



PENANG

**EXPERIENCES
UNFILTERED**





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PENANG FACTOR





The northern Malaysian state of Penang is a magical place steeped in rich history and heritage set amidst the backdrop of a thriving and modern city.

The captivating fusion of old and new has cultivated one of Southeast Asia's most vibrant cities and one of the world's must visit places. With its bold gastronomical culture, charming colonial architecture, and beautiful nature hotspots, Penang offers the best of Asia to the world.

Penang's incomparable architecture, inspiring cuisine, colourful culture and sincere hospitality offers visitors an authentic and exceptional Asian experience.

Wisma Yeap Chor Ee
© Norlman Lo

LAND OF HERITAGE

Cheong Fatt Tze Mansion
© Sherwynd Rylan Kessler





United Nations
Educational, Scientific and
Cultural Organization



World Heritage
Convention

George Town is a living testimony of the multi-cultural heritage and traditions of Asia, where diverse cultures and religion met and have coexisted in harmony for generations.

In 2008, George Town was recognised for its outstanding universal value by UNESCO's World Heritage Convention. The heritage enclave, according to UNESCO, represents a remarkable example of the historic colonial towns on the Straits of Malacca.

The city reflects the coming together of cultural elements from the Malay Archipelago, India and China with those of Europe, to create architecture, culture and townscape unique only to George Town.

FACTS ABOUT PENANG

LOCATION |

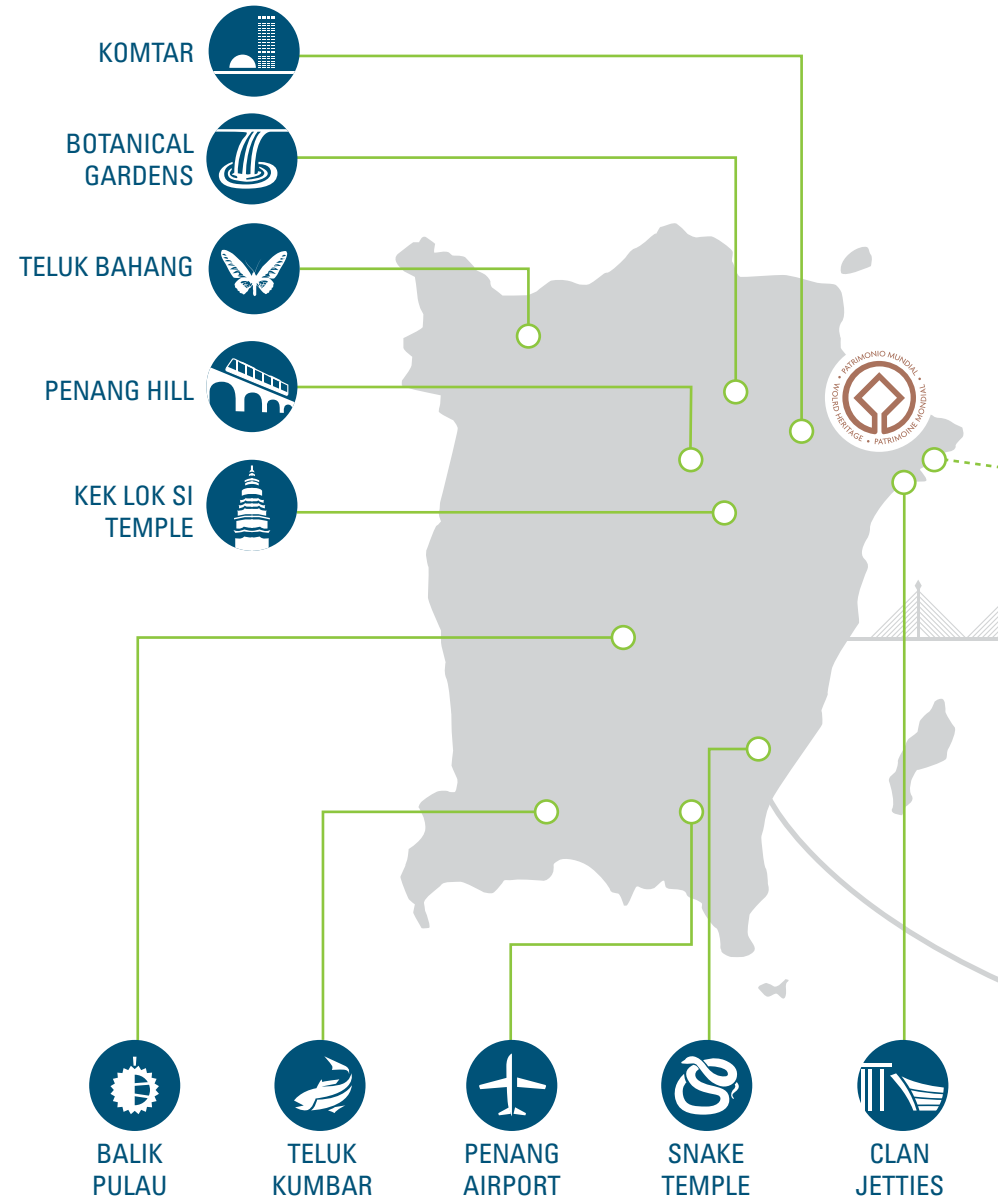
The Malaysian state of Penang sits strategically at the northern tip of the Straits of Malacca, a busy shipping route. Located in the heart of Southeast Asia, Penang is a favourite international travel destination and is easily accessible via air from anywhere in the world.

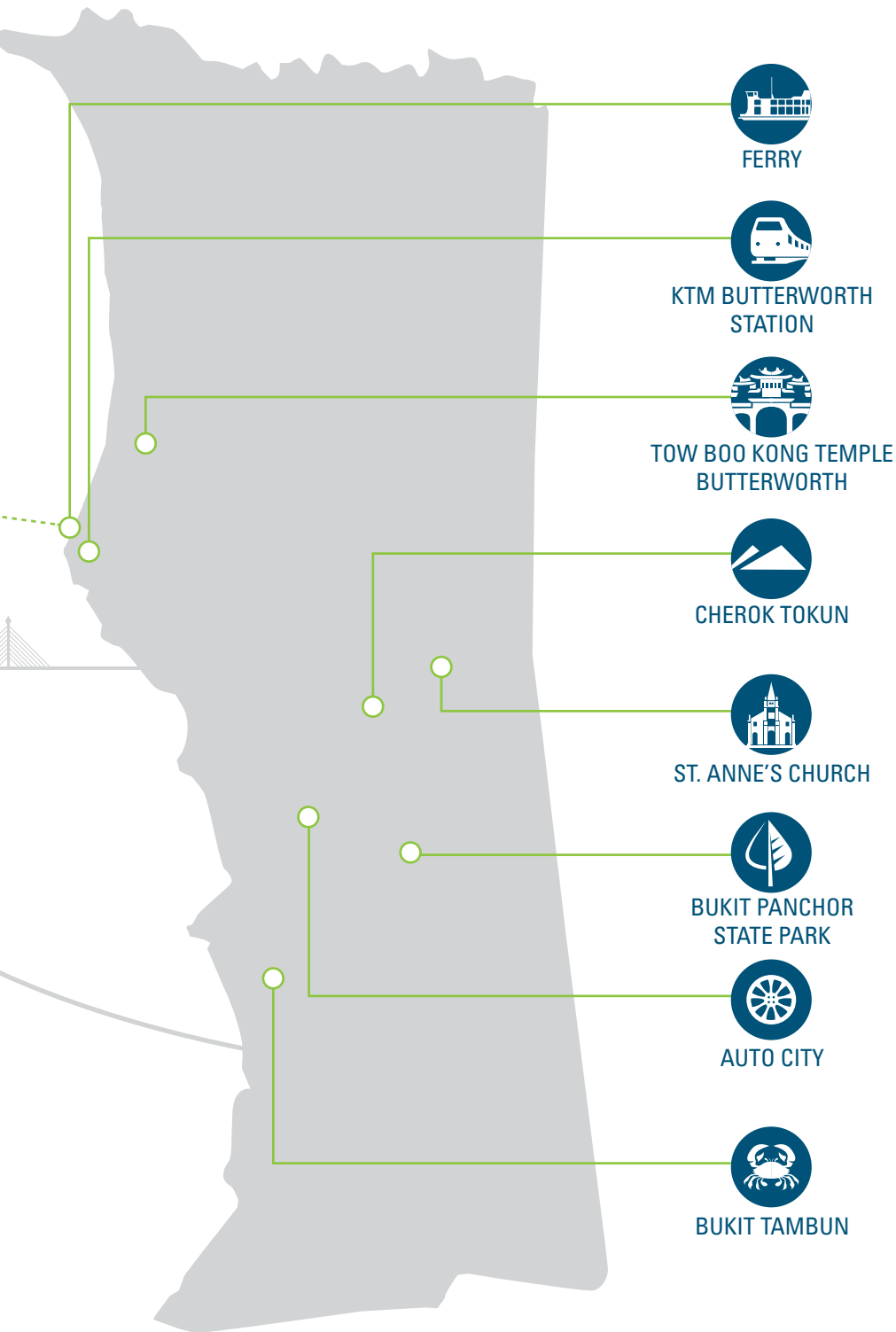
CLIMATE |

Penang boasts a warm tropical climate with temperatures ranging from 21°C (70°F) to 32°C (90°F) all year round. During the southwest monsoon from April to September, Penang experiences plentiful rainfall, adding a refreshing antidote to its tropical warmth.

CURRENCY |

The currency of Malaysia is the Malaysian Ringgit (MYR), with ringgit (RM) being the dollar equivalent. Foreign exchange booths are available all over Penang, with the ones situated in shopping malls operating seven days a week. The exchange rate for major currencies traded are displayed clearly at the booths. Major credit cards, including American Express, Visa, MasterCard and e-wallets are accepted at most places.





LANGUAGE

Bahasa Malaysia is the official language in Penang with English being widely spoken and used as the language of business and commerce. Mandarin is also widely spoken in Penang, followed by Tamil and other Chinese dialects such as Penang Hokkien.

VISA

Visitors to Penang must hold a valid passport or travel document valid for six months beyond their period of visit. Visa is not required for most nationalities for social or business visits, but for those that do, applications can be made at the nearest Malaysian diplomatic mission.

INTERNET

Staying connected is not a problem in Penang as we are the only Malaysian state offering FREE state-wide WIFI with 1,550 hotspots to date. High speed wireless connection is also available at most convention and exhibition centres, hotels, cafés, and shopping malls, many with complimentary usage.



STRATEGIC AIRLINE PARTNER



Where every journey begins
from the heart.
We call it
Malaysian Hospitality.



STRATEGIC AIRLINE PARTNER



Seamlessly connecting you to
Malaysia, Asia and beyond.







EXPERIENCES UNFILTERED

Chingay
© Sherwynd Rylan Kessler

TREASURED HERITAGE



1. Kapitan Keling Mosque
© Penang Global Tourism



2. Fort Cornwallis
© Penang Global Tourism



3. Kek Lok Si
© Penang Global Tourism

George Town, a UNESCO World Heritage Site, has one of the largest collections of pre-war buildings in Southeast Asia dating back more than two centuries ago and is considered an architectural gem. It is also dubbed a living heritage museum where traditional artisans are still practicing their trade in the heart of the city. Explore every corner of the city to unravel the secrets of ancient Penang.

- 1** The Kapitan Keling Mosque is a monumental landmark, built in 1801 by Penang's first Indian Muslim settlers, that boasts copper Mughal-style domes adorned with crescents and stars, Moorish arches and a towering minaret.
- 2** Fort Cornwallis was built by Captain Sir Francis Light, founder of the British colony of Penang, on the cape of the island's north-eastern coast, overlooking the sea where he first set foot in 1786. Situated in George Town, Fort Cornwallis is the largest standing fort in Malaysia, with restored cannons dating back as far as 1603 in its premises.
- 3** Built in 1891 and located on a hilltop in Air Itam, Kek Lok Si Temple is the largest Buddhist temple in Malaysia and proudly features the Pagoda of Ten Thousand Buddhas as well as a 120-foot tall bronze Goddess of Mercy.

THRIVING CULTURE



1. Thaipusam
© Sherwynd Rylan Kessler



2. "Songkok" Maker
© Penang Global Tourism

Embrace diversity and experience living traditions. This culture capital of Asia is home to multiple races including the Peranakan or Straits Chinese with its almost extinct legacy still thriving in Penang. Prepare to also be in awe of Penang's artistic omnipresence that can be seen in its traditional artisans and world-renowned street art culture. Every step you take on this land will expose different stories of Penang and its people.



3. Seal Carver and Calligrapher
© Penang Global Tourism

- 1** Thaipusam is a festival often celebrated during the full moon according to the Hindu calendar. Deemed a public holiday, the Hindu community will pay their respects and show gratitude to Lord Murugan, a Hindu god. This festival will have a common scene of devotees carrying Kavadis, a ceremonial sacrifice and offering.
- 2** Haja Mohideen is George Town's last "songkok" maker, which is a traditional Malay headgear worn by men. He was an apprentice in his father's shop in Nagore Shrine where the business still operates today.
- 3** From the 87-year-old handmade joss stick maker Lee Beng Chuan to the seal carver and calligrapher Ng Chai Tiam, Penang is home to numerous traditional Chinese tradesmen who continue the legacies of their forefathers in the 21st century. Get hands-on experience making exquisite Nyonya beaded shoes, carving and gilding Chinese signboards, and crafting paper oblations and effigies of deities that are burned during Chinese funerals and religious festivals.

CHARMING TRADITION



1. Clan Jetties
© Sherwynd Rylan Kessler



2. Lion Dance @ Esplanade
© Sherwynd Rylan Kessler

Travel back in time and experience the Penang of a bygone era. While Penang of today is a bustling international metropolitan, some things have remained untouched. Amidst the high-rise super condos and world-famous heritage buildings are the workings of traditions and the way of living of pre-Independence Malaya.

1 The Clan Jetties is a waterfront village dating back to a century ago. There were seven jetties which are all named after a Chinese clan, but only six remain today.

The Chew Jetty is the most tourist-friendly, with the most stilt-houses and longest walkway.

2 Feel your heart in your mouth as you watch the gravity-defying acrobatics of the lion dancers, leaping nimbly across stilts. Allow the burst of frantic drum beats, dense festive colours and thrilling excitement to give any gala event the X-factor boost it needs. The beating of the drums will resonate with you even after the performance.



2. Assam Laksa
© Penang Global Tourism



3. Nyonya Kuih
© Sherwynd Rylan Kessler

Delight your taste buds and experience fulfilment. Asia's great culinary traditions live on in Penang's street hawkers, coffee shops, hip cafes, mom-and-pop restaurants and fine dining establishments. Savour a dish of flat rice noodles with supple plump prawns fried in a charcoal-fired wok with homemade chilli paste, crunchy bean sprouts, cockles, scrambled eggs, and strips of fish cake – char kway teow. And to satisfy your sweet tooth, devour a bowl of ais kacang, a dessert of shaved ice drizzled with palm sugar syrup and topped with tropical fruits and ice cream!

- 1 Penang's hawker foods (street food) is what put the destination on the map! Extremely affordable award-winning food in an informal setting, this is a popular choice among locals and tourists. No one comes to Penang without the intention to eat at a hawker.
- 2 Assam laksa is an addictive dish of spicy-sour fish broth with noodles, and is listed No. 7 on CNNGo's 'World's 50 Most Delicious Foods'. The tangy secret to this famous noodle dish is a combination of tamarind juice and pieces of asam gelugur.
- 3 Nyonya kuihs are bite-sized delicacies that come in various colours. The vibrant combinations of taste and tradition are generally from the Baba Nyonya or Peranakan culture that has been passed down for generations. These Nyonya kuihs are good to nibble at while paired with some afternoon tea.

LUSH NATURE

1. Curtis Crest
©The Habitat Penang Hill





2. Tropical Spice Garden
© Tropical Spice Garden



3. Penang Hill
© Sherwynd Rylan Kessler

Breathe in fresh air and experience mother earth. Escape to nature in Penang's many mystical gardens, nature parks and forest reserves. Take a leisurely stroll in the botanical gardens or trek through mountain trails. Watch dusky leaf monkeys and long-tailed macaques playing together, or look up to the sky for kingfishers, sea eagles and kites. Camp out in nature under the stars in Penang's national park, visit the Tropical Spice Garden or learn all about bugs at Entopia by Penang Butterfly Farm.

- 1 The Habitat Penang Hill is a world-class ecotourism site developed using ecologically sound and environmentally friendly methods, and promotes the natural beauty of Penang's pristine rainforest, granite boulders, and flora and fauna.
- 2 The award-winning Tropical Spice Garden is an eight-acre collection of secondary jungle with around 500 species of flora and fauna, and features three garden trails through stream crossings and waterfalls.
- 3 Penang Hill Biosphere Reserve by UNESCO comprises 12,481-hectare (48.2 square mile) reserve which includes the Penang Botanic Gardens, opened in 1884, and the marine and terrestrial ecosystems in the north-western part of Penang island.



VENUES AROUND



Fort Cornwallis
© Sherwynd Rylan Kessler

COLONIAL SPLENDOUR



1. Suffolk House
© Sherwynd Rylan Kessler



2. David Brown's Restaurant and Tea Terraces
© David Brown



3. Royale Chulan Penang
© Royale Chulan Penang



4. Eastern & Oriental Hotel
© Eastern & Oriental Hotel

Experience Penang's splendid colonial past, an era that celebrated understated opulence, languorous garden soirees complete with sumptuous food and courtly entertainment.

- 1 Suffolk House is Malaysia's only surviving Georgian house, and was home to a succession of British governors of Penang and the Straits Settlements. Built to reflect the style of Anglo-Indian garden houses of colonial India, explore its mesmerizing rooms which have been lovingly refurbished with authentic Anglo-Indian antiques.
- 2 Situated atop Penang Hill at Strawberry Hill, David Brown's is a quintessential British colonial Restaurant and Tea Terrace. The conventional premise is suited for those who would like to escape the busy city while overlooking a spectacular panoramic view.
- 3 Nestled along the gorgeous oceanfront of Penang is Royale Chulan Penang. With its 124-year history, the hotel melds contemporary luxury with old-world glamour in the heart of George Town's UNESCO Heritage Zone.
- 4 Walk in the footsteps of literary giants Somerset Maugham, Rudyard Kipling and Hermann Hesse who once visited this iconic hotel. The Eastern & Oriental Hotel remains timeless with its opulent interior and elegant ambience.

GARDEN EXTRAVAGANZA

1. David Brown's Restaurant and Tea Terraces
© Sherwynd Rylan Kessler





2. Tropical Spice Garden
©Tropical Spice Garden

Penang's year-round warm tropical climate never fails to beckon one to the beautiful gardens, sequestered and private, a world unto themselves. The lush green verdant punctured by the gorgeously-hued tropical flowers provide a stunning natural backdrop for a variety of events.



3. David Brown's Restaurant and Tea Terraces
© David Brown

- 1 & 3** The historical David Brown's Restaurant and Tea Terraces is surrounded by immaculate English landscaping that makes your dream garden soirees come true. Resting atop Penang's Strawberry Hill, enjoy a panoramic view of Penang that comes a-twinkle at nightfall.
- 2** For a unique occasion unlike any other, hold your event at Tropical Spice Garden, surrounded by exotic Malaysian spice plants and vividly coloured wild flowers. The Garden's glass-walled pavilions provide the immersive experience of being in a rainforest with expansive breath-taking view of Teluk Bahang as your backdrop.

HERITAGE CHARM



1. Fort Cornwallis
© Sherwynd Rylan Kessler



2. Cheong Fatt Tze Mansion
© Sherwynd Rylan Kessler



3. Black Kettle
© Sherwynd Rylan Kessler

- 1 Fort Cornwallis is the largest standing fort in Malaysia, commissioned by Francis Light to defend Penang from pirates and military forces from Kedah. Today, this magnificent testament to Penang’s maritime heritage is a popular venue for gala events, themed dinners and contemporary and cultural performances.
- 2 Penang’s iconic Blue Mansion features delicate Su Chow Dynasty Period-style architecture with a blend of European elements. This UNESCO ‘Most Excellent’ Heritage Conservation Award winner has provided the set for numerous international films, and its ornately decorated rooms and halls bear proof to the wealth of Penang’s founding traders.
- 3 The architecture of pre-war shophouses in Penang is so unique that it has its own term: the Straits Eclectic, a fusion of European architecture into Asian-style buildings. Tastefully refurbished and curated, these chic and sophisticated East-meets-West buildings offer ample space for private dinners, cocktail receptions and business meetings.

Home to one of Southeast Asia’s largest collections of pre-war buildings, Penang’s tangible heritage is a legacy of its multicultural history. A single street can host architectural designs of different time periods and from various cultures: South Chinese, Indian Muslim, Anglo-Indian and Indo-Malay architecture styles. Some are truly artistic masterpieces of cultural fusion with Cantonese glasswork, Scottish ironwork, Victorian floor tiles and Art Nouveau styles.

RESORT LUXURY

1. PARKROYAL Penang Resort
© PARKROYAL Penang Resort





- 1 Penang's world-famous beach strip, Batu Ferringhi, is home to some of the best hotels and resorts in Northern Malaysia. From the only Hard Rock Hotel in the country and the ultra-luxurious Shangri-La's Rasa Sayang Resort & Spa to PARKROYAL Penang Resort (photo), working while playing has never been easier.
- 2 George Town boasts some of the finest luxury and business-oriented hotels in the country. A popular destination for international corporate events, George Town's strategic location is matched with the modern amenities of its city hotels that allows for seamless planning of inspired events.
- 3 Kick back, relax and unwind Penang-style. With established house bands, visiting jazz musicians and international bands rocking the stage every night, Penang's hotels and resorts are famed for their entertainment lounges and bars that never fail to captivate.

Settle for nothing less than the very best. With plush interiors, gorgeous scenery and impeccable service at your fingertips, your next event is guaranteed to drop jaws. At Penang's many world-class hotels and resorts, play and leisure take place side by side with working as our service providers cater to your guests' every whim. Pamper yourself, wherever you choose – sandy beach, heritage city or lush forest – life in the lap of luxury awaits you.

CONVENTION CONVERGENCE



1. Setia SPICE Convention Centre
© Setia SPICE



2. World First Hybrid Solar-Powered Convention Centre
© Setia SPICE Convention Centre

Go big, or go home: Host your world-class event at any one of Penang's convention centres. Penang's state-of-the-art convention centres and arenas are equipped to accommodate thousands of guests at once with ease. With the technical equipment and expertise in these convention centres, every precise detail is executed flawlessly for the resounding success of your production.

- 1** The Subterranean Penang International Convention and Exhibition Centre (SPICE) is an integrated business and leisure hub, and Malaysia's largest of its kind outside the capital. Consisting of a convention centre, an indoor stadium, a retail and F&B space, an Aquatic Club and a 4-star hotel opening in Q3, 2022, convenience is an understatement here.
- 2** On a bright day, SPICE Convention Centre draws 0 (zero) energy from the national grid. Some of its outstanding eco-friendly features include expansive green spaces, green technology, energy efficient systems, redevelopment of an existing building and social inclusive design.

URBAN ELEGANCE

1. The Place Raja Uda
© Sherwynd Rylan Kessler





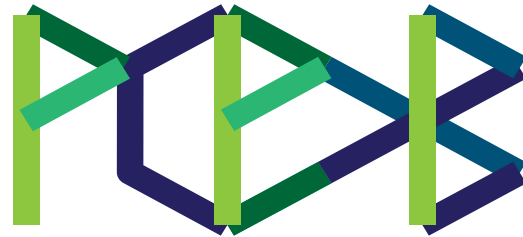
2. Church Street Pier
© Penang Global Tourism

Arts! Music! Performances! Culture!
All the elements converge to create energetic and contemporary spaces where dreams come true. Blends of no-frills architecture with chic style make for an ambience of raw and edgy, and give cosmopolitan events the X-factor that no one can resist.



3. Hin Bus Depot
© Hin Bus Depot

- 1 Get the artsy-industrial feel at The Place Raja Uda with its bare concrete walls and *The Star*, an award-winning light sculpture installation. From art exhibitions, fashion shows to gala celebrations, every event here is guaranteed to be an experience unlike any other.
- 2 Penang's strategically located marina has the gorgeous waterfront as its backdrop for its happenings. In juxtaposition with the elegant architecture of George Town's UNESCO Heritage Zone, Church Street Pier is much sought-after as a contemporary event venue.
- 3 Don't be fooled by first appearances. Hin Bus Depot – for all its exposed brick and crumbling plaster – is THE hip place to be. Decked with contemporary art murals by the renowned Lithuanian artist Ernest Zacharevic, this site is regularly booked for its cultured and authentic ambience.



penang
convention &
exhibition
bureau

| About PCEB

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 organized. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.





penang
convention &
exhibition
bureau

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Cover Image:

A view of Penang Island and
Seberang Perai from atop Penang Hill.

