

PCEB Strengthens Business Events Talent Pipeline Through Strategic Academic Partnerships

PENANG, 21 JULY 2026 – The Penang Convention & Exhibition Bureau (PCEB) has formalised strategic partnerships with six leading universities and colleges through the signing of Memoranda of Understanding (MoUs), reinforcing its commitment to developing a sustainable and future-ready talent pipeline for Malaysia's Business Events (BE) industry.

Held at Olive Tree Hotel Penang, the signing ceremony was undertaken in conjunction with the BE Associate programme, an industry talent development initiative aimed at connecting the next generation of professionals with practical industry exposure, knowledge and opportunities within the Business Events sector.

The six participating academic institutions are SENTRAL College Penang, DISTED College, INTI International College Penang, SEGi College Penang, UOW Malaysia KDU Penang University College (Batu Kawan Campus), and Taylor's University (Lakeside Campus).

The collaboration establishes a long-term framework between PCEB and the participating institutions to bridge academic learning with real-world industry experience. Through the partnership, students will gain greater access to industry-led conferences, forums, workshops, internships and knowledge-sharing sessions, providing them with opportunities to engage directly with Business Events professionals and better understand the evolving demands of the sector.

Beyond industry exposure, the partnership will support joint initiatives in talent development, capacity building, professional development and career readiness. These efforts are designed to equip students with practical knowledge, industry awareness, and professional competencies that complement their academic education.

As Penang's Business Events industry continues to grow, the development of skilled and industry-ready talent remains an important component in sustaining the destination's long-term competitiveness. The MoUs reflect PCEB's broader commitment to strengthening the connection between academia and industry while creating clearer pathways for young talents to explore careers within the Business Events ecosystem.

Through the BE Associate programme, PCEB continues to bring students closer to the industry by facilitating direct engagement with industry stakeholders and creating platforms for experiential learning. The programme serves as a bridge for students to gain insights into the diverse professional opportunities available across the Business Events value chain.

The strategic partnerships are expected to enhance student employability and career readiness, strengthen collaboration between academic institutions and industry stakeholders, and increase awareness of professional standards and career opportunities within the Business Events sector.

By investing in the next generation of talent today, PCEB aims to support the continued growth and resilience of Penang and Malaysia's Business Events industry, ensuring that its future workforce is equipped to respond to the changing needs of an increasingly dynamic global industry.

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For more information, please visit: www.beassociate.my

Photos of the event: [MoU PCEB X 6 Academic Institutions](#)

NOTE TO EDITORS

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.

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