

BUSINESS EVENTS PENANG 2025 ANNUAL REVIEW



penang
convention &
exhibition
bureau

BUSINESS EVENTS
PENANG
2025 ANNUAL REVIEW

POWERED BY



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CHIEF MINISTER OF PENANG



THE RT. HON. CHOW KON YEOW

It is my honour and pleasure to present the foreword for PCEB's Annual Review 2025. This past year has been one of momentum, resilience, and renewed possibility for the business events industry in Penang. We achieved many inspiring milestones, which you will read about in the following pages.

As Chief Minister of Penang, I am proud to lead visionary planning and oversee key macro-economic initiatives that support the Penang2030 vision—ensuring that Penang not only remains attractive, but is underpinned by cutting-edge infrastructure, state-of-the-art technology, and highly integrated networks. These foundations position Penang firmly on the global map as a premier destination for high-value, high-impact business events.

One of the year's milestone developments was the opening of the Penang Waterfront Convention Centre (PWCC) in November. Currently the largest convention centre in the northern region, PWCC features an exhibition hall capable of accommodating up to 10,000 persons, significantly enhancing Penang's capacity to host major international events.

The inaugural exhibition held at PWCC—the K-Beauty Expo and K-MediTech Expo Malaysia 2025, in partnership with South Korea's KINTEX—marked an important step forward. This collaboration strengthens our economy, fosters international partnerships, and showcases Penang's limitless potential as a hub for impactful, value-driven exhibitions.

Another highlight was AUTOMEX Penang, an inaugural event that brought together over 300 exhibitors and 5,000 delegates at the Setia SPICE Convention Centre. As the nation's gateway to smart manufacturing, Penang continues to build on its industrial strengths while reinforcing its position as the "Silicon Valley of the East".

I am also pleased to share that Penang's business travel segment continued its upward trajectory, recording a 48% year-on-year increase in economic impact. This growth was reflected across the number of events, delegate arrivals, and room nights—underscoring the sector's strong recovery and sustained confidence in Penang as a business events destination.

In alignment with the Visit Malaysia Year 2026 campaign, Penang remains focused on attracting high-quality business events that contribute meaningfully to long-term economic growth and national development. In conjunction with this national initiative, I am pleased to acknowledge the launch of PCEB's "Penang Inspiring Meetings" campaign, which reflects the state's commitment to delivering purposeful, impactful, and legacy-driven business events that go beyond the venue.

Together, let us remain committed to shaping the future of business events in Penang with the same care, effort, passion, and spirit of excellence that have brought us this far. Let us continue the journey forward, guided by vision and purpose.

PENANG STATE EXCO FOR TOURISM & CREATIVE ECONOMY (PETACE)



THE HON. WONG HON WAI

Congratulations to the Penang Convention & Exhibition Bureau on another successful year for business events tourism. Advancing Penang's economic growth through corporate and professional events is a truly collaborative effort, involving the state government, industry stakeholders, and tourism providers.

In 2025, Penang sustained the strong momentum built in previous years. The state hosted 3,391 business events, representing a 65% increase compared to 2,059 events in the preceding year, generating an estimated RM1.91 billion in estimated economic impact.

Of these 3,391 events, I am encouraged by both the breadth and depth of sectoral diversity—spanning science, engineering, healthcare, sports, legal, languages, and literature. This diversity reflects Penang's maturity as a MICE destination, with the capability to support a wide spectrum of professional events.

Looking ahead, there is strong potential for growth in advanced manufacturing, artificial intelligence, and marine-related industries, which present new opportunities to attract high-value business events aligned with Penang's long-term economic priorities.

Beyond sectoral growth, expanding and diversifying our tourism offerings remains essential to Penang's competitiveness. This year, greater emphasis was placed on events and venues beyond George Town's heritage zone, including ecotourism experiences in Balik Pulau and Kampung Agong, as well as meeting facilities at mainland hotels such as Crowne Plaza, Citadines Prai, Holiday Inn Juru, Iconic Hotel, The Light Hotel, and Bertam Resort.

Strong international connectivity continues to be a key driver of business travel. Penang is currently connected to 20 international cities via direct flights, strengthening accessibility for delegates, exhibitors, and investors from across the region and beyond.

Looking ahead, I am encouraged by the continued development of Penang's hospitality landscape, with multiple new hotels in the pipeline that will further enhance the state's capacity to host high-quality, large-scale business events.

As Penang prepares for Visit Malaysia 2026, we will continue to strengthen our tourism strategy, focus on high-yield markets, and build upon the state's established strengths and signature offerings.

CHIEF EXECUTIVE OFFICER OF PENANG CONVENTION & EXHIBITION BUREAU (PCEB)



ASHWIN GUNASEKERAN

2025 has been a fruitful and fulfilling year for PCEB, and it is with great pride that I present this year's Business Review to reflect on the progress and opportunities within the business events landscape in Penang.

In January, we kickstarted the year with our annual Roadshow to India, visiting five cities in ten days. The response was overwhelming, with sellers reporting a significant increase in demand as we engaged with over 900 industry professionals and 150 media representatives.

The roadshow's highlight was signing a Memorandum of Understanding (MoU) with EaseMyTrip.com, a New Delhi online travel company that provides hotel, flights and tour bookings. I'm particularly proud of this milestone as we continue to make progress and put Penang top-of-mind as a preferred destination with a lot to offer.

True enough, the numbers are speaking for themselves as I'm happy to report that for 2025, Penang saw a 65% increase in number of events, and a 48% increase in estimated economic impact. Our largest international delegate base came from the Asia-Pacific region, followed by Europe and the United Kingdom.

Speaking of numbers, PCEB believes in the power of data to grow business events in Penang. We take seriously our role as catalyst for the MICE industry's success, and we are increasingly focusing on data-driven, intelligence-led strategies, having presented our findings to various bureaus and organisations across the globe.

This year, we launched the Personalised Quarterly Dashboard initiative to support IPP partners, harnessing data to identify market trends and potential leads. This enables our partners to make timely decisions and grab hold of opportunities that will benefit the entire business events ecosystem.

There is much to do in the area of market intelligence, even as we continue with existing initiatives like roadshows and travel exchanges that bring consistent results.

As we move forward alongside Visit Malaysia Year 2026, and as PCEB marks its 10th anniversary since our establishment in 2016, we are proud to introduce the Penang Inspiring Meetings campaign. This campaign ensures that Penang continues to capture the attention of the international business events community. It is not just functional; it is transformative and experiential, creating an emotional connection between people and the destination. It is a showcase of ideas, collaboration, and impact beyond the destination. By nurturing partnerships, driving economic growth, and promoting seamless travel, Penang offers a complete business events ecosystem—from culture and heritage, food, people, and nature, to venues, accommodation, professional services, academia, the health industry, and many more. We are confident that Penang will continue to inspire and host events that make a real difference—for businesses, for visitors, and for the community.

ABOUT PCEB

Penang Convention & Exhibition Bureau





The Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the business events 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 business events clients' experience and at the same time, to expand the beneficial economic impact of local MICE businesses.

OUR OBJECTIVES

ABOUT PCEB

- SERVE AS PENANG'S FOCAL POINT FOR COORDINATING ALL BUSINESS EVENTS ACTIVITIES
- PROVIDE EXPERT SERVICES THAT ENHANCE THE QUALITY OF BUSINESS EVENTS CLIENTS' EXPERIENCE
- EXPAND THE BENEFICIAL ECONOMIC IMPACT OF BUSINESS EVENTS IN PENANG
- LIAISE CLOSELY WITH STAKEHOLDERS TO BID FOR BUSINESS EVENTS IN PENANG
- ADVISE AND ASSIST BUSINESS EVENTS ORGANISERS IN PLANNING AND PROMOTING THEIR EVENTS INTERNATIONALLY
- ACT AS THE CHIEF LIAISON WITH ALL LEVELS OF GOVERNMENT DEPARTMENTS

BOARD OF DIRECTORS



THE HON. WONG HON WAI
Chairperson



THE HON. WONG YUEE HARNNG
Director



THE HON. LEE BOON HENG
Director



DATO' KHOO BOO LIM
Director



DATIN BHARATHI SUPPIAH
Director

MEET THE TEAM



Ashwin Gunasekeran
Chief Executive Officer



Manroop Kaur
Executive Assistant



Ahmad Salihin
Finance Executive



Siti Sarah Ismail
Head of Sales & Marketing



Celestine Phoon
Procurement Executive



Vilventhen A/L Aunbuthurai
Driver Cum Dispatch



Terry Neoh
MARCOM Manager



Haslinda Hanizam
Assistant Sales Manager



Revin Samuel
Researcher



Arvind S.Santhaselvan
MARCOM Executive



Yin Mei Yee
Sales Executive



Izzardzafli Bin Padzil
MARCOM Executive



Loh Yi Zheng
Sales Executive



Janice Ooi
Sales Executive

MARKETING & COMMUNICATION

SALES

RESEARCH

10 YEARS OF PCEB

2016

1. PCEB established by then Chief Minister Lim Guan Eng.
2. Sticky Award for the Stickiest Social Media Sharing at ITCMA Bangkok.
3. First BE @ Penang conference.

2017

1. Hit the RM1 billion mark in estimated economic impact.
2. Launch Meeting Planners Guide first edition.
3. Destination Marketing Organisation Award for Excellence at rawr Awards.

2019

1. Hit the RM1.5 billion mark, highest EEI ever reached.
2. Best Convention & Exhibition Bureau at the Malaysia Tourism Council Gold Award.
3. First ICCA Asia-Pacific Summit held in Penang.
4. Most Innovative Business Events CEO recognition at The Mice Conference Expo & Awards.
5. Vision Insight software launched.

2018

1. MOU with Malaysia Airlines.
2. First India Roadshow to 4 cities.
3. Launched the inaugural Penang International Travel Exchange (PITE), a homegrown international travel trade show.
4. Recognition of BE Industry Partner Award at Business Events Excellence Awards organised by MACEOS.

2021

1. Launch of Business Events Penang Rejuvenation Plan 2021-2023 for the industry's recovery.

2020

1. Covid-19 pandemic and establishing the Next Normal Guidelines for business events in Penang.
2. CEO elected as ICCA Asia-Pacific Chapter chairmanship for the 2020-2022 term.

2023

1. Back to reaching the RM1 billion mark with large-scale events close to 20,000 delegates per event.
2. Launch of Mainland Penang Incentive Brochure with the Mainland Consortium.

2022

1. Recovery stage and partnerships with Network of Indian Mice Agents (NIMA) and Malaysia Robotics and Automation Society (MyRAS).

2024

1. Brand Leadership Award for Leadership Excellence in the MICE and Hospitality industries.
2. Nation Branding Award for M.I.C.E (Meeting, Incentive, Conference, Exhibition) in the category of The BrandLaureate Fast Moving Growing Sustainable Business & Brands Award.
3. Milestone partnership with Indigo airlines, with direct daily flights from Chennai to Penang.

2025

1. Memorandum of Understanding (MOU) between the Penang Convention & Exhibition Bureau (PCEB) and EaseMyTrip (EMT).
2. Memorandum of Understanding (MOU) between the Penang Convention & Exhibition Bureau (PCEB) and Korea International Exhibition Center (KINTEX).
3. Focus on the power of data and market intelligence database to drive leads and help partners.

MARKETING & COMMUNICATIONS



COMMUNICATION ENGAGEMENTS

PARTNERSHIP

DESTINATION MARKETING

INDUSTRY ENGAGEMENTS (IPP)

PRESENTING PENANG

STRATEGIC COLLABORATION SIGNING

COMMUNITY OUTREACH

COMMUNICATION ENGAGEMENTS

PCEB disseminated regular advisories through its newsletter to keep partners and clients informed of key developments in Business Events Penang. The newsletters highlighted state-wide initiatives undertaken in collaboration with industry partners, as well as coverage of major events like the 8th Edition of the Penang Roadshow to India, the Northern International Audio & Visual Show 2025, the Penang International Travel Exchange 2025, and the 9th Edition of BE @ Penang 2025.

Media Engagements

In 2025, a total of 19 press releases were circulated to international and local media outlets, generating 1001 pieces of news coverage. In addition, PCEB's Marketing & Communications (MARCOM) team organised 15 press conferences to announce and promote major events like the Malaysia Gold & Jewellery Trade Exhibition 2025, 18th World Congress of the International Federation of Hainan Association 2025, the 9th Asia-Oceanian Conference of Physical and Rehabilitation Medicine 2025, the World Miniature Hobby Show (WMHS) and Malaysia Competition (MARCOM) 2026.



Press Releases

19



Press Conferences

15



PR Events

6



No. of News Coverage

1,001



Value of Media Coverage (USD)

8.94mil

COMMUNICATION ENGAGEMENTS

Digital Outreach



Number of posts per social media

255



Facebook Views

767.4K



Instagram Views

143.5K



LinkedIn Impressions

68.2K



COMMUNICATION ENGAGEMENTS

PENANG INSPIRING MEETINGS X VISIT MALAYSIA 2026

Penang Inspiring Meetings Campaign Launch

PCEB launched the “Penang Inspiring Meetings x Visit Malaysia 2026” campaign on 24 November 2025 at the Penang Waterfront Convention Centre. Running for two years, the campaign aims to position Penang as a premier destination for business events, while supporting the national Visit Malaysia 2026 initiative. Through this initiative, PCEB seeks to attract high-value business visitors, and promote sustainable and socially-responsible business events to Penang.



COMMUNICATION ENGAGEMENTS

Briefing with the Chief Minister of Penang

Following the campaign launch, a briefing on the Penang Inspiring Meetings campaign was presented to YAB Chow Kon Yeow, Chief Minister of Penang. The briefing outlined the campaign’s objectives, strategic direction, and key deliverables, and affirmed its full alignment with the State Government’s strategic vision for strengthening Penang’s business events ecosystem.



Industry Briefing at BE @ Penang 2025

As part of its industry engagement efforts, the Penang Inspiring Meetings campaign was presented during BE @ Penang 2025. Mr. Ashwin Gunasekeran, Chief Executive Officer of PCEB, shared the campaign’s objectives and key initiatives with delegates, reinforcing industry awareness and encouraging collective participation in advancing Penang as a destination for high-value business events.



PARTNERSHIPS

Industry Partner Programme

PCEB provides a comprehensive range of support services to industry members, with a primary focus on positioning Penang as a premier destination for meetings, incentives, conferences, and exhibitions (MICE). This is largely facilitated through the Industry Partner Programme (IPP), which serves as a key platform for industry collaboration, capacity building, and sustainable growth.

The IPP is open to all business events products and service providers based in Penang, as well as organisations that host or organise events within the state. Currently, PCEB is proud to support 188 active members, each contributing to the continued growth and success of Penang’s business events ecosystem.

Partners by Categories



PARTNERSHIPS



IndiGo Airline

Building on the successful launch of IndiGo Airlines’ direct Chennai–Penang service, PCEB continued its strategic partnership with IndiGo in 2025 through targeted destination marketing aimed at sustaining route performance and strengthening bilateral travel demand.

IndiGo Travel Agent Familiarisation Trip to Penang

From 14–16 February 2025, IndiGo Airlines hosted 15 travel agents from Tamil Nadu, India, on a familiarisation trip to Penang. Designed to support the newly-launched direct flight, agents gained first-hand exposure of Penang Island and Seberang Perai’s diverse tourism and business events offerings, enabling them to promote Penang more effectively to the Indian market.



PARTNERSHIPS

Penang Media Familiarisation Trip to Chennai

In a reciprocal effort, a three-day familiarisation trip to Chennai was organised from 3–5 March 2025 for 12 Penang media representatives. The initiative aimed to sustain momentum for IndiGo Airlines’ Chennai–Penang route by generating strong media interest in Chennai as a travel destination through a carefully planned itinerary showcasing Chennai’s tourism and culinary highlights.



STRATEGIC COLLABORATION SIGNING

Signing of Memorandum of Understanding (MOU) with EaseMyTrip



On 15 January 2025 in New Delhi, PCEB and EaseMyTrip formalised a strategic partnership, where a Memorandum of Understanding (MOU) was signed by Mr. Ashwin Gunasekeran, CEO of PCEB, and Ms. Nutan Gupta, COO of EaseMyTrip, and witnessed by YB Wong Hon Wai, Penang State EXCO for Tourism & Creative Economy, along with Datin Bharathi Suppiah, Director of PCEB and General Manager of Chief Minister Penang Incorporated.

The MOU established a framework for collaborative initiatives to enhance Penang’s visibility in the Indian market, improve travel opportunities, and promote the destination as a premier choice for Indian tourists. Through targeted campaigns, the partnership aims to support economic growth and position Penang as a preferred destination for travellers seeking unique experiences.

Signing of Memorandum of Understanding (MoU) with KINTEX



On 11 April 2025, PCEB reached a significant milestone at the Penang Waterfront Convention Centre by signing an MoU signing with Korea International Exhibition Center (KINTEX). The MoU was signed by Mr. Ashwin Gunasekeran, CEO of PCEB, and Mr. Lee Jae Yul, CEO of KINTEX, and witnessed by YAB Chow Kon Yeow, Chief Minister of Penang; YB Wong Hon Wai, Penang State EXCO for Tourism & Creative Economy; and Mayor Lee Dong-Hwan, Mayor of Goyang City, South Korea.

The partnership aims to foster greater collaboration in attracting major international business events to Penang, reinforcing the state’s position as a leading MICE destination. In addition, the agreement supports Malaysia’s broader economic and social development objectives through the advancement of the business events sector.



DESTINATION MARKETING

Familiarisation Trip - Northern International Audio & Visual Show 2025

On 24 April 2025, a familiarisation trip was organised in conjunction with the Northern International Audio & Visual Show 2025, hosting three media representatives from Japan, USA, and Singapore, alongside Japanese artist Nao Yoshioka and her band. The group enjoyed a trishaw ride through George Town and a trip to Penang Hill and The Habitat to experience the island's natural beauty.



DESTINATION MARKETING

Familiarisation Trip - Indian Influencers

From 26-29 August 2025, PCEB hosted Indian influencer couple, Lash Couplelife, on a familiarisation trip across Penang's cultural landmarks, heritage sites, and key leisure offerings. This initiative was designed to support the sustained growth of IndiGo Airlines' direct Chennai-Penang route, strengthening tourism engagement between the two regions.



DESTINATION MARKETING

Indian Influencers - Indian Travel Agents

From 1-5 September 2025, PCEB, in collaboration with Tourism Malaysia, India, hosted 14 travel agents from India on a familiarisation trip across Penang, visiting key hotels and attractions. The purpose was to support direct Chennai-Penang connectivity and equip agents with knowledge to better promote Penang to their clients.



DESTINATION MARKETING

Familiarisation Trip - Penang International Travel Exchange (PITE) 2025

In conjunction with the 8th Edition of the Penang International Travel Exchange (PITE) 2025, PCEB organised a familiarisation trip for 10 international media representatives from Malaysia, India, the UK, and China. Held from 29 September to 1 October 2025, media representatives visited convention centres, hotels, and key tourist attractions as part of the initiative to showcase Penang's MICE and tourism offerings.



DESTINATION MARKETING

Familiarisation Trip - 9th Edition of BE @ Penang 2025

In conjunction with the 9th Edition of BE @ Penang 2025, PCEB organised a familiarisation trip on 13 December 2025 for international media representatives and speakers from Hong Kong, South Korea, the Philippines, and Malaysia. Participants enjoyed a trishaw ride through George Town, dined at a Michelin-starred Nyonya restaurant, and visited Penang Hill and The Habitat.



INDUSTRY ENGAGEMENTS

Business Events Penang 2024 Annual Review

The Business Events Penang 2024 Annual Review was held on 10 March 2025 at the Iconic Marjorie Hotel, Penang, a Tribute Portfolio Hotel, marking a key milestone in showcasing the achievements of Penang’s business events industry over the year.

In 2024, Penang successfully hosted 2,059 business events, attracting 305,259 delegates and generating 558,543 room nights. These activities contributed to an Estimated Economic Impact (EEI) of RM1.29 billion, further reinforcing Penang’s position as a premier business events destination and a vital driver of the state’s economic growth.



INDUSTRY ENGAGEMENTS

Thaipusam 2025

For the first time, PCEB set up its own panthal during Thaipusam on 10-11 February 2025, contributing to the community spirit of this significant cultural festival. PCEB's team came together to prepare and distribute food to devotees, and participate in the customary coconut-breaking ceremony. Through this initiative, PCEB actively engaged with the local community, supporting cultural preservation and fostering inclusivity.



INDUSTRY ENGAGEMENTS

IndiGo's Travel Agent Networking Dinner - 'Love Is In The Air'

In conjunction with Valentine's Day, a themed networking dinner, "Love Is In The Air," was held on 14 February 2025 at Cheah Kongsi for travel agents from Tamil Nadu, India, who were selected by IndiGo Airlines. The exclusive event enabled Penang's industry partners to engage with key stakeholders and strengthen relationships within the Indian travel market, with the aim of growing the newly launched Chennai-Penang flight.

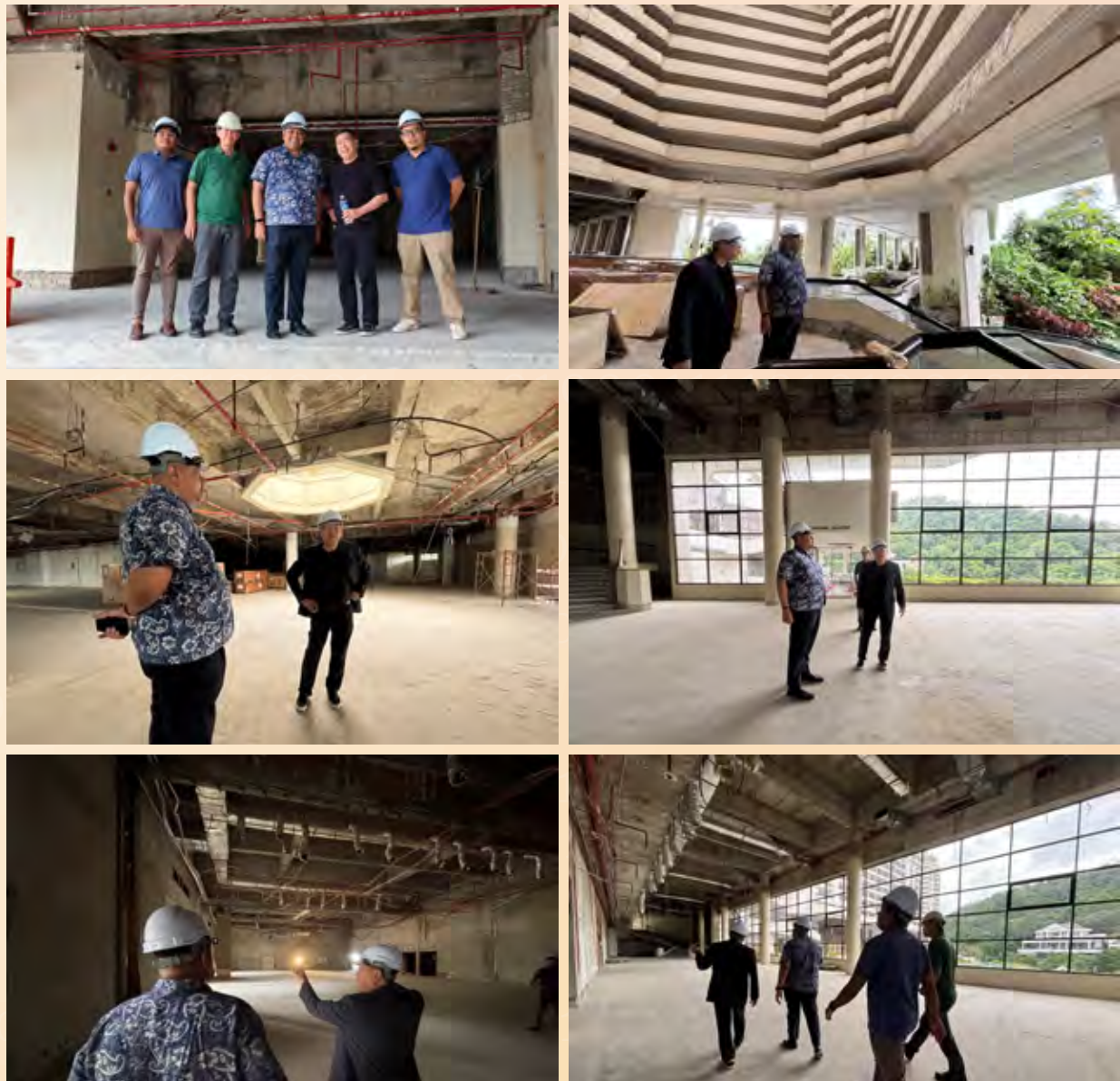


INDUSTRY ENGAGEMENTS

PCEB Conducts Exclusive Hard-Hat Tour of Upcoming Hotel Equatorial Penang

The PCEB team had the opportunity to take part in an exclusive hard-hat tour of the upcoming Hotel Equatorial Penang, offering an early look at the property ahead of its scheduled opening in Q1 2027. The tour took place on 12 September 2025.

This site visit provided valuable insights into the hotel’s design, facilities, and future offerings, enabling PCEB to better understand how the development will cater to both corporate and leisure travellers. Once operational, Hotel Equatorial Penang will further strengthen Penang’s position as a premier destination for business and leisure tourism. Strategically located, the hotel will complement the state’s hospitality landscape and support Penang’s growing MICE and tourism ecosystem.



PRESENTING PENANG

BE in SABAH 2025

The second edition of BE in SABAH 2025 was held from 27–28 February 2025 at the Sabah International Convention Centre (SICC), Kota Kinabalu. Mr. Ashwin Gunasekeran, CEO of PCEB, participated as a panellist in the session “Shaping the Future of Business Events,” sharing valuable insights on risk management within the business events ecosystem and offering actionable strategies to drive success.



PRESENTING PENANG

Asia-Pacific Business Events Youth Challenge 2025

Mr. Ashwin Gunasekeran, CEO of PCEB, was invited to serve as a judging panellist for the Asia-Pacific Business Events Youth Challenge 2025, organised by the International Congress and Convention Association (ICCA) on the 20 August 2025 at Goyang, South Korea. Participants under the age of 30 were tasked with responding to client bid documents, and given a chance to showcase their innovative solutions.



PRESENTING PENANG

Contents Universe Korea 2025

Mr. Ashwin Gunasekeran, CEO of PCEB, was invited to speak at Contents Universe Korea 2025, happening from 31 October to 1 November 2025 in Goyang, South Korea, a leading international convention that brings together content creators, industry professionals, and MICE stakeholders to explore trends, innovations, and business opportunities.

In his presentation, Mr. Ashwin highlighted the vital role of festivals within the business events landscape, emphasising that festivals are not merely dates on a calendar but dynamic platforms that enhance MICE events by providing delegates with immersive experiences beyond the boardroom.



COMMUNITY OUTREACH

PCEB actively engages with and supports the local community through initiatives that celebrate Penang's cultural heritage, foster inclusivity, and promote sustainability.

Batik

Batik is one of Penang's signature art forms, representing the state's rich heritage. PCEB supports local artisans by incorporating batik elements into event items and merchandise used at business events. This initiative displays Penang's cultural identity to visitors while helping to preserve traditional craftsmanship.



Caricature

By featuring local caricature artists at events, PCEB supports a traditional art form that has been sustained through generations. This engagement raises awareness of the craft, provides exposure for local artists, and ensures the continued relevance of caricature art in the modern era.



Blind Massage – St Nicholas

PCEB actively engages with the visually impaired community by incorporating services such as blind massage at events. This initiative promotes inclusivity, creates economic opportunities, and highlights the skills of individuals with visual impairments, fostering a more inclusive and supportive society.



Upcycle Booth

Through the Upcycle Booth initiative, PCEB promotes sustainability by supporting artisans who transform recycled materials into creative merchandise. This approach reduces environmental harm and contributes back to the community, reinforcing sustainable practices within the business events industry.



COMMUNITY OUTREACH

These efforts contribute to the preservation of traditional arts, the empowerment of local talents, and meaningful social impact.

Cultural Performance

PCEB supports cultural performances by incorporating them into events as a means of preserving and promoting Penang's multicultural heritage on the international stage. Examples include traditional art forms like Wayang Kulit (shadow puppetry), Chinese fan dance, Joget and Inang, and Bharatanatyam.



Charity for a Good Cause

PCEB integrates charitable initiatives into its events by encouraging small, voluntary contributions to reinforce the spirit of social responsibility. Through collecting fees from coffee or refreshment services, funds are channelled towards selected charitable causes to support meaningful causes.



SALES ACTIVITIES

PENANG ROADSHOW TO INDIA

64TH ICCA CONGRESS 2025

IMEX FRANKFURT

IBTM WORLD BARCELONA

THE MEETINGS SHOW LONDON

EVENT SUPPORT PENANG

SALES MISSION TO INDIA

SITE INSPECTION



PENANG ROADSHOW TO INDIA



Chennai



Mumbai

PCEB successfully conducted the 8th edition of the Penang Roadshow to India 2025 from 13–20 January 2025, covering Mumbai, New Delhi, Kolkata, and Chennai under the theme “Discover Penang.” The annual initiative further strengthened engagement with the Indian market, a key source for Penang tourism and business events.

The week-long roadshow comprised press conferences, press meets, B2B sessions, and industry networking engagements. Each city attracted approximately 200 qualified buyers and international media reps. The roadshow also highlighted the new Chennai–Penang direct flight with IndiGo Airlines, further enhancing accessibility between Penang and India.

In Chennai in particular, PCEB organised the Penang Specialist Programme for Indian travel agents selected by IndiGo. It equipped them with exclusive sales tools, networking opportunities and valuable knowledge about Penang, enabling agents to craft unique experiences for their clients.



Mumbai

12
EXHIBITORS FROM
PENANG & MALAYSIA

1,106
VISITORS FOR
FOUR CITIES

180
MEDIA

PENANG ROADSHOW TO INDIA

Chennai



Kolkata



New Delhi



Mumbai



IMEX FRANKFURT

PCEB marked its 9th year of participation alongside the Malaysia Convention and Exhibition Bureau (MyCEB) at IMEX Frankfurt, held from 20–22 May 2025 at Messe Frankfurt. PCEB joined 11 other Malaysian exhibitors in the MyCEB pavilion.

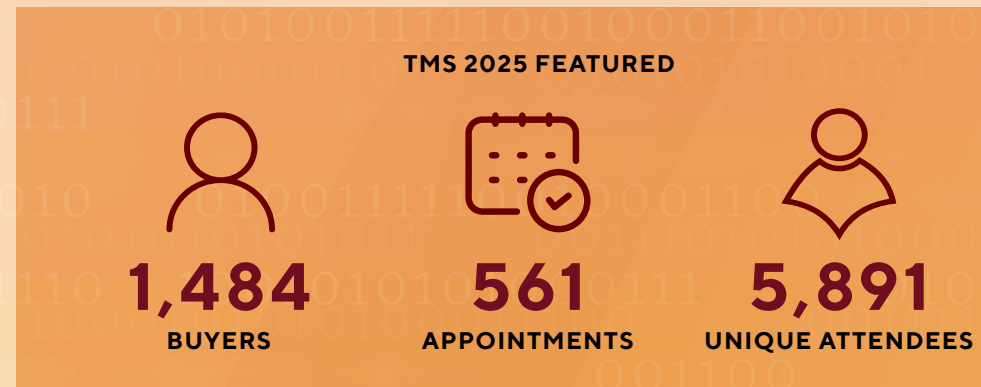
MyCEB reintroduced its popular Spice Market during the event, enabling exhibitors to showcase Penang’s unique offerings and facilitating information exchanges between PCEB and international buyers. As a result, PCEB identified more than 10 potential leads for future opportunities. The event attracted a total of 4,466 buyers from 97 countries.



THE MEETINGS SHOW LONDON



PCEB participated in The Meetings Show (TMS) under the MyCEB pavilion from 25–26 June 2025 at ExCeL London. PCEB joined six other partners in promoting Malaysia as a premier destination. TMS 2025 featured 1,484 buyers, 561 appointments, and 5,891 unique attendees.



During the event, PCEB identified six potential leads, including associations, professional conference organisers (PCOs), and event management companies. Most leads expressed interest in introducing Penang as a new destination to their clients.



SALES MISSION TO INDIA IN COLLABORATION WITH INDIGO

From 8-15 July 2025, PCEB with 4 other partners ventured into six cities for a sales mission at Tamil Nadu. Each partner consisting of hotelier, DMC and event management company has the opportunity to present their products to the buyers. The six cities were Bangalore, Coimbatore, Madurai, Tiruchirappalli, Puducherry, and Chennai. This mission is mainly to give exposure to the Tamil Nadu market about Penang as a destination.



Chennai

Tiruchirappalli



Bangalore



Coimbatore



Madurai



Puducherry



64TH ICCA CONGRESS



The 64th ICCA Congress 2025 was held in Porto, Portugal, from 9–12 November 2025. As the flagship annual gathering of the International Congress and Convention Association (ICCA), the Congress served as an important platform for global meetings and industry stakeholders to exchange insights, strengthen professional networks, and address both current and emerging challenges within the business events sector.



Held under the theme “Charting the Course”, participation in the ICCA Congress provided PCEB with valuable exposure to global best practices, emerging industry trends, and meaningful networking opportunities, supporting Penang’s continued positioning as a competitive and forward-looking business events destination.

IBTM WORLD BARCELONA



IBTM World Barcelona 2025 was held from 18–20 November 2025 at Fira de Barcelona. PCEB participated under MyCEB’s Malaysia Pavilion, with daily destination presentations and a Spice Market networking session between international buyers and industry partners.



During the three-day event, PCEB secured



37

BUSINESS APPOINTMENTS

with international associations, professional conference organisers (PCOs), destination management companies (DMCs), travel agents, and corporate buyers in a bid to promote Penang as a premier business events destination.



PCEB EVENT SUPPORT

1

26th Annual Meeting of the Partnership for Observation of the Global Ocean (POGO-26)

The 26th Annual Meeting of the Partnership for Observation of the Global Ocean (POGO-26) took place from 25–28 February 2025 at Gurney Bay Hotel, Penang. Hosted by Universiti Sains Malaysia's Centre for Marine and Coastal Studies (CEMACS), the milestone event was held in Southeast Asia for the first time and brought scientists from 30 countries to Penang for knowledge sharing and alignment of ocean monitoring efforts.



2

The Regional Asia-Pacific Therapeutic Drug Monitoring Conference (RAPTDM 2025)

The Regional Asia-Pacific Therapeutic Drug Monitoring Conference (RAPTDM 2025) was successfully held from 7–8 April 2025 at Eastin Hotel Penang. Organised by the International Association of Therapeutic Drug Monitoring and Clinical Toxicology (IATDMCT) Regional Asia-Pacific Section (RAPS), it brought together experts in the field for knowledge exchange and collaborative research.



3

10th ICD Section XV & WSI International Conference and Induction Ceremony

From 18–20 April 2025, the 10th ICD Section XV & WSI International Conference and Induction Ceremony was held at Setia SPICE Convention Centre. Under the theme "A Landmark in Global Oral Healthcare," the conference by the International College of Dentists (ICD) and the World Stomatology Institute (WSI) focused on the integration of digital and AI technologies in medicine and dentistry.



PCEB EVENT SUPPORT

4

International Soil Science Conference 2025 (SOILS 2025)

From 6–8 May 2025, the International Soil Science Conference 2025 (SOILS 2025) took place at Bertam Resort Penang. The conference aimed to foster discussions and collaborations that integrate soil science with agricultural advancements and environmental conservation, in order to secure a balanced and sustainable future for generations to come.



5

Malaysia Gold & Jewellery Trade Exhibition 2025

From 9–11 May 2025, the 3rd edition of the Malaysia Gold & Jewellery Trade Exhibition 2025 was held at Setia SPICE Convention Centre, showcasing Malaysia's exceptional gold craftsmanship alongside the latest innovations in jewellery design. This year's fair featured over 20 machines from China and packing companies offering exclusive product samples.



6

6th APAGE Clinical Forum on Inflammatory Bowel Disease

The 6th APAGE Clinical Forum on Inflammatory Bowel Disease took place from 16–17 May 2025 at Penang Marriott Hotel. Officiated by presidents from the Asian Pacific Association of Gastroenterology (APAGE) and the Malaysian Society of Gastroenterology and Hepatology (MSGH), it aimed to deliver the most current knowledge and practical insights to enhance the management of this complex disease.



PCEB EVENT SUPPORT

7

17th Annual Edison Awards

The 17th Annual Edison Awards, celebrating Tamil cinema's finest, took place on 17 May 2025 at Setia SPICE Arena. Graced with the attendance of Penang's Chief Minister, the prestigious award ceremony and gala dinner award show was hosted by Pink Celebrity, honour the iconic stars and visionary filmmakers who excelled in the Kollywood industry for the year 2024.



8

9th LAWASIA Family Law & Children's Rights Conference 2025

The 9th LAWASIA Family Law & Children's Rights Conference 2025 took place from 12-14 June 2025 at Ascott Gurney Penang. Spanning two and a half days, the conference offered a valuable platform for in-depth discussions on pressing and emerging issues in family law. Participants had the opportunity to network and gain insights from practitioners in the field, notably from India and Singapore chapters.



9

V-Malaysia 2025 Convention

V-Malaysia 2025 Convention, held from 21-25 June 2025 for business networking and entrepreneurial development, marked the 13th consecutive year that QNET Ltd has chosen Penang as its host destination. The opening ceremony was graced by YB Jagdeep Singh Deo, Deputy Chief Minister of Penang II, and this year's edition welcomed over 8,000 international participants from more than 30 countries.



PCEB EVENT SUPPORT

10

ASEAN Conference on Gender Equity in Sports 2025

The ASEAN Conference on Gender Equity in Sports 2025 was held from 24-26 June 2025 at Cititel Penang. Hosted by the National Sports Council of Malaysia, it was attended by YB Hannah Yeoh, Minister of Youth and Sports Malaysia. Over 200 delegates from ASEAN nations gathered to chart a more structured, inclusive, and sustainable pathway to empower women within the sports ecosystem.



11

International Convention of Forensic Medicine & Sciences 2025 (ICFMS 2025)

The International Convention of Forensic Medicine & Sciences 2025 (ICFMS 2025) took place from 30 June to 4 July 2025 at Bayview George Town. ICFMS 2025 serves as a platform for medico-legal experts around the world to exchange insights and explore advancements in key fields such as forensic anthropology, forensic odontology, and forensic radiology.



12

23rd ASEAN+ Age Group Chess Championships 2025

The 23rd ASEAN+ Age Group Chess Championships 2025 took place from 1-11 July 2025 at Berjaya Penang Hotel. Organised by the Penang Chess Association to mark the 25th Anniversary of the ASEAN Chess Confederation, participants from over 20 countries celebrated the spirit of healthy competition, camaraderie, and shared passion for chess among youth and age-group players across the region.



PCEB EVENT SUPPORT

13

11th Asia-Pacific Enterostomal Therapy Nurses Association (APETNA) Conference 2025

The 11th Asia-Pacific Enterostomal Therapy Nurses Association (APETNA) Conference 2025 took place from 4-6 July 2025 at Setia SPICE Convention Centre. The conference served as a dynamic platform for knowledge sharing, skill development, and meaningful networking among enterostomal therapy nurses, healthcare professionals, researchers, educators, and industry partners from across the region.



14

32nd International Congress of the Obstetrical and Gynaecological Society of Malaysia

The 32nd International Congress of the Obstetrical and Gynaecological Society of Malaysia (OGSM) took place from 10-13 July 2025 at Setia SPICE Convention Centre. Founded in 1963, OGSM is the largest professional body representing obstetricians and gynaecologists in Malaysia, with over 1,600 active members serving as a leading advocate for women's health.



15

Federation of Asian and Oceanic Pest Managers Associations (FAOPMA) Pest Summit 2025

The Federation of Asian and Oceanic Pest Managers Associations (FAOPMA) Pest Summit 2025 took place from 14-16 July 2025 at St. Giles Wembley Penang. Last held in Penang in 2015, the summit returned a decade later for industry professionals to explore the evolving role of pest management in safeguarding public health, food safety, and the environment.



PCEB EVENT SUPPORT

16

ASEAN Federation of Cardiology Congress (AFCC) 2025

The ASEAN Federation of Cardiology Congress (AFCC) 2025, themed "Next Generation Cardiology," was held from 17-20 July 2025 at Setia SPICE Convention Centre. With over 2,000 attendees from around the globe, AFCC 2025 covered a comprehensive range of cardiovascular topics with the common goal of advancing the fight against cardiovascular diseases worldwide.



17

15th IEEE International Conference on Power Electronics and Drive Systems (PEDS 2025)

The 15th IEEE International Conference on Power Electronics and Drive Systems (PEDS 2025) was held from 21-24 July 2025 at Shangri-La's Rasa Sayang Resort & Spa, Penang. Held biennially, PEDS is a leading international conference for academics and industry professionals around the world to share advancements in power electronics and drive systems.



18

Electronics Manufacturing Expo Asia (EMAX 2025)

From 23-25 July 2025, the 5th edition of the Electronics Manufacturing Expo Asia (EMAX 2025) was held alongside the 4th edition of Penang Manufacturing Expo (PMAX) and the debut editions of Semiconductor Asia Expo (SMAX) and Asia Sustainable Factories Expo (ASFAX). Over 200 exhibitors from over 40 countries and thousands of trade visitors gathered at Setia SPICE Convention Centre, reinforcing Penang's importance in electronics and semiconductor manufacturing.



PCEB EVENT SUPPORT

19

52nd ARTDO International World Conference

The 52nd ARTDO International World Conference took place from 27–29 July 2025 at the Eastern & Oriental Hotel, Penang. Officiated by YB Steven Sim Chee Keong, Minister of Human Resources Malaysia, ARTDO is a regional organisation comprising training institutes and HRD practitioners. This year's conference focused on coaching culture and digital leadership to unlock workforce potential.



20

Surgical Symposium on Advanced Robotic Technology (SSMART)

The Surgical Symposium on Advanced Robotic Technology (SSMART) took place at G Hotel Gurney on 2 August 2025. Co-organised by Sunway Medical Centre Penang, the theme was "Beyond Technology: Improving Patient-Centric Outcomes in Robotic Surgery." The symposium brought together leading minds in surgical innovation, highlighting Penang's growing presence in advanced medical technology.



21

32nd IEEE International Symposium on the Physical and Failure Analysis of Integrated Circuits (IPFA 2025)

The 32nd IEEE International Symposium on the Physical and Failure Analysis of Integrated Circuits (IPFA 2025) took place from 5–8 August 2025 at Setia SPICE Convention Centre. The international forum brought researchers and industry experts together to share solutions in the physical and failure analysis of integrated circuits and semiconductor devices within the microelectronics sector.



PCEB EVENT SUPPORT

22

AI Horizon Conference 2025

The AI Horizon Conference took place from 8–9 August 2025 at Setia SPICE Arena, gathering innovators, industry leaders, researchers, and policymakers to explore the transformative potential of Artificial Intelligence (AI). It featured keynote speeches, panel discussions, and interactive showcases that highlight the latest advancements in AI while fostering collaboration across sectors.



23

2nd International Lean Healthcare Conference 2025

The 2nd International Lean Healthcare Conference 2025 took place from 12–13 August 2025 at Bertam Resort Penang. Carrying the theme "Driving the Future of Health Transformation," this year's conference brought together leaders, innovators, practitioners, and experts to transform healthcare systems for greater value, efficiency, and improved patient outcomes.



24

Penang Signature Gold, Gems & Jewellery Fair (PSG)

The 9th edition of the Penang Signature Gold, Gems & Jewellery Fair (PSG) took place from 15–17 August 2025 at the Setia SPICE Convention Centre. Over 120 booths with exhibitors from China, UK, Turkey, Thailand, Singapore, India, Japan, and Malaysia showcased a wide range of gold, fine jewellery, gemstones, metals, machinery, and packaging innovations.



PCEB EVENT SUPPORT

25

31st International Conference on Finite or Infinite Dimensional Complex Analysis and Applications (ICFIDCAA) 2025

The 31st International Conference on Finite or Infinite Dimensional Complex Analysis and Applications (ICFIDCAA) 2025 was held from 20–24 August 2025 at Universiti Sains Malaysia. First introduced as a colloquium in South Korea's Pusan National University in 1993, ICFIDCAA is now an annual event for academics and students to network, present their latest work, and exchange ideas.



26

9th Asia-Oceanian Conference of Physical and Rehabilitation Medicine (AOCPRM)

The 9th Asia-Oceanian Conference of Physical and Rehabilitation Medicine (AOCPRM), held in conjunction with the 16th Annual Malaysian Rehabilitation Medicine Conference (MRMC), took place from 20–23 August 2025 at Setia SPICE Convention Centre. The conference welcomed more than 1,200 delegates from over 20 countries to exchange knowledge on rehabilitation medicine.



27

13th Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2025)

From 26–28 August 2025, the 13th Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2025) was held at St. Giles Wembley, Penang. Organised by Universiti Putra Malaysia, the conference brought together scholars, researchers, and practitioners to explore new perspectives in the field of languages, literatures, and cultures.



PCEB EVENT SUPPORT

28

35th Malaysian Society of Plant Physiology Conference (MSPPC 2025)

From 26–28 August 2025, the 35th Malaysian Society of Plant Physiology Conference (MSPPC 2025) was held at JEN Penang Georgetown by Shangri-La. With the theme "Predicting Plant Performance: Embracing AI for Physiology and Beyond," the annual gathering is a platform for fostering collaboration and exploring how AI can transform the future of plant science and agriculture.



29

Advanced Innovation & Manufacturing (AIM) Asia 2025

The Advanced Innovation & Manufacturing (AIM) Asia 2025 convention was held from 11–12 September 2025 at Iconic Marjorie Hotel, Penang, a Tribute Portfolio Hotel. Gathering advanced manufacturing leaders, innovators, and policymakers under one roof, the convention emphasised Industry 5.0 for the semiconductor, electronics, medical technology, and green technology sectors.



30

National MMA Convention and Scientific Congress 2025

The National MMA Convention and Scientific Congress 2025, held in conjunction with the 65th Malaysian Medical Association (MMA) Annual General Meeting, took place from 11–13 September 2025 at G Hotel Penang. A state dinner was held with the presence of Governor of Penang, TYT Tun Dato' Seri Utama Haji Ramli bin Ngah Talib. For two days, consultants and healthcare professionals exchanged knowledge and best practices to foster innovation in the medicine field.



PCEB EVENT SUPPORT

31

4th Penang International Hanwang Forum 2025

The 4th Penang International Hanwang Forum 2025 took place from 21-23 September 2025 at Setia SPICE Convention Centre. Officiated by YB Fahmi Bin Zainol, Penang State EXCO for Agrotechnology, Food Security and Cooperative Development, this year's forum focused on carbon neutrality, AI empowerment, green manufacturing, and the circular economy.



32

5th International Conference on Applied Photonics and Electronics (InCAPE 2025)

The 5th International Conference on Applied Photonics and Electronics (InCAPE 2025) took place on 6 October 2025 at Royale Chulan Penang. Held biennially, it provided a platform for professionals and researchers to share knowledge and generate interest in the latest technologies available for applied photonics and electronics.



33

10th Asian Vaccine Conference and 3rd Asian Paediatric Ethics Conference

The 10th Asian Vaccine Conference and 3rd Asian Paediatric Ethics Conference, in conjunction with the 46th Annual Congress of the Malaysian Paediatric Association, took place from 9-11 October 2025 at Setia SPICE Convention Centre. The opening ceremony was graced by Guest of Honour, Puan Nurul Izzah, and the conference served as a platform for experts and practitioners to share best practices in paediatric care.



PCEB EVENT SUPPORT

34

Hertrade Expo 2025

The HERTRADE EXPO 2025, organised by the Penang Elite Womenpreneurs Association (PEWA), was held from 11-12 October 2025 at Setia SPICE Arena. The event featured inspiring keynotes, panel discussions, hands-on workshops, and networking sessions to empower visionary women to thrive in business and beyond. The exhibition also hosted the Asian Beauty and Hairdressing Competition.



35

22nd Penang Dental Congress 2025

The 22nd Penang Dental Congress 2025 took place from 24-26 October 2025 at the Setia SPICE Convention Centre. The conference brought together dental professionals, specialists, and allied healthcare experts from across the region for three days of scientific sessions, workshops, and an exhibition to share the latest advancements in dentistry.



36

AUTOMEX Penang 2025

From 4-6 November 2025, the highly anticipated AUTOMEX, Malaysia's leading exhibition for automation and manufacturing technology, made its Penang debut at Setia SPICE Convention Centre. The event shone the spotlight on next-generation robotics, Internet of Things (IoT) solutions, precision CNC machinery, and sustainable manufacturing, with over 300 exhibitors and 5,000 trade visitors attending.



PCEB EVENT SUPPORT

37

Global Electronics Association Workshop on Packaging

On 12 November 2025, the Global Electronics Association organised a workshop entitled “Component-to-System Level Packaging” at Olive Tree Hotel, Penang. A total of 200 participants comprising industry experts, government bodies, and university academics dialogued on the latest trends and potential solutions in components, printed circuit boards, and system-level packaging.



38

18th World Congress of the International Federation of Hainan Association 2025

The 18th World Congress of the International Federation of Hainan Association 2025 was held from 14-16 November 2025 at Setia SPICE Convention Centre. The Hainanese Congress brought together diaspora communities, entrepreneurs, and professionals from around the world, with business matching sessions, legal forums, and thematic discussions on the economy, youth, and gender.



39

K-Beauty Expo Malaysia and K-MediTech Expo Malaysia 2025

The K-Beauty Expo and K-MediTech Expo Malaysia 2025 took place from 20-22 November 2025 at the Penang Waterfront Convention Centre. Marking its Malaysia debut, the event was a joint collaboration with the Government of Korea. Manufacturers, distributors, and buyers across Asia were able to network via B2B matching sessions, product launches, live demonstrations, and industry-focused exchanges.



PCEB EVENT SUPPORT

40

WaterTech Asia 2025

The inaugural WaterTech Asia 2025 exhibition and conference took place from 2-4 December 2025 at the Penang Waterfront Convention Centre. Officiated by YB Wong Hon Wai, the event reinforces the Malaysian government’s efforts to position the country as a regional hub for water management professionals.



41

ASEAN Australia Education Dialogue (AAED) 2025

The ASEAN Australia Education Dialogue (AAED) 2025 was held from 1-4 December 2025 at St. Giles Wembley Penang, with a gala dinner on 3 December 2025. The event brought regional leaders, academics, and industry experts together for a meaningful exchange on championing sustainability, inclusivity, and mobility within the education framework.



42

FoodPreneur Expo 2025

FoodPreneur Expo 2025 took place from 16-18 December 2025 at Setia SPICE Convention Centre. Recognised as Southeast Asia’s first dedicated platform for aspiring F&B entrepreneurs, highlights include Memorandum of Understanding (MoU) signings with two Chinese companies and a panel featuring Malaysian celebrity chef Datuk Chef Wan.



Event Name	No. of Delegates	Event Name	No. of Delegates
43 2025 JCI Malaysia National Convention	1000	62 Inova Elite Congress	120
44 Vietnam Travel Group	1000	63 77th ASEAN Working Group on Intellectual Property Cooperation (AWPIGC)	120
45 131th FMFF Council Meeting	1000	64 WorldFish 50th Anniversary Science Fair	110
46 My Passion Travel Sdn Bhd Incentive Tour	670	65 The Inaugural Meeting of The INTOSAI Working Group on Follow Up Audit (WGFA)	110
47 Toastmasters International District 51 Annual Conference 2025	400	66 Northern Pathology Update 2025	100
48 My Passion Travel Sdn Bhd Incentive Tour	338	67 Onyx Annual Leadership Conference 2025	100
49 Semiconductor Leader Summit (SLS) + Members Night	301	68 The Business Playbook for 2025-2030: Tools, Trends, and Tactics	100
50 Asia Youth Exchange Program	250	69 FCFG International Conference 2025	100
51 4th Asia-Pacific Rickettsial Conference 2025 (APRC 4)	250	70 10th IEEE International RF & Microwave Conference (RFM 2025)	90
52 Penang Pharmacists Symposium 2025	250	71 Citystate Travel Pte Ltd - Company's Staff Trip	89
53 Ng See Kah Miew 128th Anniversary Celebration	210	72 Yahoo Taiwan Reseller Incentive Trip 2025	80
54 Workshop on Component-To-System Level Packaging	200	73 My Passion Travel Incentive Tour (矽菱企業)	80
55 The 13th International Conference on Robotics, Vision, Signal Processing and Power Applications (RoViSP)	150	74 My Passion Travel Incentive Tour (桃园市工业会)	70
56 International Sustainability Congress 2025	150	75 SD Guthrie GIGA Retreat	60
57 4th International Conference on Semiconductor Materials and Technology (4th ICoSeMT 2025)	150	76 GOOD-OARS Summer School 2025	60
58 2nd International Conference on Nanotechnology & Materials Research (ICONMAR2025)	150	77 NextGen Electronic Manufacturing Conference (In conjunction with EMAX PMAX 2025)	50
59 YSEALI Summit 2025	150	78 Applied Artificial Intelligence 2025 (AAIS2025)	30
60 21st Working Group on ASEAN Forum on Taxation & 18th ASEAN Sub-Forum on Excise Taxation	140	79 G2 APAC Conference Penang	26
61 Petronas Group - Project Lesson Learnt	130	80 Trail Blazar Tours Incentive Tour	23

SITE INSPECTION

HTC Travel Service
(China MICE - Year 2025)
Date: 19 January 2025



World Engineering, Science and Technology Congress (ESTCON) 2026
Date: 6 February 2025



The 5th International Conference on Applied Photonics and Electronics (InCAPE 2025)
Date: 18 February 2025



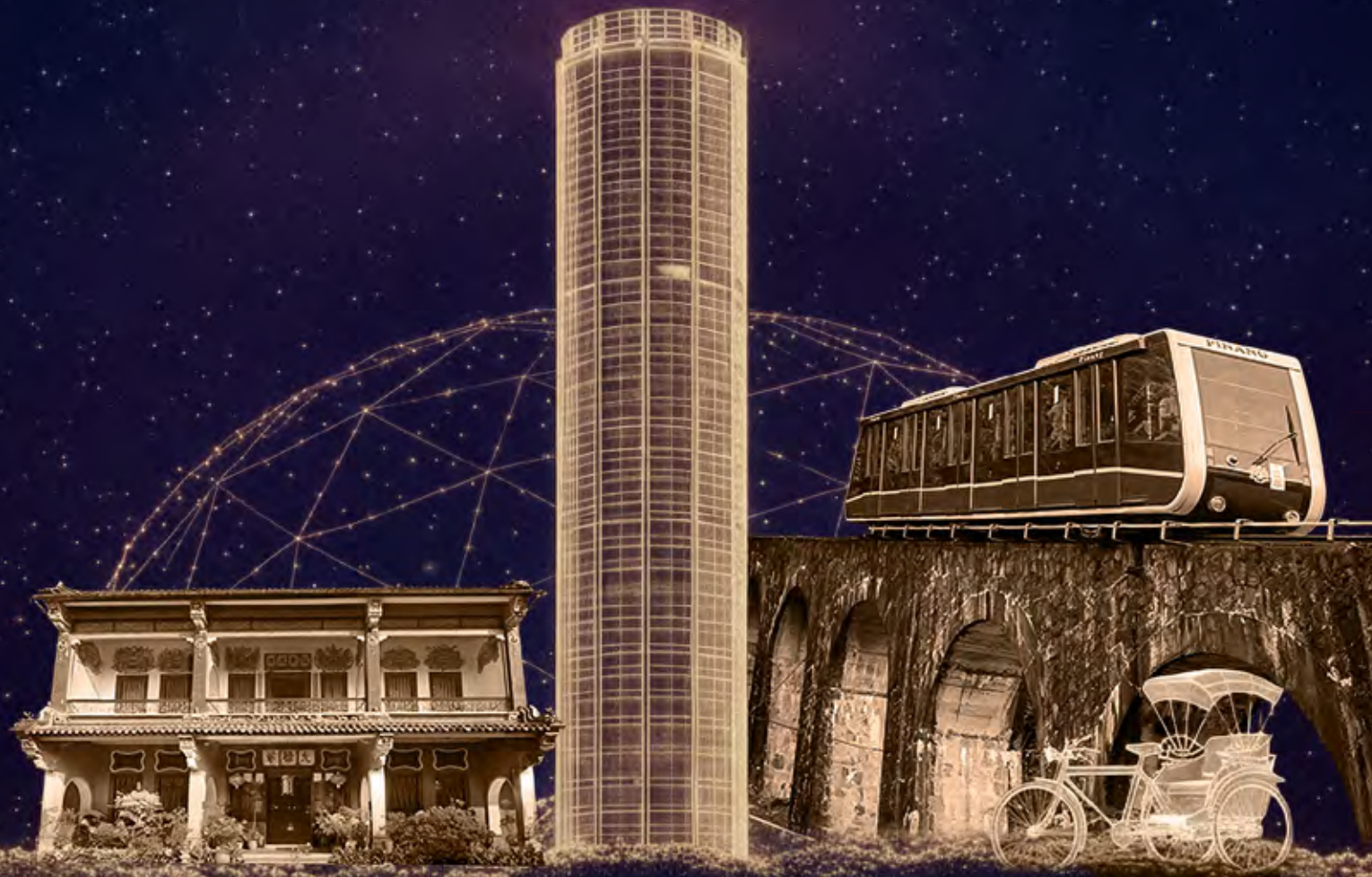
Asian Conference on Clinical Pharmacies (ACCP) 2027
Date: 20 August 2025



World Health Qigong Day & World Health Qigong Forum 2026
Date: 13 December 2025



RESEARCH ACTIVITIES

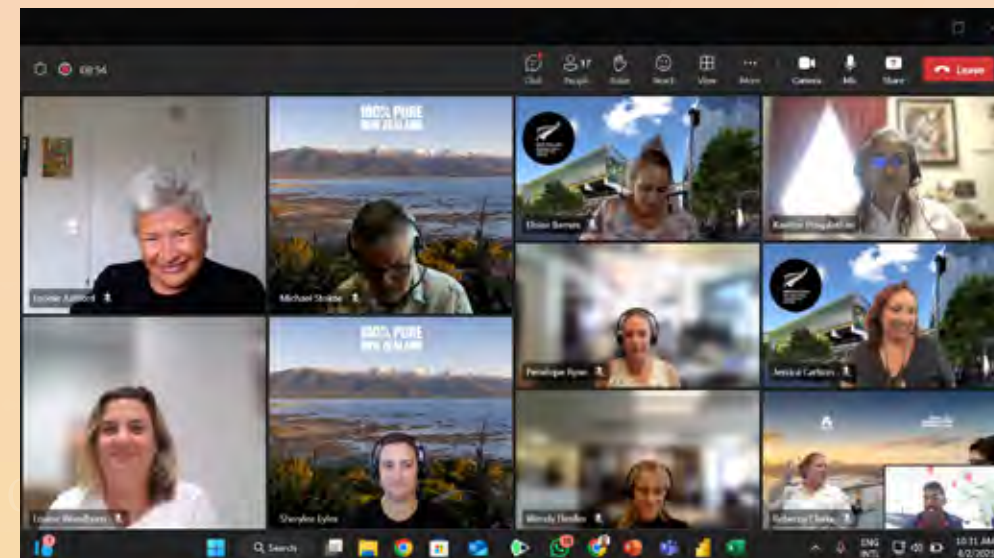


SHOWCASING PENANG'S INTELLIGENCE-LED STRATEGY

4 APRIL 2025

At the ICCA Congress 2024, PCEB contributed to global knowledge exchange during the Business Intelligence (BI) Coopetition Session. The bureau presented a data-driven methodology for identifying and prioritising potential business leads using the ICCA Business Intelligence portal, demonstrating PCEB's analytical capabilities.

The session generated strong engagement and was formally recognised by Tourism New Zealand's Chief Executive Officer, who invited PCEB to present the approach to its Business Events team. The collaboration enhanced Tourism New Zealand's BI practices and contributed to its success in winning the ICCA Business Intelligence Coopetition at the ICCA Congress 2025.



This outcome underscores PCEB's role as an active and valued contributor to international collaboration within the ICCA network. The presentation also attracted interest from other global stakeholders, further strengthening PCEB's profile as a strategic partner in advancing data-led decision-making across the business events sector.

EXPANDING REGIONAL COLLABORATION

22 APRIL 2025

Building on the success of the ICCA Congress 2024 presentation, PCEB was invited by GIS Group (Taiwan) to share the same strategic framework with their wider team. The session focused on best practices in applying business intelligence for lead generation and destination positioning.

This collaboration further reinforced PCEB’s growing influence and expanded Penang’s network across the Asia-Pacific region. Together with the engagement from Tourism New Zealand, it reflected the continued recognition of PCEB’s expertise and commitment to advancing global partnerships through strategic knowledge sharing.



SEMINAR ON DATA SUBMISSION FOR BUSINESS EVENTS GROWTH

16 OCTOBER 2025

PCEB organised a seminar entitled “Navigating the Power of Data” at PARKROYAL Penang Resort. The event brought together 27 key stakeholders from hotels, convention centres, and unique venues to emphasise the importance of accurate and timely data submission in driving the industry’s growth.

The session introduced PCEB’s new initiative—the Personalised Quarterly Dashboard and Personalised Newsletter—designed to provide data-driven strategies and business intelligence for stakeholders who actively submit data.



During the seminar, PCEB shared how the bureau supports its partners in strengthening business performance and demonstrated how submitted data is transformed into valuable market insights to identify emerging trends and guide strategic decision-making.

Participants responded positively, expressing their willingness to continue contributing valuable data to strengthen the industry's foundation. Looking ahead, PCEB aims to build on this collaboration by bringing more business opportunities to Penang and its industry partners.

PCEB extends its sincere appreciation to PARKROYAL Penang Resort for graciously hosting the event and to all stakeholders for their continued support and partnership in shaping a data-driven future for Penang's Business Events sector.

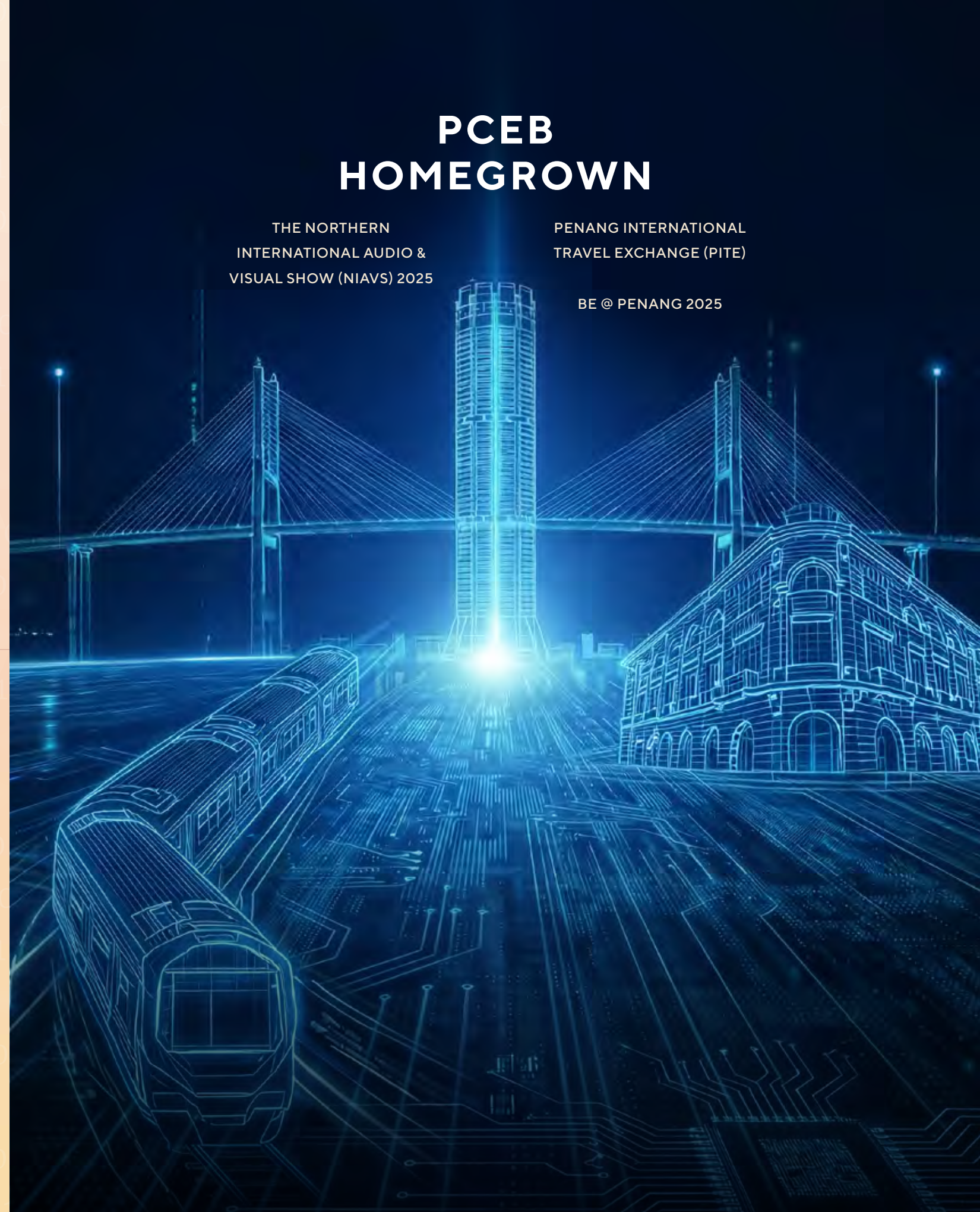


PCEB HOMEGROWN

THE NORTHERN
INTERNATIONAL AUDIO &
VISUAL SHOW (NIAVS) 2025

PENANG INTERNATIONAL
TRAVEL EXCHANGE (PITE)

BE @ PENANG 2025



THE NORTHERN INTERNATIONAL AUDIO & VISUAL SHOW (NIAVS) 2025

The Northern International Audio & Visual Show (NIAVS) 2025 returned for another groundbreaking edition, taking place from 25 to 27 April 2025 at the Setia SPICE Convention Centre, Penang. The show was designed to be more engaging with the public, offering an immersive experience that blended cutting-edge technology with live performances, making high-end audio and visual excellence accessible to all.

As Malaysia's premier platform for audiophiles and visual technology enthusiasts, NIAVS 2025 featured more than 125 world-class brands. The exhibition highlighted the latest innovations from global industry leaders, including exhibitors from Singapore, China, Lithuania, Taiwan, and Denmark, alongside esteemed brands from the USA, Japan, the UK, France, South Korea, Canada, Sweden, Italy, and Switzerland.



NIAVS 2025 was more than just an exhibition—it was an experience. Penang reaffirmed its commitment to elevating the standards of the local audio-visual scene, ensuring that both enthusiasts and the general public could access and appreciate the pinnacle of technological advancements in sound and vision.



48

AUDIO-VISUAL (AV) EXHIBITORS

15

NON-AV EXHIBITORS

4,519

UNIQUE VISITORS



PENANG INTERNATIONAL TRAVEL EXCHANGE 2025 (PITE 2025)

The 8th edition of Penang International Travel Exchange (PITE) 2025 was held at Setia SPICE Convention Centre from 29 September to 1 October 2025 to connect local MICE industry players with international buyers.

48 local exhibitors from Penang, KL, Selangor, Melaka, and Sabah were able to network with 72 hosted buyers from 12 countries, including China, India, Indonesia, the Philippines, Hong Kong, Vietnam, and selected European and Middle East buyers, who were travel agents, tour operators, MICE planners, and event organisers.

The three-day programme featured 1.5 days of structured business-to-business meetings and networking sessions, followed by 1.5 days of familiarisation trips to Penang Hill, The Habitat, Entopia, Tropical Spice Garden, The TOP Penang, Pinang Peranakan Mansion and Armenian Street.

Several improvements were introduced this year, such as shell-scheme booths for a more professional look, an improved online appointment system, and meetings limited to one or two buyers per session for better engagement.

PCEB would like to thank Olive Tree Hotel Penang for hosting the buyers as official accommodation; Holiday Inn & Suites Penang Prai for hosting the welcome dinner; lunch sessions hosted by Angsana Teluk Bahang Penang, M Social Resort Penang, and Penang Marriott Hotel; and a finale dinner at Fort Cornwallis, one of Penang's most iconic historical landmarks.

BE @ PENANG 2025

BE @ Penang 2025 was held at Setia SPICE Convention Centre, welcoming 181 delegates representing key stakeholders from Malaysia and the Asia-Pacific business events industry. The conference served as a dynamic platform for industry leaders, professionals, and innovators to connect, exchange ideas, and examine emerging trends shaping the business events sector.

Held under the theme "BE The Wave," the conference highlighted momentum, collective leadership, and strategic collaboration as essential drivers in navigating an evolving business events landscape. Strong emphasis was placed on adaptability, sustainability, and cross-sector engagement.



The conference featured a keynote address by Mr Hiroshi Tamura, Chief Executive Officer and Founder of Trend Maker Co., Ltd. A total of 18 speakers contributed to the programme, including Dr Bona Nahyun Lee, Chief Executive Officer of BornTiger; Ms Beatrice Leong, Founder of AIDA; Ms Josephine Tan Mei Ling, General Manager of Penang Green Council; and Ms Wai Kin Wong, Senior Regional Director, Asia-Pacific at the International Congress and Convention Association (ICCA).

Through panel discussions and networking opportunities, BE @ Penang 2025 facilitated robust professional interaction and collaboration, reinforcing Penang's position as a leading destination for business events in the region and its continued commitment to industry excellence and innovation.

181
DELEGATES

12
EXHIBITORS

18
SPEAKERS

MARKET RESEARCH



BE CRITERIA & TERMINOLOGY
2025 GENERAL OVERVIEW

SEGMENT ANALYSIS
SECTOR ANALYSIS

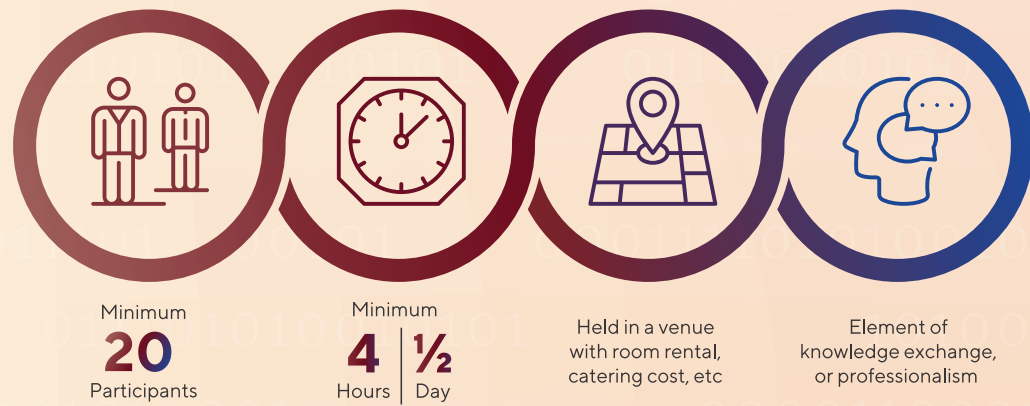
February

MARKET RESEARCH

BE CRITERIA AND KEY TERMINOLOGIES

A Look at Business Events in Penang

Business Events, or BE, is a term that captures all business-related events and gatherings categorised as MICE, namely meetings, incentives, conventions, and exhibitions. We have identified four criteria which define Business Events for inclusion in PCEB's annual industry report:



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

ASSOCIATION EVENTS
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 employ of the organiser or the industry.

Types: **Seminar, Training, Workshop, Meeting**

GOVERNMENT MEETINGS
An event that is organised by government related departments. The term mainly refers to events that are hosted by government institutions such as universities, schools, and government offices.

Types: **Seminar, Training, Workshop, Meeting**

INCENTIVE EVENTS
Meeting events with elements of leisure tourism as part of a programme which is offered to participants as a reward for previous performances.

Types: **Team Buildings, Incentives**

GENERAL OVERVIEW

In 2025, Penang's Business Events sector achieved remarkable success with 3,391 events attracting 451,198 delegates, generating 824,505 room nights and contributing RM1.91 billion in economic impact, demonstrating not only a complete recovery from the pandemic but a fundamental transformation toward higher-quality, more impactful events.

The post-pandemic recovery trajectory has been extraordinary, with the sector showing consistent growth across all key parameters since 2022. Events increased from just 281 in 2022 to 3,391 in 2025, delegates surged from 57,812 to 451,198, room nights expanded from 181,066 to 824,505, and economic impact grew from RM375.9 million to RM1.91 billion, representing year-on-year compound growth that has exceeded pre-pandemic performance benchmarks in delegate quality and economic efficiency.

This success has been significantly enabled by aggressive infrastructure development, with Penang adding over 2,000 hotel rooms through new international brand properties, premium business hotels, and unique resort concepts. Major hotel projects in the pipeline will further enhance Penang's ability to host large-scale simultaneous events and accommodate segments from budget to ultra-luxury.

Penang's evolution as a technology-compliant destination has become a competitive advantage; Malaysia's Silicon Valley and Southeast Asia's semiconductor hub naturally attracts high-value tech conferences and corporate events. Meanwhile, daily life integration of digital payment systems and high-speed connectivity throughout hotels and convention facilities provides the seamless experience that modern delegates expect.

The expansion of direct flight connectivity through Penang International Airport has also been crucial to this growth, with new routes and increased frequencies directly from Singapore, India, Bangkok, Jakarta, Hong Kong, and key Chinese markets. As an accessible hub that offers 30-40% cost advantages over Singapore, along with heritage authenticity, culinary reputation, and natural beauty—Penang is a premier "Smart MICE Destination" capable of sustained growth toward RM2 billion in annual economic impact in the coming years.



Events
3,391



No. of Delegates
451,198



Room Nights
824,505

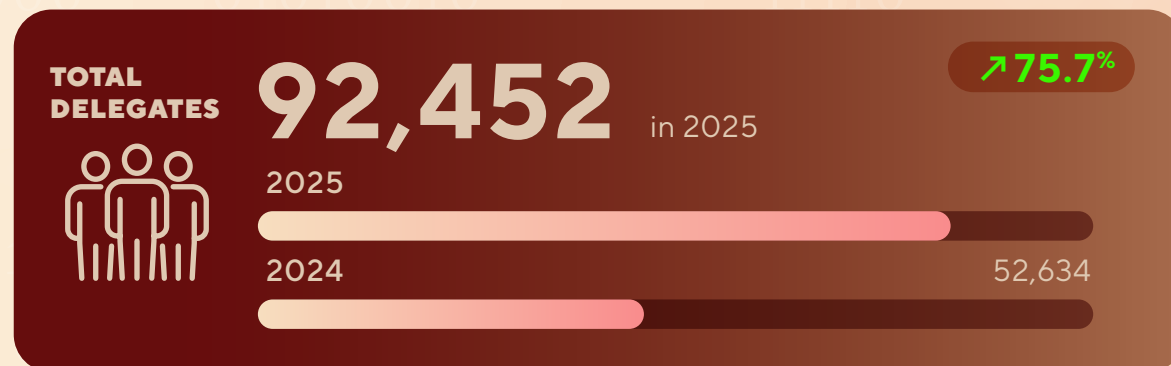
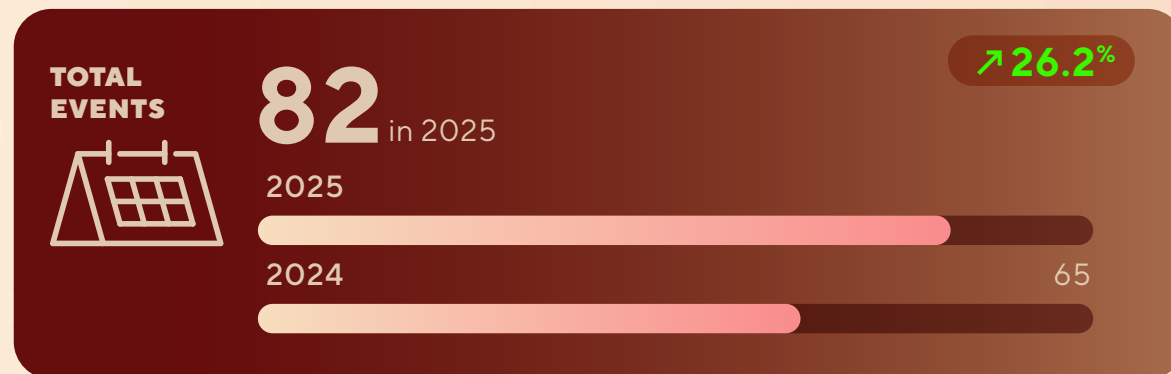


Estimated Economic Impact
RM 1.91 bil

EVENT SUPPORT

Business events play a vital role in driving Penang's economic growth, strengthening international connections, and showcasing the destination's capacity for innovation and collaboration. Recognising this, PCEB is dedicated to enhancing and sustaining the development of business events across the state.

Through its event support initiatives, PCEB assists organisers in every stage—from bidding and planning to execution and legacy development. The bureau also facilitates partnerships with local stakeholders, provides promotional assistance, and ensures each event contributes meaningfully to Penang's reputation as a leading business events destination in the region.



SEGMENT ANALYSIS

The event market is predominantly driven by corporate activity, with strong concentration from April through July and a visible slowdown in March. This suggests that sales missions targeting corporate buyers should be prioritised early in the year, when planning and budgeting decisions are actively being made, rather than during execution-heavy or year-end periods.

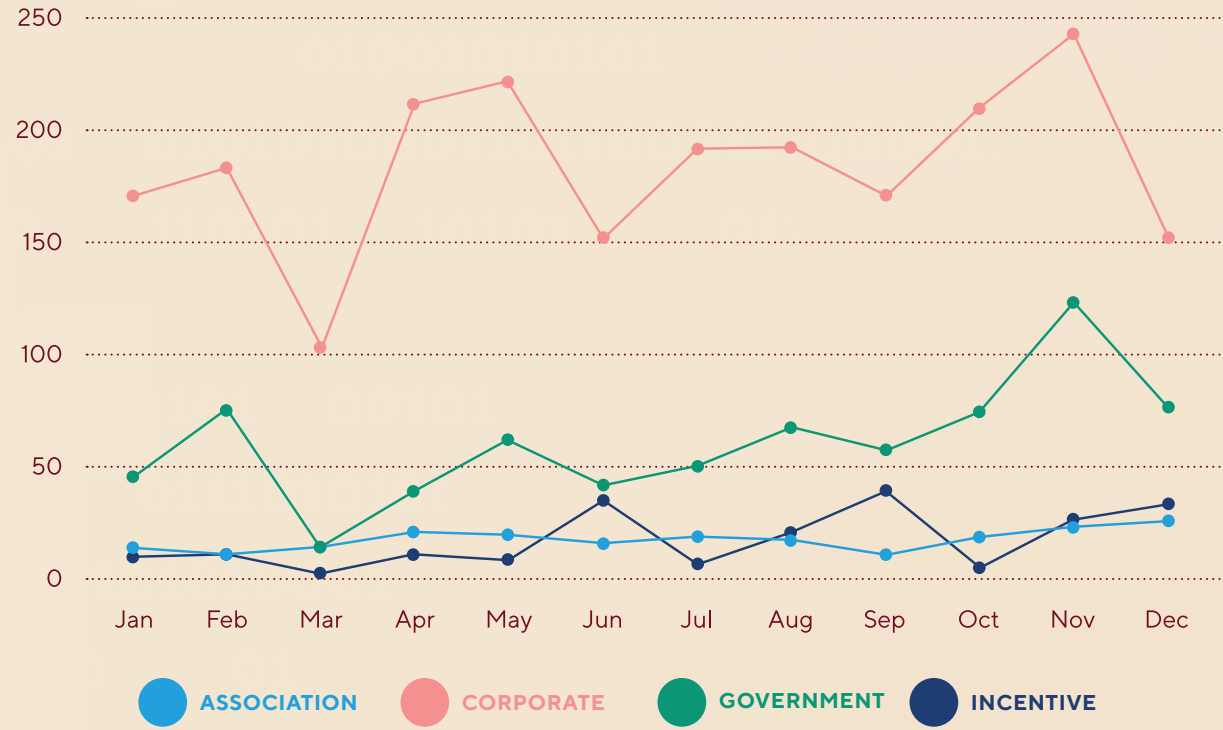
Government and association segments provide a stabilising layer across the year, showing relatively consistent demand with identifiable peaks around mid-year and towards November, making them suitable targets for sustained engagement and long-lead pipeline development.

Incentive events, while smaller in volume, demonstrate sharp and predictable spikes in June and September, indicating that this segment responds best to targeted, time-specific sales interventions rather than continuous outreach.

Collectively, the data highlights that effective sales missions should shift from a prominent approach to a segmented, calendar-driven strategy of corporate engagement, maintaining consistent presence for government and associations, and deploying opportunistic incentive campaigns during proven peak windows to maximise conversion and optimise resource allocation.

SEGMENT ANALYSIS

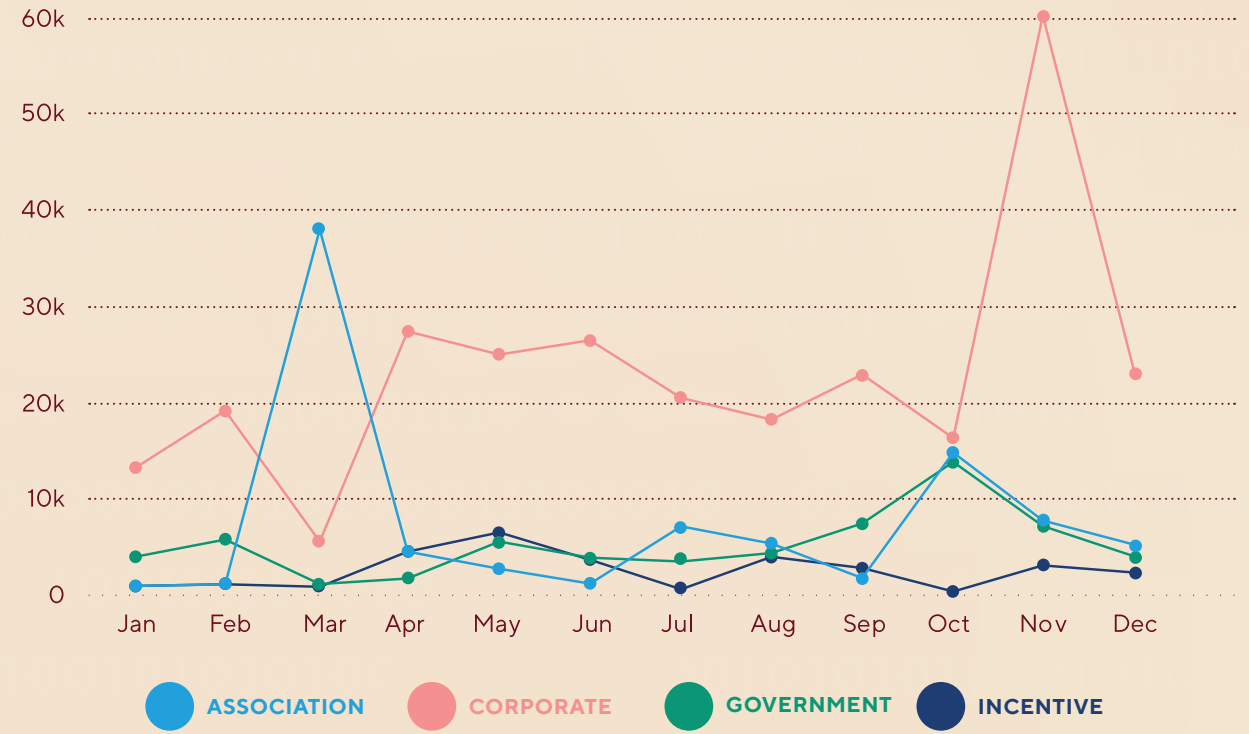
Number of Events



Event Name	Association	Corporate	Government	Incentive
January	14	172	45	10
February	11	185	77	11
March	14	104	15	3
April	21	215	40	11
May	20	224	63	9
June	16	154	42	36
July	19	194	51	7
August	18	196	68	21
September	11	171	58	40
October	19	212	75	5
November	24	246	124	27
December	26	155	78	34

SEGMENT ANALYSIS

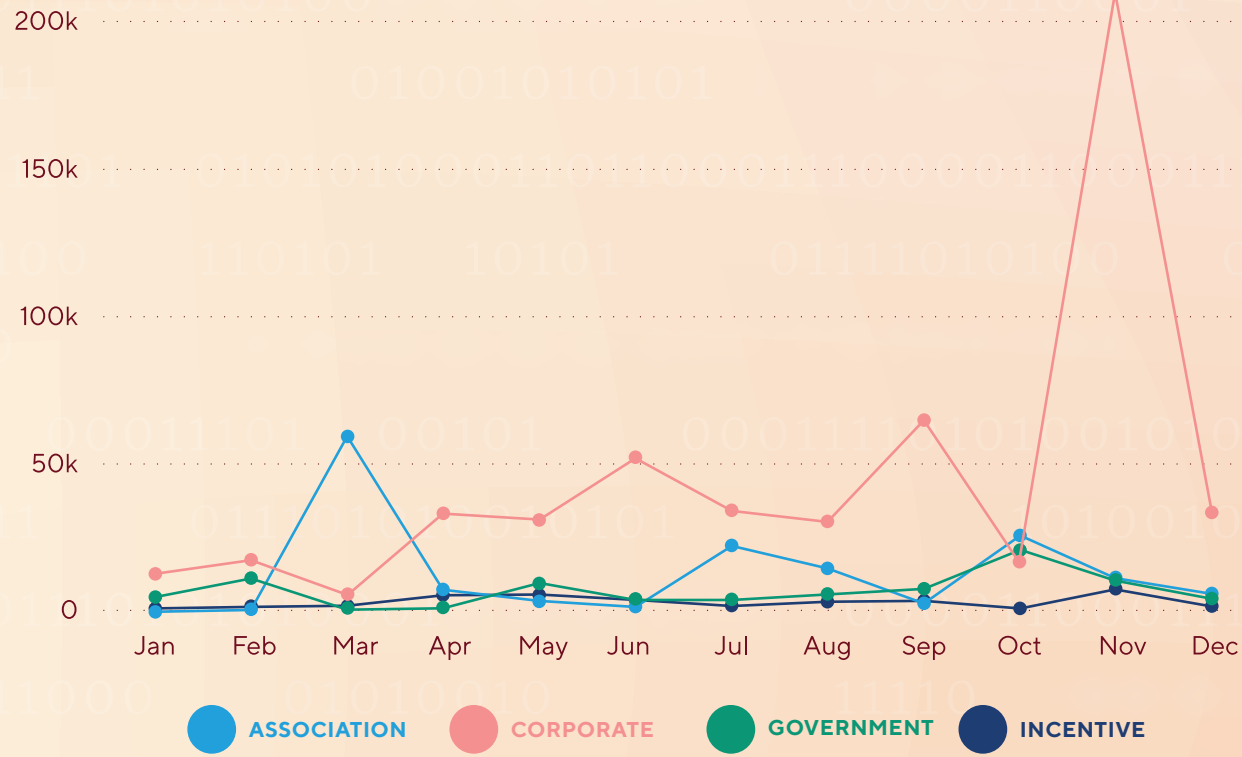
Number of Delegates



Event Name	Association	Corporate	Government	Incentive
January	690	13,191	3,742	769
February	892	18,908	5,594	1,010
March	37,473	5,552	934	386
April	4,331	27,216	1,631	4,327
May	2,606	24,747	5,386	6,305
June	1,036	26,228	3,614	3,452
July	6,809	20,304	3,347	438
August	5,157	18,013	4,147	3,698
September	1,604	21,972	7,181	2,656
October	14,625	16,154	13,624	204
November	7,537	60,354	6,964	2,901
December	4,950	22,711	3,768	2,060

SEGMENT ANALYSIS

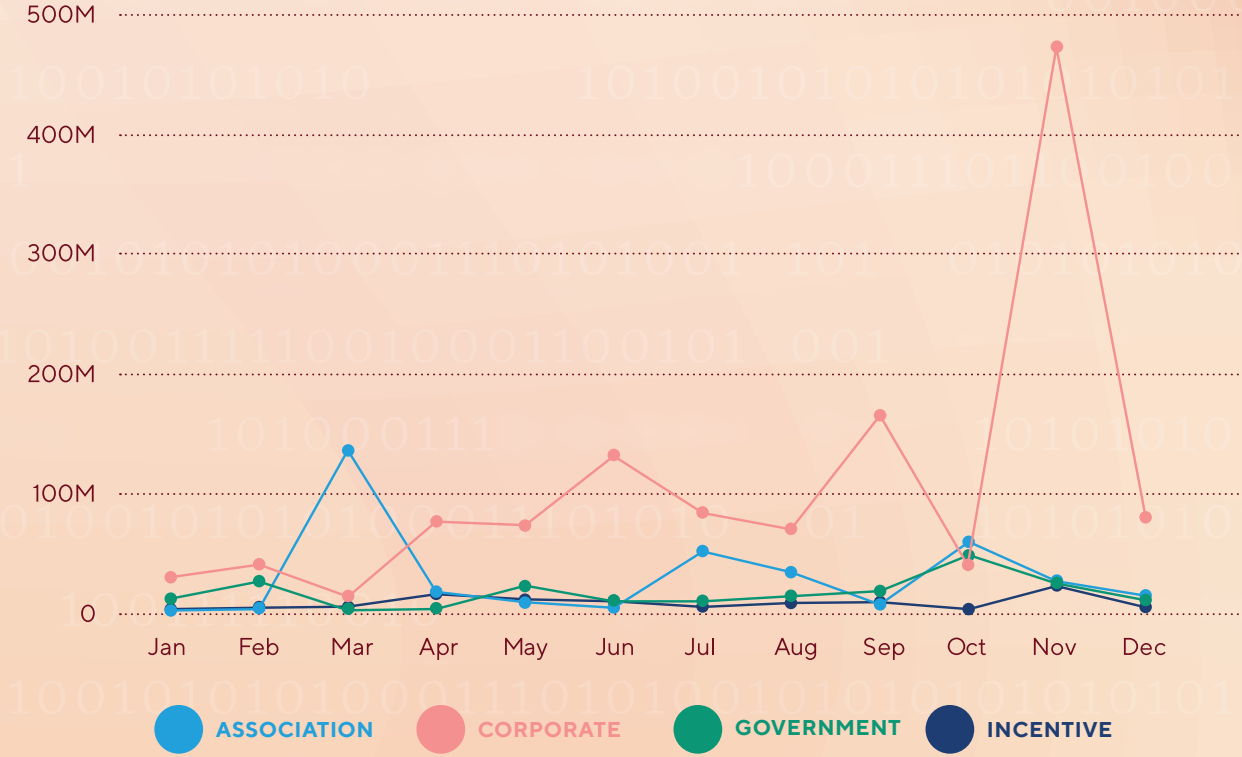
Room Nights



Event Name	Association	Corporate	Government	Incentive
January	553	12,527	5,016	829
February	1,244	17,404	11,904	1,182
March	59,687	5,776	1,148	1,391
April	7,265	33,409	2,418	5,773
May	3,574	31,358	9,190	5,625
June	1,946	52,255	4,730	3,802
July	20,964	34,510	4,431	1,575
August	13,767	30,306	6,876	3,323
September	2,475	64,799	8,465	3,390
October	25,071	17,200	21,418	474
November	11,295	209,213	11,268	8,119
December	5,179	34,056	4,677	1,648

SEGMENT ANALYSIS

Estimated Economic Impact



Event Name	Association (RM)	Corporate (RM)	Government (RM)	Incentive (RM)
January	1,240,965	28,225,088	11,278,394	1,960,746
February	2,955,266	39,216,719	26,762,819	2,675,805
March	134,184,287	13,008,079	2,580,848	3,629,782
April	17,137,214	75,159,732	5,447,439	13,960,073
May	8,314,970	71,734,771	20,659,370	12,997,694
June	4,526,947	129,406,134	10,755,939	8,548,271
July	49,913,887	82,180,210	9,961,892	3,841,584
August	32,090,524	68,931,21	15,454,511	7,467,372
September	5,873,896	161,824,179	19,215,605	7,620,245
October	57,567,913	38,749,029	49,506,996	1,182,192
November	25,751,336	471,984,002	25,478,063	20,461,013
December	11,702,229	78,121,511	10,510,434	3,704,910

SECTOR ANALYSIS



Penang’s 2025 association events show how different sectors drive visitor numbers and local spending. Sports, Medical Science, and Social Science events bring the largest crowds and generate the most economic activity, while Management, Culture & Ideas, and Technology contribute steady mid-level participation. Smaller sectors like Education, Engineering, Agriculture, and Economics also host events, though on a more modest scale.

These figures cover professional and academic gatherings in hotels, convention centres, and specialised venues. The mix reveals that Penang hosts both large conventions needing significant capacity and smaller meetings that work better in specialised spaces. Understanding this pattern provides a clearer picture of Penang’s events landscape and the needs and services venues must accommodate.

SECTOR	ESTIMATED ECONOMIC IMPACT (RM)	EVENTS	DELEGATES
Sports	131,826,255	12	36,071
Medical Science	82,820,524	30	13,595
Social Science	46,388,068	21	13,154
Management	13,300,046	24	3,123
Culture & Ideas	9,942,808	31	2,164
Technology	8,956,811	8	1,821
Commerce	8,345,040	5	2,840
Education	7,042,101	12	2,106
Transport & Communication	4,664,699	4	1,491
Engineering	3,214,840	8	1,675

SECTOR ANALYSIS



Penang’s 2025 corporate events landscape demonstrates significant diversity in delegate participation and economic contribution. Commerce and Industry lead in scale and impact, followed by Manufacturing, Technology, and Management. Medical Science, Economics, and Education contribute meaningful activity, complemented by emerging segments in Tourism & Hospitality and Culture & Ideas.

This demand contributes to usage of hotels, convention facilities, and premium venues throughout the region. Large-scale corporate conventions require comprehensive infrastructure while intimate high-value meetings require specialised environments. This provides valuable insights for stakeholders regarding venue capacity planning, service differentiation, and strategic positioning.


SECTOR	ESTIMATED ECONOMIC IMPACT (RM)	EVENTS	DELEGATES
Sports	409,814,358	10	36,763
Commerce	253,781,438	115	35,116
Industry	127,944,648	105	30,310
Manufacturing	108,995,617	474	32,506
Technology	68,317,782	246	33,013
Management	60,464,571	393	24,135
Medical Science	47,013,315	133	13,619
Economics	35,829,090	153	14,958
Education	22,952,754	166	9,701
Tourism & Hospitality	20,563,274	101	6,390

SECTOR ANALYSIS

Government

Government events are made up of diverse delegates and economic contributions. Management, Economics, and Education dominate this segment in participation and expenditure. Medical Science and Commerce provide meaningful mid-tier activity, while Culture & Ideas, Technology, Manufacturing, Tourism & Hospitality, and Industry contribute to smaller-scale engagements.

Policy-driven and public sector gatherings generate consistent demand, such as medium-sized conferences and smaller meetings centered on governance and regulatory matters. This distribution pattern offers valuable intelligence for venue operators and service providers regarding capacity allocation, facility requirements, and strategic alignment with government-sector event dynamics.

SECTOR	ESTIMATED ECONOMIC IMPACT (RM)	EVENTS	DELEGATES
 Education	55,662,156	158	16,645
 Management	44,466,743	176	14,274
 Economics	29,069,553	87	7,450
 Safety & Security	12,607,485	59	3,135
 Medical Science	12,340,647	45	4,236
 Ecology	8,971,496	12	2,483
 Sports	8,455,029	6	782
 Culture & Ideas	5,752,676	29	1,719
 Agriculture	5,400,896	20	1,125
 Commerce	5,213,634	19	1,706

SECTOR ANALYSIS

Incentive

Incentive programs in Penang highlight how different sectors contribute to delegate activity and economic impact, with Tourism & Hospitality emerging as the largest driver, followed by Management and Manufacturing. Commerce and Culture & Ideas add smaller but notable contributions, while Education, Industry, Medical Science, Economics, and Technology represent more modest segments.

These figures provide an informative view of how reward-driven and motivational gatherings shape demand for hotels, convention centres, and unique venues in the region. The key takeaway is that venues can cater for both tourism-focused incentive trips with significant spending alongside smaller, specialised programs tied to professional development.

SECTOR	ESTIMATED ECONOMIC IMPACT (RM)	EVENTS	DELEGATES
 Corporate Incentive	14,461,743	15	1,574
 Science	13,310,062	2	902
 Culture & Ideas	12,104,895	4	5,402
 Manufacturing	10,488,852	45	4,391
 Safety & Security	7,658,013	3	3,606
 Management	7,461,235	59	3,570
 Economics	6,050,154	14	2,042
 Commerce	5,449,703	6	1,882
 Education	2,273,304	13	1,112
 Industry	2,242,730	12	1,071

SALES & MARKETING PLAN 2026

Penang continues to strengthen its position as a leading destination for high-quality events, driven by sectors that not only bring business but also contribute to the city's long-term growth. In 2026, PCEB will focus on both Association and Corporate sectors, highlighting areas where we have strong performance in year 2025 and potential for expansion.

Leading Sector in 2025



Medical
Science
Events
30

MEDICAL SCIENCE - ASSOCIATION

Medical Science remains a leading sector for associations in Penang. Known as a top medical hub, the city combines high-quality facilities with affordable options, making it an ideal location for conferences and workshops. In 2025, we hosted 26 association events in this sector.

This sector includes Dentistry, focusing on the latest clinical practices and research; Palliative Care, dedicated to improving patient support for those with serious illnesses; and Endocrinology, highlighting advancements in hormonal and metabolic health. Associations in these areas are ready to collaborate with us for future events, ensuring a strong pipeline for 2026.

PCEB's 2026 plan includes deepening engagement with existing associations, leveraging successful case studies to attract repeat and larger-scale events, and developing tailored event packages that meet the evolving needs of each field.



Management
Events
393

MANAGEMENT - CORPORATE

Management remains one of Penang's leading corporate sectors, reflecting strong demand from companies focused on staff development, marketing growth, and event execution. In 2025, 2,229 corporate events were hosted in Penang, demonstrating ability to deliver results-driven and professional gatherings.

The sector covers Training & Consultancy, equipping staff with skills that enhance productivity and performance; Marketing, helping companies strengthen brand visibility and client engagement; and Event Management, delivering seamless corporate events aligned with business objectives.

The growth of Management events is driven by the recognition that training is essential for staff development. 69% of Management events consist of Training & Consultancy for delegates in the workforce.

For 2026, PCEB will redesign event support packages for corporate delegates, ensuring they have a seamless and memorable experience in Penang while showcasing the city as a hub for skilled professionals.

Both Medical Science and Management demonstrate how strategic event hosting can impact the broader development of Penang. While Medical Science brings global knowledge and collaboration, Management events enhance local workforce capabilities. Together, these sectors help build a stronger, more competitive city, creating a virtuous cycle where professional events foster skills, innovation, and economic growth.

SEGMENT ANALYSIS

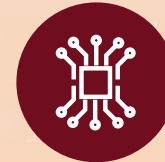
Potential Sector



SCIENCE - MARINE

Science is a high-potential sector for association events in Penang. Within this sector, fields such as Marine and Botany are key areas of focus. Marine, in particular, has been a target sector for PCEB since 2020 and has been actively working to attract more Marine-related events into Penang.

There is strong interest from the academic community, with many universities expressing willingness to collaborate with the bureau to host international conferences. By leveraging these partnerships, we can develop specialised programs that highlight Penang's research capabilities and field expertise, positioning the city as a preferred destination for science-focused association gatherings.



TECHNOLOGY - ARTIFICIAL INTELLIGENCE

Technology stands as one of Penang's top three corporate sectors with the strongest growth potential as Artificial Intelligence (AI) continues to reshape industries. Penang is attracting technology companies, researchers, and innovators who are keen to develop new solutions, test emerging technologies, and collaborate on high-impact projects.

Within this sector, Information Technology events are leading conversations on AI-enabled enterprise automation and data-driven decision-making. Semiconductor-focused gatherings bring together industry leaders to address manufacturing innovation and advanced chip design. Meanwhile, conferences centred on Software Systems highlight breakthroughs in applications, platforms, and AI-powered tools.

These technology-driven corporate events play a vital role in accelerating Penang's AI ecosystem. Beyond supporting business growth, they help position the state as one of Malaysia's most technologically advanced and future-ready destinations.

TARGET SEGMENT



EXHIBITION

Exhibitions represent a strong and underdeveloped growth opportunity for Penang's business events industry. While the destination is already well established in meetings and conferences, the exhibition segment offers significant potential to deepen economic impact, attract new market segments, and extend visitor spend.

Penang's industrial profile gives it a natural advantage. The state is a regional hub for electronics and electrical (E&E), semiconductors, advanced manufacturing, medical technology, and life sciences. These industries continue to expand, driven by multinational investments and a strong local supply chain.

From an economic perspective, exhibitions generate broader and more sustained impact than delegate-driven events. They attract a mix of exhibitors, buyers, suppliers, and technical professionals, resulting in higher logistics spend, longer stays, and repeat visitation. Exhibitions also benefit a wider ecosystem, including freight forwarders, contractors, designers, local SMEs, and venue service providers, creating multiplier effects across the local economy.

For 2026, focusing on exhibitions allows Penang to strengthen its value proposition to industry players. By targeting events that align with the state's core and emerging industries, Penang can reinforce its position as a business gateway, support industrial growth, and deliver measurable economic returns beyond tourism alone.

TARGET SEGMENT



CORPORATE INCENTIVE

Corporate incentive travel represents an emerging growth opportunity for Penang's business events industry. While the segment has shown significant improvement in recent years, there remains considerable potential to further develop this market and strengthen Penang's position as a preferred incentive destination in the region.

Penang's appeal as an incentive destination is built on distinct competitive advantages. The state offers a compelling blend of rich cultural heritage, excellent accessibility, and a strong portfolio of beachfront hotels. These elements combine to deliver high-quality incentive experiences at affordable price points, providing exceptional value for corporate groups seeking meaningful reward programs for their teams.

From an economic perspective, corporate incentive programs deliver value beyond direct visitor spend. By boosting employee productivity and morale, these programs lead to higher organisational performance and sustained business impact. The resulting corporate satisfaction often translates into repeat business and long-term partnerships with Penang's hospitality and event sectors.

For 2026, focusing on corporate incentives aligns strategically with key industry trends and destination priorities. With manufacturing and management sectors generating the highest frequency of business events in Penang, targeting incentive programs from these industries offers natural synergy. Under the Penang Inspiring Meetings 2026 initiative, expanding the incentive segment supports the broader goal of significantly boosting meetings activity while encouraging the integration of incentive components into business programs, ultimately diversifying the state's business events portfolio and deepening industry engagement.



PENANG INSPIRING MEETINGS

As we close this chapter, Penang's business events journey stands at a defining moment. The achievements of the past year reflect not only growth in numbers, but growth in confidence, capability, and global relevance. They are the result of strong partnerships, shared vision, and an unwavering belief in Penang's potential.

Anchoring this momentum is **Penang Inspiring Meetings**—a campaign that goes beyond hosting events to creating meaningful experiences. It positions Penang firmly within the international business events community, reflecting our commitment to delivering events that are transformative and experiential, fostering genuine connections between people and place, and generating impact that reaches beyond the destination.

By bringing together culture and heritage, people and ideas, innovation and infrastructure, Penang offers a complete business events ecosystem that supports collaboration, drives economic value, and leaves lasting legacies for communities and industries alike.



As we move forward in alignment with Visit Malaysia Year 2026 and PCEB's continued evolution, Penang remains ready to welcome the world—not just as a destination, but as a source of inspiration. Through Penang Inspiring Meetings, we look ahead with confidence, purpose, and the ambition to host events that truly make a difference.

“THANK YOU FOR WALKING THIS


10-YEAR JOURNEY ALONGSIDE US”







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