

## **PCEB Strengthens India Market Presence Through Seven-City Sales Mission**

**PENANG, 7 JULY 2026** – The Penang Convention & Exhibition Bureau (PCEB) has commenced its Sales Mission to India 2026, beginning with its first stop in Hyderabad on 6 July 2026.

The seven-city sales mission continues across Bengaluru on 7 July, Coimbatore on 8 July, Salem on 10 July, Madurai on 13 July, Tiruchirappalli on 14 July, and Chennai on 16 July, as part of PCEB's ongoing effort to strengthen Penang's position in the India market.

This year's mission engages more than 400 high-potential buyers, including travel agents, corporates, event planners and tourism stakeholders. It serves as an important platform to build new business relationships, strengthen existing partnerships and create more opportunities for Indian travellers and event organisers to choose Penang for business events, weddings, corporate travel and leisure groups.

The Sales Mission to India 2026 is carried out in collaboration with IndiGo Airline, further highlighting the importance of air connectivity in growing the India market for Penang. Stronger connectivity between India and Penang plays an important role in attracting more visitors, delegates and corporate groups, while making Penang more accessible as a preferred destination.

India remains one of Penang's top six priority markets, with strong potential across business events, corporate meetings, incentives, weddings and leisure travel. The cultural connection between India and Malaysia, together with Penang's multicultural identity, heritage, food, hospitality and modern event facilities, continues to make Penang an attractive destination for the Indian market.

According to PCEB Chief Executive Officer, Mr Ashwin Gunasekeran, the sales mission is an important step in deepening Penang's engagement with the Indian market.

"India has always been an important market for Penang, and this sales mission allows us to connect directly with key buyers, decision-makers and industry stakeholders across several high-potential cities. It is not only about promoting Penang, but also about listening to the market, understanding current demand and building long-term partnerships that can bring mutual growth," said Mr Ashwin.

He added that Penang is entering an important phase of growth, supported by new hospitality developments that will strengthen the state's tourism and business events capacity.

“The upcoming hotel developments in Penang will increase room inventory and provide more choices for different market segments. These developments are important as they strengthen Penang's readiness to welcome larger groups, more international events and higher-value visitors,” he said.

The mission is also timely as Malaysia prepares for Visit Malaysia Year 2026, where stronger international engagement and destination promotion will be important in driving visitor arrivals and business opportunities. Through this sales mission, PCEB aims to generate greater awareness of Penang's offerings and encourage more Indian business events and travel groups to the state.

The mission also provides an opportunity for Penang's tourism and business events industry to engage directly with the Indian market, while creating new leads and potential business conversions.

With growing hospitality infrastructure and strong market interest from India, Penang is well-positioned to welcome more Indian travellers, delegates and event organisers in the coming years.

PCEB looks forward to strengthening its partnership with the Indian market and welcoming more visitors from India to experience Penang as a destination for business, culture and meaningful connections.

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**For more information, please visit:**

Photos of the event can be accessed here after the event:



#### NOTE TO EDITORS

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## About Penang Convention & Exhibition Bureau (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 organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

For more information, kindly contact:  
Arvind S.Santhaselvan  
Executive, Marketing & Communications  
Email: [arvind@pceb.my](mailto:arvind@pceb.my)

Tel: +604 261 6161  
Web: [www.pceb.my](http://www.pceb.my)  
Facebook: [@PCEB.my](https://www.facebook.com/PCEB.my)  
Twitter [@PCEB\\_MY](https://twitter.com/PCEB_MY)  
Instagram [@penang.unfiltered](https://www.instagram.com/penang.unfiltered)