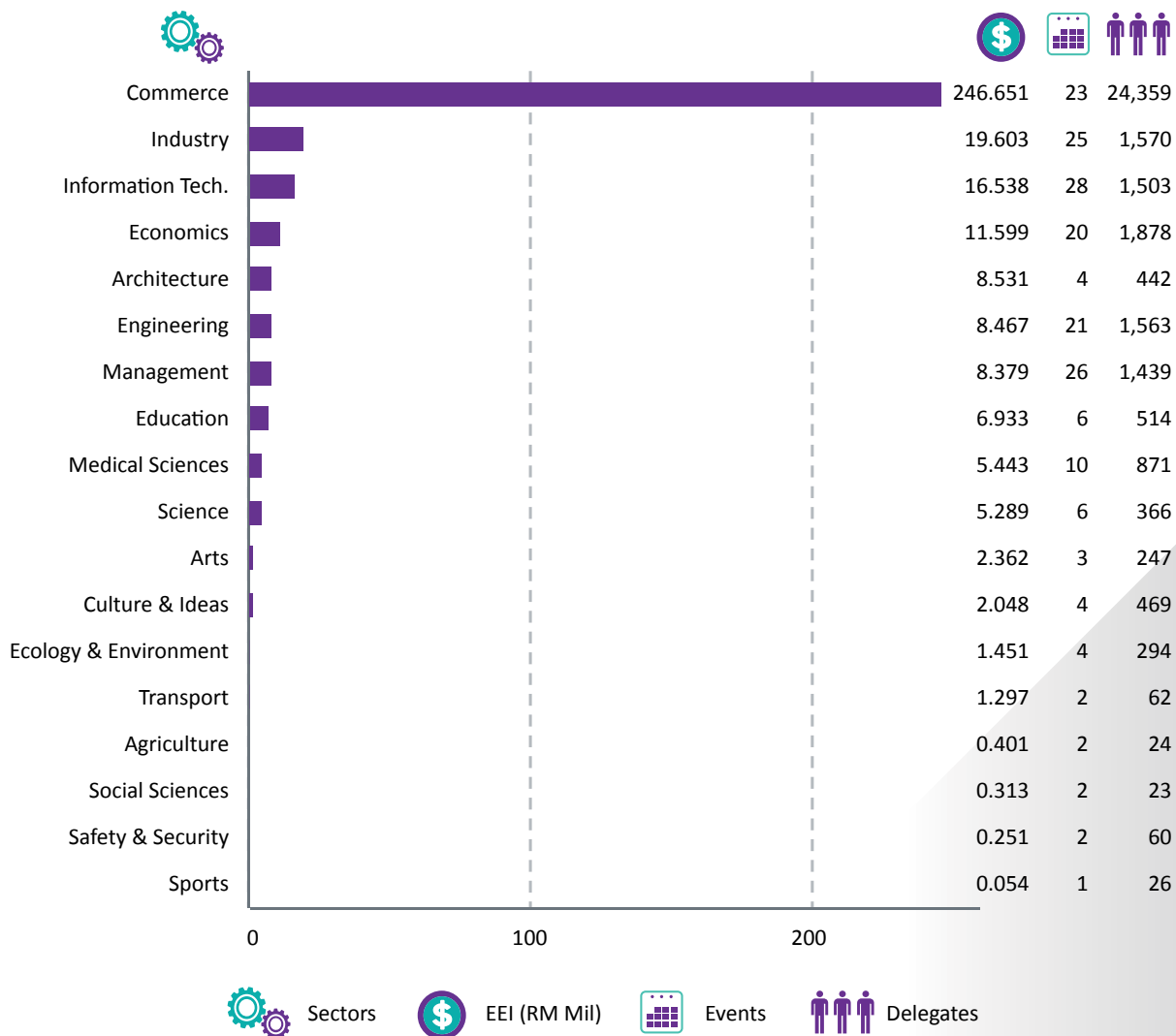
Corporate: International

The International Corporate segment contributed 23% of Penang's total business events EEI. This segment experienced a growth of 45% in total number of events, from 130 in 2018 to 189 in 2019. The leading sector for the Corporate International Segment was Commerce at RM247 million followed by Industry at RM20 million. The other top sectors were Information Technology, Economics, and Architecture.

Commerce continued to be the top sector, despite a drop in the total EEI from RM373 million in 2018 to RM247 million in 2019. This was due to a large conference in 2018 which

did not repeat during the year. However, this was replaced by an influx of international delegates in two e-commerce events in April and September that brought in a total of 23,000 international delegates.

2019 also saw a huge increase in contributions from the Industry and Information Technology sectors. This was partially due to the increasing world recognition of Penang as a business events destination, especially as many multinational companies in these sectors have sites in Penang. However, the rotation pattern for regional corporate events may mean that such events will not repeat on an annual basis.

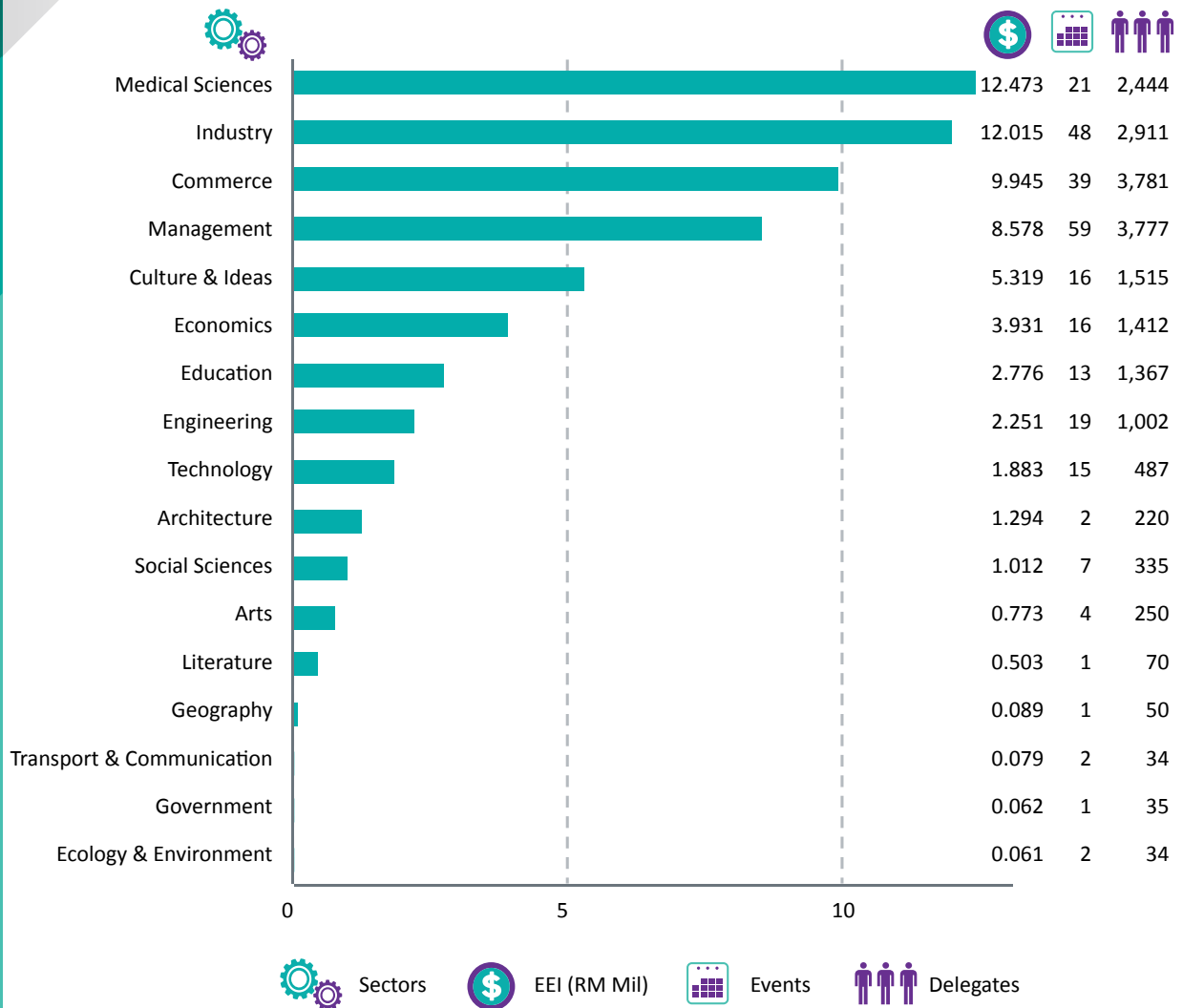


Disclaimer: The values in certain segments might slightly differ due to the rounding off to the nearest digits accordingly.

Incentive: National

In the National Incentive segment, a total of 266 events were reported in 2019—129% higher than the previous year. The total number of delegates participations increased from 12,409 in 2018 to 19,724 in 2019. The highest contributor of EEI was the Medical Sciences sector, with an EEI of RM12 million. This was followed by the Industry, Commerce, Management, and Culture & Ideas sectors.

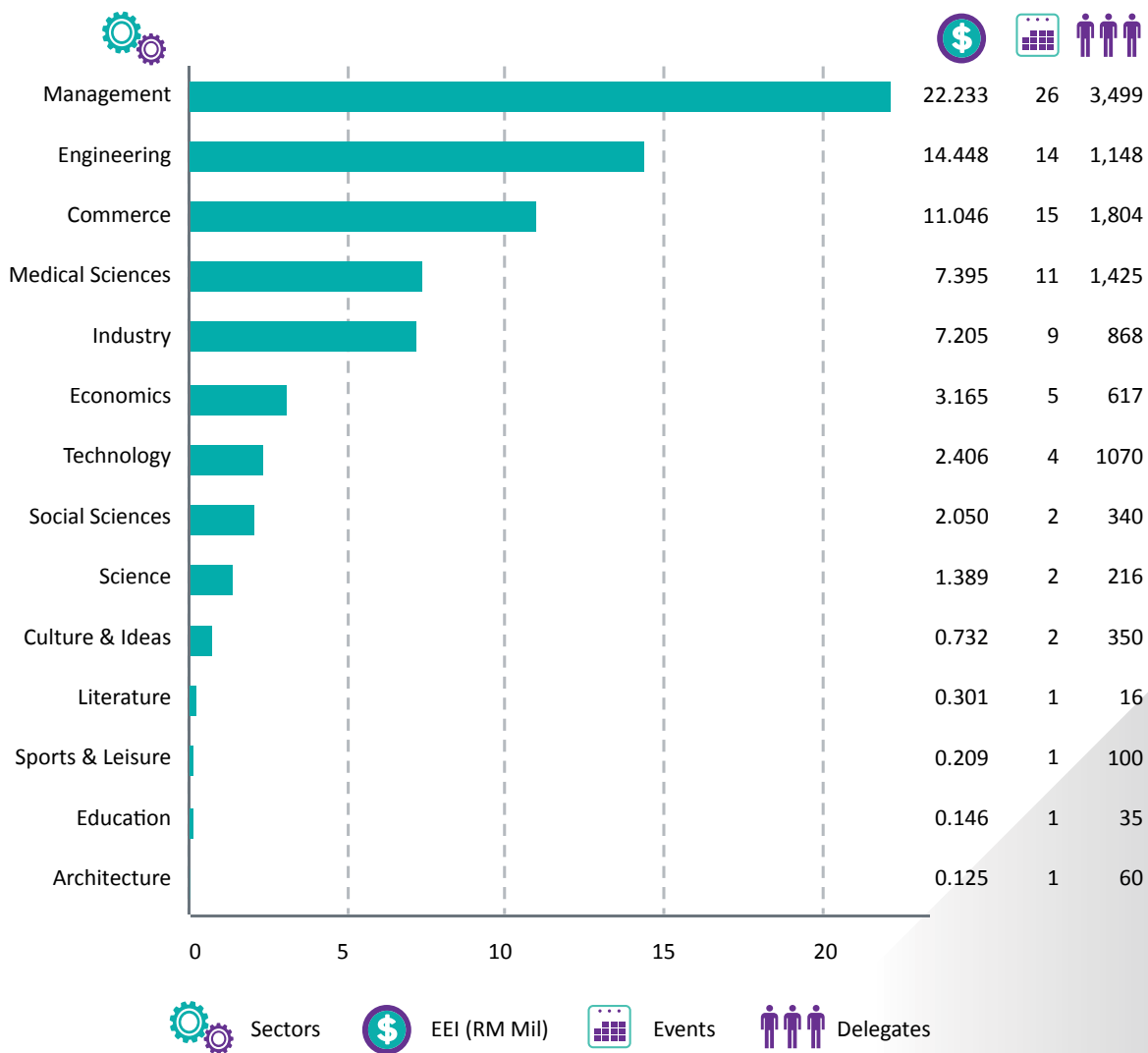
Medical Sciences was the top sector in Incentive because many company branches are situated in Penang. These site visits provide an opportunity for intellectual exchange. Industry maintained its spot as one of the top three sectors over the last three years, due to the Industry Revolution 4.0 which is impacting all economies, industries and society. Commerce was a newcomer for National Incentive in 2019 due to the growth in e-commerce.



Incentive: International

International Incentive generated 5% of the total Penang business events' EEI. This segment tripled its total number of events reported from 31 in 2018 to 94 in 2019. The leading sector for the International Incentive segment was Management at RM22 million, followed by Engineering at RM14 million. The other top sectors in this segment were Commerce, Medical Sciences, and Industry.

Penang has made it into the list of top ten best cities in the world, boasting an array of attractions and unique activities that attracts companies and incentive groups worldwide, particularly from South East Asia and Oceania. This is reflected in the increase of Management, Engineering, and Commerce Incentive events, especially as many multinational companies in these sectors have offices in Penang, which would allow for a combination of leisure and site visits.



Disclaimer: The values in certain segments might slightly differ due to the rounding off to the nearest digits accordingly.




Meeting Size of Penang's Business Events




The 3,762 business events held in Penang have been categorized according to the group size and analysed in terms of delegate participation and EEI generation.




Business events attended by less than 50 delegates made up 65% of the total number of business events, contributing 28% of the total EEI, which is RM237.753 million. This group size is usually represented by meetings. Business events within the 51–200 range mostly consist of seminars, trainings, workshops, or smaller conferences. These events contributed 33% of the total delegates participation with a total EEI

of RM419 million, accounting for 28% of the total EEI. Together, events with 200 delegates or less make up 92% of all events during the year but only generated 44% of the EEI.

Conference events, which covers the 201–500 range, sums up to 233 events, or 6% of the total events. This is responsible for 23% of the total EEI, or RM348 million. Events that were attended by more than 5,000 delegates contributed 20% of the total EEI, which is RM299 million, with a total of 30,000 delegates.

Group Size			
	 Events	 Delegates	 EEI (RM Mil)
<50	2,435	69,712	237.753
51–200	1,041	111,788	418.656
201–500	233	79,956	348.169
501–1,000	42	30,414	94.431
1,001–2,000	3	3,440	16.783
2,001–5,000	5	14,420	88.522
>5,000	3	30,000	299.184
Total	3,762	339,730	1,503.499




National Association			
	 Events	 Delegates	 EEI (RM Mil)
<50	433	12,991	64.712
51–200	286	35,264	123.607
201–500	107	36,201	147.097
501–1,000	17	12,854	32.020
1,001–2,000	1	1,050	1.888
2,001–5,000	4	11,420	72.335
>5,000	0	0	0
Total	848	109,780	441.662




International Association			
	 Events	 Delegates	 EEI (RM Mil)
<50	39	1,151	19.530
51–200	40	5,216	46.777
201–500	25	9,655	61.311
501–1,000	6	4,900	30.546
1,001–2,000	1	1,140	9.540
2,001–5,000	0	0	0
>5,000	1	7,000	58.581
Total	112	29,062	226.288




 Events  Delegates  EEI (RM Mil)




Disclaimer: The values in certain segments might slightly differ due to the rounding off to the nearest digits accordingly.

Meeting Size of Penang's Business Events

National Corporate			
			
<50	1,647	47,286	118.771
51-200	524	50,790	127.594
201-500	64	20,850	62.318
501-1,000	16	10,730	23.794
1,001-2,000	1	1,250	5.354
2,001-5,000	1	3,000	16.186
>5,000	0	0	0
Total	2,253	133,906	354.017

International Corporate			
			
<50	122	3,314	20.505
51-200	55	6,046	55.637
201-500	10	3,350	28.872
501-1,000	0	0	0
1,001-2,000	0	0	0
2,001-5,000	0	0	0
>5,000	2	23,000	240.603
Total	189	35,710	345.617

National Incentive			
			
<50	159	4,024	9.242
51-200	88	7,970	24.788
201-500	16	5,800	20.952
501-1,000	3	1,930	8.070
1,001-2,000	0	0	0
2,001-5,000	0	0	0
>5,000	0	0	0
Total	266	19,724	63.054

International Incentive			
			
<50	35	946	4.989
51-200	48	6,502	40.249
201-500	11	4,100	27.617
501-1,000	0	0	0
1,001-2,000	0	0	0
2,001-5,000	0	0	0
>5,000	0	0	0
Total	94	11,548	72.856

 Events
  Delegates
  EEI (RM Mil)

Number of Delegates by Region of Origin

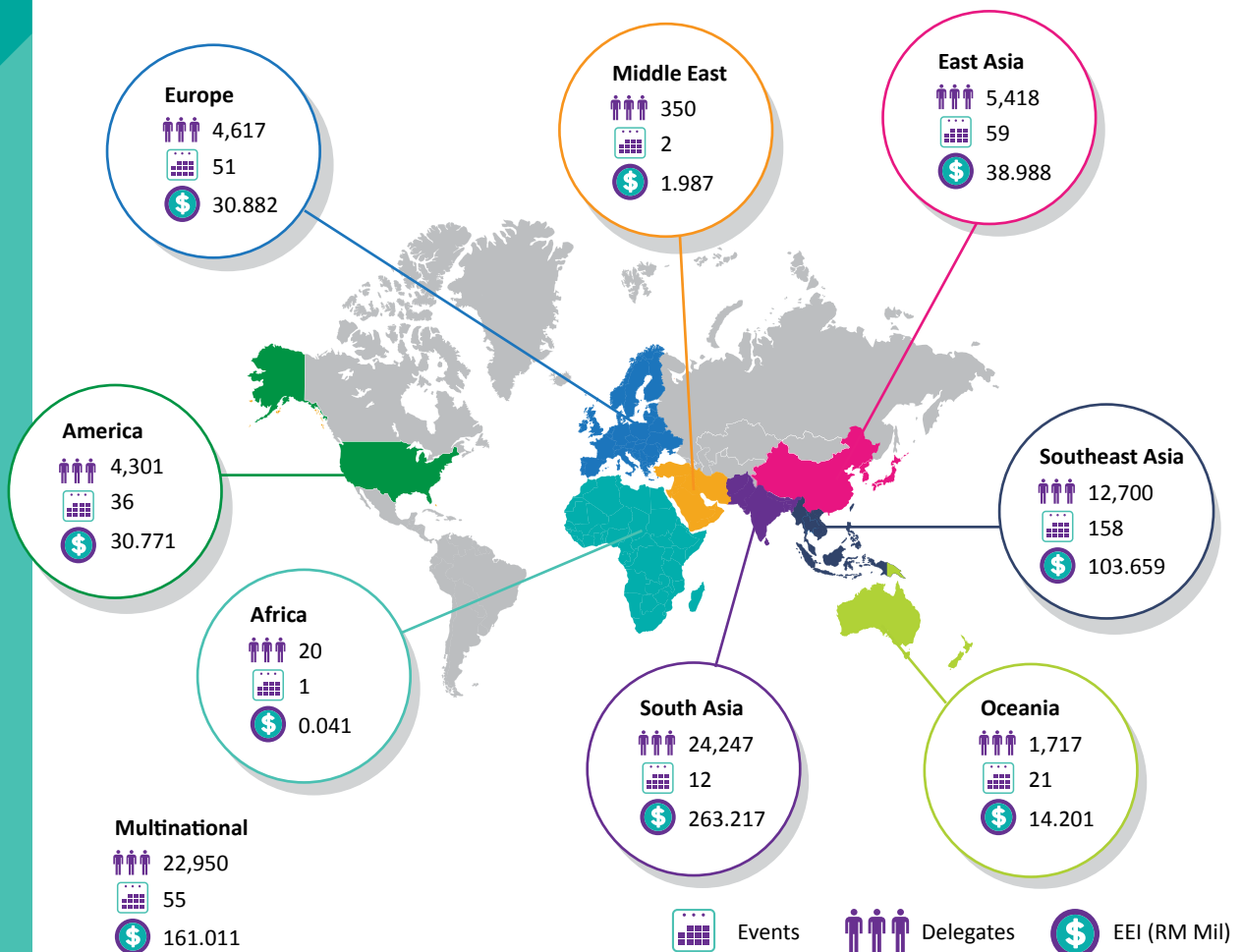
Understanding the International Delegates' market trends is a crucial part of the Business Events Industry. From the total number of International events and delegates, we can evaluate the efficiency of our roadshows and marketing strategies. International events tend to have a longer duration and incur higher expenditure which, in return, contributes to a higher EEI.

For the past few years, the leading market for Penang's business events has consistently been Southeast Asia whereas in 2019, South Asia emerged as the top contributor of EEI. South Asian delegates showed an exponential growth of 47% from 16,539 delegates in 2018 to 24,247 delegates in 2019. The huge spike of South Asian visitors demonstrated the marketing and communication success of both industry players' efforts in promoting Penang as a business destination and PCEB's India roadshows which

were first implemented in 2018.

On the other hand, East Asia experienced a decline of 91% from 58,671 delegates in 2018 to 5,418 delegates in 2019. This is firstly due to the slowdown in China's economy followed by the US-China trade war. Research also shows that similar trends of decrease in East Asian visitors has been noticed in neighbouring countries such as Indonesia and Thailand.

Multinational Events, in which delegates from multiple regions and countries participate, continued to grow, with an increase in EEI of 44% from RM112 million in 2018 to RM161 million in 2019. This region made up 25% of the total International EEI. All other regions also grew during the year, with Europe, America and Oceania more than quadrupling their EEI year on year.



Disclaimer: The values in certain segments might slightly differ due to the rounding off to the nearest digits accordingly.


Analysis of Regions

A total of 395 International Business Events took place in Penang during 2019, a 70% increase in number of events. However, EEI generated only increased by 4% from RM619 million in 2018 to RM644 million in 2019 due to the decline in delegates by 30% (2019: 76,320 delegates vs 2018: 109,250 delegates). This is in line with the shift in group size of events, with a higher frequency of events with less than 200 delegates.

The South Asia International Corporate segment was the largest contributor in terms

of number of delegates, accounting for 36% of total international delegates. This was followed closely by the Multinational International Association segment at 26%.

Southeast Asia still maintains its place as the largest contributor in terms of total number of events reported. This region alone covers 40% of total international events (2018: 51%) hosted in Penang.









 **Number of Delegates**

Region	Events	Association	Corporate	Incentive
South Asia	12	283	23,404	560
Multinational	55	19,780	2,204	966
Southeast Asia	158	3,371	4,703	4,626
East Asia	59	1,621	2,490	1,307
Europe	51	1,292	1,304	2,158
America	36	1,933	1,075	1,156
Oceania	21	482	460	775
Middle East	2	300	50	0
Africa	1	0	20	0
Total	395	29,062	35,710	11,548

Top 5 countries (EEI)









Association

For the International Association segment, Multinational events was again the highest contributor with a total EEI of RM141 million. This accounted for 63% of the segment's EEI. Penang also attracted a good number of association meetings from the world powerhouse, United States of America, which recorded an EEI of almost RM13 million.

Country of Origin			
 Multinational	19,780	141.704	38
 United States of America	1,635	12.584	8
 Singapore	1,570	11.402	13
 Thailand	1,138	11.339	7
 India	283	8.002	3

Corporate









India was Business Events Penang's largest market in 2019, accounting for 17% of the overall business events EEI and 39% of the International Business Event EEI. Our biggest international market was also our largest market for Corporate events, accounting for 72% of International Corporate events.

Country of Origin			
 India	23,324	249.670	5
 Singapore	3,860	42.674	70
 Multinational	2,204	15.586	11
 United States of America	1,075	8.764	12
 China	908	6.406	12

The second largest international market was Singapore, which has grown by 34% from an EEI of RM32 million in 2018 to RM43 million in 2019.

Incentive

International Incentive more than tripled in 2019 to achieve an EEI of RM73 million. Similar to last year, Singapore was the largest market in this segment, accounting for almost RM26 million in EEI or 35% of the segment's EEI. The number of events and delegates from Singapore more than doubled during the year, with a corresponding increase of 274% in EEI. The second biggest contributor of International Incentive's EEI was Australia, contributing RM9 million or 13% of the total International Incentive EEI.

Country of Origin			
 Singapore	3,170	25.670	33
 Australia	775	9.414	3
 India	560	5.356	2
 Multinational	966	3.719	6
 United States of America	1,041	3.606	11



Events



Delegates



EEI (RM Mil)

Business Events 2019 Conclusion

Aggressive brand marketing

Entering its fourth year of establishment, PCEB continued to be relevant in the regional arena with its proactive and apt brand activation and marketing activities which include audio branding, video branding, visual branding, event branding, and content marketing in international publications, newsletters, social media, and various channels.

New contact campaigns

A comprehensive contact marketing strategy was introduced to boost and strengthen the conversions created from lead-gen campaigns, sales promotions, and direct marketing. Contact campaigns are highly personal and micro-focused, concentrating on the highest-value potential clients or alliance partners.

Active presence in tradeshows

PCEB's dynamic participation in major tradeshows created distinctive retention in trade buyers, airlines, and partners to instil lasting recognition and confidence on Penang's potential. Consistent presence in tradeshows alongside major regional players like Singapore and Thailand promoted the readiness of the Penang industry to host international business events.

Continuous industry development

Since its establishment in 2016, PCEB has been very involved in its mission to elevate the development of Penang's business events industry. BE @ Penang was introduced as an annual conference for industry players to equip themselves with the latest knowledge and tools for growth. Intensive programmes like bidding and research workshops were also held to assist partners to boost the EEI of the state.

Education hub penetration

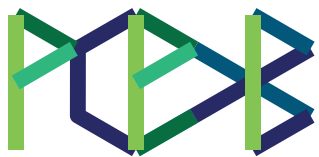
Grasping the importance of intellectual exchange for the development of the state, PCEB actively conducted roadshows in educational institutions such as universities and colleges. The roadshows allowed PCEB to present its support for business events and provide professional advice to further enhance the delegate experience in Penang.

Notes

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