



BUSINESS EVENTS
PENANG
2020 ANNUAL REVIEW_

Penang Convention & Exhibition Bureau_

BUSINESS EVENTS
PENANG
2020 ANNUAL REVIEW_

Produced by_

Penang Convention & Exhibition Bureau_

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CHIEF MINISTER OF PENANG

2020: A Year of Resilience, Hope, and Structural Change



It is exciting to note that Penang is amongst the top six states which are the main drivers of the country's economic activities and major contributors to the country's Gross Domestic Product (GDP). According to the Malaysian Statistics Department, Penang contributed RM 94.7 billion to the national GDP in 2019. Of the 72.3% of the total GDP contributed by the six states, Penang contributed a total of 6.7%.

With a total of RM 48.7 billion for 2019, the service sector in Penang recorded the highest contribution to the state's GDP, rising by RM 2.5 billion compared to 2018, and recorded a total increase of 5.5%. The business events industry has certainly assisted in this rise, but as we were building up to the new decade, the world was hit by a pandemic that led our plans to a slowdown.

Penang took immediate measures to flatten the COVID-19 infection curve by initiating the Penang Lawan COVID-19 campaign, and in between this period, we were glad for Penang's success in attaining the Green State status. With most industries affected by the pandemic, the service sector inclusive of the hospitality and business events industries, had to be re-strategised.

In response to overcoming this pandemic, the Penang state government together with the Penang Convention & Exhibition Bureau (PCEB) continued to move forward through the Penang Next Normal Strategy. This strategy consists of three primary missions, namely, strengthening the ecosystem, coordinating the ecosystem to the changes of the 21st century, and building resilience against any future crisis.

As part of the strategy, Penang is focusing its strength on the electronics and electrical industry, which will surely move us forward in the digital economy, as well as ease businesses and the general public to adapt to the next normal. Despite this setback, the seamless shift towards hybrid and virtual events are initiatives that contribute to the Penang2030 vision for a digitalisation transformation.

With such structural change taking place, I am confident that the business events industry will continue to play an important role in Penang's economic growth, and its resilience will continue to become an empowering force for the state. Events that take place can potentially leave legacies to enhance the destination, and this can be done as Penang's brand is constantly made present through the efforts from PCEB and Business Events Penang.

I hope that this annual review from PCEB will act as a guide and a plan to recreate the foundation and strategies for future businesses. 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 business events for Penang.

Thank you.

THE RT. HON. CHOW KON YEOW

PENANG STATE EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)



The year 2020 was going to be a promising one filled with many exciting plans, especially for the tourism and business events industry. Through the Experience Penang Year 2020 and Visit Malaysia Year campaigns, we prepared to showcase Penang's finest and greatest products to further grow the industry, both domestically and internationally. However, nobody would have expected a pandemic curveball to be thrown at us and the world.

The travel industry was the worst affected and we have been working to restart Penang's tourism through various measures to ensure its sustainability and resilience. As the saying goes, when the going gets tough, the tough gets going. To assist the affected qualified tourism industry players and businesses, the Penang state government through my office, the Penang State Exco for Tourism and Creative Economy (PETACE), rolled out the Penang Business Continuity Zero Interest Loan (Skim Peka 2.0 and Skim Peka 2.1) as well as other recovery initiatives.

While we switched up our strategies to further grow the industry domestically, the Penang state government remains focused on ensuring the health and safety of our people, while creating a safe and secure tourism environment for those visiting Penang. We continue to review and improve domestic travel through the Penang Tourism Rejuvenation Plan as well as the Penang Responsible Tourism campaign.

Together with the Penang Convention & Exhibition Bureau (PCEB), we are able to establish a stronger bond with other partners to continue putting Penang on the world map. The bureau continues to maintain our connections with potential partners and stakeholders within Penang while expanding our existing network, and forging other regional and international ties through various virtual portals the next normal.

The Estimated Economic Impact (EEI) contributed by the business events industry shows its importance in building the health of Penang's economy, which will lead to the continued positive impression for Malaysia in the global arena.

Throughout 2020, PCEB has ensured that the destination branding for Penang continues to stay relevant domestically, while being constantly uplifted internationally. The increasing numbers are encouraging, and I believe business events trends will continue to pick up when the international borders reopen.

Moving forward, I would like to extend my appreciation to PCEB as well as the business events industry for their resilience and steadfast support for the Penang state government, as all stakeholders work hard for the industry's continued growth and improvement to meet international standards.

Thank you.

THE HON. YEOH SOON HIN

CHIEF EXECUTIVE OFFICER PENANG CONVENTION & EXHIBITION BUREAU



2020 was an undeniably difficult year for our industry. It was a year that carried much promise. Instead, we had a long year of challenges, uncertainties and loss of business. Despite that, the year taught us to always choose the path of strength, resilience and creativity.

We have to be thankful to our industry frontliners for ensuring the safety for all of us working in the business events industry. As the situation called for quick action, the Penang Convention & Exhibition Bureau (PCEB) together with the Penang state government, established a Business Events Penang Recovery Task Force and started to work on the Next Normal Guidelines for Business Events Penang. Through this combined effort, the industry managed to establish a united voice in carrying out the rejuvenation plan.

At PCEB, we recognise the value of partnership. It is our responsibility to pull the industry together and assist each other to progress further. Working hand-in-hand with the Penang state government, PCEB has been expanding our collaborative ties with our Southeast Asian and Asian counterparts to yield greater market penetration.

Reinforcing collaboration and growing partnerships must be an ongoing process as we are all working towards the same goals. With this objective, PCEB held many engagement sessions with our industry partners to brief them on industry updates through virtual meetings and roundtable discussions. We came to understand the importance of staying optimistic and positive no matter what comes our way. It is this positive mindset that has pushed Business Events Penang to lay out innovative measures to keep businesses afloat.

The Next Normal has introduced us to the concept of virtual and hybrid events. Technology has evolved at a fast pace and it is undeniable that this will be the trend for at least the next three years after the pandemic, even when the normal we once knew returns. We need to anticipate the needs of our future clients and invest strategically. With that, I would like to encourage all of you to collaborate where possible with fellow partners who have the ready technology, and to constantly stay at pace with its growth.

Despite it being a challenging year, we projected 150 events for 2020, which I am proud to say was achieved. This was made possible through our persistence, our positive attitude and various collaborations to build up the confidence for events to be held in Penang. I would like to commend the industry's efforts in ensuring the adaptability and services of Business Events Penang are up to standard for an international meetings & incentives destination.

We have to keep in mind that the business events industry is built on the principle of collaboration, and now more than ever, we have to cleverly harness its power, and exhaust every potential avenue so that we can find opportunities for business together.

With a strategic plan included by PCEB for 2021, let us move forward together in rebuilding the business events industry.

ASHWIN GUNASEKERAN

PENANG CONVENTION & EXHIBITION BUREAU



PCEB The 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.

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 clients' experience

To expand beneficial economic impact of businesses in Penang

To liaise closely with stakeholders 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 the community at large through our diverse and extensive marketing initiatives



ABOUT PCEB & OUR VISION



**THE HON.
YEOH SOON HIN**
CHAIRPERSON_



**THE HON.
TONY PUA KIAM WEE**
DIRECTOR_

BHARATHI SUPPIAH
DIRECTOR_



SAWARN KAUR
DIRECTOR_



Ashwin Gunasekeran
CEO



Manroop Kaur
Executive Assistant



Tricia Loh
Head of Sales



Siti Sarah
Finance



Bryan Khoo
Assistant Sales Manager



Anuar Shaikh Mydin
Admin



Carene Loh
Sales Executive



Yasmin Bathamanathan
Manager,
Marketing &
Communications



Grace Ng
Sales Executive



Terry Neoh
Assistant Manager,
Marketing &
Communications



Shanqari Rajasekaran
Researcher



Toh Mei Chern
Executive,
Marketing &
Communications



Stephanie Kee
Project Executive,
Penang Art District



Kenny Ng
Project Executive,
Penang Art District



Swarna Rajagopal
Festival Coordinator,
George Town Literary
Festival

THE TEAM



Business Events REJUVENATION PLAN_ 2021 – 2023

In Apr 2020, PCEB unveiled the Business Events Penang Rejuvenation Plan 2021 – 2023 for the industry’s recovery. The plan’s three thrusts are: Collaboration, Digitalisation, and Industry Support & Education.

PCEB’s three-year recovery plan is being implemented in four phases, based on travel restrictions and the tourism industry’s condition. We’re starting with domestic tourism, before expanding the plan to cover Southeast Asia, Asia Pacific, and the global market.



COLLABORATION



DIGITALISATION



INDUSTRY SUPPORT
& EDUCATION



COLLABORATION

PCEB actively collaborates with industry players locally and abroad to promote Penang as the premier event destination. While a few of our initiatives and activities had to be put on hold due to COVID-19, we were quick to work with relevant parties to respond to the disruptions caused by the pandemic and move forward in the new normal.

PCEB will continue with a number of long-term collaboration strategies, which we expect to formalise and roll out in 2021. They include opening a direct flight route to India, partnerships with China and regional universities, and a strategic partnership with Malaysia Airlines to run charter flights for business events.

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 133 active members.



15

Convention Centres & Unique Venues



40

Hotels & Resorts



10

Professional Conference Organisers



15

Destination Management Companies



15

Travel Agencies & Transportation



13

Event Management Companies



1

Tourism Product



24

Event Product & Services Providers



= 133

Active IPP Members



COLLABORATION



ENHANCING INDIAN MARKET: INDIAN ADMAKERS ASSOCIATION

PCEB is collaborating with the Indian Admakers Association to bring Indian productions to Penang for filming. Some of the initiatives that were confirmed for 2020 but had to be postponed due to the COVID-19 pandemic are:

- Penang familiarisation trip for Indian producers and directors
- Production of a short travel film of Penang by Indian filmmakers for the Indian market
- Five-day Indian Film Festival in Penang
- Appointment of an Indian celebrity to be the Penang Travel Ambassador

These planned activities will be resume once international travel is allowed.



OFFICIAL MEDIA PARTNER: TIN MEDIA

PCEB established a one-year strategic partnership with TIN Media, a leading travel-focused media company, to target domestic business events and tourism players.

As PCEB's official media partner, TIN Media provides media content on Business Events Penang for domestic and regional distribution, and advertises Business Events Penang on its own website. TIN Media also organises and hosts webinars and e-learning sessions.



As part of PCEB's marketing initiative to reactivate Penang's brands and unique venues, we led the Next Normal Guidelines for Business Events Penang Site Inspection to 32 hotels and seven unique venues. The TIN Media reporting team covered each of the site inspection and carried the video news across all their platforms.





COLLABORATION

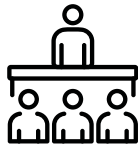
FORMATION OF BUSINESS EVENTS PENANG TASK FORCE

PCEB formed a task force for Business Events Penang with key industry players from six main sectors: Hotels, convention centres & venues, unique venues, professional conference & exhibition organisers, destination management companies (DMCs) & transportation, and event organisers & suppliers.

Together, we created post-MCO standard operating procedures (SOPs) and the Next Normal Guidelines. This is to ensure the safety and health of event organisers and delegates, and compliance with the National Security Council's (Majlis Keselamatan Negara) SOPs.

DEVELOPING THE NEXT NORMAL GUIDELINES FOR BUSINESS EVENTS PENANG

6



Committees

25



Members

20



Meetings

2,160



Minutes

1

Task force discussed and drew guidelines for their sectors.



2

PCEB collated and produced the complete guidelines document for the task force to review.



3

Completed guidelines document submitted for review and endorsement of relevant authorities.



4

Launch of the guidelines in an immersive experiential event at Setia SPICE Convention Centre with full guidelines implementation.





COLLABORATION



(Clockwise, from top) Task force with VIPs on stage, QR code scanning before entry, temperature check before boarding tour bus

NEXT NORMAL GUIDELINES FOR BUSINESS EVENTS PENANG

PCEB launched the first edition of the Next Normal Guidelines for Business Events Penang on 18 Jul 2020. The launch event was organised according to the guidelines, and served as an example of organising business events in the next normal.

This launch was the first event held at Setia SPICE Convention Centre since the movement control order (MCO) was enforced. It was attended by 140 guests, consisting of industry players, government officials, clients, and media members.





DIGITALISATION

The COVID-19 pandemic accelerated PCEB's digital transformation as various restrictions and constraints forced us to move our services online.

We adopted Simpleview as our customer relationship marketing (CRM) platform to receive submissions of proposals/requests for proposal (RFP) and update our online suppliers' directory.

Our Vision Insight data submission platform on the other hand, allows quicker data extraction for analysis purposes.

We also improved the Business Events Penang app's user interface (UI) and user experience (UX) to make the app more mobile-friendly and convenient for event organisers and delegates.

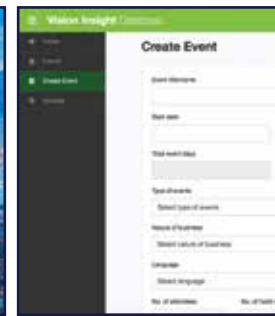
The events organised and hosted by PCEB that were transformed into virtual events for 2020 included the PITE 2020 Digital Show, BE @ Penang and the George Town Literary Festival. Read more about these events in the section *Special Projects in Line with Business Events Rejuvenation Plan 2021 – 2023* (pgs 19 – 28).



Simpleview



Vision Insight



PITE 2020 Digital Show



BE @ Penang 2020



George Town Literary Festival 2020



INDUSTRY SUPPORT & EDUCATION

As part of the rejuvenation plan, we developed new industry support initiatives as well as enhanced and adapted existing ones to meet the needs of the next normal.

PCEB continued to engage the industry through educational programmes, which were conducted online, in line with our digital transformation.

ENHANCED PRIVILEGE PENANG 2021 – 2023

Following COVID-19's SOPs and physical distancing measures, PCEB revised the 2020 Privilege Penang Support Programme for corporate and association meetings as well as incentive trips. Enhanced Privilege Penang 2021 – 2023 applies to events starting from 20 pax.

The programme included a comprehensive bidding support to increase association meetings in Penang and establish collaborations with other countries.

SUPPORT



Association Meetings

20 – 50 pax

- Welcome luncheon
- Half-day guided George Town walking and trishaw tour

51 – 100 pax

- Arrival reception in hotel/ airport
- Welcome luncheon
- Exclusive Penang souvenirs

101 – 300 pax

- Off-site venue rental/Unique venues admission co-hosting
- Cultural/live performance
- Malaysia dying trades and art workshop

301 – 500 pax

- Off-site venue rental/Unique venues admission co-hosting
- Cultural/live performance
- Emcee hosting



Corporate Meetings

20 – 50 pax

- Co-hosting of welcome luncheon

51 – 100 pax

- Exclusive Penang souvenirs

101 – 300 pax

- Exclusive Penang souvenirs
- Emcee hosting

301 – 500 pax

- Exclusive Penang souvenirs
- Co-hosting of admission to unique venues



Incentive Groups

50 – 100 pax

- Arrival reception in airport
- Exclusive Penang souvenirs

101 – 300 pax

- Welcome banner
- Welcome lunch hosting

301 – 500 pax

- Welcome banner
- Co-hosting of admission to unique venues
- Exclusive Penang souvenirs

> 501 pax

- Welcome banner
- Co-hosting of admission to unique venues
- Cultural/live performance



INDUSTRY SUPPORT & EDUCATION

SUPPORTING PENANG'S CREATIVE ECONOMY

PCEB continues to support and promote local Penang products as souvenirs for event organisers and corporate social responsibility (CSR) programmes. We have been promoting Penang batik through exclusive turtle soft toys we commissioned from a local batik artisan. In line with the Next Normal, we have included reusable batik face masks as souvenirs, with the message 'Penang Here for Tomorrow'.

BATIK SOUVENIRS

To further incentivise organisers, we developed special souvenirs such as handmade batik face masks and the Business Events Penang turtle soft toy wearing a face mask.

PCEB also organised a press visit featuring local batik artisan, Batek-Lah Collection. The press engagement generated awareness of the importance of art and the creative industry's generous effects on society and the economy. The visit held at the Penang Balik Pulau Craft Incubator Centre (Pusat Inkubator Kraf Balik Pulau) included a workshop tour and demonstration of batik production.



Batek-Lah's workshop at Penang Balik Pulau Craft Incubator Centre



INDUSTRY SUPPORT & EDUCATION

SUPPORTING PARTNERS IN SALES & MARKETING ACTIVITIES

COURTESY VISIT TO KL IPP PARTNERS

PCEB continued its industry partners engagement with courtesy visits to 11 IPP partners in Kuala Lumpur from 5 – 7 Oct 2020. We also distributed the Next Normal Guidelines for Business Events Penang, as well as the Enhanced Privilege Penang 2021 – 2023.



(Clockwise, from top left) Holiday Tours, Discovery Overland Holidays, Asia Overland Services Tours & Travel, Evenesis, Lotus Asia Tours, Panorama Destination Malaysia



BUSINESS EVENTS REJUVENATION PLAN
2021 – 2023



INDUSTRY SUPPORT & EDUCATION

EVENTS SUPPORTED

Providing business event delegates with a memorable experience in Penang is key to gaining repeat business and growing the industry. PCEB continues to support business events in Penang to strengthen the state as the preferred MICE destination in the region.




We launched the BE Unfiltered 2020 campaign in Jul 2019 to complement Experience Penang Year 2020, targeting 3,000 business events. This would have contributed more than RM 1.5 billion in EEI to the destination.

BE Unfiltered 2020 featured Privilege Penang, a specially curated business events support structure. The well-received Privilege Penang was an influencing factor for clients to host their business events in Penang.

When the COVID-19 pandemic hit, many business events were cancelled, postponed or reformatted into virtual and hybrid events. To help the industry adapt to the new normal and changing requirements of organisers, PCEB introduced Enhanced Privilege Penang 2021 – 2023. This improved and personalised support structure also offers bidding assistance to the local hosts of association meetings.

In 2020, PCEB supported a total of 9 business events, which contributed an EEI of RM 38.853 million.

EVENTS SUPPORTED IN 2020

Event Type	Number of Events	Number of Delegates	Estimated Economic Impact (RM mil)
 Association	3	415	2.186
 Corporate	5	5,777	36.538
 Incentive	1	72	0.129
Total	9	6,264	38.853



INDUSTRY SUPPORT & EDUCATION

EDUCATIONAL PROGRAMMES

As physical events transitioned to virtual ones, PCEB kept the discussions about the industry's recovery going through webinars and TIN Talks, a collaboration with TIN Media.

PCEB held its first online forum, 'Next Normal for Business Events Penang: How Penang Will Charter the Post-MCO World'. PCEB's CEO, Ashwin Gunasekeran, was invited to be part of several virtual talks and webinars on Rejuvenation for Tourism and Business Events.

Over the years, PCEB's homegrown conference BE @ Penang, has become a notable meeting and learning platform for the regional industry players to gain knowledge, insights and upskilling to weather the industry's challenges. The conference's CEO Deep Dive virtual programme runs three months until Mar 2021.


More updates on BE @ Penang 2020 are shared in the section *Special Projects in Line with Business Events Rejuvenation Plan 2021 – 2023* (pgs 27 – 28).




Various online educational programmes that PCEB has collaborated with partners on



BUSINESS EVENTS REJUVENATION PLAN
2021 – 2023



SPECIAL PROJECTS_
IN LINE WITH
BUSINESS EVENTS
REJUVENATION PLAN
2021 - 2023_

- 
- PITE 2020 Digital Show
 - George Town Literary Festival 2020
 - Virtual Career Expo 2020
 - BE @ Penang 2020

PITE 2020 DIGITAL SHOW



2020 marked the third year of the Penang International Travel Exchange (PITE). For the first time ever, PITE 2020 was fully digital, powered by homegrown professional conference organiser (PCO), ACE Conferences & Events.

The three-day digital show which featured B2B matching and networking cum educational forums, connected buyers from four continents to Penang sellers. PITE 2020 attracted a lot of industry and media attention, and gained rave reviews for being Penang's first B2B digital show. The event was a great demonstration of Penang's readiness for recovery of the business events industry in the new normal.

STATISTICS

Registered Sellers



83

Registered Buyers



136

Registered Trade Visitors



580

Attended Sellers



81

Attended Buyers



98

Attended Trade Visitors



165

Sessions



3,124

Video Meetings



4,855

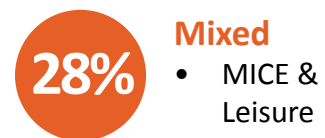
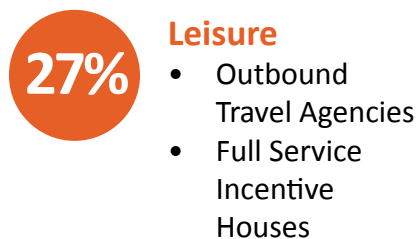
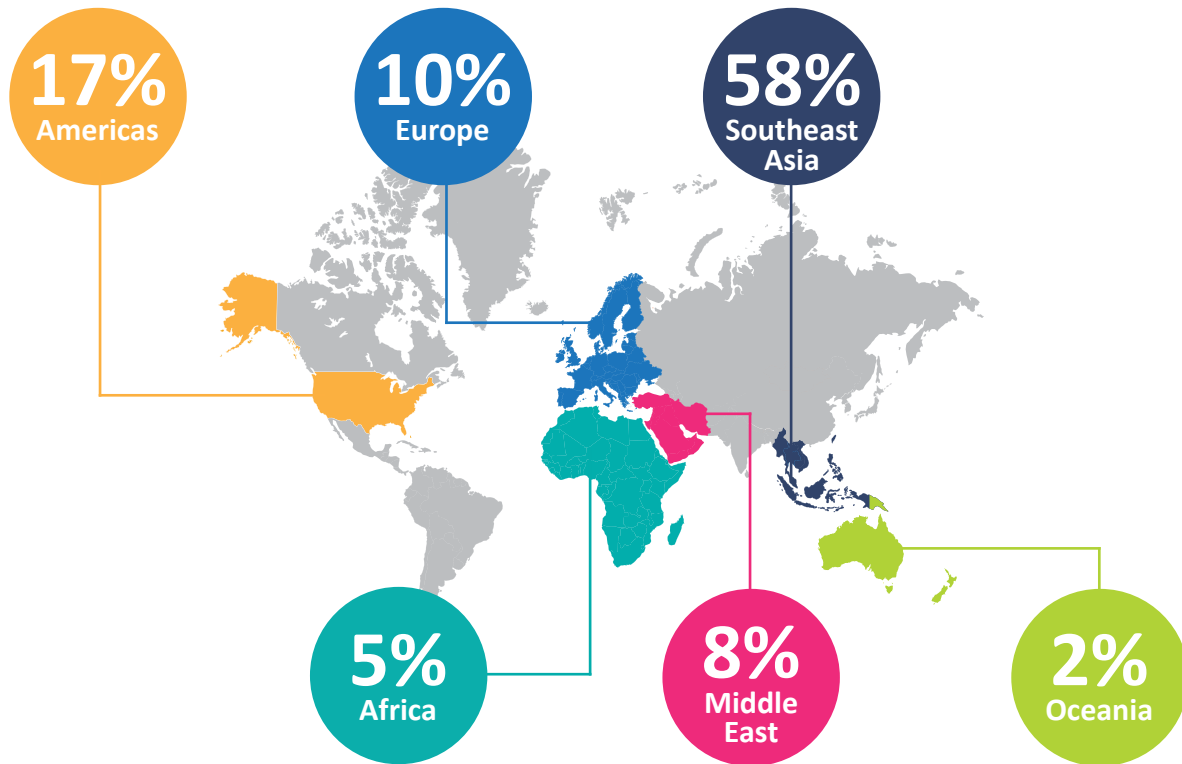
Messages Exchanged



5,093

PI TE 2020 DIGITAL SHOW

BUYERS BREAKDOWN



TRADE VISITORS' BREAKDOWN



SPECIAL PROJECTS IN LINE WITH BUSINESS EVENTS REJUVENATION PLAN 2021 – 2023

GEORGE TOWN LITERARY FESTIVAL 2020



PCEB produced Malaysia's largest literary festival for the fifth consecutive year, which attracted 82 participants from 15 countries. This year's festival was held online, with 11,513 people attending its 63 online events.

The festival's theme 'Through the Looking Glass' contemplated the role of literature and art in a time of crisis. As the festival moved online, the imposed distance that redefined our lives prompted us to view the world through our black mirrors and ask ourselves existential questions about our place in the universe.

The Looking Glass is a crystal ball to the future — a place of new possibilities. We can either let our new reality be written by external forces, or we can choose to become the authors of our collective destiny.

A writing contest on life under lockdown, titled 'Wake Me Up When This Is Over' or 'Kejutkan Aku Setelah Ia Pergi' attracted over 330 submissions in English and Bahasa Malaysia. The panel of judges was led by Sasterawan Negara, Professor Muhammad Haji Salleh.

GEORGE TOWN LITERARY FESTIVAL 2020



22

Partners



28

Podcasts



19

Videos



82

Participants



15

Countries



11,512

Online Attendees



63

Online Events



SPECIAL PROJECTS IN LINE WITH BUSINESS
EVENTS REJUVENATION PLAN 2021 – 2023

VIRTUAL CAREER EXPO 2020

Although Penang is one of Malaysia's smallest states, it has been able to sustain a buoyant economy over the last decade. Penang's economy accounts for 6.7% of the national GDP, and 90% of it is driven by the manufacturing and services sectors. The services sector accounts for half of Penang's economy while the manufacturing sector contributes 43.3% to the state's GDP in 2018. World-class service and a skilled workforce are among the key factors to Penang's success in the service sectors.

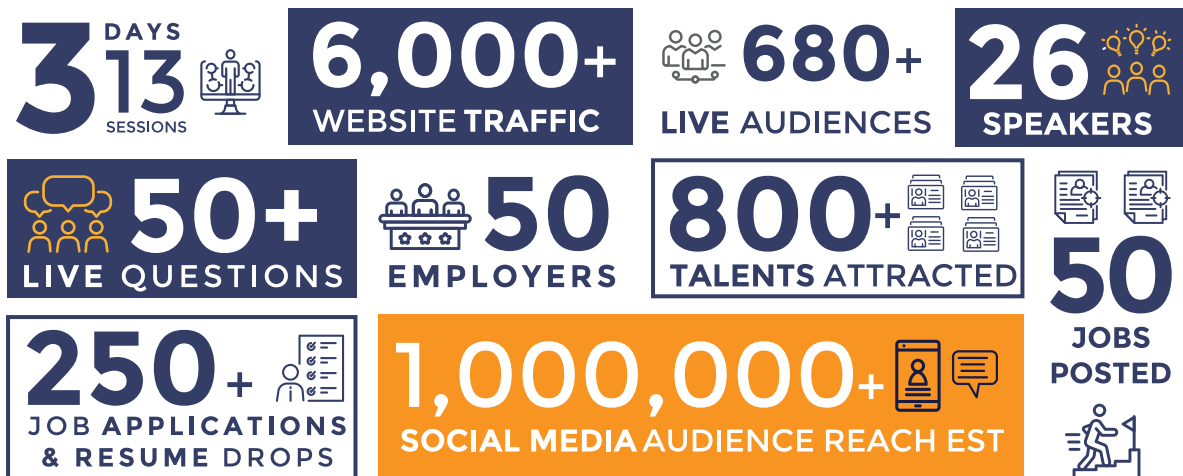
The COVID-19 pandemic in 2020 hit Penang's services sectors badly, especially the tourism and business events industry. Travel bans and restrictions by various countries to contain the virus has affected global air travel.

Penang's tourism and business events industry were not exempted from the pandemic's ravage. PCEB launched the industry's Rejuvenation Plan in Apr 2020 to recover the industry at the quickest pace.

We also organised Virtual Career Expo 2020 (VCE 2020) to revitalise Penang's services workforce in a collaboration with Pink Label, Penang's homegrown professional conference organiser. The expo's objectives are:

- To provide the affected service workforce with networking opportunities with PCEB partners
- To provide a platform for PCEB partners to seek, review and engage with existing and new talents
- To produce workshops and live talks that deliver important information and insights for job-seeking, job-hiring, and industry talent sustainability

EVENT SUMMARY



VIRTUAL CAREER EXPO 2020

VCE 2020 was held for three days in Nov 2020 and benefited 170 PCEB partners. The virtual platform remained active for a month to accommodate job publishing and job-seeking activities.




(Clockwise, from top) Behind the scenes of the virtual opening ceremony, sessions with invited speakers on career tips, virtual platform



SPECIAL PROJECTS IN LINE WITH BUSINESS EVENTS REJUVENATION PLAN 2021 – 2023

BE @ PENANG 2020



BE @ Penang 2020 returned for its fifth edition of a virtual conference edition with the theme – BE INEVITABLE. It was a call of action to the business events industry players to be strong, bold, fearless and become a force to be reckoned with as leaders and industry experts in charting the path to success, no matter what crisis comes their way.

The year's conference brought together industry leaders from around the world for an intensive two days of knowledge-sharing online.

New World management leader and British educator, Professor Eddie Obeng gave the Opening Keynote while social enterprise Leaderonomics founder, Roshan Thiran gave the Closing Keynote.

The virtual conference featured 25 speakers from seven countries, and 132 delegates from India, Singapore, Taiwan, Japan, Indonesia, New Zealand, the United Kingdom, Italy, USA and many more countries.

Hotel Equatorial Penang served as the conference studio, while streaming and production services were provided by Cinestill Production, a homegrown Penang production house. BE @ Penang 2020 was co-organised by PCEB and Malaysia's leading PCO, Anderes Fourdy Events.

BE @ PENANG 2020



CEO DEEP DIVE


For the CEO Deep Dive, Professor Eddie Obeng facilitated the session through his virtual learning platform, QUBE. Registrants also received a three-month access to QUBE, valid from Jan – Mar 2021. The access came with follow-up support sessions by Professor Obeng, as well as performance enhancement tools (PET) and techniques.




The QUBE app on which the CEO Deep Dive was conducted. This virtual platform mimics in-person training virtually.



SPECIAL PROJECTS IN LINE WITH BUSINESS
EVENTS REJUVENATION PLAN 2021 – 2023



SPECIAL EVENTS_
SUPPORTED IN LINE WITH
BUSINESS EVENTS
REJUVENATION PLAN
2021 - 2023_

- 
- World Hospitality, Lifestyle and Entertainment Exhibition & Convention 2020
 - TECHFEST LIVE x ROAD-TO-WCIT Malaysia

WORLD HOSPITALITY, LIFESTYLE AND ENTERTAINMENT EXHIBITION & CONVENTION 2020

The inaugural World Hospitality, Lifestyle and Entertainment Exhibition & Convention (WHOLE) was the largest hybrid exhibition and convention held in Penang in 2020. It was also the first event held in adherence to PCEB's Next Normal Guidelines and the National Security Council's SOPs. Minister of Tourism, Arts and Culture, YB Dato' Sri Hajah Nancy Shukri, launched the event at the Setia SPICE Convention Centre.

The three-day event was designed to revive, rejuvenate and reconnect business events clients and tourism buyers. The programme consisted of B2B activities, dialogue sessions, cooking demonstrations, and engagement with students who are interested to pursue a career in hospitality.

SPECIAL EVENTS SUPPORTED IN LINE WITH
BUSINESS EVENTS REJUVENATION PLAN 2021 – 2023



WORLD HOSPITALITY, LIFESTYLE AND ENTERTAINMENT EXHIBITION & CONVENTION 2020

WHOLE 2020 drew the participation of 94 physical exhibiting companies and 73 virtual exhibiting companies. It welcomed 1,692 key buyers and visitors. Forty-seven virtual B2B sessions between physical exhibitors and international buyers were scheduled.



SPECIAL EVENTS SUPPORTED IN LINE WITH
BUSINESS EVENTS REJUVENATION PLAN 2021 – 2023

TECHFEST LIVE X ROAD-TO-WCIT MALAYSIA

TECHFEST LIVE was a three-day digital festival, packed with insights from industry leaders, new technology showcases, and sharing of inspiring impact stories from all over the world. The technology event also highlighted George Town as a UNESCO World Heritage Site.

The event was streamed online across 80 countries. There was also on-demand access, private B2B matching, virtual exhibitions, and targeted online-to-offline (O2O) activities.

TECHFEST LIVE featured a special edition of the World Congress on Information Technology, ORIGIN Conference by Technode Global, 5G Malaysia, and Road-to-WCIT Malaysia – a lead-up to the World Congress on Information Technology, WCIT Malaysia 2022.



TECHFEST LIVE X ROAD-TO-WCIT MALAYSIA

PCEB curated a special programme for the business events segment titled 'Technology and Business Events'. It included a discussion between our event technology partners, Anderes Fourdy Events and Evenesis.

TECHFEST LIVE
18-20 NOV 2020

SPEAKER **SPEAKER** **MODERATOR**

Yusno Yunos
CEO & Founder
Evenesis - Y Us Sdn Bhd

Rahul Bharadwaj, CMP
Co-Founder & Director
of Operations & Technology
Anderes Fourdy Events Sdn Bhd

Ashwin Gunasekeran
CEO
Penang Convention &
Exhibition Bureau

Business Events Penang @ TechFest
19 Nov | 1:45pm - 2:10pm
techfest.my

TECHNOLOGY AND BUSINESS EVENTS

ASHWIN GUNSEKARAN MODERATOR
CEO, PCEB

YUSNO YUNOS
CEO & FOUNDER, EVENESIS - Y US SDN BHD


RAHUL BHARADWAJ
CMO CO-FOUNDER & DIRECTOR OF OPERATIONS & TECHNOLOGY ANDERES FOURDY SDN BHD



SPECIAL EVENTS SUPPORTED IN LINE WITH
BUSINESS EVENTS REJUVENATION PLAN 2021 – 2023

A decorative graphic consisting of several hexagons in shades of orange and yellow, scattered across a dark blue background. Some hexagons are solid, while others have a pattern of smaller dots. The hexagons are arranged in a somewhat circular pattern, with some overlapping. The overall effect is a modern, geometric design.

MARKETING & COMMUNICATIONS_

- 
- Communications Engagement
 - Destination Marketing
 - Presenting Penang

COMMUNICATIONS ENGAGEMENT

During the COVID-19 outbreak, PCEB sent out advisories through our newsletter system to keep partners and clients updated on Business Events Penang.

The information shared included COVID-19 advisories for business event organisers and delegates; as well as coverage of events like the Penang Specialist Programme in conjunction with Penang Roadshow to India 2020, and Virtual Career Expo 2020.

MEDIA ENGAGEMENT

Despite the pandemic in 2020, PCEB continued to keep the industry updated on Business Events Penang. PCEB's Marketing & Communications team held 11 press conferences to announce events like PITE 2020, WHOLE 2020, and the Penang Roadshow to India 2020. Ten press releases were distributed to international and local news titles, which garnered 244 pieces of news coverage. We also managed to hold a Chinese New Year luncheon with the media before the lockdown commenced.



Press Releases

13



Press Conferences

7 + 4

(Malaysia) (India)



PR Events

1

=



No. of News Coverage

244

DESTINATION MARKETING

#PenangHereForTomorrow Campaign

The Business Events Penang Here for Tomorrow global marketing campaign is part of the Business Events Penang Rejuvenation Plan 2021 – 2023. This campaign tells the world that Penang is ready to serve and support business events clients through the COVID-19 pandemic and beyond. PCEB is committed to ensuring that the state is safe for future events and business travellers.

The campaign's three key messages pushed across all tradeshows, media and client engagements are:



Penang: Meetings of the Future

Penang's enhanced connectivity and digital infrastructure are able to support hybrid and virtual events. Penang2030 is the state's vision to develop Penang as a green and smart state. Facilities and infrastructures are adopting green technology to reduce waste and energy consumption, while event organisers are incentivised to reduce their environmental impact.



Penang: Experiences Beyond the Classroom

This showcases Penang's incentives, curated to offer unique venues and activities that reflect the richness of our cultural diversity. Arts and crafts workshops with heritage artisans give delegates a memorable hands-on experience as well as unique Penang souvenirs to take home.



Penang: Nature at Your Doorstep

From durian farms in Balik Pulau to the Penang National Park in Teluk Bahang, Penang's natural attractions offer delegates a refreshing break from meetings. Immersive experiences give them the opportunity to learn about the state's biodiversity.

DESTINATION MARKETING

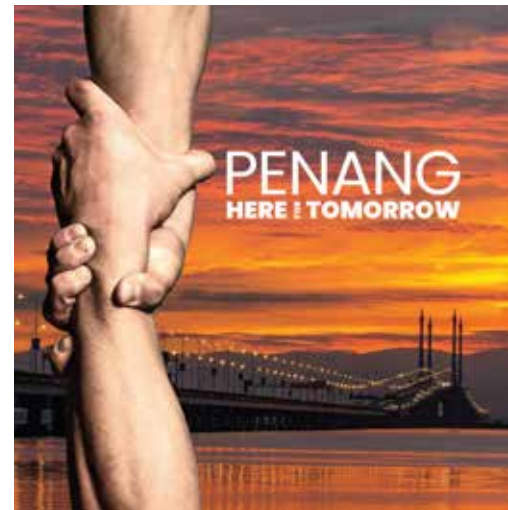
DESTINATION VIDEOS

Three short destination videos were produced to deliver the three key messages of Penang Here for Tomorrow campaign. They were aired on Astro in Oct 2020 as part of TechFest 2020's marketing campaign.



PRINT & DIGITAL ADVERTISING

As the advertising budget for 2020 was significantly reduced, to maximise the impact of our ad spend, we focused our advertising on informing the market about our support programmes for business events: The Penang Here for Tomorrow campaign and Enhanced Privilege Penang 2021 – 2023.



SOCIAL MEDIA OUTREACH

We rolled out a special social media campaign during the temporary prohibition on business events to boost domestic travel and support business events clients through the COVID-19 pandemic and beyond.

We shared various 'stay' and 'meet' packages to help hotels and places of attractions make up for the loss of income from the business events sector. The campaign also reimagined Penang's existing products to meet the trending demand for eco-friendly products, health, safety and adventure.



PRESENTING PENANG

Business recovery has become a vital part of PCEB's destination marketing efforts. Our CEO Ashwin Gunasekeran was invited to speak about our rejuvenation strategy at various international virtual conferences held in 2020. Ashwin is also a recognised industry leader and Chair of the ICCA Asia Pacific Chapter.

To share our knowledge, we developed a strong case study of the Penang Here for Tomorrow and Business Events Rejuvenation Plan 2021 – 2023. Our CEO's speaking engagements helped to spread the message of Penang as a safe, preferred destination for business events.

PCEB's Chairman, The Hon. Yeoh Soon Hin was also invited to be part of the sharing session during BE @ Penang 2020, the virtual conference on Penang's Future Plans for Driving Tourism and Creative Economy 2021 & Beyond.



CEO'S SPEAKING ENGAGEMENT IN NATIONAL & INTERNATIONAL BUSINESS EVENTS

1. Malaysia Tourism Gold Summit 2020 | 11 – 13 Nov
2. IT&CM Asia Virtual | 16 – 20 Nov
3. China Meetings Industry Convention (CMIC) | 3 – 4 Dec
4. 2020 Annual International Conference Industry CEO Summit & Global Conference Destination Competitiveness Index Conference | 10 – 11 Dec
5. BE @ Penang 2020: BE INEVITABLE | 10 – 11 Dec
6. ICCA Asia Pacific Summit, Yokohama | 15 – 16 Dec



SALES ACTIVITIES_



- **Tradeshows and Sales Missions**

1. Penang Roadshow to India 2020

2. AIME Melbourne 2020

3. IT&CM China Virtual Show 2020

4. The Meetings Show, London 2020

5. IT&CM Asia 2020

6. IBTM World Virtual 2020

SALES

PCEB continued to be committed and dedicated during the challenging period in 2020. Led by the Head of Sales, the team was actively in contact with partners, clients and new leads to retain Penang's visibility in the local and global market. In the wake of COVID-19 in Feb 2020, the team immediately assuaged the fear of uncertainties, and quickly adopted a pragmatic strategy and execution in responding to the volatile public health situation.

RESOLVE

- We released a COVID-19 advisory for the business events industry, followed by post-MCO SOPs
- As the industry adjusted to the new normal in Q1 2020, we constantly engaged with organisers to ensure their events followed the necessary safety and health measures
- We successfully submitted four bids for events planned for 2023 and beyond
- Organisers of conferences planned for Q2 2020 were advised not to cancel them, but postpone them to later dates in 2020 or early 2021

RESILIENCE

- We continued to engage with partners and clients via emails, virtual meetings, phone calls and WhatsApp
- We continued to build new client databases of associations, as well as the education and corporate sectors
- We participated in relevant International Congress and Convention Association (ICCA) webinars to keep abreast with the association's activities and progress

RETURN

- We held meetings with industry players
- We established a task force to draft the **Business Events Penang Next Normal Guidelines**
- We made targeted sales calls to local corporations and associations

REIMAGINE

- We launched the Business Events Penang Next Normal Guidelines and inspected partner properties
- We embarked on the aggressive campaign #PenangHereforTomorrow and boosted for business recovery through Enhanced Privilege Penang 2021 – 2023
- We made sales calls to clients with events planned for 2021 – 2023

REFORM

- Industry partners were encouraged to adopt rapid digital transformation
- We adapted our homegrown tradeshow PITE 2020 into PITE Digital Show 2020
- We became the first bureau in Malaysia to introduce a virtual career expo specifically for the business events industry
- We held educational talks for the industry

TRADESHOWS AND SALES MISSIONS

Despite the challenging year, PCEB realised the importance and value of keeping Penang visible as an event destination in the global market.

Due to travel bans and restrictions, many tradeshows in 2020 were reformatted into virtual events. PCEB was selective in our participation to ensure the events we participated in were aligned with our organisation’s objectives. They are:

- Increase Penang’s visibility in the global market for the sourcing of venues for meetings, incentives, conventions and exhibitions (MICE) and business events (BE)
- Establish the importance of APAC travel agencies in bringing incentive groups to Penang, and reciprocate their contributions
- Engage with APAC and European buyers to keep Penang as top of mind for their 2021 – 2023 sourcing and business planning
- Create more educational and communal legacies amongst the APAC and European association buyers, to align with the strategies of Penang2030
- Drive, accelerate and reinvigorate the course of Business Events Penang Rejuvenation Plan 2021 – 2023 to help the industry recover quickly post-pandemic
- Build interest and draw action for Enhanced Privilege Penang 2021 – 2023

TRADESHOW PARTICIPATION IN 2020

		
Event	Location	Date
Penang Roadshow to India 2020	Mumbai, Delhi, Chennai, Kochi	13 – 20 Jan
Asia-Pacific Incentives and Meetings Event (AIME)	Melbourne	17 – 19 Feb
Incentive Travel & Conventions, Meetings China (IT&CM China)	China (virtual event)	3 – 5 Aug
Penang International Travel Exchange (PITE) Digital Show 2020	Penang (digital event)	14 – 16 Oct
The Meetings Show	London (virtual event)	19 – 21 Oct
Incentive Travel & Conventions, Meetings Asia (IT&CM Asia)	Bangkok	16 – 20 Nov
IBTM World Virtual	Barcelona (virtual event)	8 – 10 Dec



TRADESHOWS AND SALES MISSIONS

PENANG ROADSHOW TO INDIA 2020

With the third annual roadshow to Penang, PCEB continued to strengthen our relationship with the Indian market, besides creating new contacts. Riding on Experience Penang Year 2020 and the BE Unfiltered campaigns, PCEB launched the inaugural Penang Specialist Programme (PSP).

The roadshow, which travelled to Mumbai, Delhi, Chennai and Kochi, drew the largest crowd since the first one in 2018. India's major travel trade associations, travel agencies and MICE planners, corporates, the filming and wedding industries, airlines, and the media participated in the event, which attracted 1,500 buyers.

The continued physical presence of PCEB and the roadshow in India proliferated interest and buy-in for Penang as the premier destination for events. Penang Roadshow to India 2020 attracted engagement from airlines, outbound travel associations, and the association for filmmakers. Press conferences were held in each city, which gained the roadshow local coverage in the mainstream media.

2019 was a huge improvement from 2018. The number of delegates arriving in Penang for business events increased by almost 50%, from 16,539 pax in 2018 to 24,247 pax in 2019. The EEI from South Asia also increased significantly, mostly contributed by corporate business events.

PSP was a compelling component of our interactive roadshow in 2020. The programme was carefully curated to educate participants on Penang and its potential for MICE and leisure.

The participants — between 15 to 20 pax in each city — were rigorously screened for their outbound business, clientele quality and business track record, before being selected to join the programme for free.

PCEB's Marketing & Communications team developed the modules for the PSP and worked alongside Katharine Chua, the managing director of Tropical Spice Garden, who conducted PSP 2020. The programme was well-received by the participants. They sat for an exam at the end of the programme's full-day workshop. Qualified participants were awarded with the Penang Specialist Certificate at the networking dinner.

The certificate is valid for three years and renewable. Certificate holders enjoy invaluable support from PCEB, such as digital and printed marketing collaterals, government agency contacts, souvenir supply, hosted cultural performances, sightseeing tours and sales incentives.



TRADESHOWS AND SALES MISSIONS



SALES ACTIVITIES

PENANG ROADSHOW TO INDIA 2020 STATISTICS

 **1**
Destination – Penang


 **4**
Key Cities

 **13**
Exhibitors

 **1,397**
B2B Registrations

 **593**
Dinner Attendees

 **54**
Penang Specialist Certificates
Awarded

 **2,640**
Minutes of B2B Networking

TRADESHOWS AND SALES MISSIONS

AIME MELBOURNE 2020

The three-day Asia Pacific Incentives and Meetings Event (AIME) 2020 was held at the Melbourne Convention Centre. AIME provides a commerce, connections and education platform for event planners, buyers, exhibitors, trade visitors and media from Asia Pacific and across the world.



The event was held in Feb 2020, when China imposed travel restrictions. Buyers came from other key regions like Oceania, East Asia, Southeast Asia, South Asia and the Middle East.

PCEB and the Eastern & Oriental Hotel from Penang were among the 13 co-exhibitors under the Malaysian Pavilion. In 2019, Penang recorded 1,717 pax arriving from Oceania for business events, mostly incentives. This was a whopping growth of 450% in contrast to the year before.

Armed with Privilege Penang (a meticulously curated support structure for business events in Penang), PCEB secured 30 pre-scheduled business appointments, and nine qualified leads.

AIME MELBOURNE 2020 STATISTICS



336

Exhibitors



316

Hosted Buyers



9,088

Pre-scheduled Appointments



2,879

Unique Visitors



38

Countries / Territories

PCEB'S ACHIEVEMENTS AT AIME MELBOURNE 2020



30

Pre-scheduled Business Appointments



9

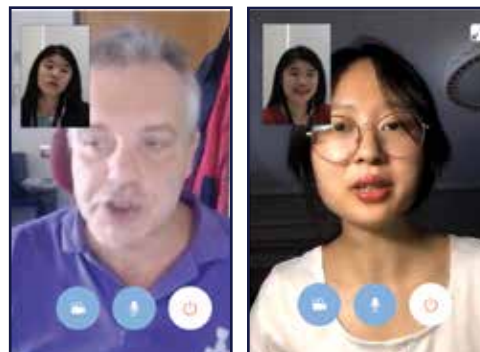
Qualified Leads

TRADESHOWS AND SALES MISSIONS

IT&CM CHINA 2020 VIRTUAL SHOW

Incentive Travel & Conventions, Meetings China (IT&CM China) is China's leading MICE business, education and networking event, dedicated to promoting China to the world, and the world to China.

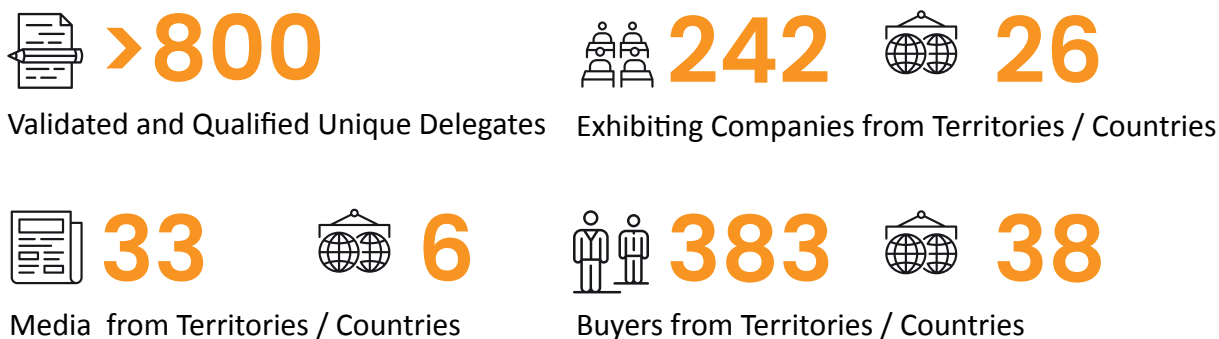
It brings Chinese and international MICE exhibitors and buyers together in one dynamic marketplace. IT&CM China provides them the platform to explore business opportunities on all fronts — inbound, outbound and domestic.



IT&CM China 2020 was supposed to be a physical event held in Shanghai in Mar 2020. The COVID-19 pandemic that struck in Jan 2020 caused it to be reformatted into a virtual show, and the event was pushed to Aug 2020.

IT&CM China was the first tradeshow in the region to be transformed into a fully virtual event. Its success paves the way for how business events will be held in the coming years.

IT&CM CHINA 2020 VIRTUAL SHOW STATISTICS



PCEB'S ACHIEVEMENTS AT IT&CM CHINA 2020 VIRTUAL SHOW

Besides PCEB, six other partners participated under the Malaysian pavilion: The Malaysia Convention & Exhibition Bureau, Columbia Leisure, Desaru Coast, Malaysia Airlines Berhad, Sabah International Convention Centre, and Business Events Sarawak.

PCEB secured 20 appointments and had two walk-ins.



TRADESHOWS AND SALES MISSIONS

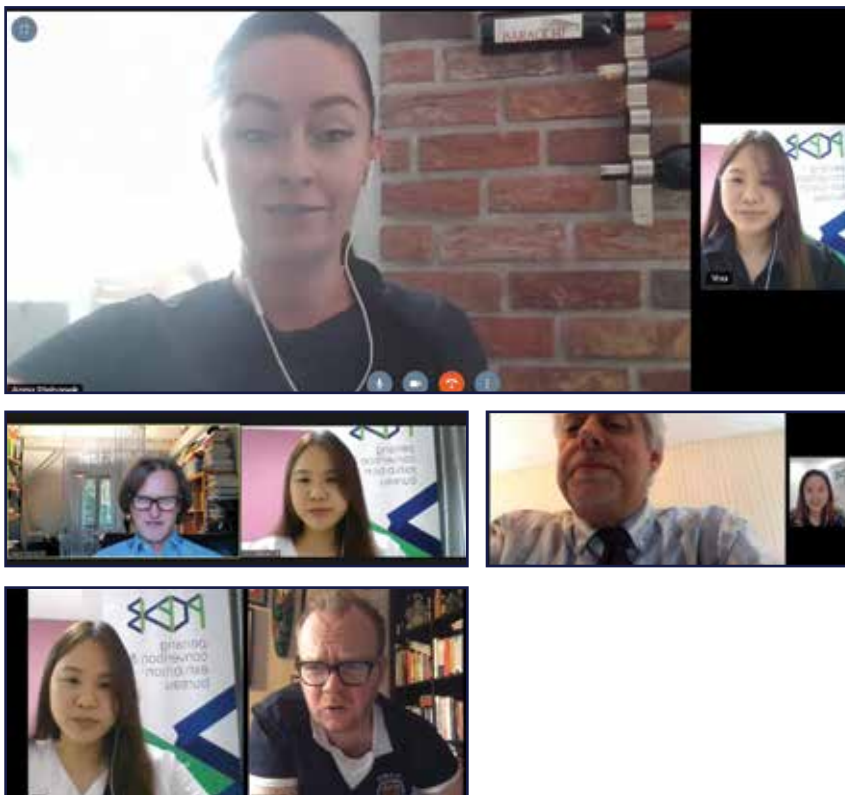
THE MEETINGS SHOW, LONDON 2020

The Meetings Show, London (TMS) is the United Kingdom's leading exhibition for event, meeting and conference professionals, and renowned for drawing quality buyers. Over the past eight years, the show has featured more than 2,500 MICE planners, PCOs, incentive travel experts and tour agents from over 50 countries across six continents, including North America and South America.

In 2019, TMS brought in over 12,000 pre-scheduled meetings and marked the second anniversary of Penang's Peranakan-inspired pavilion design.

Business events participants from Europe soared to 4,617, compared to just 556 in the year before. Penang welcomed 4,301 business events participants from the Americas in 2019, a tenfold increase from 2018.

TMS 2020 was held virtually and marked PCEB's third participation. We managed to secure a complimentary three-month exhibitor listing, which benefited eight industry partners.



TRADESHOWS AND SALES MISSIONS

THE MEETINGS SHOW, LONDON 2020

TMS 2020 (VIRTUAL SHOW) STATISTICS

 **4,056**

Registered Attendees

 **2,696**

Unique Attendees

 **1,364**

Qualified Buyer Attendees

 **52,822**

Messages Exchanged

 **4,226**

Meeting Video Calls

 **247**

Exhibiting Companies

 **32**

Average Contacts Per Exhibitor

 **17**

Average Meeting Video Calls per Exhibitor

 **36 mins**

Average Meeting Video Call Duration

PCEB'S ACHIEVEMENTS IN TMS 2020 (VIRTUAL SHOW)

 **8**

Appointments

 **2**

Walk-ins

 **30**

Educational Topics

 **83**

Number of Views of Our Company Profile

 **11**

Number of People Who Bookmarked Our Company

 **14**

Number of Contacts Made

 **7**

Number of Confirmed Meetings

 **2**

Number of Contacts with Scoring

 **4**

Average Scoring Made by Our Members

TRADESHOWS AND SALES MISSIONS

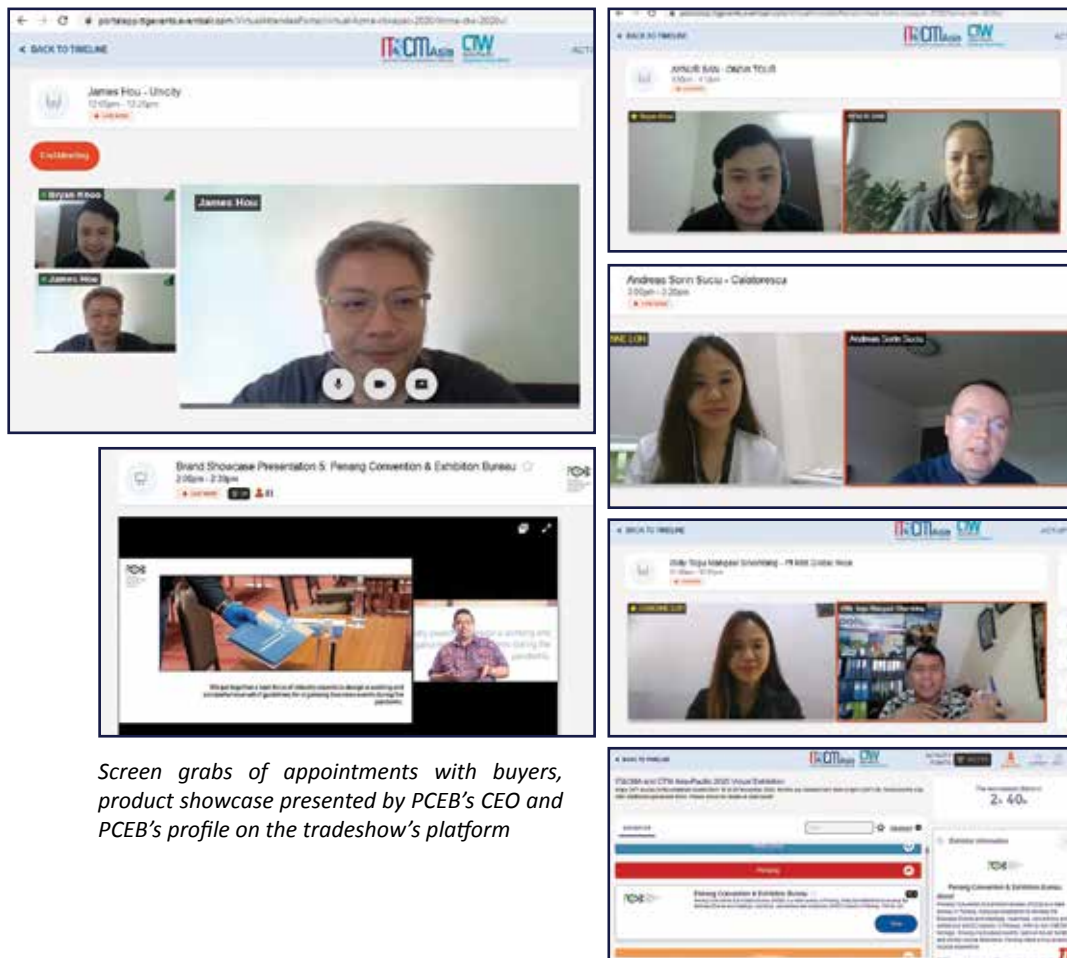
IT&CM ASIA 2020

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific are this region's only Doublebill Event in MICE and corporate travel. Both events have been hosted together since 2004 to offer delegates an unparalleled platform to do business, learn and network with industry players worldwide.

As Southeast Asia's largest and most prominent Asia-Pacific MICE and corporate travel tradeshow, IT&CMA is the most apt platform to promote Penang as the preferred MICE destination in the region.

Penang was Malaysia's sole representative alongside big cities like Bangkok, Jakarta, Seoul, Taipei, Hong Kong, Yokohama and Melbourne. This was PCEB's fourth participation, this time to show the state's readiness to reopen for business events and tourism in the new normal. We completed 17 pre-scheduled appointments and met with seven strong-interest walk-ins.

The five-day virtual tradeshow included mini roadshows and brand showcases. Penang was featured in a 30-minute destination showcase, with PCEB's CEO leading the presentation.



Screen grabs of appointments with buyers, product showcase presented by PCEB's CEO and PCEB's profile on the tradeshow's platform

TRADESHOWS AND SALES MISSIONS

IT&CM ASIA 2020

IT&CM ASIA 2020 STATISTICS

 **>1,000**

Registered Attendees

 **272**  **31**

Exhibiting Companies from Territories / Countries

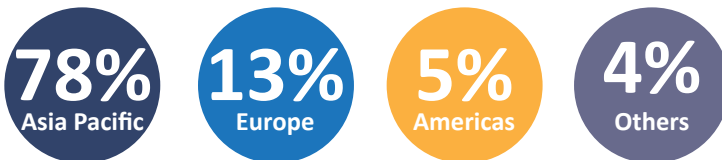
 **309**  **50**

Buyers from Territories / Countries

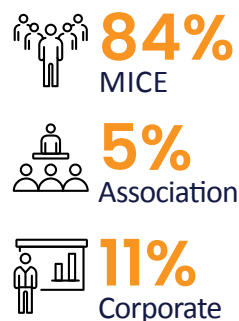
 **55**  **23**

Media from Territories / Countries

INTERNATIONAL BUYERS BREAKDOWN BY REGION



BREAKDOWN OF BUYERS



PCEB'S ACHIEVEMENTS IN IT&CM ASIA 2020

 **17**

Appointments

 **7**

Walk-in

 **7**

Qualified Leads

TRADESHOWS AND SALES MISSIONS

IBTM WORLD VIRTUAL 2020

IBTM World is a leading global event for the MICE industry. The annual event is usually held in Barcelona. However, IBTM World 2020 had to move online due to the international travel bans.

IBTM TV was introduced to provide live and on-demand streaming for participants to obtain valuable insights and strategies from industry experts.

Over 700 exhibitors from all over the globe took part in the first-ever IBTM World Virtual, which was held over three days. Exhibitors included established convention and visitor bureaus such as the Singapore Tourism Board, Tokyo Convention & Visitors Bureau, and Adelaide Convention Bureau.

The event drew 8,300 participants and resulted in nearly 13,000 business meetings. Each exhibitor had an average of 19 meetings with hosted buyers. PCEB executed rigorous buyer matchings and secured 15 appointments.

The major corporations that took part in IBTM World Virtual 2020 expressed their interest in resuming incentive travel when the pandemic is successfully controlled. They included IBM, Michelin, Dell, Boston Consulting Group, Real Madrid C.F., Deloitte, Cook Medical, NIKE, Leroy Merlin, BBVA France, Puma Brazil, Mundipharma International Limited, Hyundai, HORIBA Medical and Schlumberger.



IBTM WORLD VIRTUAL 2020 STATISTICS

 **741**

Exhibitors

 **849**

Hosted Buyers

 **6,706**

Visitors

 **12,805**

Meetings

PCEB'S ACHIEVEMENTS IN IBTM WORLD VIRTUAL 2020

 **15**

Appointments

 **1**

Walk-in

 **6**

Qualified Leads



PCEB X ICCA_

- ICCA Asia Pacific Chapter Chair
- Penang ICCA League
- ICCA Congress 2020
- ICCA Asia Pacific Summit 2020

ICCA ASIA PACIFIC CHAPTER CHAIR



PCEB's CEO, Ashwin Gunasekeran, was elected as the new Chairman for the ICCA Asia Pacific Chapter Executive Committee (EXCO) for the 2020 – 2022 term. He took over from the outgoing Chairman, Jason Yeh, founder and CEO of GIS Group.

The PCEB team worked on the election campaign as part of the Nomination Result of the ICCA Asia Pacific Chapter EXCO. To garner votes, we created a manifesto and website with the domain <https://ashwinicca.com/>.

Joining Ashwin in the EXCO are Deputy Chairs – Keiko Nishimoto, Research Fellow, Kyoto University Graduate School of Management Japan, and Eric Abramson, International Project Director, Guangzhou Yuexiu International Congress Centre China – P.R. Ashwin is also currently heading the ICCA Malaysia Committee.

PENANG ICCA LEAGUE

Penang ICCA League is initiated by PCEB and formed with Penang ICCA members, Hotel Equatorial Penang and Setia SPICE Convention Centre.

The kick-off meeting took place on 18 Aug 2020 at Hotel Equatorial Penang. A short database training was conducted by ICCA Asia Pacific Chapter's Membership Manager, Ms. Margaret Lu.



This league was established primarily to increase Penang's ranking in the ICCA Asia Pacific Region, and Penang's worldwide visibility as an event destination. It also focuses on establishing the importance of hosting association meetings in Penang among local hosts/associations. Additionally, this league helps to create educational and communal legacies that align with the strategies of Penang2030.

The COVID-19 pandemic has brought many significant and unforeseen changes to the business events industry. They include changes to outbound and inbound travel patterns, meeting formats and innovations, meeting guidelines and practices for the new normal, and bidding and hosting. It also intensified competition in the sourcing of venues and services, as well as global sustainability development.

Collaborations with Penang ICCA members such as Malaysia's first convention bureau in the northern region, a five-star convention hotel, and an award-winning convention centre are expected to achieve great results.

ICCA CONGRESS 2020



The 59th ICCA Congress hosted by Kaohsiung was held in a hybrid format. To better engage with participants, the six-week programme was spread across seven ICCA hubs: Kaohsiung, Luxembourg, Malaga, Cape Town, Riyadh, Kuching and Seoul.

The focus for 2020 is re-imagining and reinvention through education. Familiarising ourselves with new formats, ideas and technologies will help us to adapt swiftly to the changes sweeping through the events industry. The

Congress highlighted the different challenges of physical and online events. The content for physical events needs to be more detailed and appealing for people to pay to participate, and travel to the event. Online events on the other hand, require digital equipment and infrastructures to produce an immersive online experience with different delivery styles.

One of the three main pillars of the Penang Business Events Rejuvenation Plan is digitalisation, which aligns with the Kaohsiung Protocol's drive to accelerate the digitalisation of the business events industry. Here's how PCEB is applying the Protocol's four thrusts to Penang's business events industry:

Enhanced Engagement & Value

We continue to build strong relationships through partner-friendly programmes.

Digital Restructure & Hybrid Events

To help the industry adapt to hybrid and virtual events, we produced the BE New Normal Guidelines for Penang with our industry partners.

Shared Risk Management

We've developed new contractual agreements and insurance products to evenly manage risks across all sectors.

Innovative Business Models

We're expanding our industry partnerships with ICCA members in Penang and worldwide to diversify our markets and develop new revenue streams.



ICCA ASIA PACIFIC SUMMIT 2020

In 2019, PCEB successfully hosted the inaugural ICCA Asia Pacific Summit in Penang. The second International Congress and Convention Association (ICCA) Asia Pacific Chapter Summit was held in Yokohama, Japan from 15 – 16 Dec 2020 as a hybrid event, with the theme 'Navigating a New Model for Meetings'.



PCEB continues to forge its alliance with ICCA to promote and market Penang as a choice destination for association meetings. We had a business events knowledge exchange, and formed an education partnership with Pacifico Yokohama, one of Japan's largest convention complexes.





PENANG ART DISTRICT_

- What We Do
- Spotlight 2020
- Spotlight 2019 Winner
- Online Programmes

PIVOTING ARTS ENGAGEMENT DURING A PANDEMIC

WHAT WE DO



PLATFORM

- Destination
- Showcase
- Marketplace
- Lifestyle & culture
- Placemaking



NETWORK

- Globally & regionally
- Skills & knowledge exchange
- Connecting existing spaces
- Connecting with the public



RESOURCE CENTRE

- Database
- Archive
- Knowledge hub
- Education
- Training

Our immediate response to the COVID-19 pandemic included hosting regular Zoom meetings with the arts community to stay connected with them during the lockdown. The objectives of the community engagement were:

- To understand the impact of the pandemic on the arts community
- To share information on relief funding support for the arts by state and federal governments
- To brainstorm on how the Penang Art District (PAD) can support the arts community



4

Sessions



>300

Arts Community Members Reached



PENANG ART DISTRICT

SPOTLIGHT 2020

Spotlight by Penang Art District returned with its third edition to offer young aspiring artists a competitive platform that nurtures their talents and gives them the opportunity to pursue a professional art career. The competition welcomed applicants aged 30 and below from all over Malaysia.



The Grand Prize Winner walked away with a RM 5,000 cash prize, a six-month mentorship with an art professional, and a solo exhibition. Five Jury's Choice winners were awarded RM 1,000 cash prize each. The top 20 finalists' works were exhibited in a group art show, which was held physically and virtually.

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200

Submissions Received

Artists from



10

States Across
Malaysia



> RM30,000

Worth of Awards Given

SPOTLIGHT 2019 WINNER

Despite the lockdown, Penang Art District was committed to launching the Spotlight 2019 Winner, Iona Danald's solo exhibition, which included a physical show and virtual exhibition.

We increased our online presence via our social media platforms to promote Iona Danald's work and her experience with the Spotlight programme. The videos we produced were successful in capturing audiences online. They also helped to grow our social media following.

Iona Danald's online exhibition at penangartdistrict.com was among the top five most visited pages for 2020.



> 15,000

Viewers Reached in the Opening Week



> 1,000

Guests Throughout the Exhibition

ONLINE PROGRAMMES

Besides supporting the arts community with digital infrastructure and facilitation of online programmes, PAD regularly publishes online resources to share tips and knowledge to help artists adapt to the new normal.



An artist's guide to making strong first contact with galleries

Ready for gallery representation but unsure where to start? From building a portfolio to formulating an exhibition proposal, this guide...



Gains and losses of performing arts' online migration

As Herang's key performing arts festival goes online in a post-pandemic world, the difficulty of translating live arts events for...



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MARKET RESEARCH



BE CRITERIA AND KEY TERMINOLOGIES

AN OVERVIEW OF 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 review:



Minimum

10

Participants



Minimum

4

Hours

0.5

Day



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



Element of knowledge exchange, or professionalism

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

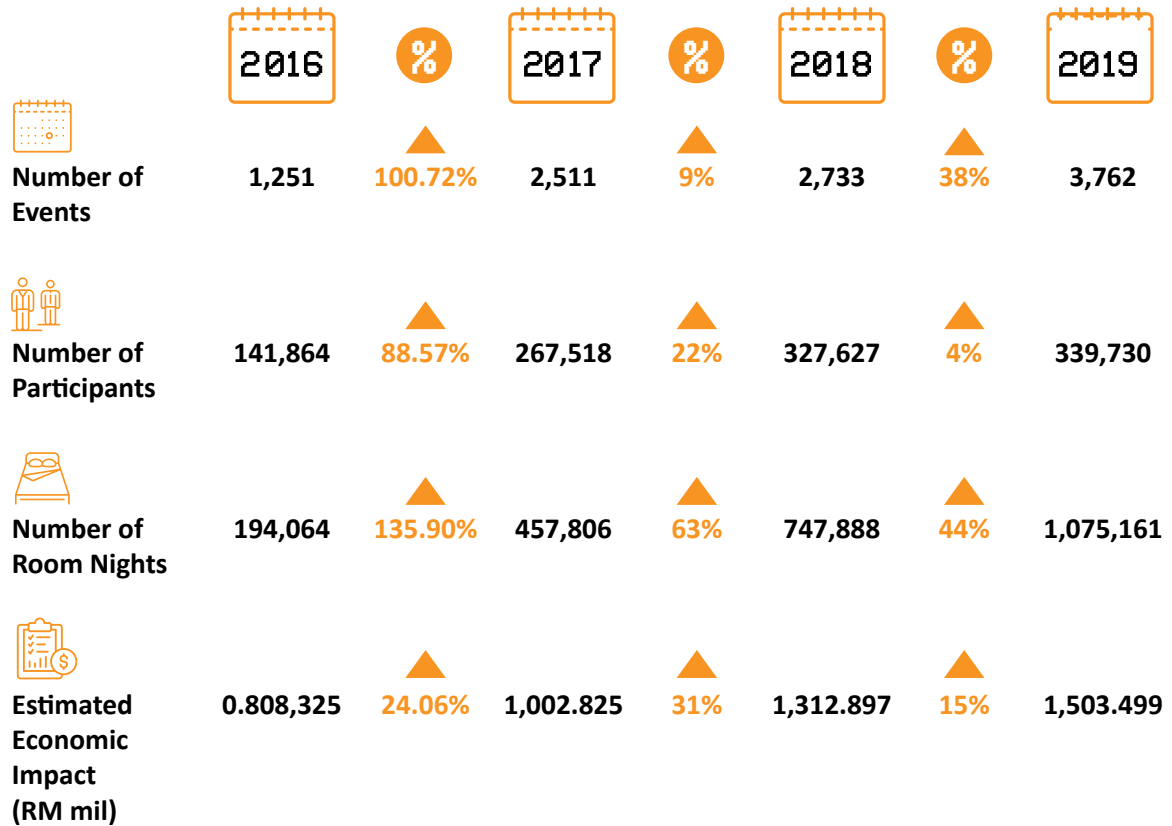
Incentive

Meeting events with elements of leisure tourism as part of a programme, which is offered to participants as a reward for their past performance.

Types: Team building, incentives

2020 GENERAL OVERVIEW

This is the fifth year since PCEB was established. The aggressive marketing strategies that we carried out since 2016 have begun to bear fruit. We've attracted over 10,413 events across all segments for the past five years. A number of events were lined up for 2020 as Penang had won several bids to host world-class conferences.



However, several unforeseen incidents that happened this year such as the COVID-19 pandemic, impacted the economy substantially and affected our plans and targets. As PCEB was rolling out its plans for the year, Malaysia's Prime Minister made a special announcement on 16 Mar. To curb the spread of the coronavirus, the government implemented the nationwide MCO from 18 Mar. This Order was enforced under the Control and Prevention of Infectious Diseases Act 1988 and the Police Act 1967.

Besides complete travel restrictions, movement and assembly restrictions were also placed on religious activities, sports, as well as social and cultural events nationwide. Many countries including Malaysia, closed their borders to help contain the virus.

The entire world was badly hit and many industries suffered damages from disrupted supply chains. This was the first time the world was facing something this destructive as previous pandemics could be contained within a short time.

2020 GENERAL OVERVIEW





To revive the tourism industry, the focus shifted to domestic tourism and marketing Malaysia as a safe holiday destination. The business events industry has always been resilient and innovative, so it could adapt fast by shifting from physical to virtual events. This helped to bridge the distance between countries and continents, and maintain business relationships.

The technology readiness of the host destination was put to the test. The shift to the digital world was very challenging as the online alternative had to be just as creative and engaging as the live event. New tools and tactics had to be incorporated for an immersive online experience.

Thankfully, our industry partners have been very versatile and adaptive. Most of them had the equipment and infrastructure ready to support hybrid and virtual events. The government's timely and effective implementation of fiscal and monetary measures also helped many businesses to stay afloat, although a few had to close their doors permanently.

Despite the setbacks in 2020, Penang recorded a total of 156 business events with an EEI of RM 66.21 million and 19,283 delegates.

A few physical events were transformed into virtual and hybrid events, while some were postponed or cancelled. Business Events Penang continues to strive in these challenging times. Business travel in the near future is expected to be facilitated through proposed travel bubbles, or the successful rollout of vaccines.

	2019	%	2020
 Number of Events	3,762	96%	156
 Number of Participants	339,730	94%	19,283
 Number of Room Nights	1,075,161	95%	48,963
 Estimated Economic Impact (RM mil)	1,503.499	96%	66.214

BUSINESS EVENTS (NATIONAL)

In 2020, national events played a leading role in contributing to the overall EEI of business events in Penang, as the international borders have remained closed since Mar 2020.

A total of 149 national events participated by 16,051 delegates, generated an EEI of RM 44 million. This segment contributed 95.5% of Penang's business events.

Initially, Penang anticipated more than the 3,367 national events reported the previous year. This segment has been growing steadily for the past five years. In Jan and Feb 2020 alone, before the MCO was implemented, Penang attracted 14 Association Meetings, 70 Corporate Events and 11 Incentive Events.

However, a total travel ban was implemented in Mar 2020 and BE activities were prohibited, which interrupted both international and domestic tourism. Penang could not host any business event from Apr to Jun 2020. In Jul 2020, business events slowly made a comeback as meetings, conferences and exhibitions were allowed again with limited capacity under the new SOPs.

In this segment, Corporate Events emerged as the top contributor at 84.6%, with 121 events and an EEI of RM 31.28 million. However, unlike the previous years, Incentive contributed to a higher EEI than Association Meetings in 2020, despite Incentive recording a lower number of total events.

From the trend observed over the past few years, the drop in Association Meetings, the number of delegates and EEI this year was mainly due to the interstate travel ban, social distancing rules and new SOPs. The concentration of Association Meetings were mostly from states like Selangor and Kuala Lumpur, which consistently recorded a very high number of COVID-19 cases.



Number of Events

	Association	Corporate	Incentive
January	8	44	11
February	6	26	0
March	1	5	0
April	0	0	0
May	0	0	0
June	0	0	0
July	0	8	0
August	0	11	0
September	1	12	0
October	1	11	0
November	0	3	0
December	0	1	0
Total	17	121	11

BUSINESS EVENTS (NATIONAL)



Number of Participants

	Association	Corporate	Incentive
January	354	3,889	3,550
February	442	4,854	-
March	250	174	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	287	-
August	-	430	-
September	15	834	-
October	150	706	-
November	-	105	-
December	-	11	-
Total	1,211	11,290	3,550



Number of Room Nights

	Association	Corporate	Incentive
January	1,062	11,667	10,650
February	1,326	14,562	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	-
December	-	-	-
Total	2,388	26,229	10,650

Note:

Data for total room nights spent is not accurately identified and captured due to the following circumstances:

1. Some delegates choose to lodge in unregistered and/or unlicensed lodging facilities
2. The data captured includes events of half-day duration, for which total room nights spent is not accurately identifiable



Estimated Economic Impact (RM mil)

	Association	Corporate	Incentive
January	2.115	12.341	7.055
February	1.370	10.622	-
March	1.349	0.536	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	1.599	-
August	-	0.899	-
September	0.027	3.541	-
October	0.809	1.383	-
November	-	0.336	-
December	-	0.019	-
Total	5.671	31.278	7.055

BUSINESS EVENTS (INTERNATIONAL)

The global pandemic caused the complete or partial closure of borders, which brought much of international travel to a halt. Many countries were also facing second or third waves as the COVID-19 mutated into stronger strains. The international travel industry is expected to resume normal operations only after the vaccines are distributed. A slower recovery is expected as countries recover at different rates.

Penang's only international arrivals were recorded in the first two months of 2020. The borders have remained closed since Mar 2020, except for emergency or special cases.

Tourist arrivals in Jan and Feb 2020 were from neighbouring countries such as Singapore, and from USA and Europe. Seven events were reported — five were Corporate Events and two were Association Meetings. The total EEI recorded in this segment was RM 22.21 million with 3,232 delegates.

In 2019, International Business Events alone recorded a total EEI of RM 644.76 million with 76,320 delegates. It also experienced a significant growth across the Association, Corporate and Incentive segments.

We could not host incentive groups in 2020 as activities such as team building and site visits require physical presence. However, with the boom in virtual and hybrid events, many organisations have introduced online team building activities to engage and connect with people all over the world.

Penang's international tourist arrivals have always been a healthy combination of both leisure and business travel. Although there is fear that virtual or hybrid events may replace physical events completely, people are generally social creatures who will start travelling again for in-person meetings once the situation improves.



Number of Events

	Association	Corporate	Incentive
January	2	5	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	-
December	-	-	-
Total	2	5	0

BUSINESS EVENTS (INTERNATIONAL)



Number of Participants

	Association	Corporate	Incentive
January	80	3,152	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	-
December	-	-	-
Total	80	3,152	0



Number of Room Nights

	Association	Corporate	Incentive
January	240	9,456	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	-
December	-	-	-
Total	240	9,456	0



Estimated Economic Impact (RM mil)

	Association	Corporate	Incentive
January	0.311	21.900	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	-	-	-
December	-	-	-
Total	0.311	21.900	0

ASSOCIATION (NATIONAL)

A total of 17 events with an EEI of RM 5.67 million and 1,211 delegates were reported for this segment in 2020. Medical Sciences emerged as the top sector with an EEI of RM 3.62 million. This was followed by Management with an EEI of RM 881,265 and Commerce with an EEI of RM 309,342. Other sectors in this segment are Education, Engineering, Safety & Security, and Agriculture.

Medical Sciences emerged as the top sector for National Association meetings due to vigorous promotions and active involvements of local hosts and associations in Penang.

Management and Commerce sectors also improved their rankings because of the marketing conferences held frequently throughout the year by companies to develop new ideas and business models to adapt to the pandemic.







Sectors	Number of Events	Number of Delegates	Estimated Economic Impact (RM mil)
Medical Sciences	4	575	3.624
Management	4	170	0.881
Commerce	1	172	0.309
Agriculture	1	50	0.270
Education	4	76	0.245
Safety & Security	1	100	0.180
Engineering	2	68	0.162
.....			
Total	17	1,211	5.671

ASSOCIATION (INTERNATIONAL)

In the International Association segment, only two events with an EEI of RM 311,256 and 80 delegates were reported. Both events fall under the Transport & Communication sector. This is a new sector noted in the International Association segment due to the logistics conferences held in Penang by companies from Singapore.

The top three sectors in this segment in 2019 were Social Sciences, Medical Sciences and Education. Medical Sciences has consistently been among the top three sectors for the past few years as Penang attracted a healthy number of international visitors via medical tourism from countries like Indonesia and the Philippines.

On top of that, many international associations that contribute to the tourist arrivals have also been badly affected by the pandemic. Some of them were unable to continue investing on events as they require an additional budget due to the risk and uncertainties.

 Association (International)			
Sectors	Number of Events	Number of Delegates	Estimated Economic Impact (RM mil)
Transport & Communication	2	80	0.311
Total	2	80	0.311

CORPORATE (NATIONAL)





A total of 121 events were reported in the National Corporate segment this year. They contributed an EEI of RM 31.28 million with the participation of 11,290 delegates.

The top three sectors in this segment were Economics, Commerce, and Management, with the last two having been among the top sectors in this segment previously.

Economics shot up from seventh place in 2019 to the first this year with an EEI of RM 7.06 million. This was largely due to the various seminars held by banks to study the country's economic outlook and types of financial aids to help the people.

Commerce and Management contributed an EEI of RM 6.62 million and RM 3.34 million respectively. Commerce remained among the top three positions, pushed by the proliferation of e-commerce platforms during the pandemic. Many training sessions were held to guide people on using online platforms during this crisis to supplement their income by working from the comfort of their home.

Management also retained its top position as many leadership and team management trainings were conducted ever since new working styles were introduced and became the new normal, such as working from home (WFH), staggered working hours, and alternate working days.

 Corporate (National)	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
Sectors			
Economics	16	1,896	7.061
Commerce	15	3,642	6.623
Management	24	1,491	3.340
Engineering	13	1,007	2.888
Social Science	3	333	2.277
Industry	17	855	1.800
Medical Sciences	5	186	1.593
Transport	4	324	1.518
Education	6	244	1.221
Information Technology	4	628	1.147
Government	4	201	0.509
Safety & Security	1	40	0.360
Agriculture	2	85	0.297
Arts	1	120	0.216
Library & Information	1	120	0.216
Ecology & Environment	2	42	0.076
Mathematics & Statistics	1	40	0.072
Geography	1	25	0.450
Architecture	1	11	0.200
.....			
Total	121	11,290	31.280

CORPORATE (INTERNATIONAL)





Five events were reported for the Corporate (International) segment this year. It contributed an EEI of RM 21.90 million and the participation of 3,152 delegates. The top three sectors in this segment were Information Technology (IT), Commerce and Engineering.

IT took the first place with an EEI of RM 21.58 million because a large seminar was held by an international company which works mainly on developing social media platforms for e-commerce industries.

Commerce and Engineering recorded an EEI of RM 209,220 and RM 66,950 respectively, contributed mainly by tourist arrivals from Singapore, USA and Europe for seminars held by multinational companies during the first two months of 2020.

After the borders were closed, many international companies postponed their events to 2021 and beyond. Although some cancelled their events, most of the technologically advanced countries opted to continue their engagement with virtual and hybrid events.

Currently, USA is in first place with the highest number of COVID-19 cases, followed by India and Brazil. India, which has always been our largest international market for corporate events, left a big gap in our 2020 targets when a conference with 13,000 delegates that was scheduled for Sept could not take place.





	Corporate (International)			
Sectors	Number of Events	Number of Delegates	Estimated Economic Impact (RM mil)	
Information Technology	1	3000	21.582	
Commerce	1	100	0.209	
Engineering	1	32	0.067	
Management	2	20	0.042	
.....				
Total	5	3,152	21.900	

INCENTIVE (NATIONAL)

Incentive trips and team building are usually events that require plenty of outdoor physical activities. At the beginning of 2020, 11 events were recorded, which contributed a total EEI of RM 7.05 million and 3,550 delegates. The top sectors in this segment were Commerce, Management and Economics, similar to the National Corporate segment.

Medical Sciences would be in the top position each year, as many company branches are situated in Penang, which provides opportunities for intellectual exchange. However, in 2020, Commerce rose from third place to knock Medical Sciences off top position with an EEI of RM 5.64 million, mostly contributed by a big company that chose Penang to host its anniversary trip.

Management and Economics were also among the top sectors as many insurance companies and banks organised their team building at the beginning of the year.

 Incentive (National)	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
Sectors			
Commerce	3	3,134	5.636
Management	2	129	0.437
Economics	3	159	0.391
Technology	1	36	0.259
Engineering	1	69	0.248
Geography	1	23	0.083
.....			
Total	11	3,550	7.055

INCENTIVE (INTERNATIONAL)

International Incentive has always recorded a steady growth as Penang has been winning many international recognitions as one of the world's best cities. It's an ideal place for team building activities as it has many unique venues with beautiful attractions. In 2019 alone, this segment recorded 94 events, with delegates coming from countries like Singapore, Australia and India.

As we could not host international delegates because of the pandemic, no International Incentive groups arrived in Penang this year despite the many enquiries generated by Experience Penang Year 2020.

MEETING SIZE

Moving forward, meeting size will play a very important role in the events industry, with physical distancing becoming the new normal. Large gatherings will not be allowed until COVID-19 is contained.





The new normal requires a distance of one metre between individuals, therefore, new sitting arrangements such as the U-shape and alternate seating will have to be introduced according to the venue's capacity.

In 2020, 102 out of the 156 events reported had a meeting size of less than 50 participants, which contributed an EEI of RM 9.45 million. This means, 65% of the meeting sizes were made up of small-sized events.

However, the largest EEI contribution of RM 32.55 million came from meetings with 2,001 to 5,000 participants. Due to restrictions, only three events were reported for this segment this year.





The business events industry is predicting that the meeting size will be small scaled post-pandemic to comply with the high level of SOPs. There won't be a 'one size fits all' approach as each venue has a different capacity. However, there will be general guidelines according to the latest SOPs of the destination. Please refer to 'Next Normal Guidelines for Business Events Penang' for more information: <https://www.pceb.my/nextnormalkit>

Meeting Size Trend for 2020





 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	102	2,844	9.453
51 – 200	44	4,453	15.853
201 – 500	5	1,780	6.367
501 – 1,000	2	1,106	1.989
1,001 – 2,000	-	-	-
2,001 – 5,000	3	9,100	32.553
> 5,000	-	-	-
.....			
Total	156	19,283	66.214

MEETING SIZE

Association (National)





 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	11	299	0.865
51 – 200	5	662	3.457
201 – 500	1	250	1.349
501 – 1,000	-	-	-
1,001 – 2,000	-	-	-
2,001 – 5,000	-	-	-
> 5,000	-	-	-
.....			
Total	17	1,211	5.671

Association (International)





 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	2	80	0.311
51 – 200	-	-	-
201 – 500	-	-	-
501 – 1,000	-	-	-
1,001 – 2,000	-	-	-
2,001 – 5,000	-	-	-
> 5,000	-	-	-
.....			
Total	2	80	0.311

MEETING SIZE

Corporate (National)





 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	80	2,281	7.625
51 – 200	34	3,373	11.251
201 – 500	4	1,530	5.018
501 – 1,000	2	1,106	1.989
1,001 – 2,000	-	-	-
2,001 – 5,000	1	3,000	5.396
> 5,000	-	-	-
.....			
Total	121	11,290	31.278

Corporate (International)





 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	3	52	0.109
51 – 200	1	100	0.209
201 – 500	-	-	-
501 – 1,000	-	-	-
1,001 – 2,000	-	-	-
2,001 – 5,000	1	3000	21.582
> 5,000	-	-	-
.....			
Total	5	3,152	21.900

MEETING SIZE

Incentives (National)

 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	6	132	0.543
51 – 200	4	318	0.936
201 – 500	-	-	-
501 – 1,000	-	-	-
1,001 – 2,000	-	-	-
2,001 – 5,000	1	3,100	5.575
> 5,000	-	-	-
.....			
Total	11	3,550	7.055

Incentives (International)

 Group Size	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)
< 50	-	-	-
51 – 200	-	-	-
201 – 500	-	-	-
501 – 1,000	-	-	-
1,001 – 2,000	-	-	-
2,001 – 5,000	-	-	-
> 5,000	-	-	-
.....			
Total	-	-	-






NUMBER OF DELEGATES BY REGION OF ORIGIN

Southeast Asia has always been the leading market for Penang’s business events, except in 2019 when South Asia became the top EEI contributor. Penang welcomed 24,247 delegates from South Asia and 12,700 from Southeast Asia that year.

The start of 2020 indicated a similar pattern, with a higher number of delegates expected as PCEB hosted a four-city roadshow in India in Jan. Additionally, various marketing strategies and new collaborations consistently placed Penang as the preferred travel destination.


However, COVID-19 that was first identified in China resulted in a ban on travel from that country to prevent the virus from spreading. Other countries started to take precautions too, which eventually led to a total ban on international travel.

Therefore, Penang registered international tourist arrivals only during the first two months, from countries such as Singapore and USA, as well as Europe. A total of 3,172 delegates were reported, of which 3,120 were from Southeast Asia, 20 from USA and 32 from Europe. We missed out on our biggest international markets, India and China, as travel restrictions were on during the peak season of Mar – Sept 2020.

 Region	 Number of Events	 Number of Delegates	 Estimated Economic Impact (RM mil)	 Segment
Southeast Asia	4	3,120	22.102	Corporate (2) Association (2)
USA	2	20	0.042	Corporate
Europe	1	32	0.067	Corporate



2021 FORECAST_

- 
- Next Normal BE Landscape
 - Local Demographics
 - Travel Bubble Demographics
 - Traveller Personas
 - How Business Events Will Change in the Post-COVID-19 World

NEXT NORMAL BUSINESS EVENTS LANDSCAPE

The resilience of a destination is determined by its ability to respond quickly to disturbances and restore stability. Crisis management is vital to cushion the shock of the current health crisis. Effective crisis management involves three stages:



Planning or preparation before a crisis occurs



Managing the crisis as it occurs



The final resolution, once the crisis is over

The destination's readiness can be determined based on criteria such as:



Technology-readiness

The venue must be able to adapt and support hybrid and virtual events. Most hotels and convention centres in Penang are equipped with the latest infrastructure that enables them to host virtual and hybrid events seamlessly. Some venues have also been investing in the latest technology to further facilitate the shift.



More sustainable venues

Less waste and less pollution are produced during an event.



Hygiene

Proper sanitation measures and SOP compliance before, during and after an event.



Crowd management

Physical distancing according to the capacity and SOPs of the venue.



Crisis management

The emergency response team should be ready to attend to emergencies. An emergency room or place should be allocated to ease the process.



Waste management

Correct disposal of solid waste such as face masks, gloves and face shields.

LOCAL DEMOGRAPHICS



Origin

Currently, the international travel borders are still closed. Only domestic or interstate travel is allowed, subject to the current SOPs.



Types

Corporate events such as seminars, annual general meetings, and incentive trips, especially team building.



Industries

Manufacturing and Industrial sectors, due to many multinational companies in Penang's free trade zones (FTZ) that host site visits; and Medical Sciences as medical tourism is well established in Penang.



Group size

For the past two years, our group size has reduced but the frequency of meetings has increased. With the current physical distancing measures, a standard meeting room can only accommodate half of its original capacity, therefore the group size remains small.

TRAVEL BUBBLE DEMOGRAPHICS*



Participating countries

Countries or cities that the Malaysian government has established travel bubble agreements with.



Types

Corporate Events followed by Association Meetings.



Industries

Based on the pattern of events over the past few years, Commerce, Medical Sciences, Social Science, Technology, Industry and Management are the sectors expected to be the first to return.



Group size

Smaller size depending on the capacity of the venue and physical distancing measures. Hybrid events may be the new event format as it can help to balance the number of attendees.

*This is applicable should the Malaysian government establish travel bubble agreements with other countries

TRAVELLER PERSONAS

The six traveller personas based on IATA Passenger Insights are:



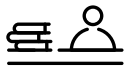
The impatient innovator

Also known as the impulsive decision-maker, this person wants to travel right after the border reopens. No second thoughts or skepticism.



The untroubled 55+

This traveller is aware of being in the high-risk category of catching the virus but still wants to travel despite the absence of safety measures.



The late business trip

This traveller is patient and is not willing to take any risk, preferring to postpone business air travel and wait for the right time to fly again.



The young early majority

This category of travellers is ready to travel. The implementation of all safety measures will give them the confidence to fly again.



The wait and see Gen X and Gen Y

They are willing to wait for a few months to see if anything escalates before deciding to fly.



The late leisure trip

This traveller is not in a hurry as travelling is for leisure and can be postponed until it is safe to fly again.

HOW BUSINESS EVENTS WILL CHANGE IN THE POST-COVID-19 WORLD

Business Events Organiser Behaviour



Hygiene matters

Hand sanitiser stations will be placed at each entrance, restroom entrances, and throughout the venue. Common areas and restrooms will be cleaned, sanitation items will be fully stocked, and safety protocols will have to be followed. Restroom use will be limited to two people at a time, and all associates should wear masks and face shields where necessary.



Content is king

Content must be solid and as engaging as it would be for a physical event. Event organisers will start to invest in platforms that include customisable branding, the ability to build a branded webpage, social media and email marketing integrations, live chat, live streaming video capabilities, ticketing and registration, and robust customer support. Hybrid and virtual events are here to stay for as long as they are needed, so the failure to adapt to this trend may have a negative effect on future events.



Curated networking

Breakout sessions and networking opportunities that provide all the value that people expect from a physical event will be created on the virtual platform.



Compliance check

For physical events, a team will be assigned specifically to ensure attendees comply with the SOPs.



Delegates' data management

Data is powerful and in the new normal, will be extremely important for contact tracing and research purposes.



Intelligent catering

Meals will be pre-packed. At buffets, guests will not be allowed to take the food themselves. Guests must also be seated to consume food or beverages to minimise movement.

HOW BUSINESS EVENTS WILL CHANGE IN THE POST-COVID-19 WORLD

Business Events Organiser Behaviour



Test runs

Test runs before events will be highly important as the risk of unexpected technical issues is higher in virtual events compared to physical events.



Contingency planning

Due to the uncertainty surrounding the current event and travel environment, contingency plans will be necessary to minimise disruptions to hosted events. Contingency plans must be made for these decisions:

- Go ahead with the event
- Cancel or postpone the event
- Pivot to a hybrid or virtual event



Maximising the power of social media

Social media will be the main platform for effective communication, information sharing and constant engagement.

Global Industry Behaviour



Fear of large gatherings

Most travellers will wait for the green light or an indication from the government before going on vacation or visiting other places. Some will avoid visiting any destination with new COVID-19 cases. There is also a minority of people who will adopt a wait and see attitude. They prefer to see other travellers venture out first before travelling again.



Obsessive behaviour

Some travellers may suffer from extreme behaviour where they no longer have the confidence to socialise like before because of the fear of contracting the COVID-19.

HOW BUSINESS EVENTS WILL CHANGE IN THE POST-COVID-19 WORLD

Global Industry Behaviour



Economic expenditure

Traveller behaviour is always a combination of interactions between internal factors (such as motivation, attitudes and beliefs) and external factors (like economic environment, security and socio-cultural environment). Therefore, we will see changes in tourist behaviour, such as:

- a. Preferring destinations closer to home
- b. Avoiding unfamiliar and expensive destinations
- c. Avoiding group trips
- d. Paying more attention to the sanitary (hygiene) standards of the host destination
- e. Being more interested in the quality of healthcare at the host destination
- f. Paying more attention to the choice of travel insurance
- g. Spending less and more wisely
- h. Preferring to eat in than spend time with large crowds outside



SMART PLAN FOR
2021_

SMART PLAN FOR 2021

PCEB will take every step to ensure the quickest rejuvenation and recovery of Penang's business events industry post-pandemic.

PCEB is committed to taking effective, sensible and viable actions to rebuild and empower the industry, while remaining open to innovative and pragmatic ideas by our industry partners.

PCEB is dedicated to supporting our partners with:



Market research updates

In today's dynamic business landscape, having the latest market intelligence is critical to drive business recovery and continuity. Armed with viable tools, PCEB is committed to strengthening our research to support and provide imperative information and data.



Market intelligence coaching

Produced every year, the PCEB Annual Review details comprehensive insights and data of Penang's business events industry. PCEB will provide personalised coaching to industry partners to help them effectively utilise the information from the annual review for their strategic planning.



IPP roundtable discussion

PCEB is committed to listening to our industry partners and will continue to host bi-monthly meetings for reciprocal updates, and to work together on strategies for new activities and projects. We will also actively support our industry partners with potential biddings.



Educational development

PCEB will continue to produce essential training and workshops on ever-changing trends and technology for our industry partners. We will also collaborate with global trendsetters and industry specialists to help our partners grow and develop.



Key market presence

PCEB will remain active in targeted markets and highly visible in major tradeshows and the media. We will highlight our partners' products to draw interest and cement collaborations. PCEB will continue to research, strategise and execute for targeted marketing and pitching.


NOTES






penang
convention &
exhibition
bureau


No. 14A & 16A (First Floor)
The Whiteaways Arcade,
Lebuh Pantai, George Town,
10300 Penang, MALAYSIA
T +604 261 6161
F +604 261 6171

 www.pceb.my

 info@pceb.my

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

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

 [pceb_my](https://twitter.com/pceb_my)

