

**BUSINESS EVENTS
PENANG
2021 ANNUAL REVIEW**



penang
convention &
exhibition
bureau

BUSINESS EVENTS PENANG 2021 ANNUAL REVIEW

Produced by



CONTENT

1 Messages

Chief Minister of Penang

Penang State Exco for Tourism and Creative Economy (PETACE)

Chief Executive Officer of Penang Convention & Exhibition Bureau

4 About PCEB & Our Vision

5 Board of Directors

6 Meet The Team

7 Business Events Rejuvenation Plan 2021 – 2023

Collaboration

Digitalisation

Industry Support & Education

15 Special Projects in Line with Business Events Rejuvenation Plan 2021 – 2023

Penang International Travel Exchange 2021

George Town Literary Festival 2021

BE @ Penang 2021

23 Special Events Supported in Line with Business Events Rejuvenation Plan 2021 – 2023

IFLA 2020

CAST 2021

28 Marketing & Communications

33 Sales Activities

38 PCEB x ICCA

41 Penang Art District

45 Market Research

BE Criteria and Key Terminologies

Demi-Decade of PCEB

2021 General Overview

Business Events: National

Association (National)

Corporate (National)

Incentive (National)

Market Analysis

International Market Analysis

Key Strategies in Meetings Industry for Long-Term Recovery

60 Sales & Marketing Plan 2022 and Beyond





CHIEF MINISTER OF PENANG



Business Events is an important source of revenue for Penang. Since the inception of PCEB, over 10 thousand business events have been held in Penang, with a cumulative Estimated Economic Impact (EEI) of RM3.9 billion, with a high of RM1.5 billion in 2019 alone. The sector has been slow since the pandemic struck, yet Business Events Penang still generated a domestic EEI of RM14.1 million this year, with 85% recorded since we reopened state borders and eased SOPs in October 2021.

This proves that the sector is ready to bounce back. New developments in Penang include the opening of new hotels and upgrading of digital infrastructure to cope with demands of the Next Normal. Stable, high-speed Wi-Fi is widely and easily available at event venues, hotels, and convention centres alike to facilitate both virtual and hybrid events, in line with Penang2030's vision for digitalisation transformation.

Through the Penang Connectivity Master Plan (PCMP), Penang is enforcing fibre optic cables at new housing schemes and buildings, as well as installing smart street poles in public areas to replace the existing Penang Free WiFi programme. The state also aims to be 5G ready by 2022, where the Creative Digital District in George Town is targeted to be the first location outside of Klang Valley to be installed with a 5G network.

With record-breaking investments of RM76.2 billion in Penang's manufacturing industry this year, we can expect business events by the Corporate segment, both international or domestic, to boom as travel resumes. Combined with our COVID-19 safety accreditation programme, the Responsible Tourism campaign, and our digital readiness, Penang is ready and capable of accommodating large scale events and exhibitions at our existing world-class facilities such as the Setia SPICE Convention Centre, The Habitat Penang Hill and Tropical Spice Garden. We are also anticipating the completion of the Penang Waterfront Convention Centre (PWCC) in 2024.

PCEB's Annual Review has always been a benchmark and reference material and I hope that this year's review will provide insights into where the sector can focus on growth in the coming year.

I would like to thank PCEB and the industry players for their continued trust and confidence in the Penang State Government. I am confident that the Business Events industry will quickly regain ground lost and continue growing with the resilience and tenacity they have shown over the years.

Thank you.

THE RT. HON. CHOW KON YEOW

PENANG STATE EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)

We have come through 2021 with evidence that the tourism and business events industry knows how to survive. Over the past two years, the industry has proven itself resilient in tough times, navigating restrictive SOPs, adapting to the new normal, finding new avenues and products to support themselves, and banding together to present a united front in the face of COVID-19.



The various 2020 Penang state government initiatives, like the Penang Tourism Rejuvenation Plan and the Penang Responsible Tourism campaign, enhanced by Penang Convention & Exhibition Bureau's (PCEB) Next Normal Guidelines for Business Events Penang and Business Events Rejuvenation Plan 2021-2023, have borne fruit this year. Industry partners and visitors alike have a high confidence level in hosting and attending business events in Penang.

This is evidenced by the many requests to host conferences in Penang, including securing events up to 2026 and meeting bookings up to 2030. The hard work PCEB and industry partners have poured into maintaining destination branding for Penang domestically and internationally during these two lean years is now paying off. With these numbers in hand, the industry will only continue to grow as international borders reopen.

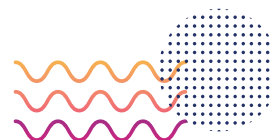
My office, the Penang State Exco for Tourism and Creative Economy (PETACE), is committed to ensuring the rejuvenation of Business Events Penang as we understand its importance and contribution to the economy. The MICE industry is one of the niche markets in the Penang tourism industry with excellent yields. It is my hope that the Penang Tourism Master Plan 2021 - 2030 will help to position Penang as a premier destination in the region by encouraging and growing quality events based on needs, demands, and capacity, as well as diversifying tourism products to capture the Incentives market.

I would like to thank PCEB and our industry partners for their steadfast support and teamwork as we work towards getting Business Events Penang back on track.

I hope this Business Events Penang Annual Review will generate market intelligence that you can utilise as we ramp up our efforts in 2022.

THE HON. YEOH SOON HIN

MESSAGE





CHIEF EXECUTIVE OFFICER OF PENANG CONVENTION & EXHIBITION BUREAU

2021 has been a year of re-strategising and rejuvenation for Business Events Penang. Our persistence and positive mindset has carried us through another challenging year, and our partners have proven their resilience and adaptability in pivoting to the Next Normal. As we look towards long-term recovery, what's next is to rebuild confidence in venues and destinations through how the meetings industry deals with infectious diseases and black swan events moving forward.

Despite closure of international travel borders, international enquiries about Penang continued to roll in throughout the year. This was undoubtedly due to our consistent engagement and destination presence—virtually—in global industry tradeshows, as well as PCEB's outreach through homegrown digital tradeshows such as PITE 2021 and our Penang Virtual Roadshows to India and China.

The courage, patience, and commitment of our industry partners have resulted in a major win for the state—primarily the hosting of the world's first and largest fully-virtual landscape architect summit, the 57th IFLA Congress.

Partnership and collaboration remains at the heart of PCEB's initiatives, offering support services via programmes like the Industry Partner Programme and Enhanced Privilege Penang. As part of our global recovery campaign, we also launched BElong in Penang to welcome back clients and events and remind them that Penang has and always will be a place where they belong. We look forward to welcoming business events into Penang again.

PCEB's Annual Review has always been a snapshot of our activities for the year, as well as where we review developments in the industry and provide state-wide insights into Business Events in Penang, backed by data from our partners. While the data for 2021 may look dismal, we've been able to focus our time and efforts to study and revisit markets, analysing the state government's plans and reviewing the outlook of Penang's major and emerging sectors in 2022.

We hope that this Annual Review will serve as market intelligence as we move forward into 2022.

ASHWIN GUNASEKERAN



Penang Hill @ Penang Global Tourism

PENANG CONVENTION & EXHIBITION BUREAU

The Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the business events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang.

PCEB aims to position Penang as the preferred location for business events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities, and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of business events in Penang, PCEB serves as Penang's focal point for the

coordination of all business events activities, providing expert assistance to organisations and business events planners at every step of the planning.

PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres, and unique venues to ensure the smoothness and success of each event organised. PCEB's goal is to enhance our business events clients' experience and at the same time, to expand the beneficial economic impact of local businesses.

OUR VISION

To serve as Penang's focal point for coordinating all business events activities

To provide expert services to enhance the quality of business events clients' experience

To expand beneficial economic impact of businesses in Penang

To liaise closely with stakeholders to bid for business events in Penang

To advise and assist business events organisers in planning and promoting their events internationally

To serve as the chief liaison to all levels of government departments

To assist and facilitate business events industry stakeholders and the community at large through our diverse and extensive marketing initiatives





THE HON. YEOH SOON HIN
CHAIRPERSON



BHARATHI SUPPIAH
DIRECTOR



SAWARN KAUR
DIRECTOR



Manroop Kaur
Executive
Assistant



Ashwin Gunasekeran
CEO



Siti Sarah
Finance



Tricia Loh
Head of Sales



Kokila Loganathan
Manager,
Marketing &
Communications



Anuar Sheikh Mydin
Admin



Bryan Khoo
Assistant Sales
Manager



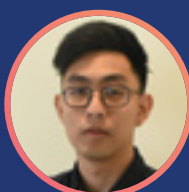
Terry Neoh
Assistant Manager,
Marketing &
Communications



Grace Ng
Senior Sales
Executive



Carenne Loh
Sales Executive



Kenny Ng
Project Manager,
Penang Art District



Shanqari Rajasekaran
Researcher



Yin Mei Yee
Project Executive,
Penang Art District



Swarna Rajagopal
Festival Manager,
George Town
Literary Festival



Izzardzafli Padzil
Project Executive,
Penang Art District



Desmond Ngooi
Festival Coordinator,
George Town
Literary Festival



BUSINESS EVENTS
REJUVENATION PLAN
2021 – 2023



- **Collaboration**
- **Digitalisation**
- **Industry Support & Education**

Collaboration

PCEB continues to collaborate with industry players for various initiatives and partnerships, both domestically and internationally. The active destination marketing that has been going on for half a decade now has made our presence stronger in the key markets. PCEB has also actively participated in many virtual trade shows and roadshows over the last two years to continue the engagement and partnership with the industry from different parts of the world.

Industry Partner Programme

PCEB offers an extensive range of support services to industry members, with the key support being the promotion of Penang as the ideal destination for meetings, incentives, conferences, and exhibitions (MICE). This is primarily offered through the Industry Partner Programme (IPP). The programme is open to all business events products and service providers in Penang, and those bringing events to Penang. We currently have 135 active members.



Official Media Partner: TIN Media



The Strategic Media Partnership with TIN Media 2020 – 2021 was a successful partnership that saw 12 months of digital advertising and a total of 71 news coverage for Penang and Business Events Penang and recorded a reach of 742,418 across TIN Media’s online platforms. The real value of the partnership is RM580,000.

To date, we have yet to receive such extensive and exclusive coverage from any other media platforms. Besides media coverage, TIN Media has organised multiple webinars promoting Penang and Business Events Penang as well as covering all of PCEB’s virtual roadshows and educational programmes.

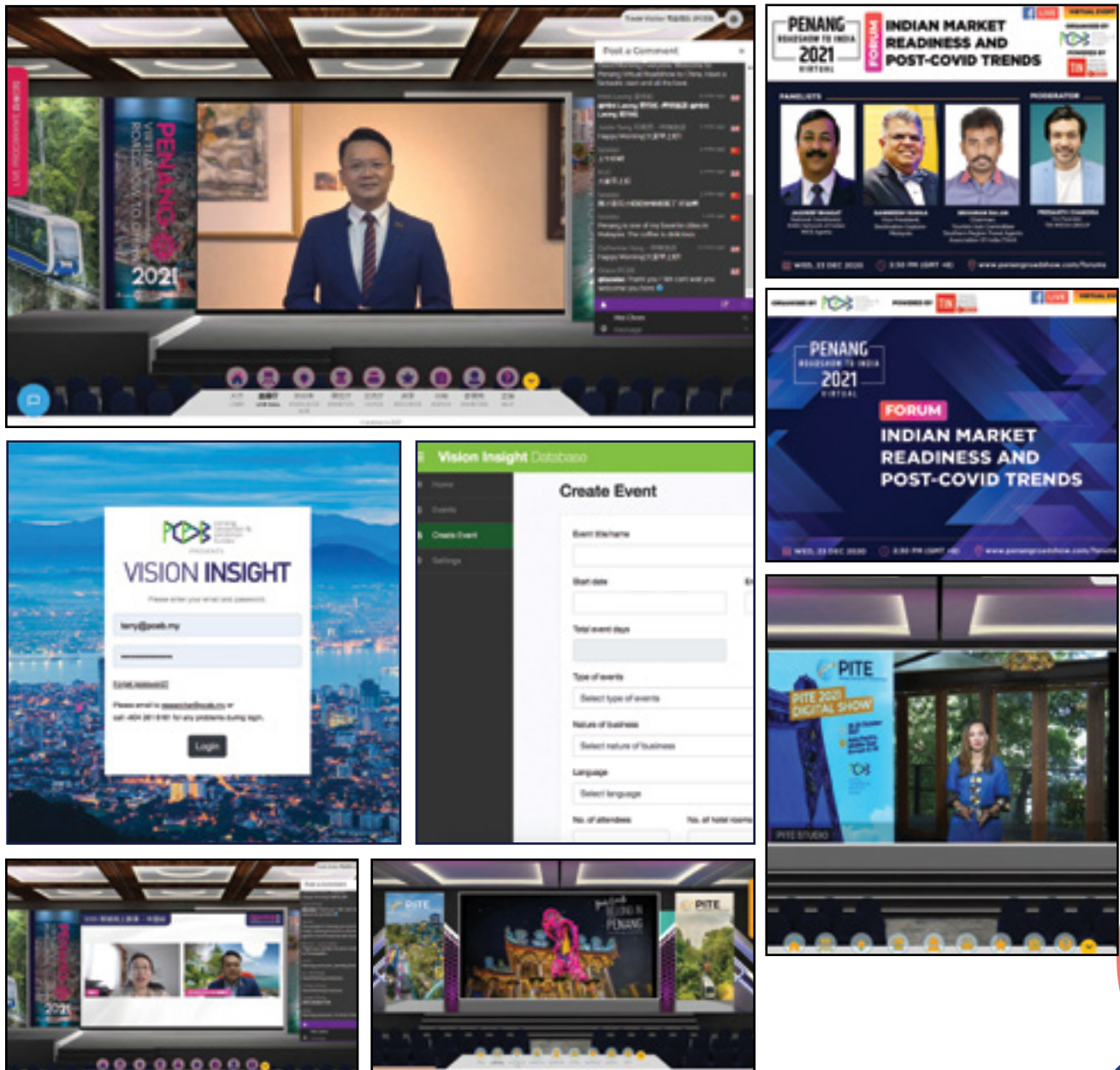
As the domestic market was crucial during the period, PCEB renewed the strategic partnership with TIN Media to continue growing Business Events Penang’s market reach in Malaysia.

Digitalisation

Virtual Platforms

Business Events Penang has been heavily leveraging virtual platforms such as Virtualive and Acelive over the last two years. This has helped us to continue our engagement digitally with travel trade partners all over the world. These platforms not only provide B2B opportunities but are also integrated with networking rooms and other interactive sessions similar to the experience in physical tradeshows and roadshows.

In addition to that, our data collection portal, Vision Insight, which is currently being upgraded with more enhanced features and functions, is also actively used by our partners to submit business events data.



Industry Support & Education

ENHANCED PRIVILEGE PENANG 2021 – 2023

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

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

SUPPORT



Association Meetings

20 – 50 pax

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

51 – 100 pax

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

101 – 300 pax

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

301 – 500 pax

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



Corporate Meetings

20 – 50 pax

- Welcome lunch co-hosting

51 – 100 pax

- Exclusive Penang souvenirs

101 – 300 pax

- Exclusive Penang souvenirs
- Emcee hosting

301 – 500 pax

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



Incentive Groups

50 – 100 pax

- Welcome reception at the airport
- Exclusive Penang souvenirs

101 – 300 pax

- Welcome banner
- Welcome lunch hosting

301 – 500 pax

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

> 501 pax

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

Industry Support & Education

EMBASSY VISITS

PCEB paid courtesy visits together with YB Yeoh Soon Hin to three international embassies namely Korea, Chile, and Finland where they met with ambassadors and fellow officers to discuss potential collaboration for the growth of tourism and business events in Penang and the respective countries.

PCEB was given the opportunity to present on Business Events Penang and the various support services available for association meetings, corporate events, and incentives while also inviting them to host their events in Penang.

Ambassador H.E. Lee Chi Beom, Minister Counsellor; Mr Son Min Kun, Finance Attaché; Mr Nah Se Joo, First Secretary; and Ms Jee Eun, Interpreter represented the Republic of Korea in Kuala Lumpur.

The Chilean Embassy was represented by Ambassador H.E. Diego Velasco; Dr. Ambara Baratawidjaja, the Ambassador's wife; and Mr Eduardo Calleja, the Deputy Head of Mission.

Whereas, the Finland Embassy was represented by His Excellency Sami Leino and Mr Pekka Laitinen (Commercial Counsellor).

We look forward to possible future collaborations to help Penang expand its tourism and business events, and vice versa.





Industry Support & Education

Penang Night & Launching of BE @ Penang 2021 theme at KL

We hosted our first networking event since MCO 1.0 in Kuala Lumpur. It was fantastic to see our partners and clients in KL again after almost two years. As much as our industry has embraced digitisation, we are a people industry, and it was a welcomed pleasure to be connecting in person. At the event, we also unveiled the theme of BE @ Penang 2021 and shared with our guests the latest advancements in Penang.



Events Supported

In 2021, numerous national events were cancelled or postponed due to the rise of COVID-19 cases which dissuaded many organisers from conducting their events in physical form.

PCEB supported a total of 5 events, which generated a total Estimated Economic Impact of RM1,654,620. A total of 370 delegates were able to redeem the Enhanced Privilege Penang support from PCEB such as lunch hostings, souvenirs, and E-vouchers for virtual events.

PCEB continues to serve a vital role as a reference for local and international business event clients to reach out to for reliable industry information, contacts, experiential support, and safety guidelines to ensure the best safety and security for business events.

The consistent support from PCEB strengthens clients' confidence and displays the readiness of the destination, especially in the post-pandemic era.

Events Supported	Events	Delegates	EEI (RM)*
Association	4	340	1,546,710
Corporate	1	30	107,910
Total	5	370	1,654,620

*Estimated Economic Impact

Industry Support & Education

Coffee Break with PCEB

PCEB conceptualised and produced a 10-episode Facebook live chat series which was highly educational and very informative for the industry. It aired twice a week from 22 June to 27 July 2021 and Chris Gan, one of Penang's well-known emcees, hosted the show.



Topics	Speakers
The Constant Uncertainty: How Do We Go Back to Square 1 Over and Over Again?	Raj Kumar <i>MAH Penang Chapter</i>
Travel Agencies: Staying Relevant in a Travel-Restricted Situation	Lawrence Koay <i>Tour & Incentive Travel</i>
Outlook for the Hotel Industry: Expecting the Unexpected	Adrian Praveen <i>Arrowood International</i>
Importance of Physical Events: A Perspective from the E&E Industry	Datuk Wong Siew Hai <i>Malaysia Semiconductor Industry Association (MSIA), Electrical and Electronics Productivity Nexus (EEPN)</i>
Destination Management Companies (DMCs): Saving Business Events travel	Yap Sook Ling <i>Asian Overland Service</i>
Professional Conference Organisers: Disruptions Faced in the Business Events Industry During Pandemic	Fu Kei Cheong, CMP <i>Anderes Fourdy Events</i>
The Aviation Industry: Diversifying Available Resources	Phillip See <i>Firefly Airlines</i>
The Future of Medical Conferences: The Needs and The Wants	Dee Dee Quah <i>Medical Conferences Partners</i>
The Pharmaceutical Industry: Easing and Evolving Availability and Access	Nyo Ying Hui <i>AM PM Pharmacy</i>
The Virtual Necessities: Navigating Medical Congresses in the New Normal	Dr Abdul Gafoor Mubarak <i>AG Surgery</i>





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

- 
- The background features a complex abstract design. In the top left, there is a large circle with a gradient from orange to red. To its right, a yellow and orange ring overlaps a purple dotted pattern. Further right, a large dark blue circle overlaps a purple circle with diagonal blue lines. Below this, a purple circle with a white dot is positioned over a purple dotted pattern. On the right side, there are several concentric purple circles. At the bottom right, there are many thin, overlapping grey concentric circles. The overall composition is dynamic and layered.
- **Penang International Travel Exchange 2021**
 - **George Town Literary Festival 2021**
 - **BE @ Penang 2021**



Special Projects in Line with Business Events Rejuvenation Plan 2021 – 2023

Penang International Travel Exchange 2021



The Penang International Travel Exchange (PITE), Malaysia's only homegrown business events tradeshow, returned in digital trade show format in 2021 with a focus on four different regions: Asia Pacific, Middle East, Europe, and UK.

Owned by the Penang Convention & Exhibition Bureau (PCEB), the PITE 2021 Digital Show was organised by Penang-based Professional Conference Organiser (PCO) ACE Conferences & Exhibitions in partnership with Official Media Partner – Travel Industry Network (TIN) Media. The travel exchange happened from October 25 – 26 for the Asia Pacific and Middle East regions, and on October 28 – 29 for the Europe and UK regions.

PITE 2021 Digital Show's programme incorporated key components such as business

matching between buyers and exhibitors, as well as created an extensive marketplace for the travel and business events industries to welcome international businesses back into Penang and Malaysia within the next few years. Other parts of the programme included virtual networking sessions and education sessions, all taking place virtually in a simulated exhibition centre. The show had more than 100 registered buyers, with 40 exhibitors from Penang and throughout Malaysia.

Penang holds great promise as a preferred destination for tourism and various business events activities especially for the European market, namely ones from Corporate Companies, Travel agents, Incentive/Motivation Houses, Meeting Planners as well as Associations.

Penang International Travel Exchange 2021

Registered Exhibitors
43



Registered Buyers
137



Registered Trade Visitors
290



Participated Countries
24



Messages Exchanged
2,986



LIVE Duration (mins)
1,860



Video Meetings
862



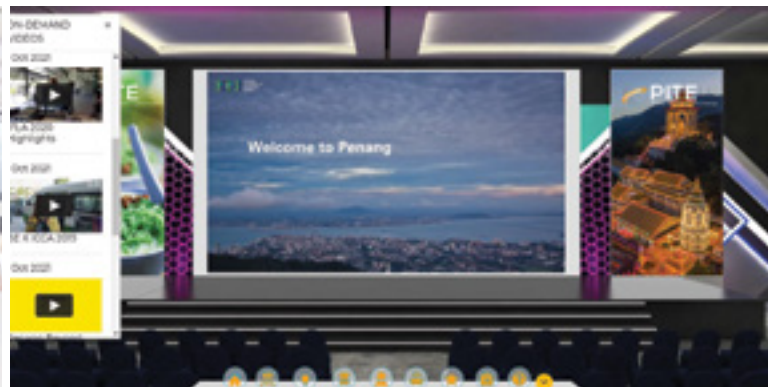
Total B2B Time (mins)
15,516



Average B2B Time (mins)
18



ACE	ACE Conferences & Exhibitions	Visit Booth
	Adventure360 Tours Sdn Bhd	Visit Booth
	Angsana Teluk Bahang, by Banyan Tree	Visit Booth
	Aroma Hotel	Visit Booth
	Asian Overland Services Tours	Visit Booth
	Asian Trails (M) Sdn Bhd	Visit Booth
	Butfield Management and Tours Sdn Bhd	Visit Booth
	DOREM SERVICES & DENTAL SDN BHD	Visit Booth
	ECCO GREEN HOLIDAYS SDN BHD	Visit Booth
	GLOBAL EXCURSION UK LIMITED	Visit Booth
	Hotel Royal Group	Visit Booth
	Iconic Hotel Penang	Visit Booth
	Lexus Suites Penang	Visit Booth
	Lone Pine, The Boutique Hotel by The Beach	Visit Booth
	M SUMMIT TR EXECUTIVE HOTEL SUITES	Visit Booth



Special Projects in Line with Business Events
Rejuvenation Plan 2021 – 2023



George Town Literary Festival 2021



Special Projects in Line with Business Events
Rejuvenation Plan 2021 – 2023



PCEB produced Malaysia’s largest literary festival for the sixth year in a row. The 11th edition of the festival was themed **‘Mikro-cosmos’** which explored the spirit of cosmopolitanism and interconnectedness that endures through literature, language, and ideas, even as the troubles of today atomise our existence and deepen social fragmentation.

George Town Literary Festival (GTLF) also explored how the wilderness and freedom of our shared creativity are encapsulated and expressed in the diverse literature of our region and beyond. And, naturally, we reflected on Penang, the home of GTLF, as a vibrant cosmopolitan microcosm of this untamed archipelago—a place where memory takes root, imagination flourishes, and stories come to life.

Ninety per cent of the festival, which included a series of specially curated podcasts and videos

in English and Bahasa Malaysia, took place online just as it did last year. A small section of the programmes took place physically around George Town over the festival weekend with a limited audience as national regulations were loosened. These were streamed live on Facebook simultaneously. GTLF also partnered with Nusi Poetry to feature poetry, narratives, oral traditions, sounds, and voices of the indigenous peoples of Borneo.

To celebrate the decade of GTLF that has passed and Penang as a cosmopolitan port city in the Southeast Asian region, GTLF produced a special publication called **Muara**. In these pages, writers engaged in ideas and imaginings, interpreting the shifting shoreline of our realities. Featuring essays, lectures, short stories, poetry, book reviews, and translations, Muara gathered established and emerging writers from Malaysia, the region, and the world.

George Town Literary Festival 2021



17

Partners



30

Podcasts



28

Videos



84

Participants



15

Countries



7

Hybrid Events

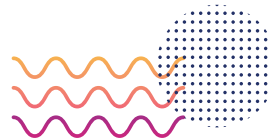


305,834

Online Attendees



Special Projects in Line with Business Events
Rejuvenation Plan 2021 – 2023





Special Projects in Line with Business Events Rejuvenation Plan 2021 – 2023

BE @ Penang 2021: BE Connected. BE Inspired



In October 2021, Malaysia announced the reopening of domestic and interstate travel. Penang continued to be the first state to push through with its first hybrid business events conference, BE @ Penang 2021, which happened from 9 – 10 December in Setia SPICE Convention Centre. The annual conference is the Bureau’s lead educational and skill-sharing programming that serves as a catalyst for developing a matured and competitive business events industry collectively.

BE @ Penang is a homegrown business events conference owned by Penang Convention & Exhibition Bureau (PCEB) and supported by the Penang State Government. Since 2016, BE @ Penang has quickly become a notable meeting and learning platform for regional industry players to gain insight to weather the challenges in the industry. BE @ Penang is co-organised by PCEB and Malaysia’s leading professional conference organiser, Anderes Fourdy Events.

Themed ‘BE Connected. BE Inspired’, BE @ Penang 2021 was a celebration of the industry members’ grit, adaptability and innovation. The conference aimed to provide a platform for industry practitioners to recharge as a united force and BE Inspired as we BE Connected.

For its sixth edition, the conversations of the conference focused on the domestic market for business events in light of global trends. These were driven by leaders from the four convention bureaus in Malaysia, Malaysia Airlines, Northern Corridor Economic Region (NCER) Penang Chapter, Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), International Congress and Convention Association (ICCA), Hybrid City Alliance, GainingEdge, and many others.

During the two-day conference, PCEB carried out the necessary SOPs in line with the Next Normal Guidelines for Business Events Penang, which was launched in 2020, and

BE @ Penang 2021: BE Connected. BE Inspired

the Responsible Tourism campaign by the Penang State Exco Office for Tourism & Creative Economy (PETACE). The organising committee, delegates who were attending physically, and other related conference personnel were required to undergo mandatory RTK testing upon registration and entry to the convention centre throughout both days.

The highlight of the conference was keynote speaker Boonsiri Somchit, author of "When the Chicken Dies, Everyone Cries: Authentic Leadership & Life Lessons from the Heart of the Kampung", while the closing keynote was presented by John D. Chacko, the President of the International Advertising Association (IAA) Malaysia, Global VP IAA Education, IAA World Board Member.

- Among the main topics explored included:
1. The outlook for business events in Malaysia 2022 and beyond
 2. Business opportunities in the new normal
 3. The rise of multi-hub and hybrid events
 4. Monetising virtual and hybrid events
 5. Maximising social and legacy impact of business events.

In terms of education, one of the highlights in the conference was an interactive workshop facilitated by renowned leadership training consultancy Leaderonomics, which was the first large in-person workshop organised in Penang post-movement control order. The workshop played a big part in providing a platform for industry partners to participate in knowledgeable sessions by industry

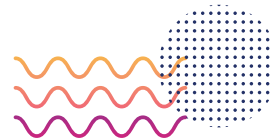
professionals and upskill themselves while putting what was shared into practice at their organisations.

Besides that, outstation delegates were invited to a special Discover Penang Farm Tour. Participating ICCA Malaysia members attended a session co-organised by the ICCA Asia Pacific Regional Office followed by a "Crazy Rich Asians" tour of the Cheong Fatt Tze Mansion, where some famous scenes from the Hollywood blockbuster were shot.

A total of 211 delegates participated in the physical conference, while a further 243 delegates participated virtually. The breakdown of registration was as follows:



To end the conference, PCEB launched its new global marketing campaign, 'Belong in Penang', at the finale dinner. This campaign is part of PCEB's work with the Penang State Government and industry partners to drive the rejuvenation of the tourism and business events industry.





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

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- **International Federation of Landscape Architects 2020 World Landscape Architects Summit & 57th IFLA World Congress**
 - **17th Congress of the Asian Society of Transplantation 2021**



International Federation of Landscape Architects 2020 World Landscape Architects Summit & 57th IFLA World Congress



Special Projects Supported in Line with Business Events Rejuvenation Plan 2021 – 2023



The International Federation of Landscape Architects (IFLA) 2020 World Landscape Architects Summit and the 57th IFLA World Congress took place virtually from 18 – 22 Aug 2021, via live-streaming from George Town, Penang.

Dubbed the first and largest virtual conference in the global landscape architects' industry, Malaysia won the bid to host IFLA2020 in 2013. PCEB worked tirelessly with the organising committee throughout the pandemic to convince the world council to postpone the conference and award the rights to Penang to host the conference in 2021.

The five-day IFLA2020 Congress, jointly organised by the Institute of Landscape Architects Malaysia (ILAM), the IFLA, and National Landscape Department, Ministry of Housing and Local Government of Malaysia, attracted more than 1,000 participants from across the globe with more than 120 on-demand video contents and 50 virtual exhibition booths. IFLA2020 provided a platform for regional delegates to share issues, ideas, and inspiration to ensure the landscape architecture profession is ready to face society, environment, and urban living requirements for the next 10 years.

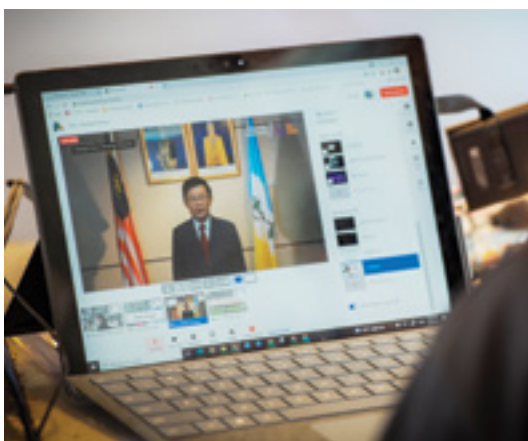
International Federation of Landscape Architects 2020 World Landscape Architects Summit & 57th IFLA World Congress

The congress theme 'Future Tense' was supported by four sub-themes significantly relevant to Penang, namely:

- Finite Resources: How the planning and designing of landscape spaces can sustain limited landscape and natural resources for better living conditions and the environment.
- Homogenous Culture and Diverse Population: How the planning and designing of landscape spaces can cater to diverse demands, needs, and preferences in terms of ethnicity, religion, nationality, ability, and thinking.
- Transient Living: How the landscape can coexist or complement current transient living environments, where the Internet of Things (IoT) is an integral part of day-to-day life.
- Natural Disaster: How landscape architecture practice helps reduce natural disaster occurrences through new methods, approaches, techniques, and skills.

The lessons from this pandemic will profoundly impact the future of design, cities, public spaces, and infrastructure, and require the government to invest in public works and public infrastructure. The government will embark on the idea of going local, doing more with less, and accommodating a variety of bigger spaces that act as urban retreats or parks and natural areas around cities.

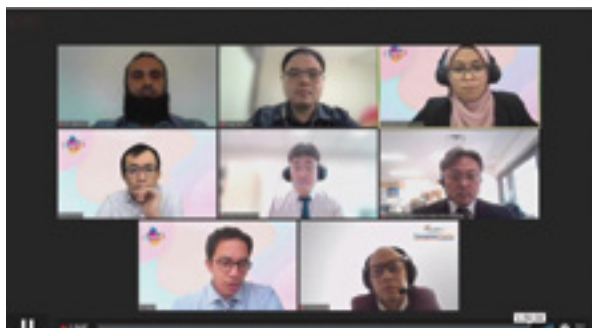
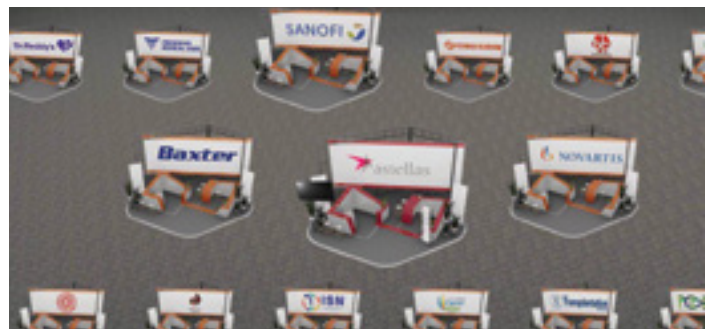
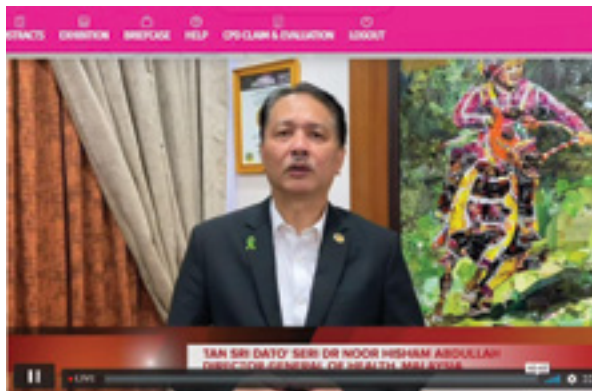
Special Projects Supported in Line with
Business Events Rejuvenation Plan 2021 – 2023



17th Congress of the Asian Society of Transplantation 2021



Special Projects Supported in Line with Business Events Rejuvenation Plan 2021 – 2023



In 2019, PCEB won the bid to host the 17th Congress of the Asian Society of Transplantation (CAST) 2021. Despite challenges inflicted by the pandemic, Penang successfully hosted 700 international delegates from 19 countries worldwide in a Fully-Digital experience of CAST 2021 from 25 – 28 July 2021.

The 36th Congress of the Malaysian Society of Nephrology (MSN) also had a joint session on 23 July 2021. The programme catered to nephrologists, paramedics, and general practitioners, with international, regional,

and local speakers addressing the theme of 'Strengthening the Basics, Embracing Advances in Nephrology.'

PCEB acted as the liaison with industry partners (The Habitat Penang Hill and Tropical Spice Garden) and Emcee service hosting with Anderes Fourdy Events, as well as produced official letters for event support on e-vouchers and Penang destination video compilations with Penang Global Tourism.



MARKETING & COMMUNICATIONS

- COMMUNICATION ENGAGEMENTS
- DESTINATION MARKETING
- GLOBAL RECOVERY CAMPAIGN
- INDUSTRY ENGAGEMENTS



Communication Engagements

PCEB sent out advisories through the newsletter system to keep partners and clients updated on Business Events Penang. The information shared included state-wide CSR efforts by industry partners; as well as coverage of events like the Virtual Roadshows to India and China, and Penang International Travel Exchange 2021.



Media Engagement

This year, 13 press releases were distributed to international and local news titles, which garnered 134 pieces of news coverage. PCEB's Marketing & Communications (Marcom) team also held 2 physical press conferences to announce the Batek-Lah Collection CSR programme by a PCEB industry partner and the Penang International Travel Exchange 2021.

Marketing & Communications



Press Releases

13



Press Conferences

2



PR Events

1

=



No. of News Coverage

134

Destination Marketing

The Marcom team filmed and edited showcase videos with walkthroughs in Mandarin Chinese for 6 venues: Pinang Peranakan Mansion, Tropical Spice Garden, The Habitat Penang Hill, Hin Bus Depot, Blue Mansion, and Setia SPICE Convention Centre. The videos were played during the Penang Virtual Roadshow to China 2021.

English versions of these product showcases were then produced for the Penang International Travel Exchange 2021.





Global Recovery Campaign

BElong in Penang

The Marcom team worked on a new marketing campaign titled BElong in Penang. The campaign focused on three messages:

- a) Uncompromising hospitality at the heart of our Business Events.
- b) Moving towards the opening of borders, Penang is ready for the return of tourists and business events travellers and organisers. We have all safety and hygiene measures in place.
- c) Penang has and will always be where you and your events belong.

The BElong in Penang campaign aimed to stimulate hope and excitement for Penang’s business events industry, and to prepare a basis for the state to continue supporting hybrid domestic events in the lead up to the eventual reopening of international borders and welcoming back our international clients and events.

Using the word ‘belong’, which generally means to have an affinity for a specified place or situation, we give emphasis on the first two letters BE—to associate it with Business Events.

Campaign Objectives:

- To provide a positive messaging that Penang is open for business from 2022 and beyond.
- To maintain destination awareness and increase destination confidence on health and safety measures for business events.
- To increase RFPs and interest for future events to be held in Penang.
- To raise potential job opportunities for the tourism, hospitality, and business events industry in Penang.



Industry Engagements

PETACE Activities

PCEB assisted with the Penang Vaccination Campaign Outreach by approaching partners who would like to convert their venues to become official PPVs on behalf of PETACE through social media.

PCEB was also invited to join in the site inspection and walk-through of both Hotel Equatorial Penang and Setia SPICE Convention Centre, the appointed official vaccination centre and the second Mega Vaccination Centre respectively. PCEB also assisted in the creation of an online google form to reach out to interested individuals for volunteering at both venues.



Corporate Social Responsibility (CSR) Programme

BE @ Penang 2020 CSR Programme: PCEB CSR Food Donation to Penang Orphanages

Month: February – April 2021

PCEB carried out the CSR food donation to orphanages in Penang with the proceeds from the BE @ Penang 2020 registration fee. It was a two-fold CSR programme: bringing cheer to the orphanages and supporting Penang hotels during the MCO and CMCO with the food delivery services.

The team carried out the CSR programme during the Chinese New Year period as this year's celebration was marred by the MCO. This programme was covered by PCEB's media partner, TIN Media, and was also featured by TTGmice in its feature story on CSR during the pandemic, "A different way to do good".

PCEB CSR Programme: Batek-Lah Collection

Month: September 2021

PCEB assisted in arranging for press conference to announce the Batek-Lah Collection, a CSR programme by a PCEB industry partner who contributed a total of 200 pieces of batik cloth face masks to the PPV frontliners stationed in Setia SPICE Convention Centre – both HCO C and HCO D. The face masks were distributed to the frontliners in both vaccination halls through the floor managers in charge. Witnessing this CSR activity was YB Yeoh Soon Hin (Penang State Exco for Tourism & Creative Economy), Ashwin Gunasekeran (Chief Executive Officer of Penang Convention & Exhibition Bureau), En Roslan Omar (Head of Setia SPICE Convention Centre) and the vaccination centre's manager and floor manager respectively.





SALES ACTIVITIES

- **PENANG VIRTUAL ROADSHOW TO INDIA**
- **PENANG VIRTUAL ROADSHOW TO CHINA**
- **IT&CMA & CTW 2021**
- **THE MEETINGS SHOW, LONDON 2021**

Penang Virtual Roadshow to India

While the world continued to battle with travel restrictions inflicted by the pandemic, Penang Convention & Exhibition Bureau (PCEB) conducted its inaugural Virtual Penang Roadshow to India for four days in January 2021. While this marks the fourth edition of the roadshow, B2B sessions were conducted in virtual mode for the first time, connecting the stalled industry of both countries on a vibrant platform.

The Virtual B2B travel mart kickstarted the annual roadshow on 18 January, connecting qualified Indian buyers of different industry segments including MICE, team building, leisure travel, weddings and filming to the more than 30 Penang exhibitors onboard. From Kochi to Chennai, New Delhi to Mumbai, the roadshow received rave responses.

The evenings saw PCEB hosting “Penang Night” dinners represented by Alfa Destinations Marketing Pvt Ltd in India. An exclusive networking event, Penang Night drew many local travel associations together with a similar objective: Reconnect, Engage and Empower business engagements stalled by the pandemic in 2020. The organisers adhered completely to the New Normal Practices and exercised strict SOP to ensure the health and safety of all attendees.

Key Takeaways:

- PCEB is the first NTO to conduct a physical travel business event in India in 2021, after a lockdown and strict restrictions that lasted for 9 months in 2020.
- The event was greatly appreciated by all the guests and was widely covered in the press/ media.
- The Penang Virtual Roadshow to India 2021 media coverage value in more than 44 local and regional newspapers and travel journals across India is estimated at RM866,502.
- 94 selected guests of the travel fraternity across 4 cities in India attended Penang Night 2021.

Penang Virtual Roadshow to India 2021 Achievements

Registered Exhibitors

 **35**

Registered Buyers

 **195**

Registered Trade Visitors

 **170**

Video Meetings

 **960**

Messages Exchanged

 **12,985**

LIVE Duration (mins)

 **1,986**

Average Video Call Time (mins)

 **17.9**

Video Call Duration (mins)

 **17,187**





Penang Virtual Roadshow to China

The Penang Virtual Roadshow to China 2021 marked PCEB's inaugural roadshow in the world's largest tourism market. Dubbed as one of the most proactive and preferred destinations by the Chinese, our clientele in China are convinced to restart bidding, negotiations and bookings in Penang en route to the year 2022/23.

A digital show covering clientele in Shanghai, Beijing, Shenzhen, Guangzhou, and Chengdu, the Penang Virtual Roadshow to China 2021 aimed to re-build, foster, and enrich the Chinese buyers that ranged from travel agents, MICE planners, and event organisers, to associations and corporates with Penang's tourism and meeting products and services. The roadshow was successfully delivered over a 3-day period in 3 components: forums, Penang product showcases, and a B2B travel mart.

Key Takeaways:

- With an attendance of 92 qualified Chinese Buyers along with 26 of Penang's finest tourism and business events exhibitors, PVRTC 2021 sets the expectations high on Malaysia as the first of its kind from the nation to the world's fastest recovered travel market.
- Virtual networking opportunity for partners with outbound travel agents, MICE operators, associations, event suppliers and corporates during B2B travel mart.
- Destination visibility & presence for flight connectivity.
- The success of PVRTC 2021 has stirred many enquiries and interests from the country to rebuild business in Penang.

Penang Virtual Roadshow to China 2021 Achievements

Registered Exhibitors

28

Registered Buyers

322

Registered Trade Visitors

70

Video Meetings

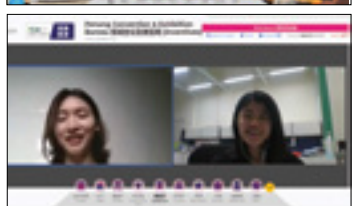
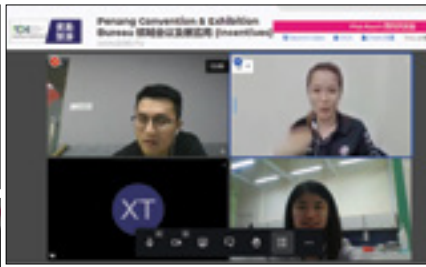
311

Messages Exchanged

3,538

LIVE Duration (mins)

1,367



IT&CMA & CTW 2021

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate World Travel (CTW) Asia-Pacific hosts the only double-billed event in the world dedicated to MICE and Corporate Travel. After close to three decades of in-person events and a highly successful first virtual edition in 2020, the MICE and Corporate Travel event returned virtually from 28 – 30 September 2021 with even more special features.

Besides knowledge sessions and brand showcase presentations held both live and via pre-recorded videos, exhibitors were invited to showcase their destination's new products and services. This year, PCEB was the sole exhibitor from Malaysia participating in the three-day virtual tradeshow.

PCEB were also given one of the seven Brand Showcase Presentation slots, alongside cities like Melbourne, Taipei, and Gyeonggi during the virtual event. Presented live by a sales representative, the showcase attracted buyers with different profiles and regions, some of whom walked in virtually after the presentation to request more information about the Enhanced Privilege Penang Support Programme.

PCEB successfully secured 31 out of 36 pre-scheduled 20-minute appointments, almost double last year's 17 pre-scheduled appointments.

IT&CMA 2021 was a success for PCEB, garnering potential leads for Penang. Some buyers are looking forward to pitching the Enhanced Privilege Penang support by the bureau to their clients whilst others are looking forward to Experiences Unfiltered on their familiarisation trip to Penang.

IT&MA & CTW 2021 Statistics

Exhibiting Companies Registered Buyers

 **311**  **277**

Speakers & Invited Guests

 **175**

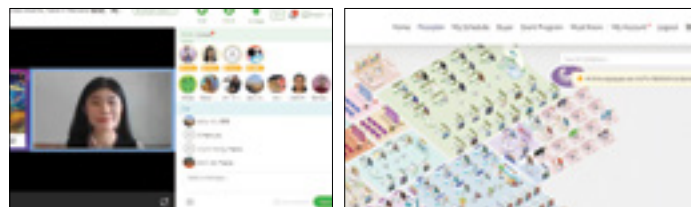
BREAKDOWN OF BUYERS

 **84%**
MICE

 **2%**
Association

 **7%**
Corporate

 **9%**
Incentive



Sales Activities



THE MEETINGS SHOW, LONDON 2021

The Meetings Show (TMS) 2021 successfully returned to an in-person event with a hybrid format for the first time. Held live in ExCeL London and virtually via Swap Card on 30 September – 1 October, TMS 2021 continues to connect the world’s meetings and events community through both physical and online event platforms.

Penang Convention & Exhibition Bureau (PCEB) participated in The Meetings Show for the fourth year, representing one of the brand destinations for Malaysia together with Business Events Sarawak. More than 250 exhibitors committed to The Meetings Show, with more than thousands of qualified registered buyers attending over the two-day hybrid show. Participating exhibitors for this year’s show included destination bureaus such as VisitBritain, Malta Convention Bureau, and Korea Tourism Organisation; venues and hotels such as ICC Belfast, The NEC, Almarose Hotels & Resorts, and Scandic Hotels; and technology suppliers such as CrowdComms and Shocklogic.

Alongside the chance to talk business with suppliers, buyers were invited to attend more than 40 hours of educational sessions delivered live from the show floor and virtually. Sessions on topics such as innovation and industry trends, event technology, sustainability, diversity and inclusion, professional development and hybrid left attendees inspired and enlightened while interviews played out on TMS TV, broadcast live from the show, gave viewers a chance to hear more from speakers and show associates.


The post-show feedback was hugely positive after a successful two days reconnecting with clients and seeing business plans take shape for the year ahead and beyond.

The Meetings Show (TMS) 2021 Statistics

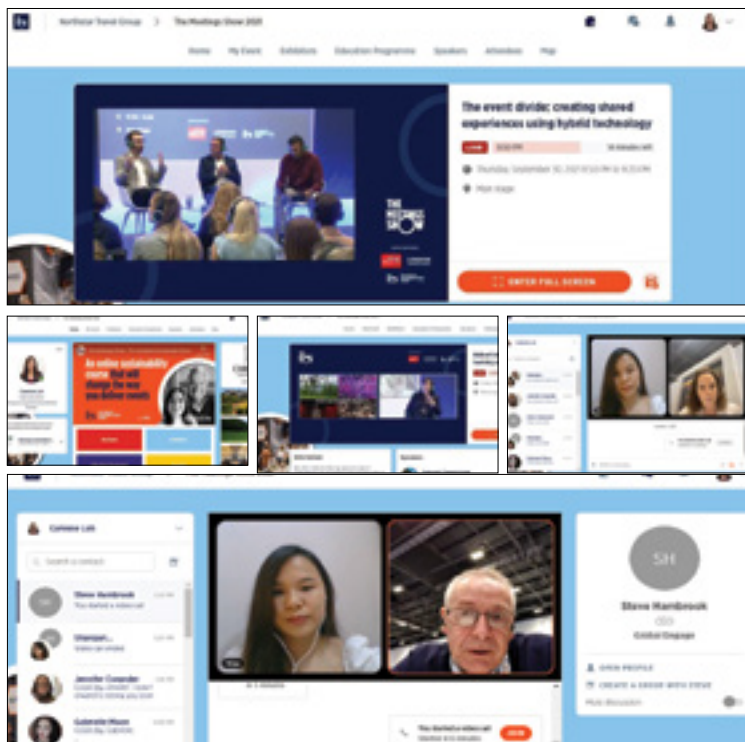
Total Attendees
 **4,698**

Total Buyers Attendees
 **1,033**

Additional Business Travel Buyers
 **991**

Average Meetings per Exhibitor
 **25**

Average PSA per Exhibitor
 **17**





PCEB X ICCA

- ICCA ASIA PACIFIC CHAPTER CHAIR
- ICCA BEST MARKETING AWARD 2021
- ICCA CONGRESS 2021
- ICCA AP BUSINESS EXCHANGE 2021
- ICCA AP SUMMIT 2021

ICCA Asia Pacific Chapter Chair

As the ICCA AP Chair, Ashwin Gunasekeran presented these speeches by pre-recorded videos:

- PCEB CEO Interview for TTG Conversations by TTG Asia
- Opening Ceremony Speech for China International MICE Conference (Nanjing) (CIMICEC)
- Message for new ICCA member: Nanhai International Exhibition and Convention Center (NIECC)
- Third China International Meetings Development Conference-ChengDu (CIMDC-ChengDu 2021)
- Suwon World Heritage City Forum
- China-ASEAN Expo Tourism Exhibition 2021
- ITB MICE Show Asia 2021

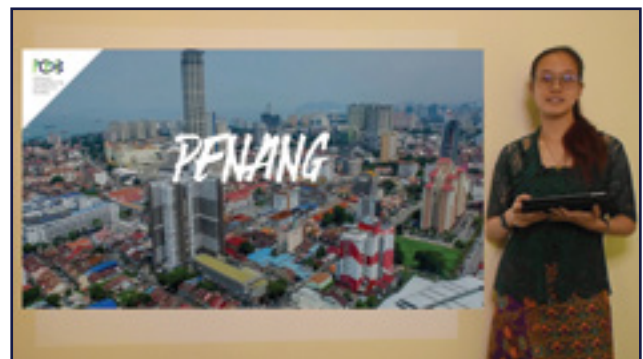
PCEB x ICCA



ICCA Best Marketing Award 2021: Marketing Through Transformation

Every year since 1997, the ICCA Best Marketing Award recognises the excellence and outstanding achievements of organisations in their effort to market their destination or product. This year, the award has been given a makeover to reflect the challenges faced in various marketing efforts during the pandemic.

PCEB submitted its winning entry with the title 'Crisis Management & Transition: From Brand Promotion to Brand Protection'. The submission elaborated on PCEB's Rejuvenation Plan and the remarketing of Penang and included a short-written proposal/presentation, a Pecha-Kucha style video presentation, and a short 30-second reel.



ICCA Congress 2021

The 60th ICCA Congress provided a first-class educational programme, a lineup of world-class speakers, dynamic panel sessions, and exciting workshops covering many interesting future-oriented topics with the theme 'Forward to our Future'.



The congress was once again held in a hybrid format and was hosted by Cartagena De Indias, Colombia over a total of four days from 24 – 27 October 2021. Along with the main hub, this year's congress had five other participating hubs from different regions such as the Paris hub, Nagasaki hub, Seoul hub, Abu Dhabi hub, and Johannesburg hub..

PCEB participated virtually for the second consecutive year due to the travel restriction. This year's theme was based around 8 global meta-trends identified for 2021 in a global report created by McKinsey & Company. Dame Vivian Hunt, Senior Partner of the firm, reflected on the meta-trends and their subsequent effects on society and business looking ahead into the future.

The global meta-trends are in line with our Penang Business Events Rejuvenation Plan 2021-2023 which overlooks innovation, agility, collaboration drive of future, sustainability, diversity, equality, inclusion, organisational culture, future of work, building community, the impact of technology, consumer choice, and, most importantly, the event experience.

ICCA AP Business Exchange 2021 ICCA AP SUMMIT 2021

As part of the Business Exchange programme, ICCA AP members shared inside knowledge of the bidding process for the bids they have won in the past. This included detailed, commercially sensitive information on meetings they have recently won/handled/organised with other ICCA members. This information can convert into potential clients for participants that represent other destinations, creating shared business opportunities.

We had a total of 7 virtual bid sharing sessions with members from the Asia Pacific region. PCEB shared information on how Penang won the lead to host the 2023 World Conference of Marine Biodiversity (WCMB).

The ICCA AP Summit 2021 was postponed to January 2022 due to the pandemic situation. The theme for the summit was 'Re-opening, Reviving, Re-inventing'. Unlike previous years, the 2021 summit was transformed into an educational series.

ICCA members were able to access the online portal for one month from January – 10 February 2022. In this Educational Series, each session was carefully curated to reach the targeted audience, providing insights on association trends, risk management, talents reskilling and upskilling, event legacy, and more.

As the ICCA AP Chair, Ashwin officiated the summit with his opening remarks and shared his outlook for the upcoming year.



PENANG ART DISTRICT

- WHAT WE DO
- KECIK-KECIK AFFORDABLE ART MARKET
- SPOTLIGHT 2021
- SESI KOPI
- ONLINE RESOURCES

What We Do



PLATFORM

- Destination
- Showcase
- Marketplace
- Lifestyle & Culture
- Placemaking



NETWORK

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



RESOURCE CENTRE

- Database
- Archive
- Knowledge Hub
- Education
- Training

Kecik-Kecik Affordable Art Market

Kecik-Kecik Group Show returned for its 2021 edition. Penang Art District once again collaborated with Hin Bus Depot to bring Malaysian contemporary art to a wider audience by introducing a wide variety of affordable contemporary pieces to grow a strong culture of collecting Malaysian art. In light of the periodic Movement Control Order, Kecik-Kecik was conducted online for accessibility while keeping it safe for all artists and collectors.



Penang Art District

 **1,463**

Page views

 **54**

Participating artists

 **97**

Artworks submitted



Spotlight 2021

Spotlight by Penang Art District returned for its fourth edition, offering young aspiring and emerging artists the opportunity to undergo a mentorship program with an art professional and showcase their body of works in a solo exhibition. Welcoming applications from all over Malaysia, Spotlight 2021 was an open call for artists aged 30 and below. This year, Spotlight 2021 encouraged applicants to ponder on their growth during these challenging times and their hopes for the promising years of recovery ahead.



The Grand Prize Winner, Choong Guey Syuen, walked away with a RM5,000 cash prize, a six-month mentorship with an art professional, and a solo exhibition. Five Jury's Choice winners were awarded RM1,000 cash prize each. The top 20 finalists' works were exhibited in a group art show from 3 to 12 December at Ming Fine Arts, Gurney Paragon.



200

Submissions Received

Artists from



10

States Across Malaysia



> RM30,000

Worth of Awards Given

Sesi Kopi

Through Zoom and Social Media, PAD conducted and hosted virtual sharing sessions in collaboration with various artists and arts organisations in Penang. The sessions aimed to share and create awareness of the effect of the pandemic on the arts.



7

Sessions



> 1,000

Overall viewers reached

Online Resources

Besides supporting the arts community with digital infrastructure and facilitation of online programmes, PAD also regularly publishes articles online to share tips and knowledge to help artists in adapting to the “new normal”. We have now started to publish a few articles in Chinese, in hope of creating a more engaging experience for the Chinese-speaking community.



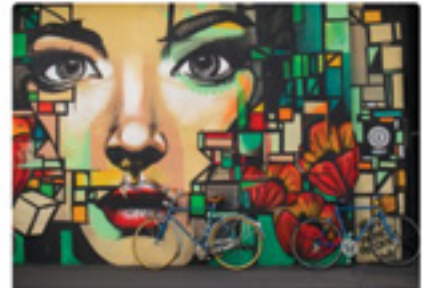
5 creative entrepreneurial designers reinventing traditional Peranakan designs

Future forward designers are turning to the allure of Peranakan designs, materials, and even food to redefine how we look...



AOTM: My Way – Tengok, Ali Nurazmal Yusoff

This month, we feature artwork from the collection of Khai and Annie Lee
By Clara Ling Ali Nurazmal Yusoff, My...



In Art, In Society: Enabling Women to Flourish

For a field that claims to be fluid and free, the arts still has far to go in allowing women...



Sharon Kow colours her way into global recognition

From the little island of Penang, Sharon Kow embarks on a mission to prove that coloured pencils can be so...



Tips on how to prepare for a solo exhibition

Solo exhibitions are significant stepping stones in your artistic career, but how to go about one can be overwhelming. Read...



每月艺术精选：“战场” - Fauzan Omar

This month, we feature artwork from the collection of Khai and Annie Lee
By Clara Ling Fauzan Omar, The Battlefield...

Penang Art District



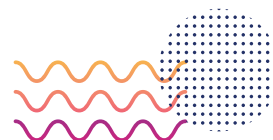
> **51,000**

Page Views at penangartdistrict.com



25,000

New users engaged



MARKET RESEARCH



BE Criteria and Key Terminologies

AN OVERVIEW OF BUSINESS EVENTS IN PENANG

Business events, or BE, is a term that captures all business-related events and gatherings categorised as MICE, namely meetings, incentives, conventions/conferences/congresses, and exhibitions/expositions.

We have identified four criteria which define business events for inclusion in PCEB's annual industry review:

 Minimum	 Minimum		
10 Participants	4 Hours 0.5 Day	Held in a venue with room rental, catering cost, etc.	Element of knowledge exchange, or professionalism

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

Association Meetings

A meeting of individuals for a common purpose. This term is used to describe events held by government bodies, organisations, associations, and special interest groups. Attendance is open to participants who are not necessarily employed by the organiser.

Types: convention, conference, congress, forum

Corporate Events

An event organised by a corporate entity. This term is used to describe events with attendance restrictions; delegates must be in the employment of the organiser or the industry.

Types: seminar, training, workshop, meeting

Incentives

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 building, incentives

DEMI-DECADE of PCEB

2016 - 2020



Total Events
10,413



Total Delegates
1,096,022



Estimated Room Nights
2,474,919



Estimated Economic Impact (RM mil)
3,886.243

Market Research

Penang Convention & Exhibition Bureau (PCEB) was formed in 2016 to promote Penang as a preferred destination for business events. Over the years, PCEB has launched and unveiled many new campaigns and initiatives to freshen up the Malaysian state's business events offerings.

As PCEB completes its fifth year of operations, Penang has developed into a MICE powerhouse together with support from the state government as well as business events players.

Since the inaugural Annual Review in 2016, we have provided annual state-wide insights into the different types of business events held in Penang: Association meetings, Corporate events, and Incentives. The data is further analysed according to the number of participants, number of room nights, and estimated economic impact, then dissected according to industry segment and market.

This review is a celebration of what we have achieved in the past year, as well as a tool to help us focus our efforts for the coming years. It is pertinent to look back at our journey especially now that we are moving from the pandemic to the endemic stage.

Hosting international business events has been a driver for development in the state, with business tourists spending nearly four times more than ordinary tourists. We have built capacity in the form of infrastructure and developed transport plans for greater connectivity. We are also building capability by building human capital and software for hospitality and professional management. As the international borders reopen, PCEB is ready to welcome and support the business events taking place in Penang with our hyper-personalised support programmes and world-class facilities.

2021 General Overview

We ended 2020 with the hope that the implementation of vaccines would help in the recovery of the pandemic and also aid in the process of reopening tourism sectors, especially international travel borders. However, the astronomical setback from 2020 carried forward to 2021. This was the year the industry never saw coming but also the year that reinforced that hybrid and virtual events are here to stay. These events are no longer a substitution nor are they a temporary pivot. Instead, they represent a new reality that unlocks exciting possibilities for many more organisations than ever before to successfully leverage the power of business events.

In Malaysia, the total disruption of the events industry in 2020 extended into 2021 as the pandemic peaked and businesses again had to shut down completely. To revive the economy and the livelihood of people, the National Recovery Plan was announced in June 2021, in which economic and social activities in each state were to be reopened in four phases based on three key indicators: average daily new COVID-19 cases, utilisation of ICU beds, and vaccination rates. Tourism is not classified as an essential sector and therefore was not allowed to resume during the first two phases.

While no country is out of the woods from the pandemic yet, the world has discovered many new treatments to prevent and treat COVID-19. The National COVID-19 Immunisation Programme was a success as almost 80% of the population has been fully vaccinated in Malaysia.

Many people favoured virtual and hybrid events during this period of time because of cost, reach, and sustainability factors. In a way, the pandemic has given birth to flexibility in event planning and management but physical events are important and crucial for the benefit of the destination.

Penang was the first state to initiate the 'Responsible Tourism' campaign with the goal to revive Penang's tourism industry by building back a sense of confidence among local tourists.

A solid standard operating procedure (SOP) was established to give visitors reassurance of their safety when they visit Penang.

Along with that, Penang took the lead by initiating a COVID-19 safety accreditation programme to enhance compliance within the tourism industry, involving hotels, attractions, and shopping malls. The state government was the first in the country to start this initiative, with the objective of emphasising the importance of safety and hygiene, two important elements to regain travellers' confidence in the long term. As the tourism industry moves towards the new norm, these preparations and practices are the keys to accelerating recovery efforts. The industry partners have also been very resilient throughout the entire ordeal. They continue to stay relevant by adapting to ever-evolving changes in the business tourism industry.

As the international travel borders are still closed, the market research for 2021 focuses on national sectors. Domestic tourism only resumed in the month of October, with Penang recording a total of 77 business events with 3,829 delegates and an estimated economic impact of RM14.078 million for the year 2021.



Business Events (National)

Throughout the years, Corporate Events have always been the top contributor to national business events in Penang and the destination plays an important role in making an event a success. The destination should be able to accommodate the needs of business travellers which includes an ideal meeting space and also unique tourism attraction sites for incentive trips.

George Town, the UNESCO World Heritage Site, has always been the colourful, multicultural capital of Penang. It is also one of Malaysia's most heritage-proud states with a rich history that dates back to its entrepot status in 1786. Pre-pandemic, Business Events Penang usually attracted thousands of participants in all segments but now, every event has scaled down with most people opting for hybrid or virtual events. This year, most of the physical events recorded less than 100 participants each due to social distancing measures and also for safety reasons. Some groups even reported events with only 15 participants from the same state whilst others who were not able to travel tuned in virtually.

The Economics sector dominated Business Events this year, followed by the Social Sciences and Commerce sector. The rise of the pandemic resulted in many people exploring the art of buying and selling, whether online or offline. This trend was also a result of the non-fungible token (NFT) market skyrocketing in 2021. NFTs are a type of digital asset that use blockchain to document and prove ownership of digital assets such as images, videos, and other collectables. Chainalysis, a Singapore-based blockchain data platform, reported that NFT marketplaces and collections zoomed up from \$106 million in 2020 to \$44.2 billion in 2021.

Moreover, Penang is heavily investing in the Penang Digital Transformation Master Plan 2021-2023, an initiative from the state's digital arm, Digital Penang. They aim to accelerate efforts in pursuing opportunities in the digital economy as well as promote a digitally-engaged society in the state.

According to the Department of Statistics Malaysia's (DoSM) Malaysia Digital Economy 2021 report, the e-commerce income from January to September was RM801.2 billion, an increase of 23.1% year-on-year, with Selangor, Kuala Lumpur, Johor, and Penang leading the way. As Penang rides the digital wave, it is evident in the top business event sectors that the state attracts.

Association Meetings, which usually require the gathering of subject matter experts and participants from various states to share ideas, were mostly carried out virtually. This format helps the associations achieve their objectives without distance being a hindrance.

For incentive travel, most of the organisations usually allocate one or two days to host a team building activity or excursion to engage their team members which can be both fun and educational. However, most employers opted for digital activities such as virtual escape rooms, treasure hunts, and other mind challenging games using platforms such as Zoom, Microsoft Teams, or Google Meet.

NATIONAL SECTORS	Events	Delegates	EEI(RM)
Economics	15	973	3,366,791
Social Sciences	6	475	2,893,785
Commerce	32	1,025	2,814,650
Arts	1	327	1,764,328
Medical Sciences	4	393	1,678,000
Industry	7	286	722,997
Education	4	168	334,521
Architecture	2	55	206,827
Management	2	51	91,723
Cultures & Ideas	1	14	75,537
Engineering	2	32	75,537
Technology	1	30	53,955

Business Events (National)



Number of Events

	Association	Corporate	Incentive
January	-	4	-
February	-	-	-
March	-	3	1
April	-	11	-
May	-	-	-
June	-	-	-
July	-	-	-
August	1	-	-
September	-	-	-
October	-	4	-
November	3	13	-
December	-	34	3
Total	4	69	4



Number of Delegates

	Association	Corporate	Incentive
January	-	88	-
February	-	-	-
March	-	76	11
April	-	330	-
May	-	-	-
June	-	-	-
July	-	-	-
August	30	-	-
September	-	-	-
October	-	809	-
November	310	407	-
December	-	1,716	52
Total	340	3,426	63



Number of Room Nights

	Association	Corporate	Incentive
January	-	105	-
February	-	-	-
March	-	156	11
April	-	430	-
May	-	-	-
June	-	-	-
July	-	-	-
August	90	-	-
September	-	-	-
October	-	2,595	-
November	770	677	-
December	-	2,214	52
Total	860	6,177	63



Estimated Economic Impact (RM)

	Association	Corporate	Incentive
January	-	188,842	-
February	-	-	-
March	-	280,566	19,783
April	-	1,390,240	-
May	-	-	-
June	-	-	-
July	-	-	-
August	161,865	-	-
September	-	-	-
October	-	4,667,107	-
November	1,384,845	1,181,614	-
December	-	4,710,268	93,521
Total	1,546,710	12,418,637	113,304



Association

Similar to pre-pandemic days, Association meetings in Penang are mostly dominated by the Medical Science sector as Penang is also a medical hub. These groups usually require both exhibition space and breakout rooms, as medical events are configured and symposiums with various sessions are held concurrently.




Hospitals in Penang are recognised under international accreditation, providing quality services to medical tourists at competitive pricing. This helps to garner support from the local host and stakeholders to host world-class conferences and association meetings.

Moving forward, a one-stop centre for health, education and technology by the sea will be developed in the mainland side of Penang, at a place known as the third satellite city of Penang. This will promote Penang as an Asean hub for digital medical technology encompassing world-class facilities for healthcare services. Among components in the hub will be medical centres, software companies, high-tech industries, and high learning institutions, as well as housing and commercial projects.

According to the Malaysia Healthcare Travel Council (MHTC), visitors from Indonesia, Singapore, and the Philippines are among the top healthcare travellers to Malaysia. It is expected that they will be the first few to return once international borders reopen.

As for the Medical Sciences sector, Penang hosted the first regional medical conference for the year in the month of November right after the reopening of interstate travel borders. PCEB also supported this event and we saw many delegates coming in from various states including Johor, Sabah, and Sarawak.

Architecture is also recorded in this segment for the first time as Penang streamed The International Federation of Landscape Architects (IFLA) 2020 World Landscape Architects Summit and the 57th IFLA World Congress live from George Town in the month of August. It was a virtual summit in which Penang was chosen as the command centre with only the local members present physically on site. The delegates shared issues, ideas, and inspiration, to ensure the landscape architecture profession is ready to face the requirements of society, the environment, and urban living, for the next 10 years.

Association	 Events	 Delegates	 EEI (RM)
Medical Sciences	2	300	1,348,875
Architecture	1	30	161,865
Engineering	1	10	35,970

Corporate

Travel Safe Alliance Malaysia (TSAM) partnered with the Penang State Executive Council Office for Tourism and Creative Economy (PETACE) to attract tourists with the aim of economic recovery while prioritising safety and hygiene.




During the initial stages of the movement control order, events were totally prohibited. As Penang slowly progressed from phase one to four, events were allowed in small groups again. Even then, many still opted for hybrid or virtual events due to health and safety concerns. As the vaccination rate increased, new rules were introduced in which only fully vaccinated people were allowed to enter a premise.

The hotels and tourist attractions in Penang were very fast to adapt to the latest SOPs. Every other venue deployed a person in charge at the entrance to check on the MySejahtera status of visitors.

Amidst the situation, Penang recorded the majority of business events in the corporate segment, in which Economics, Commerce, and Social Sciences reigned as the top 3 sectors.

This trend is similar to the year before in which all these sectors were in the top 5. Many people are now actively using e-commerce platforms to earn extra income and commerce can be classified into Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B).

Entrepreneurship also took off at unprecedented levels, leading to the largest increase in new business applications in recorded history according to the latest survey. New businesses are arising across different areas including F&B, logistics, e-commerce, mental health, medical care, and fintech. The good news is, the local startup scene has a positive and supportive culture in which information, networks, and resources are shared, promoting equal growth opportunities for all. Mental health awareness has also increased especially during the pandemic season and many talks were hosted to educate the public as we strive to increase understanding and reduce stigma in this topic. This is evident as more training and seminars are being conducted in these top sectors.

Association	Events 	Delegates 	EEI (RM) 
Economics	14	967	3,356,000
Commerce	32	1,025	2,814,650
Social Sciences	3	418	2,791,272
Arts	1	327	1,764,328
Industry	7	286	722,997
Education	4	168	334,521
Medical Sciences	2	93	329,125
Management	2	51	91,723
Culture & Ideas	1	14	75,537
Technology	1	30	53,955
Architecture	1	25	44,962
Engineering	1	22	39,567



Incentive




The come-back of incentive travel is a positive trend to anticipate in the coming years. Given the urgency of recruitment and retention of the workforce at the moment, incentive programmes will be even more important than before.

According to the Incentive Research Foundation 2022 Trends Report, incentive professionals are tasked to motivate a changing workforce. Corporate organisations are required to be adaptive and flexible, and to communicate effectively as they make workforce decisions, whether it's incorporating new working styles or travelling on an incentive trip.

Despite many organisations embracing virtual life over the last two years by integrating online teambuilding and interactive sessions, we received many enquiries for incentive trips coming into Penang, both locally and internationally. The Social Sciences sector led for the first time in this segment. Social science is any branch of academic study or science that deals with human behaviour in its social and cultural aspects.

Recently, many event organisers are looking for wellness-oriented places close to nature to unwind after their meetings. A place that has accessibility to yoga, meditation, and Qigong activities are preferred as part of their leisure trip. With many new tourism products and developments blooming in Penang, especially nature retreats, we encourage these groups to explore sites on both the island and mainland as each has their own unique properties.

The International Coordinating Council of UNESCO's Man and the Biosphere Programme officially recognised Penang Hill, one of the state's famous spots for incentive group visits, as a biosphere reserve and inducted it into the World Network of Biosphere Reserves on 15 September 2021, making it Malaysia's third biosphere reserve. Therefore, having two Unesco accolades, Penang solidifies its position on the world stage to attract more incentive visitors in the coming years.

Incentive	 Events	 Delegates	 EEI (RM)
Social Sciences	3	57	102,513
Economics	1	6	10,791

Market Analysis

Penang has the highest Gross Domestic Product per capita among all Malaysian states and is considered a high-income economy. Penang is also one of the most developed states in Malaysia and the state's economic fundamentals remained strong in spite of the pandemic. Now that we are moving towards the endemic stage, the Penang government is interested in diversifying investments as the state aims to expand job opportunities and attract more foreign investments in the coming years.

The state has also established a public-private partnership with industry leaders to outline and coordinate a year-long event with 12 focused themes to demonstrate Penang's successful transformation and forward-looking plans. The curated themes focus on these industries with countless possibilities including electrical and electronics, medical technology, digital economy and global business, food technology and others. Along with that, local technopreneurship and start-ups are among the themes that will be showcased, featuring the capabilities and breakthroughs of homegrown companies.

The following are some of the emerging sectors in the year 2022.

Manufacturing



Penang's industrial performance continues to excel despite the challenges from the COVID-19 pandemic, with approved manufacturing investments hitting a record high of RM76.2 billion in 2021, compared to RM14.11 billion in 2020. Penang's 2021 record exceeded past performances significantly with notable projects from Intel Electronics and Ibiden Electronics. It also surpassed the cumulative investments from 2012 to 2020 of RM73.1 billion. Penang's RM76.2 billion worth of approved manufacturing investment in 2021 involves 111 projects. Foreign direct investments (FDIs) contributed RM74.4 billion, or 98% of Penang's approved manufacturing investments, making Penang the highest manufacturing FDI recipient in Malaysia.

Indications that Penang's manufacturing sector will experience exponential growth in these coming years are driven by:

1. A positive global semiconductor and semiconductor-related outlook,
2. Healthy growth for Malaysia's E&E exports and Penang's total exports,
3. Manufacturers' confidence staying stable, and
4. The continuing inflow of investments amidst the Covid-19 pandemic.

Source

- Malaysian Investment Development Authority (MIDA).



Market Analysis

Agriculture and Aquaculture



Although the agriculture sector only makes up 2.2% of Penang's GDP, its paddy production and aquaculture fisheries are the main agricultural activities in Malaysia. Penang has the second-highest rice yield in Malaysia, after Sekinchan in Selangor. This is despite a nationwide slowdown in rice yields.

The aquaculture industry in Penang recorded RM1.3 billion in revenue in 2021. Aquaculture has grown in importance as the rise in population and income increases the demand for fishery products. In Penang, aquaculture is expected to become a powerful income- and employment-generator and a high profit sub-sector. This is despite challenges such as resource constraints (land and labour), heavy dependence on imported raw materials, low-quality water, and vulnerability to climate change and disease.

Aquaculture also holds great potential to act as a basis for economic diversification as sustainable aquaculture development will become increasingly important both to ensure sufficient food supply at affordable prices and as an important generator of economic and social progress for the rural poor.

Penang is also looking at boosting the aquaculture industry through oyster farming. Universiti Sains Malaysia (USM) Centre for Marine and Coastal Studies (CEMACS) is well known for its shellfish cultivation and it is an advisory for setting up hatcheries in the United States, Philippines, and Thailand.

Sources

- Penang Institute - Penang's Aquaculture Industry Holds Great Economic Potential.
- Department of Statistics, Malaysia.
- Department of Fisheries, Malaysia.

Space Technology



The Penang government is targeting the SpaceTech sector, following the setting up of the Malaysia SpaceTech-Hub. Nine Penang-based electrical and electronics (E&E) companies and Angkasa-X inked a Memorandum of Understanding (MoU) recently to set up the Malaysia SpaceTech-Hub. The E&E companies that have signed with Angkasa-X are Swift Bridge Technologies Sdn Bhd, Cortex Robotics Sdn Bhd, MechModule Technology Sdn Bhd, Lingtec Instruments Sdn Bhd, HP Malaysia Manufacturing, GSH Precision Technology, AzPower Sdn Bhd, Texchem (M) Sdn Bhd, and LBSB Sdn Bhd. The Angkasa-X Group of Companies (Angkasa-X) has announced plans to transform Penang into a regional space technology ecosystem hub to further foster local innovation and technology transfer while also enabling jobs and opportunities throughout Malaysia. Angkasa-X, in partnership with Silkwave Holdings Limited (Silkwave) currently

operates two GEO-satellite platforms, is set to establish a space technology ecosystem in Penang and to nurture the state into a supply chain and distribution hub for global satellite technologies for the ASEAN markets.

Penang's space technology ecosystem would also encompass key satellite industries and academic institutions, with a focus on research and development, coupled with intellectual property creation of next-generation satellite technologies and applications customised specifically for ASEAN. This will gather more interests and involvement among the industry players who see the vast potential in SpaceTech. This initiative is expected to further elevate the liveability stature of Penang, one of the key goals of Penang 2030.

Source

- Buletin Mutiara - Penang hopes to bring SpaceTech sector to greater heights

International Market Analysis



China Market

As the world slowly awakens from the slumber induced by Covid-19, all eyes are on China and its plans to resume the outbound travel. China was previously the world's largest outbound tourism market. The total number of outbound trips grew steadily from 57.4 million in 2010 to 169 million in 2019. China was also one of the largest contributors to the global tourism industry by expenditure. In 2019, Chinese tourists spent about 255 billion U.S. dollars while travelling abroad.

According to the report titled 'China Outbound MICE Travel & Tourism Market: Focus on MICE Trips and Forecast, 2019 – 2026,' China outbound MICE travel & tourism market is expected to be remunerated at USD 31 billion by the end of the period between 2019-2026. As per the report findings, technological advancements and a fairly-connected transport network across the world are major factors propelling the growth of China outbound MICE travel & tourism market.

In the post-pandemic era, the young and middle-aged people will still be the main force of tourism. The most important group of domestic tourists are young and middle-aged tourists aged 25-44 and they accounted for 52% of the total tourists in 2019. They are showing increasing needs for a variety of customised and private tours. Consumption is shifting from sightseeing and shopping to more unique experiences and service-oriented products. The epidemic has strengthened young tourists' usage of new technology: learning about destinations on emerging social-media platforms; sharing tourism experience via live-streaming sessions; online booking services; smart visitor flow management; digital tour guides; and virtual reality experiences at destinations.

Other than that, more family travel groups are expected to arrive in Malaysia. According to a recent survey, Chinese parents spend an average of US\$1,250 per child on study holidays in 2019, and the figure is expected to increase in the future. The country's wealthier families prefer high-quality hotels when they travel. According to Trip.com, in 2021, most of the parents who travelled with children were below 40 years old and 50% of them favoured four and five-star hotel accommodation. Chinese parents used to spend a lot on education, up to \$43,500 a year on their child's extracurricular classes. But last year, China banned for-profit tutoring firms and all vacation and holiday curriculum tutoring are now off-limits. In that case, kids would have more time to learn and explore new things through travel experience and parents are willing to pay for that.

Hence, the best way to attract Chinese travellers to our destination is by rethinking and redesigning our travel itineraries, offerings and making them more appealing for a very different and independent type of traveller.



International Market Analysis



India Market

Leading up to the Covid-19 pandemic, India was one of the most important and sought-after tourism source markets globally. Tourism development typically thrives in developing economies, and India's future looks bright, providing it can avoid further Covid-19 outbreaks and lockdowns. Before the pandemic, India's economic growth played a significant factor in its substantial outbound tourism growth. From 2009 and 2019 tourism increased by 143% from 11 million travellers to 27 million. In a post-pandemic era, projections show a full recovery in 2024 and record numbers in 2025 for outbound travellers reaching 28.5 million.

Current projections also show that the national GDP of India will reach \$4 trillion, 50% higher than 2021 levels according to GlobalData's Macroeconomic database. The growth within India's economy will directly contribute to a boost in the middle-class population, resulting in increased wealth and disposable income. It poses an excellent opportunity for destination marketers who can capitalise on its young population of Gen Z and millennials who have a propensity to travel abroad. Furthermore, its



Japan Market

According to the business analysis report titled 'Japan Outbound MICE Tourism Market: Traveller Flows, Spending Patterns, Main Destination Markets and Forecast to 2025', Japan outbound MICE tourism market is anticipated to surpass a valuation of USD 7 billion by 2025.

The rapid growth in Japan's outbound MICE tourism market can be attributed to the country's first-rate connectivity with major tourist destinations, presence of a well-conditioned service sector, government assistance, and favourable regulatory policies.

Pre-pandemic, the travellers from Japan usually have a similar travel pattern which is year-end vacations (last week in December until just after the New Year), Golden Week (at the end of April

improving infrastructure and developing low-cost airline market means outbound travel is both affordable and accessible. According to a GlobalData Q3 2021 Global Consumer survey, 56% of Indian respondents said that accessibility and affordability were the main motivation to go on holiday, highlighting the impact of improved transportation links and low-cost airlines.

According to the research report titled 'India Outbound Meetings, Incentives, Conferences and Exhibitions (MICE) Tourism Market Report: Country Outlook, Analysis, Size, Share and Forecast 2018 – 2025', India outbound MICE tourism market is anticipated to exceed USD 9 billion by the year 2025.

As per the report findings, increase in the number of international travellers, greater individual spending capacity which allows people to take overseas vacations, and increased internet penetration leading to convenience of making online bookings are the growth driving factors for India outbound meetings, incentives, conferences, and exhibitions (MICE) tourism market.

month and early May is a series of 4 national holidays) and Obon (occurs around 15 August coinciding with school holiday of the year) as these are three peak holiday periods in Japan.

Senior citizens travel segment is also showing good growth potential. Although the Japanese population is slowly decreasing, the number of Japanese aged 60 or more is growing. These senior citizen populations have time and money to spend on luxury tourism. Other than that, Special Interest Tours (SITs) generally travel with other tourists who share the same interests and have the potential to become repeat travellers. For example: sports spectator of Olympics, baseball, soccer, UNESCO World Heritage Site tours, art and cultural tours like visiting museums and theatres.

Key Strategies in Meetings Industry For Long-Term Recovery

CRISIS MANAGEMENT



Similar to the fire evacuation manuals found on every guest room door, detailed plans for all scenarios regarding an illness outbreak at an event need to be well-communicated to both planners and attendees. This is not only exclusive for the COVID-19 outbreak but also as a preparation for any other illness or crisis that we may face in the future. In the event of an emergency, every employee must be aware of who to notify, where to go, and what measures to take. Isolation rooms must be available to quarantine suspected cases if it is an infectious disease.

Emergency planning also extends past the event, should attendees experience symptoms after a week or more. The venue must work with event planners to ensure attendees notify organisers of symptoms or a positive test result. Actions must be established for all types and scales of events to determine whether or not other attendees should be notified and when, as well as how and what recommendations to make.

HYBRID TECHNOLOGY



Meeting formats such as interactive forums and multiple conferences were already growing before the pandemic. These formats require the use of hybrid technology as groups congregate in their local domain and use technology to meet virtually. Hotels and convention centres need to adapt their facilities and promote themselves as suitable venues for satellite events in order to capitalise on this long-term trend.

Other than that, multiple smaller events linked to a larger one provides a key opportunity for chain hotels to generate more business. They could benefit from being the branded venue of choice for each satellite event by offering a standardised and advanced level of hybrid technology that easily links to its other properties. This would allow a speaker in one country to use the facility's capture technology, soundproof room, and high-speed internet to connect with another team or to view from another property.

Investing in hybrid technologies can be crucial for convention centres and properties relying on group business. These investments can range from simple video conferencing and remote working solutions to professional video capture or even hologram technology. Hotels and especially convention centres need to invest in sufficient internet bandwidth for increased online traffic and should track the development of 5G.

Key Strategies in Meetings Industry For Long-Term Recovery

DESTINATION SALES & MARKETING



A black swan event is an unpredictable event that is beyond what is normally expected of a situation and has potentially severe consequences. This means that leveraging reliable external data is more useful than ever before. Certain sales solutions providers allow venues to search their database to proactively target new group business and gain insight into group contacts with past booking patterns that match their property's profile. This would allow venues to find new local prospects. It also provides actionable insight on where the venue

is positioned in comparison to its market and suggests strategies for accelerated growth. By using predictive industry data, hotels and convention centres can gain a competitive advantage by identifying trends.

Hotels and convention centres should also provide their customer contacts with various tools, such as capacity calculators or planning checklists, throughout the booking and planning stage. To improve CRM and help customers feel safer, these tools should be expanded and refined to reflect the current situation. Suggesting additional steps for improving event safety and sanitation, recalibrating capacity calculators to allow planners to add larger distances between attendees, and offering consultations on how their event can be made hybrid using the venue's available technology are all ideas to consider.

While other trends, like remote, outdoor venues for wellness-focused events, are better positioned to tackle the pandemic's effects than city-centre locations, most hotels and convention centres that rely on group business don't have this option. Strategic-level reflection and reaction is the way for hotels and convention centres to position themselves for recovery in the long term.

The background is a vibrant collage of abstract geometric shapes and patterns. It features a large central dark blue circle containing the title. Surrounding it are various elements: a yellow-to-orange gradient arc at the top left, a purple-to-pink gradient circle at the top left, a purple-to-pink gradient circle at the bottom right, and a blue-to-orange gradient circle at the bottom right. There are also several concentric circles, some with solid colors and others with patterns like dots or lines. Diagonal lines in blue and purple, wavy lines in orange and purple, and small 'x' marks in blue are scattered throughout the composition. The overall aesthetic is modern and dynamic.

SALES & MARKETING PLAN 2022 AND BEYOND



KEY MARKET FOCUS 2021-2023



Sales & Marketing Plan 2022 and Beyond



PCEB will continue to be proactive in approaching industry players and partners, leads, and clients to share the rejuvenation plan and support for their events in Penang.

As the international borders reopens on April 2022, PCEB will kick start 2022 with vigorous approaches to corporates, universities, and associations. Sales calls to international leads and clients will be made via virtual platforms. In order to bolster bids, PCEB will collaborate with other convention bureaus on joint bids. PCEB will take the initiative to create G2G opportunities to boost destination awareness and harness community developments.

Trade Shows have proven to be salient in raising destination awareness, producing bid interest, creating economic impact, and driving B2B, B2C, and G2G works. PCEB will continue to be active and relevant at selected and important trade shows to ensure Penang's visibility in the sourcing and planning arena.

CHINA
(G2G, Corporate Meetings & Incentives, Association Meetings)

INDIA
(Leisure, Association Meetings, Corporate Meetings & Incentives, Filming, Golf Tourism, Airlines)

SOUTH KOREA
(Association Meetings, Corporate Meetings & Incentives)

TAIWAN
(Association Meetings, Corporate Meetings & Incentives)

THAILAND
(Association Meetings)

JAPAN
(Association Meetings, Corporate Meetings)

Activating UK Market in 2022/23

In 2017, Europe dominated the global MICE industry with more than 42% of global MICE industry share in terms of value. In 2018, the Europe MICE market size was USD13,987.35 million and it is expected to reach USD20,150.68 million by the end of 2025, with a compound annual growth rate (CAGR) of 5.33% during 2019–2025. As a sub-industry of MICE, Brand Activation is expected to reach about USD4,357.62 million in 2025, from USD2,984.64 million in 2018, with a CAGR of 5.57% during 2019–2025.

According to Research Dive, the European region is predicted to dominate the market due to the presence of quality customer service and exceptional living facilities at hotels along with high-speed internet connectivity for the MICE Industry. The Europe MICE industry amounted to USD405.4 billion in 2020 and is projected to register a revenue of USD626.0 billion by 2028.

Europe is a popular destination for MICE events due to the presence of top meeting destinations such as the UK, France, and Germany. The popularity of the MICE industry in Europe is attributed to high level of customer service; safe and comfortable transport; excellent catering; clean, comfortable, and safe accommodation; and excellent internet connectivity and Wi-Fi access.

In addition, recent technological trends driving the events industry in Europe are QR codes that offer convenience to the guests, event planners that quickly register or check in the guests, and event apps that allow the users to download presentations, connect with other attendees, and view speakers' bios. All these factors are estimated to drive the growth of the MICE industry in the Europe region.

In summary, 2022/23 sees a promising, yet competitive rebound for the global air travel industry. Global trade shows which congregate the travel fraternity, associations, and corporations, including governments and educational institutions, are expected to resume very actively in the Southeast Asia, South Asia, Europe, and Oceania regions. Post-pandemic-ready destinations are ambitious to bid for business events for 2024 and beyond.

Despite the unprecedented situations inflicted by the pandemic and a stalled industry since 2020, Penang has not held back from maintaining a consistent presence in global eyes. The industry in Penang is quick to adopt technology and very united to stay resilient. Continuing its streak of bid wins, Penang evolved fast in Digitalisation with the successful hosting of the PITE 2020 Digital Show, Virtual Career Expo 2020, and BE @ Penang 2020 Virtual Conference.

Year 2021 was a bumpy journey from the start. Volatile public health conditions and unexpected movement control orders resulted in uncertainty and anxiety for many conference owners and organisers who have had their business events postponed from 2020. The continuous courage, patience, and enormous commitment from the industry have strengthened confidence in conference owners and organisers to persist with their business events in Penang. In 2021, Penang made history by successfully hosting the world's largest fully virtual landscape architect summit, the 57th IFLA 2020, LIVE from various hubs in George Town.

In 2022, PCEB will be present at targeted physical trade shows in our key market of focus, the UK. PCEB will continue to support and host inspection trips with clients to build assurance and cement confidence in Penang for business events in 2022 and beyond. PCEB will remain conspicuous with upcoming projects, especially homegrown ones.



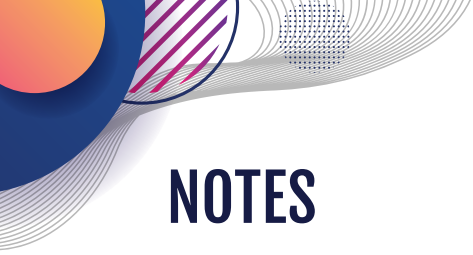


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penang
convention &
exhibition
bureau

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

 www.pceb.my
 info@pceb.my

 [PCEB.my](https://www.facebook.com/PCEB.my)
 [penang.unfiltered](https://www.instagram.com/penang.unfiltered)
 [pceb_my](https://twitter.com/pceb_my)

