



**BUSINESS EVENTS**  
**PENANG**  
2022 ANNUAL REVIEW



# **BUSINESS EVENTS PENANG**

2022 ANNUAL REVIEW

POWERED BY





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## CHIEF MINISTER OF PENANG

The MICE industry has the potential to contribute significantly to the economic growth and development of our state and to bring about positive change in a multitude of ways. Moreover, the business events industry has shown remarkable recovery which reflects on the industry's agility and perseverance to advance towards a digital and innovative environment.

The State Government, together with PCEB, hosted a total of 281 events in 2022, achieving RM375.9 million in estimated economic impact (EEI) compared to the domestic EEI of RM14.1 million in 2021. The year 2022 was also significant as it marked the 50th anniversary of Penang's industrial transformation journey.

Hence, the State Government is committed to curating a sustainable ecosystem that is conducive for stimulating strategic industrial progress and able to boost industrial development over the next 50 years.

In line with this, the Penang International Convention, Cultural & Arts Centre (PiECCA), also known as Butterworth Arena, was opened in November while the Penang Waterfront Convention Centre (PWCC) is expected to be completed in the first quarter of 2025. Penang was also the first state in the northern region to roll out 5G in September.

In 2023, the Penang State Government will continue to focus on recovery efforts for sectors affected by the pandemic. This is in line with our determination to accelerate the Penang2030 Vision, which is "A Family-Focused Green and Smart State that Inspires the Nation".

The State Government's focus remains consistent on transforming and developing Seberang Perai as a location that offers quality life to all its residents, besides covering economic aspects, human capital, infrastructure and tourism. As I have said before, Seberang Perai is the future of Penang.

I believe that the future of the business events industry in our state is promising, and I am sure that by working together, we can achieve our shared goals of economic growth, innovation and social progress.

I definitely look forward to welcoming more international high value and high economic impact events to Penang.

Thank you.

**THE RT. HON. CHOW KON YEOW**

## PENANG STATE EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)

I am pleased to share with you my thoughts on the important role that the business events industry plays in our state and economy.

The business events industry is a key driver of economic growth and job creation, as well as a powerful tool for promoting innovation, knowledge exchange, and cultural exchange. It provides a platform for businesses, organisations, and industry leaders to come together to share ideas, build networks, and create new opportunities for collaboration and growth.

In 2022, I launched The Penang Career Expo “Ekspo Jom Cari Kerja” as a community initiative by the Penang State Government through PCEB, which works together with us for Penang2030 industry engagement initiatives.

Through PETACE, I also took the initiative and launched the “Penang Virtual Tour Series”, a 10-episode video series that showcases the hidden gems of Penang. At the same time, I have witnessed a greater emphasis on the importance of sustainability and social responsibility in event planning and execution for 2022. This ties in with our vision for Penang as a premier, sustainable, diversified, and smart tourism destination.

As we look ahead to the future, I believe that the business events industry will continue to play a vital role in driving economic growth and social progress. It is vital that we work together to support the industry and ensure that it is well-positioned to capitalise on emerging opportunities and overcome any challenges that may arise.

As for the PETACE office, we are committed to supporting the growth and development of the business events industry through various initiatives and strategies. We recognise the significant contributions that the industry makes to our economy and society and will continue to work closely with industry stakeholders to ensure that it remains a key driver of growth and progress.

As we have already established ourselves as a premier destination for business events, and we are confident that our efforts will further enhance our reputation and attract even more high-profile events to our state. With our world-class venues, hotels, and attractions, we are well-positioned to host events of any size and complexity, and we look forward to welcoming organizers and attendees from around the world.

I am excited about the future of the business events industry, and continue to working with all of you to unlock its full potential and deliver meaningful benefits for our community. I am looking forward to welcoming more international exhibitions and summits in the coming years, and to showcasing our state’s many attractions and amenities to visitors from around the world.

**THE HON. YEOH SOON HIN**







## CHIEF EXECUTIVE OFFICER OF PENANG CONVENTION & EXHIBITION BUREAU

2022 was an interesting ride. The recovery of the industry since the border reopening has been tremendous and the Penang business events industry is back stronger than ever, doing what it does best! I am honoured to share with you some of the insights on where we stood in 2022 and where we are headed in the years to come.

PCEB's core objectives in 2022 were to continuously educate the business events fraternity to keep abreast with the trends and raise the standards of the industry practices. Among our successful events were the MoU signings with the Malaysia Robotics and Automation Society (MyRAS) and Network of Indian Mice Agents (NIMA), the International Congress and Convention Association (ICCA), 36th V-Convention Malaysia 2022, and India Preliminary Trip 2022. Our team also won the bid for the 45th edition of the International Advertising Association (IAA) World Congress to be held in Penang from 6 to 8 March 2024 with the expected arrival of 2,000 delegates from 26 countries.

PCEB curated and executed many initiatives in 2022. Continuing the BElong in Penang campaign, the international leg was launched at The Meetings Show, London. Participation in such international tradeshows provide an avenue to promote Penang as a preferred hub for business events. We also supported Northern AV Show 2022, the first high-end audio-visual exhibition in the northern region, that featured 21 unique exhibits covering various aspects of audio and vision.

After two years of virtual and hybrid formats, the annual Penang International Travel Exchange (PITE) 2022 and BE @ Penang 2022 were finally held physically. PITE 2022 sent a strong message that Penang is safe, ready, and moving progressively to rejuvenate and reactivate the business events industry. We are looking forward to expanding this tradeshow and positioning it as a globally-recognised trade event. BE @ Penang 2022 was themed "BE FORWARD", which aimed to breakdown and further discuss the opportunities to level up business events in Malaysia, while also allowing delegates and industry partners to gain industrial knowledge in technology advancements in the business events sector.

The total number of business travellers for the year 2022 was 57,812 with 181,066 total room nights. Moving forward in 2023, PCEB will exponentially strengthen and forge collaborations with existing as well as new partners. The business events industry has a bright future ahead and we look forward to exchanging ideas to steer towards the betterment of the industry.

Let us work with you as we navigate this exciting and ever-changing landscape.

**ASHWIN GUNASEKERAN**





Teluk Bahang Beach @ J&A Productions

## 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 the 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, 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

## BOARD OF DIRECTORS



**The Hon. Yeoh Soon Hin**  
Chairperson



**Datin Bharathi Suppiah**  
Director



**SAWARN KAUR**  
Director

## MEET THE TEAM



**Manroop Kaur**  
Executive Assistant



**Ashwin Gunasekeran**  
CEO



**Siti Sarah**  
Finance



**Bryan Khoo**  
Assistant  
Sales Manager



**Kokila Loganathan**  
Manager,  
Marketing &  
Communications



**Ahmad Salihin  
Bin Yusof**  
Procurement  
Executive



**Grace Ng**  
Senior Sales  
Executive



**Terry Neoh**  
Assistant Manager,  
Marketing &  
Communications



**Mohammad Ifwan  
Bin Annuar**  
Admin  
(Driver/Dispatch)



**Carenne Loh**  
Sales Executive



**Angelica Anthony**  
Executive,  
Marketing &  
Communications

### Penang Art District



**Kenny Ng**  
Project Manager

### George Town Literary Festival



**Swarna Rajagopal**  
Festival Manager



**Yin Mei Yee**  
Project Executive



**Desmond Ngooi**  
Festival Coordinator,



**Izzardzafli Padzil**  
Project Executive



**BUSINESS EVENTS**

**REJUVENATION  
PLAN**

**2021 – 2023**



- 
- **PMC-PCEB Tourism Reconnect**
  - **Penang Career Expo**
  - **Penang Northern Audio Visual Show**
  - **Travel Agents Association Of India (TAAI) Night**
  - **Siren Night**

# PMC-PCEB Tourism Reconnect

## Pacific Asia Travel Association (Malaysia Chapter)

The Pacific Asia Travel Association (PATA) Malaysia Chapter hosted the inaugural Tourism Reconnect conference, themed 'The Next Episode: Change Ready', co-organised by PCEB. The conference took place on 24 March at Royale Chulan Penang and was streamed live via the official virtual conference platform. The hybrid conference received more than 100 participants who attended in person, as well as 110 virtual attendees from 10 different countries. The conference addressed popular topics that were extremely valuable to the travel and tourism sectors, including New Age of Destination Marketing—Going Digital, Business Recovery and Mastering Hybrid Events, Revitalising Tourism: The Emergence of Neuromarketing, and more.

Tourism Reconnect was mainly aimed to provide a platform for Malaysian travel trade participants from the PATA Malaysia Chapter (PMC) and other relevant industry partners to meet and network with PATA global chapter participants as well as local tourism players from the northern region, with the ultimate goal of exploring enhanced business opportunities.





# PMC-PCEB Tourism Reconnect

## Pacific Asia Travel Association (Malaysia Chapter)

The programme concluded with a Familiarisation (FAM) Tour with PMC members, an extraordinary incentive experience that marked the reactivation of Penang's tourism sector. Starting from Penang Hill, Malaysia's third biosphere reserve, the tour took them on a nature walk at The Habitat Penang Hill and ended with an experiential trishaw excursion of Penang's prominent attractions in the heritage precinct of George Town such as Armenian Street, Khoo Kongsi, Street of Harmony, and Aceh Street.





# Penang Career Expo

## Ekspo Jom Cari Kerja

The Penang Career Expo 'Ekspo Jom Cari Kerja' was an initiative by the Penang State Government through PCEB to address the manpower shortage in the hospitality and tourism industry by connecting talents with employment opportunities. The expo provided an open recruiting platform for industry professionals to meet and engage with job seekers, targeting both young talents from Penang as well as experienced talents from other states who are looking for career prospects in the state.

PCEB's role was to market this event to the travel and tourism industry of Penang. The main partners of the expo were the Malaysian Association of Hotels (MAH) Penang Chapter, the Association of Tourism Attractions Penang (ATAP), Malaysian Association of Tour & Travel Agents (MATTA), and the Malaysian Association of Themepark and Family Attractions (MATFA).

The career fair took place at two locations—on 9 April at St Giles Wembley and on 16 April at Ixora Hotel, attracting a total of 162 and 157 visitors respectively. The majority of visitors were from Penang and Kedah, while a small number came from Perlis, Perak, Kuala Lumpur, Terengganu, and Sabah.





# Penang Career Expo

## Ekspo Jom Cari Kerja



The highest number of visitors were those with more than 10 years of working experience, followed by those with 1–3 years of experience, and fresh graduates.

### Working Experience

Fresh Graduate	51
0 – 1 year	29
1 – 3 years	61
3 – 5 years	39
5 – 7 years	28
7 – 10 years	31
10 years and above	116



# Penang Northern Audio Visual Show

## Making Waves in Penang 2022

The Penang Northern AV Show 2022 was the first high-end audio-visual exhibition to be held in the northern region. Supported by PCEB, the debut expo was held on 11 – 12 June at Ascott Gurney Penang and featured 21 unique exhibits of the latest technology and innovations that the audio and video consumer electronic companies had to offer. These state-of-the-art products included home theatre systems, portable music equipment, and headphones.



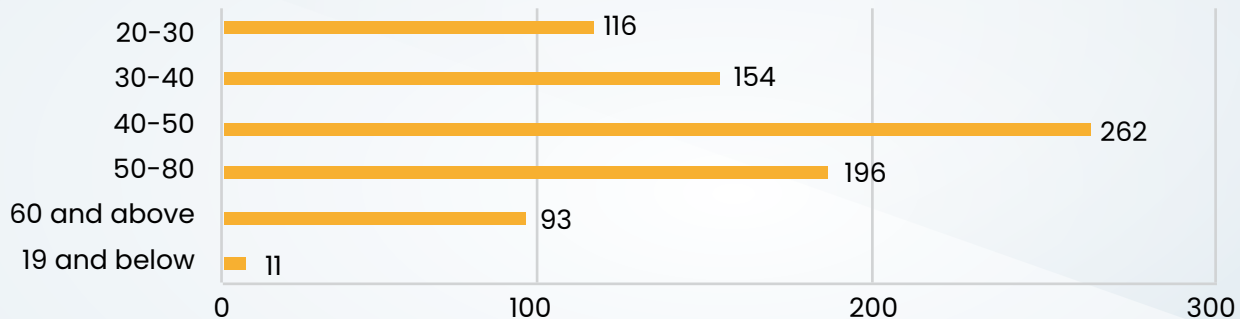


# Penang Northern Audio Visual Show

## Making Waves in Penang 2022

A total of 826 visitors attended the free event over two days, majority of whom came from Penang island. The registration also recorded visitors travelling from neighbouring states Kedah and Perak as well as from the south of Malaysia, including Kuala Lumpur, Selangor, Melaka, Negeri Sembilan, Pahang, and Johor Bahru. There were also records of 2 international visitors from Singapore and the United Kingdom.

### Age group (826 responses)



Visitors in their forties to sixties proved to be the largest group of enthusiasts, with higher spending power when it comes to the HiFi industry. Younger generations leaned towards investment in more personal products such as audio headsets or computer audio equipment. Overall, each generation of audiophiles have different interests when choosing their favourite audio equipment.



Total Sales Generated



Up to **RM500,000**



# Travel Agents Association Of India (TAAI) Night

## Networking Night

PCEB hosted a networking dinner for the members of the Travel Agents Association of India (TAAI) at Angsana Teluk Bahang on 23 August. The breezy beach networking dinner was attended by 300 TAAI members who were on Spectrum of the Seas Cruise attending their 66th TAAI Convention.

The networking event was also attended by business events and tourism industry players such as MICE & Leisure Agents, ticketing agents, and destination wedding planners. Penang has been actively engaging with India since 2017 as it is one of the fastest growing markets for the state.

Jyoti Mayal, the president of TAAI, said that the opportunity to promote regional tourism is needed to strengthen bi-lateral relations and to develop trade, investments, and tourism experiences in the serene beauty of destinations like Penang.





# Siren Night

## Networking Event for the Medical Associations in Penang

PCEB organised a networking event for medical associations in Penang at the iconic Cheah Kongsai on 19 August which was graced by The Honourable Yeoh Soon Hin, the State Exco for Tourism and Creative Economy. Themed 'Siren Night', the exclusive networking event was attended by various medical association members, professional conference organisers (PCO), and Destination Management Companies from Penang.

The event presented the latest initiatives from the bureau to boost and entice international medical conferences into Penang and how the medical associations can work closely with the bureau to achieve this mission. The state is giving extra attention to this sector because the fast growth of medical tourism helps to provide business opportunities and employment to locals. It also helps to generate direct employment in the hospitality and tourism industry.

PCEB is eagerly anticipating collaboration with medical associations and industry partners to catapult their vision to position Penang as the preferred destination for medical conferences.





# MARKETING & COMMUNICATIONS

- 
- **Communication Engagements**
  - **Destination Marketing**
  - **Industry Engagements**
- 
- 

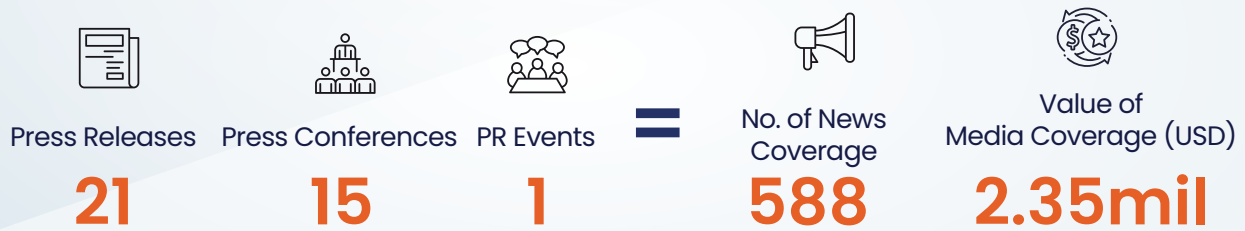


# Communication Engagements

PCEB sent out advisories through the newsletter system to keep partners and clients updated on Business Events Penang. The information shared included state-wide efforts by industry partners, as well as coverage of events such as the Virtual Roadshows to India and China, and Penang International Travel Exchange 2022.

## Media Engagements

This year, 21 press releases were distributed to international and local news titles, which garnered 588 pieces of news coverage. PCEB's Marketing & Communications (Marcom) team also held 15 physical press conferences to announce events such as the BElong in Penang campaign, Penang Career Expo, 45th International Advertising Association (IAA) World Congress, and the 2024 International Institute of Fisheries Economics And Trade (IIFET) Conference.



MARKETING & COMMUNICATIONS



# Destination Marketing

## The Meetings Show London 2022 (Marketing Activities)

The Meetings Show (TMS), London is the United Kingdom’s leading exhibition for event, meeting, and conference professionals. Launched in 2013, the show’s 10th edition in 2022 featured destinations from over 50 countries across 6 continents, venues, hotels, and key providers of meeting products and services.

TMS took place from 29 – 30 June at ExCEL London. As the Europe and UK Markets are two of the key markets PCEB is targeting for Incentive & Association meetings, marketing activities were exclusively curated for this tradeshow to create a brand presence and to market Penang as the preferred destination hub for Business Events.



### **BElong in Penang Networking Dinner**

This networking dinner served as an opportunity to soft launch the BElong in Penang campaign internationally. It gave insights on what Penang has to offer as a destination for business events and also stood as a good platform to network and exchange business opportunities with potential clients.

The networking dinner also served its purpose to discuss media outreach and partnership with international media based in the London and Europe regions. As PCEB is expanding its target market extensively to UK and Europe markets this year, a better media presence is crucial to promote the BElong in Penang campaign to these regions.



### **BElong in Penang Press Conference**

Existing UK & Europe media contacts were invited via email to the BElong in Penang press conference on the first day of the show. The press conference was held at 12pm – 1pm in the lounge area of the Penang Pavilion, with The Hon. Yeoh Soon Hin and Ashwin Gunasekeran sharing their press statements followed by a media interview.



### **Trishaw Feature**

With ample exhibitors from all around the globe, it was crucial for the Penang Pavilion to stand out—not just for the booth design but also for the activities held. The team chose to place an iconic Penang trishaw at the booth as an attractive prop for visitors and potential buyers. The Penang booth was officiated by The Hon. Yeoh Soon Hin on 29 June in the presence of our co-exhibitors by placing the umbrella on the Trishaw as a launch gimmick.



### **Teh Tarik Performance**

Live performances and activities at the booth are show stoppers, thus PCEB brought a ‘Teh Tarik’ performer from Penang along with the team. Mr Rasheed performed at the booth and prepared hot ‘Teh Tarik’ for visitors to sample our local flavour. The performance attracted a crowd and many stopped to watch the performance and try the hot tea served.



# Destination Marketing

## Print advertisements

PCEB's BELong in Penang destination marketing campaign for Business Events Penang continued into 2022, positioning Penang as a preferred destination in the region. The campaign was designed to target different regions and segments by curating Penang's unique unfiltered offerings of natural beauty, its authentic culture and heritage, and world-class modern facilities in line with international business events trends. Among the trend factors capitalised on included green meetings, sustainable practices, experiential meetings and events, UNESCO, and Crazy Rich Asians.

The marketing campaign across global business events magazines was well received, resulting in a 23% increase of traffic to PCEB's website from 2021 to 2022.

PCEB was featured on:

1. Headquarters magazine cover, plus an interview with Ashwin Gunasekeran
2. M&IT & MICE Asia website banners
3. Full page advertisement in the M&IT, May issue





# Destination Marketing

## Familiarisation Trip (FAM Trip)

The Marcom team arranged for a half-day media familiarisation trip for our media attendees during BE @ Penang on 10 December 2022 from 8am – 1pm. The familiarisation trip explored mainland Penang and provided a fresh look at attractions apart from the island before trying out some local delicacies for lunch. Some of the places visited were Kampung Agong, Pek Kong Cheng, and the Minor Basilica of St. Anne.





# Industry Engagements

## BElong in Penang networking at Kuala Lumpur

PCEB team launched the BElong in Penang Campaign at the Connexion Conference & Event Centre (CCEC) in Kuala Lumpur on 10 March. The press conference for the campaign launch was timely as the Prime Minister's announcement on international border reopening on 1 April came just a day before. Penang stands as the first state to announce its readiness for Business Events and travellers since the announcement. There were key industry players from Kuala Lumpur attending our networking event, which gave us an opportunity to shoutout about the campaign, Penang's latest advancements, and also network to gather industry insights on the border reopening. The campaign was a stepping stone towards a new beginning and hope in the meetings industry.





# Industry Engagements

## MoU signings

The Marcom team assisted with 3 Memorandum of Understanding (MoU) signings for PCEB this year:

1. with the Malaysia Aviation Group (MAG) to further extend MAG's role to support and facilitate connectivity for business travellers and business events in Penang;
2. with the Network of Indian Mice Agents (NIMA) to boost business ties between Penang and India; and
3. with the Malaysia Robotics and Automation Society (MyRAS) to further explore the possibilities of elevating the technology segment in the hospitality industry. The collaboration includes efforts to bridge the gaps of technology and manpower adoptions, for profitability and productivity of industry players.





# SALES ACTIVITIES

- 
- **Penang Virtual Roadshow to India**
  - **Penang Virtual Roadshow to China**
  - **The Meeting Show London**
  - **IMEX Frankfurt**
  - **IMEX America**
  - **ITB Asia**
  - **IBTM World Barcelona**
  - **ICCA Congress**



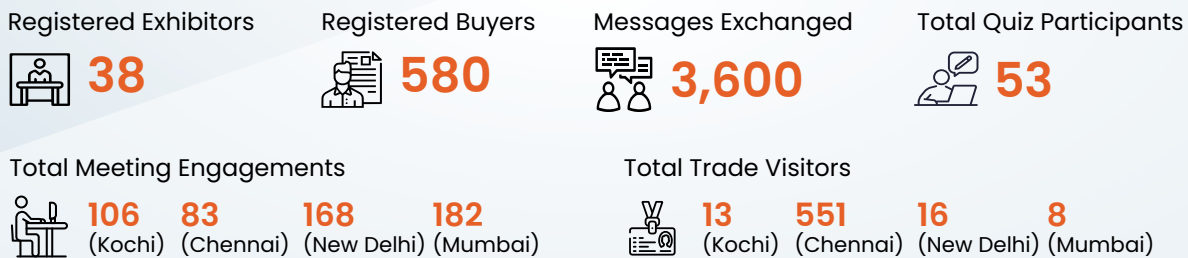
# Penang Virtual Roadshow to India

PCEB carried out its 5th Annual Penang Roadshow to India in 2022. The show saw the B2B sessions carried out virtually, focusing on four big cities in India with a physical Penang Night Gala Dinner hosted in the same cities.

The virtual roadshow began with Kochi on 24 Jan, continued with Chennai on 25 Jan, New Delhi on 27 Jan, and Mumbai on 28 Jan to re-connect Penang and Malaysian exhibitors to qualified Indian buyers of various industry segments including business events, leisure travel, weddings, team building events, and filming.

The virtual roadshow garnered a total of 24 registered exhibitors from Malaysia and welcomed almost 500 buyers and trade visitors in total.

## Penang Virtual Roadshow to India Achievements



Powered by Tin Media, the virtual roadshow broadcasted 2 forums to stir excitement in the attendees. With exclusive invites of guest speakers from key Indian agents and associations, all the sessions were moderated by Presanth Chandra, the CEO of Tin Media.

Penang Night Gala Dinners were held in the cities where virtual B2B were conducted. The guest lists were determined by participation in the engage and win game, to which the top 100 Meeting, Incentive, Conference, and Exhibition (MICE) agencies had been invited.

SALES ACTIVITIES





# Penang Virtual Roadshow to China

PCEB organised a second Penang Virtual Roadshow to China (PVRTC) 2022 from 20 – 22 April, showcasing Penang’s top tourism and business events products in order to maintain its destination presence at key regional China markets such as Beijing, Shanghai, Chengdu, Shenzhen, and Guangzhou.

Still dubbed as one of the most proactive and preferred destinations by our clientele in China, Buyers were encouraged to restart their bidding, negotiations, and bookings in Penang en route to the year 2023 – 2025. The roadshow successfully delivered 4 components—forums, Penang product showcases, live presentations and a B2B travel mart—over the three-day event. Live Presentation was a new programme for exhibitors to showcase their properties to Chinese buyers.

With an attendance of 446 qualified Chinese Buyers along with 26 of Penang’s finest tourism and business events exhibitors, PVRTC 2022 sets the expectations high on Malaysia as the first of its kind from the nation to the world’s largest outbound travel market.



## Penang Virtual Roadshow to China Achievements

Registered Exhibitors



Registered Buyers



LIVE Duration (mins)



Registered Trade Visitors



Video Meetings



Video Call Duration (mins)



Messages Exchanged



## The Meetings Show London (TMS)

The Meetings Show is the UK's leading exhibition for the meetings, events, conference and incentives industry, delivering the largest hosted buyer programme of any industry event in the UK. Every year, the show welcomes thousands of UK and international event buyers, including corporate meetings and association planners, venue finding, event management and marketing agencies, company executives, executive assistants, the not-for-profit and public sectors.

Penang Convention & Exhibition Bureau (PCEB) participated for the 6th consecutive year at The Meetings Show, London, which returned to its physical mode this year after two years on virtual due to pandemic and travel restrictions. For a restart after two years, PCEB highlighted a Bigger, Brighter, and Broader Penang Pavilion with 7 other partners from the Penang industry.

Strategically located near the main entrance, Penang Pavilion, which was themed with Peranakan elements, drew gargantuan attention for its unique design and "teh tarik" performance. On 29 June, Penang State Exco for Tourism & Creative Economy, YB Yeoh Soon Hin officiated The Meetings Show London 2022 at ExCEL London. PCEB had the honour of launching the tradeshow together with the show organiser.





# The Meetings Show London (TMS)

Total Exhibitors at TMS

**4,554**



Total Penang Exhibitors

**8**



Total Number of Visitors

**242**



Penang also launched the BELong Campaign at The Meetings Show London. The campaign aims to inculcate optimism and enthusiasm in the Penang business events industry while also laying the groundwork for the state to continue funding hybrid domestic and international clients and events.

The campaign's goals include sending a positive message that Penang is open for business beginning in 2022, maintaining destination awareness and increasing destination confidence in health and safety measures for corporate events, increasing RFPs and interest in future events to be held in Penang, and potentially increasing job opportunities in the tourism, hospitality, and business events industries in Penang.

The Penang trishaw placed at the pavilion proved to be a crowd-puller with many show guests stopping by to take pictures.

SALES ACTIVITIES



## IMEX Frankfurt

Over three days, more than 2,268 selected buyers from 76 countries took part in a series of pre-scheduled appointments with exhibitors from all over the world. PCEB secured 8 leads from 12 appointments and 15 walk-in enquiries, from buyers wishing to discover what Penang has to offer.

A day before the start of the tradeshow, PCEB also attended the ICCA Chapter Meeting and Global Business Exchange which took place in conjunction with IMEX Frankfurt. It was a fruitful reconnection session with the members seeing one another face to face after more than 2 years.

ICCA Global Business Exchange is a session where ICCA members exchange commercial information with one another about recent hosted events. Members are welcomed to share their insights and exclusive knowledge (especially on bidding) about their events in that session.



## IMEX America

IMEX America is the largest tradeshow for event planners in North America and touted as A Worldwide Trade Exhibitions for incentive travel, meetings, and events. IMEX America took place at the MGM Mandalay Bay in Las Vegas (USA) on 11 – 13 October.

IMEX America enters into its 9th year—and had 12,068 participants, including exhibitors from the worldwide incentive travel, meetings, and events industry.

A total of 62,000 appointments were recorded this year.

PCEB's booth was located in MyCEB's Pavilion, neighbouring Thailand & Japan. MyCEB's Pavilion consisted of hotels, convention centres, and convention bureaus. A total of 6 partners participated in this year's IMEX America.





## ITB Asia

ITB Asia, 'Asia's Leading Travel Trade Show', was held at the Sands Expo and Convention Center, Marina Bay Sands, Singapore from 19 – 21 October. Co-located with MICE Show Asia and Travel Tech Asia, the 3-in-1 show ran as an in-person event. Reflecting its renewed confidence in MICE events, ITB Asia 2022 attracted over 80 National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs).



Now in its 15th year, ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. This is where international exhibitors of all sectors within the travel-value chain commerce, Asia Pacific's leading travel companies, and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure and Corporate Travel markets.

The 15th edition of ITB Asia concluded successfully, with over 27,000 business appointments and meetings recorded. The success of the first ITB Asia held physically since the pandemic indicates that the travel industry peers are once again optimistic for the industry's ability to rebound in Singapore and the region.

There were 9 co-exhibitors participating under Penang Global Tourism, which included the convention bureau, travel agencies, and hotels. During the tradeshow, PCEB successfully secured 29 appointments and received 7 potential leads for Penang for the year 2023 up to 2025 and beyond.

## IBTM World Barcelona

PCEB resumed its physical attendance in IBTM after two years of absence due to the ongoing pandemic. Before the show began, PCEB had already managed to secure 29 pre-scheduled appointments (2019: 17) with an improved system which helped exhibitors reach out to their targeted audiences better. We strategised to focus on buyers with interest in Bali, Bangkok, Singapore, and Hong Kong so as to swing their interest to Penang.



For the first time, Thailand and the Philippines were absent from the show and this clearly swayed its interested buyers to countries like Singapore, Hong Kong, and Malaysia.

# ICCA Congress



This year, congress delegates met at ICE Kraków in Poland from 5 – 9 November. The Congress coincided with the 20th anniversary of the Polish Tourism Organisation's membership in the International Congress and Convention Association (ICCA).

ICE Kraków Congress Centre is a state-of-the-art, multifunctional venue in the very heart of Kraków. It has been described as the finest setting hosting business and cultural events in Małopolska since 2014.



This year's Congress adopted three main areas as the thematic framework: DEI (diversity, equity, and inclusion), sustainability, and legacy. The sessions touched on topics related to the post-pandemic future of the meetings industry and the severe challenges planners currently face. Workshops and parallel sessions provided the opportunity to explore specific thematic areas tailored to the delegates' interests. Pre-congress activities kicked off with the Business Exchange Session and the Young Professionals Forum on the same day.

## SALES ACTIVITIES

### TOP REASONS TO ATTEND ICCA CONGRESS

- Networking Opportunities
- Nurture Young Talents
- Latest Industry Findings
- Business Exchange Sessions
- Educational Programmes



# PCEB ANCHOR PROJECTS

- **Penang International Travel Exchange (PITE)**
- **BE @ Penang**



# Penang International Travel Exchange (PITE)

PITE's objectives are to position Penang as Asia Pacific's key Business Events and travel destination. This tradeshow is prominent in Malaysia's tourism markets as selected buyers worldwide are invited to Penang every year to meet our local industry players. The event catalyses the opportunity to discover the best products, services, and unfiltered experiences that Penang has to offer.

PITE 2022 hosted a total of 41 exhibitors from the leisure tourism and business events industries in

Malaysia and covered 5 days of programming for the invited international buyers from 15 –17 November, including pre- and post-event programmes. The arrival day on 14 November included a networking cocktail and dinner hosted by our hotel partner Lexis Suites, Penang. Lexis Suites showcased their properties' best room categories and facilities and prepared a beautiful spread of international cuisines for the guests.





# Penang International Travel Exchange (PITE)



## Countries Pax

Australia	<b>1</b>	Philippines	<b>25</b>
Bangladesh	<b>2</b>	Singapore	<b>6</b>
Cambodia	<b>2</b>	Thailand	<b>3</b>
Germany	<b>1</b>	Turkey	<b>1</b>
India	<b>14</b>	United Kingdom	<b>2</b>
Indonesia	<b>15</b>	Vietnam	<b>3</b>
Malaysia	<b>3</b>		

The first day of PITE 2022 started with a welcome local breakfast served to the buyers and exhibitors. The official launch was then held with a Malaysian cultural dance followed by a ribbon cutting ceremony on stage, officiated by the The Hon. Yeoh Soon Hin and Penang Convention & Exhibition Bureau's CEO, Mr. Ashwin Gunasekeran together with industry leaders from Tourism Malaysia, Malaysian of Tourism Arts & Culture, Malaysia Association of Hotels, and ACE Conference & Events.

In conjunction with PITE 2022, the bureau also signed a Memorandum of Understanding (MoU) with Network of Indian MICE Agents (NIMA) in order to boost business ties between Penang and India. This was held in a press conference room after the official opening while the B2B meeting sessions kick-started between the international buyers and exhibitors. The first day ended with a networking dinner at Amaya Restaurant in Amari Spice Hotel.

The second day saw a half-day B2B Session with PITE's Main Sponsors—Amari Spice, Lexis Suites Penang, Olive Tree Hotel, and Penang 360—presenting their properties and products on the stage. In the second half, PCEB arranged a nature and adventure walk at The Habitat Penang Hill. It was a great experience for the buyers to walk through the well-known Curtis Crest Tree Top Walk for a breathtaking 360 view of Penang Island as well as enjoy The Langur Way Canopy Walk, the only two-span ribbon bridge in the world. To end the day, the buyers were treated to scrumptious traditional Malay cuisine at The Tamarra by Irama Dining where

they were also entertained by Culture Shot, a unique local band. Buyers were seen happily dancing and enjoying our local songs.

PCEB curated a full-day familiarisation programme for international buyers on the third day, covering attractions in Teluk Bahang such as the Tropical Spice Garden and Entopia. Park Royal Penang co-hosted a delicious lunch and provided a walkthrough view of their best selling rooms and facilities. The buyers were then transported to George Town, Penang's heart and soul, where they were captivated by stunning sites of colonial architecture such as Pinang Peranakan Mansion, which has more than 1,000 antiques and collectibles, and the exquisite clan house Khoo Kongsi. The buyers also took a walk along the inner city of George Town, which includes Armenian Street, a recognised World Heritage Site by UNESCO.

PITE 2022 concluded with a Finale Party at Majestic Theatre, where buyers got to indulge in the hawker-themed buffet arranged by PCEB.



# BE @ PENANG

BE Forward. Evolution & BEyond



PCEB hosted the 7th edition of BE @ Penang from 8 – 9 December in Setia SPICE Convention Centre. BE @ Penang 2022 was themed 'BE FORWARD' as it aimed to break down and further discuss opportunities to level up business events in Malaysia, while also allowing attendees to gain industrial knowledge of technological advancements in the business events sector.

This year's topics provided a new perspective for all attendees in regaining the motivation to bounce back from the impact of the pandemic and discover changes in operational trends. The conference's sessions also revolved around the use of technology and sustainability in light of global trends. Some of the notable workshops were led by Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), International Congress

and Convention Association (ICCA), Deloitte, and Orange Gibbon.

Another highlight of BE @ Penang 2022 was the bureau signing a memorandum of understanding with Malaysia Robotics & Automation Society (MyRAS) in order to create additional business possibilities for the industry through technology and mark a new beginning in the tourism industry.

PCEB will also be collaborating with ICCA next year to curate educational programmes to upskill and reskill the business events industry in Malaysia. This initiative will explore opportunities to develop young business events professionals in Malaysia by providing education platforms and opportunities for young professionals to equip themselves with the necessary skills to contribute better to the industry.



# BE @ PENANG

## BE Forward. Evolution & BEyond

This year, the bureau has gone above and beyond by inviting 40 local and international speakers. There was great response from delegates, especially from students from local universities that have shown interest in obtaining better knowledge and practical experience in the rapidly-evolving business events industry.



176

Delegates



16

Partners



40

Speakers

ANCHOR PROJECTS







# GEORGE TOWN LITERARY FESTIVAL

## OBJECTIVES

- Encourage a meaningful exchange of ideas between local and international writers and thinkers
- Create a platform for vibrant discussion encompassing a plurality of voices and perspectives
- Facilitate intellectual discourse on pertinent local, regional, and global topics
- Celebrate Penang and Malaysia as a cosmopolitan centre for the flourishing of literature and ideas
- Expose Malaysians to world literature and promote reading, writing, translation, and publishing
- Aid the local publishing industry by creating a strong reading culture
- Catalyse multi-disciplinary skill and knowledge growth through lectures, discussions, and workshops

- 
- **12th Edition of George Town Literary Festival**
  - **Muara 2022**
  - **Other Happenings**
    - Malaysian National Poetry Slam 2022
    - Exhibition: Transpacific: An Asian-Canadian Literary Journey
    - Exhibition: sem/bunyi
    - Cerita Kita: A Tapestry of Malaysian Tales

# 12th Edition of George Town Literary Festival



The 12th edition of the George Town Literary Festival returned to its physical form after two years of digital presence. The festival took place over the course of 4 days from 24 – 27 November.

This edition was directed by Ms Pauline Fan and curated by Mr Izzuddin Ramli, both respected figures among the Malaysian writers and translators' community. The curatorial team was further expanded to include two new curators for the Tamil and Chinese panels. These panels were curated by M.Navin, a distinguished Malaysian Tamil writer and Dr Florence Kuek of Universiti Malaya, whose research focuses include Chinese literature as

well as literary criticism, respectively.

This marks the seventh consecutive year the bureau has produced the largest literary festival in the nation.

George Town Literary Festival's theme for 2022, *Taming the Wild*, explored the complex relationship between Wilderness and Human Nature. GTLF2022 looked at the ways in which Wilderness has shaped the creative power of our human imagination. The festival also considered the dark side of human nature – our inclination for violence, brute power, war, and the destruction of the natural world.

## Testimonials from Writers

*"There's a kind of 'freedom' that I really appreciate."*

– King Ban Hui  
(Malaysian Chinese writer)

*"The objective of a festival like the George Town Literary Festival is connecting diverse people from all over the globe."*

– Ntsika Kota,  
2022 Commonwealth Short Story Prize winner

*"GTLF2022 is different from the literary festival in Taiwan (where writers merely gather for reunion). GTLF2022 offers a broader network and opens its door to writers of various backgrounds and interests."*

– Sen Kim Soon, winner of 1st prize in 2022 Huazong Literary Award (Poetry category)

 **32**  
Partners

 **8**  
Official Venues


 **78**  
Sessions

 **81**  
Writers

 **21**  
Represented Countries

 **4**  
Partnered Events

 **8,200**  
Festival Attendees

 **12,000**  
Exhibition Attendees (approx)



## Muara 2022

GTLF further expanded its arm by publishing *Muara*, an anthology featuring essays, lectures, short stories, poetry, and translations. *Muara* gathers established and emerging writers from Malaysia, the region, and the world.

This anthology was published in partnership with *Svara*, a leading Malay quarterly journal with a concentration on cultural essays, reflections, and reviews.

Total number of contributors: **21**

Languages: English, Bahasa Malaysia, Vietnamese, Ukrainian



## Other Happenings

### Malaysian National Poetry Slam 2022

The Malaysia National Poetry Slam (MNPS) is a national competitive platform which provides exposure and opportunities for youths between the ages of 7 to 25 to perform spoken word poetry in front of an audience and a panel of judges.

The event featured five (5) regional workshops in various states around Malaysia, each with its own Mini Poetry Slam which serves as the selection platform where 3 – 5 workshop participants under the Primary, Secondary, and Varsity Categories were selected by the trainers to represent the state/region and compete at the national slam for free.

George Town Literary Festival was a partner and a judge for the workshop and Mini Poetry Slam that was held in Penang. The finale of the Grand Poetry Slam was held on the 27th of November 2022, coinciding with the last day of the festival.

The programme was able to provide a platform for students and aspiring poets of all walks of life to express themselves as well as cultivate their poetry skills.



- Quick facts**
- Participation from 5 states (Sarawak, Penang, Kelantan, Klang Valley & Johor)
  - 115 registered participants across 5 states
  - 16 invited judges from poetry, performing arts, and education backgrounds

## Exhibition: Transpacific: An Asian-Canadian Literary Journey

Transpacific: An Asian-Canadian Literary Journey was an exhibition including essays and posters, organised by the High Commission of Canada in Malaysia, aiming to highlight Asian Canadian literature and writers.

The exhibition was co-hosted by the festival along with Penang Art District, Gurney Plaza, and the High Commission of Canada in Malaysia. This was the second leg of the exhibition after a successful launch in May 2022 at Sunway University School of Arts.



## Exhibition: sem/bunyi

Creative platform Borneo Bengkel presented sem/bunyi, an interactive exhibition from 23 – 27 November 2022 at Hin Bus Depot, as part of George Town Literary Festival 2022.

A play on two Malay words—sembunyi, meaning ‘to hide’, and bunyi, translated as ‘sound’—this exhibition showcased selected works from Borneo Bengkel’s 2021 projects Soundbank and Lingua Franca.

Featuring written and audiovisual works produced by collaborators from across Borneo (Sarawak, Sabah, and Kalimantan) as well as

the United Kingdom, sem/bunyi tells of stories ‘hidden in plain sight’; stories that are often neglected from national narratives, or only discovered by curious observers.

Culminating in a spoken word and cultural performance on 27 November, the exhibition urged visitors to explore and reflect on these audiovisual documentations of identity, indigenous languages, folk music, and found sound.





## Cerita Kita: A Tapestry of Malaysian Tales

Produced by the Berklee Malaysian Association, this concert presented the music of Malaysia and its unique fusion of multiple cultures, influenced by indigenous, immigrant, and colonizing powers.

George Town Literary Festival partnered with Berklee Budaya on their 4th annual concert showcase to present original music composed by the students of the Berklee Malaysian Association that are inspired by local Malaysian voices, utilising traditional and modern instruments from different ethnic groups.

The setlist included selected stories from *Muara 2021* & *Home Groan: A NutMag Anthology*.



### Festival Highlight Photos





# PENANG ART DISTRICT

## 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

- 
- **Spotlight by Penang Art District 2022**
  - **Vans x PAD Monthly Workshop**
  - **Art @ Gurney**
  - **Children Holiday Art Camp**
  - **Online resources**

# SPOTLIGHT BY PENANG ART DISTRICT

The Spotlight art competition organised by Penang Art District (PAD) has successfully entered its fifth year. This programme was initiated to offer young aspiring and emerging artists the opportunity to undergo a mentorship programme with an art professional and to eventually showcase their body of works in a solo exhibition. Encouraged by the success and response from the past four years, we hosted Spotlight for the fifth year with an enhanced aspiration to inspire creativity and to cultivate young artistic talents.

This year, we received a little over 100 entries from all over Malaysia. Artworks received were of varied mediums including acrylics,

oil painting, collage, mixed media, wood, and canvas. We also saw an increase in entries from those between the ages of 21 – 24 years old. This reassures our goals of providing an opportunity and platform for young artists. As an organisation that believes in creating a diverse creative ecosystem and sustainable platform, PAD hopes Spotlight will continue to amplify the creative voices of the upcoming generation.

The group show was hosted by Blank Canvas Gallery, a new contemporary art gallery based in George Town. The exhibition was held from 4 – 27 November 2022.



**>100**  
Submissions

Artists From



**10**  
States across Malaysia



**>RM30,000**  
Worth of Awards Given

## Choong Guey Syuen | Winner of Spotlight 2021

‘Instant Charms’ is a Spotlight solo exhibition by Choong Guey Syuen. The exhibition was held from 6 – 18 January 2023 at The Art Gallery, Penang, one of the most established art galleries in Penang founded by Dato’ Dr. Tan Chee Khuan.

Guey Syuen completed a total of 24 artworks that was showcased during her solo exhibition, including her winning Spotlight piece. The mentor for Guey Syuen is Ricardo Chavez Tovar, Head of Fine Art of the Equator College of the Arts.

The services provided to the Spotlight winner to produce a solo exhibition remains the same as previous years:

- Professional high-quality photography
- Videography introducing the artist & mentor testimonials
- Production & printing of art catalogue
- Online exhibition of artist works





# VANS X PAD MONTHLY WORKSHOP

The Vans x PAD monthly workshop was a year-long corporate partnership with Vans Malaysia to provide free creative workshops to the community. The workshops were held in the Vans outlet store, Gurney Plaza every month.

We worked with local craftsmen and artists to organise 10 workshops throughout the year. The response has been overwhelming, with each workshop achieving full registration within a day of the announcement.

## Outcomes

- 20 spaces were allocated per workshop, with each workshop filled up.
- Engaged with local artists and gave them the opportunity to collaborate with Vans, generating publicity for the artists.
- Generated new public interest and engagement with a different community.
- A total of 10 local organisations benefited from this programme.



Sessions

## List of Workshops:

February	Mosaic Workshop by Mosaic Artroom
March	Batik Workshop by Batek-lah
April	Woodblock Printing Workshop by Keng Hwa Carving Studio
June	Paper Model Workshop by ZL Art Workshop
July	Upcycled Collage Workshop by Tan Lay Heong
August	Embroidery Trinkets Workshop by Eri Atilier
September	Calligraphy Workshop by Shin Calligraphy
October	Macrame Workshop by Macrame Malaysia
November	Wayang Kulit Workshop Wak Long Music & Arts Centre
December	Gift Box Workshop by USM School of Arts



# ART @ GURNEY

Art@Gurney was another corporate partnership initiative by Penang Art District. Working together with CapitalLand, this programme aspired to support, sustain, and serve the creative arts community. The programme was designed to offer access and options for the community to grow, while bringing different communities and passions together.

Local artists were provided the opportunity to submit a proposal for events such as exhibitions, workshops, mini scale performances, etc. Brands and corporation were then given the opportunity to get involved in supporting the art community by helping produce the ideation into reality.

## Outcome

- Developed creativity and imagination through a range of complex activities.
- Fostered an enjoyment and appreciation of the arts and a knowledge of artists, craftspeople, and designers.
- Enabled the public to record from first-hand experience and their imagination, and to select their own ideas to use in their work.



## Programmes

- |           |   |
|-----------|---|
| September | Wayang Kulit Animatronik by Kognitif Lab<br>📍 Public exhibition on level 2, New Wing<br>📅 23 September – 2 October  |
| October   | Community Kolam Art Project<br><i>A public installation of Kolam involving the public in conjunction with Deepavali</i><br>📅 14 – 16 October                                  |
| November  | Transpacific: An Asian-Canadian Literary Journey by the Canadian Embassy<br><i>A literary exhibition showcasing Asian literature in Canada</i><br>📅 24 November – 15 December |
| December  | Christmas Flash Mob Kakitari Performance Troupe<br>📅 17 December  |





# CHILDREN HOLIDAY ART CAMP



The Holiday Art Camp was positioned as a platform for the young generation to voice out their individuality as well as work on their social skills. PAD sent out a request for proposals to 3 potential children art camp organisers. Upon receiving their submissions, we selected the best proposal that covered all major topics and were in line with our educational goals.

The programme was a collaboration with Drama and Theater Department from School of The Arts USM, George Town Literary Festival, and Wawasan Open University.

This workshop included 4 components: acting (drama), dancing, music (singing), and art & craft (props and costume making). Each component was created to achieve specific aims such as:

- i. participant character developments,
- ii. choreographing movements,
- iii. vocals and singing, and
- iv. crafting props and costumes.

## Outcome

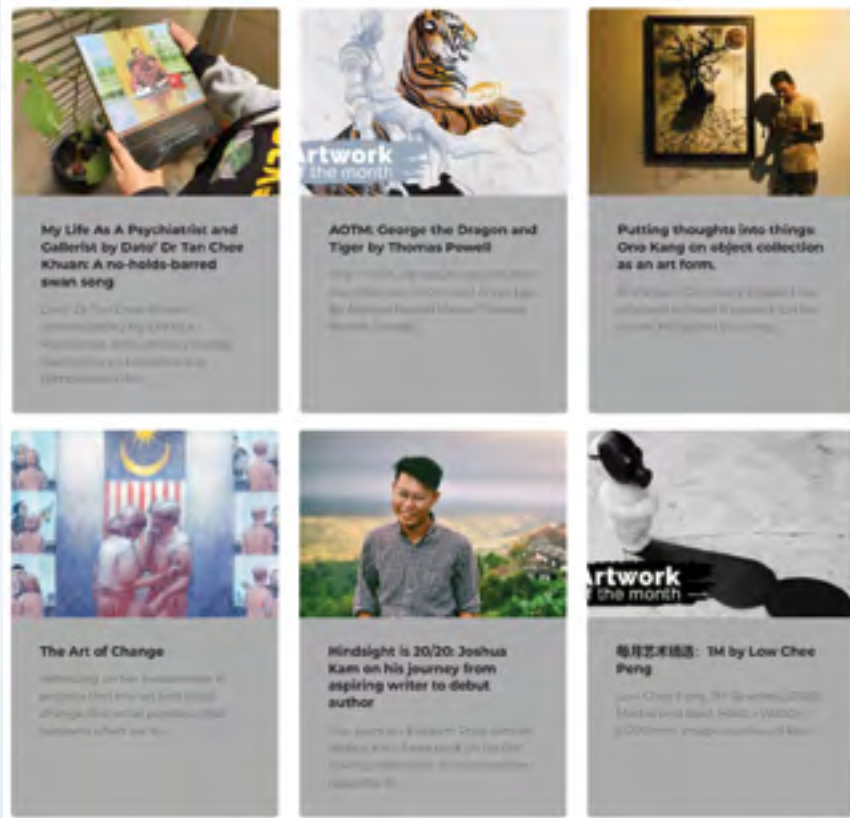
- 20 participants aged between 7 – 12 years old registered for the one-week programme.
- The main objective of the camp was to help the young participants work on their social skills and cognitive development over the six days of intensive workshops.
- Participants learned acting, dancing, music as well as art & craft based on the drama text that was chosen.
- Participants developed the ability to further enhance their creativity as they worked collaboratively with peers and the instructor/facilitator.
- The programme ended with a performance by the children and 14 facilitators from School of the Arts USM that was attended by about 40 attendees, inclusive of local media, parents, and GTLF festival goers.
- The final performance was attended by YB Yeoh Soon Hin, Dr Mumtaz Begum, and Dr Hardy.





# 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 hopes to create a more engaging experience with the Chinese-speaking community.



 > **71,000**

Page Views at penangartdistrict.com

 **35,000**

New users engaged

# MARKET RESEARCH



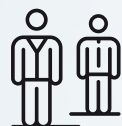


# BE CRITERIA AND KEY TERMINOLOGIES

## 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 report:



Minimum

**10**

Participants



Minimum

**4** | **0.5**

Hours | 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 employ 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**

## BUSINESS EVENTS OF 2022



**Number of Events** **281**



**Number of Room Nights** **181,066**



**Number of Participants** **57,812**



**Estimated Economic Impact** **RM375,906,541**

## GENERAL OVERVIEW

2022 has been a very important and significant year for the entire nation, especially the tourism industry. From being the first one to close and the last one to reopen, the last two years have been an extremely challenging phase of time which eventually determined the survival of the fittest. Many sectors adapted in the face of adversity but some could not and resorted to the closure of their businesses.

With the reopening of international borders in April and General Elections in November, 2022 was a year that revived the country economically and also politically. Meetings, conferences, congresses, workshops, team building, and many other events were reported by the venues again. The general public also became more confident to socialise and to gather at crowded places with the relaxation of standard operating procedures.

For the Business Events industry in Penang, 2022 brought back many big annual events that had been cancelled since the pandemic. Penang hosted the World Congress of Innovation Technology at Setia Spice Convention Centre which attracted over 4,000 delegates from all around the world over a span of three days. Along with that, the biggest annual convention, V-Conference by V Global Network made a comeback in October, with over 15,000 delegates from various countries in attendance. Penang also hosted Semicon in June which attracted over 10,000 delegates from multiple countries. These are all events that used to be hosted annually in Penang prior to the pandemic.

Penang also surpassed the fastest national growth in 2022 by 5.8%, followed by Selangor (5%), Perak (3.5%) and Kedah (3.2%). According to the Department of Statistics Malaysia (DoSM), Penang's services (47.4%) and manufacturing (47.3%) sectors are the powerhouses of its GDP. In total, these sectors contributed 94.7% of its total GDP.

Penang's service sector performance was supported by a 5.4% increase in the utilities, transport and storage, and information and communications subsectors.

According to an article published by Penang Institute, the manufacturing sector is the key driver of economic growth in Penang but concerns have been raised about whether the sector has reached its peak with the presence of the digital economy. Penang is currently riding the Digitalisation wave in line with the Penang 2030 vision, which also sets the stage for the next phase of the 2021-2023 Digital Transformation Master Plan.

The Penang State Government is now focusing on a high value-added sector which involves high technology and innovation-based activities to help diversify economic activities in the state. Global Business Services (GBS), ICT & Software Development, and Creative Multimedia have been identified as the three focus areas in creating the Technology Hub in Penang. Digitalisation has improved the value chains of manufacturing industries by contributing to efficient production processes, creating more sophisticated products, and improving the competitiveness of the firms. Digitalisation assists firms in supply chain management by enabling them to identify issues and solutions faster.

However, along with all the positive transformation, the world is facing challenges in the form of recession and rising inflation. Malaysia, especially Penang, attracts foreign direct investment (FDI) due to geographical factors. In addition, good infrastructure would further attract talent and investment. The future of manufacturing, which will be driven by the next wave of digital technologies, further sees changes in supply chains, design, and production processes.

In Penang, The Penang Waterfront Convention Centre (PWCC), which is set to be the largest convention centre in the state, will act as a catalyst for more events to take place in the state after its scheduled completion in the first quarter of 2025. Along with that, many new hotels are also mushrooming on both the island and mainland side.

## BUSINESS EVENTS (NATIONAL)

2022 was a memorable year as it marked the Golden Jubilee of industrialisation in Penang. The curated themes for the celebration focused on industries with countless possibilities, including Electrical & Electronics (E&E), Medical Technology, Digital Economy & Global Business Service (GBS), food technology, and space technology.

Penang is exploring the opportunities in the food and space technology that are ripe for the picking. Penang will have its first space technology station at the Universiti Sains Malaysia (USM) engineering campus in Nibong Tebal. The new facility, equipped with laboratories, communication systems, clean rooms, and data centre, will be known as Angkasa-X Earth Station Farm and Space Technology Centre.



are progressing now, we aim to attract at least 150,000 knowledge workers to immigrate to Penang over the next 10 years. Banking on the rising demand for talent, the State will focus on initiatives to promote My Penang, My Workplace to embellish the 'live-work-play' lifestyle. Concurrently, a tripartite relationship among the State Government, industry players, and education providers has been established to formulate and implement short-, mid-, and long-term strategies on talent development programmes."

The Penang government has always been actively promoting the adoption of green energy, particularly solar energy, within the state. Chief Minister Chow Kon Yeow said this is important to make sure that Penang continues its social and economic development without neglecting its environment.

In 2022, Medical Science reigned as the leading sector yet again in the Association segment. Many private medical institutions in Penang have expanded their businesses and services over the last couple of years. More subject matter experts are also looking into medical research and development which increases the need to host meetings that can hold space for conversations and exchange of ideas.

"Riding on Penang's strong industry ecosystem, coupled with the emerging global trend, the state is poised to transform itself into a leading hub for entrepreneurship in Malaysia. We envisage that our income level per capita will top the nation's list in the very near future, with high income jobs that are as good, if not better than the national average," Chief Minister Chow Kon Yeow said.

"Penang's industrial revolution will position itself as the preferred location for knowledge workers," he added. "With the pace that we



## BUSINESS EVENTS (NATIONAL)



### Number of Events

	Association	Corporate	Incentive
January	1	33	1
February	-	11	-
March	1	17	-
April	1	18	-
May	-	16	-
June	2	33	-
July	-	42	2
August	1	35	-
September	-	25	-
October	2	3	-
November	1	5	-
December	-	5	-
<b>Total</b>	<b>9</b>	<b>243</b>	<b>3</b>



### Number of Delegates

	Association	Corporate	Incentive
January	238	1,273	22
February	-	860	-
March	30	656	-
April	30	735	-
May	-	759	-
June	492	1,695	-
July	-	2,048	240
August	50	1,700	-
September	-	1,335	-
October	522	350	-
November	10	213	-
December	-	199	-
<b>Total</b>	<b>1,372</b>	<b>11,823</b>	<b>262</b>



### Number of Room Nights

	Association	Corporate	Incentive
January	238	1,676	22
February	-	920	-
March	30	716	-
April	30	859	-
May	-	841	-
June	942	1,836	-
July	-	2,355	600
August	100	1,684	-
September	-	1,432	-
October	2,044	350	-
November	20	829	-
December	-	382	-
<b>Total</b>	<b>3,404</b>	<b>13,880</b>	<b>622</b>



### Estimated Economic Impact (RM)

	Association	Corporate	Incentive
January	428,043	3,336,036	79,134
February	-	1,704,912	-
March	53,955	1,293,013	-
April	53,955	1,544,912	-
May	-	1,512,539	-
June	2,034,054	3,476,501	-
July	-	4,636,533	1,187,010
August	179,850	3,886,559	-
September	-	2,575,452	-
October	3,676,134	629,475	-
November	35,970	1,490,957	-
December	-	687,027	-
<b>Total</b>	<b>6,461,961</b>	<b>26,773,913</b>	<b>1,266,144</b>

## BUSINESS EVENTS (INTERNATIONAL)

Prior to the pandemic, the top two key markets for Penang have always been India and China. India was one of the first few countries to ease their outbound travel restrictions and travellers flocked into Penang and other states in Malaysia since April.

On the other hand, China relaxed its Covid restrictions around November and tourist arrivals will only start to pick up in the second quarter of 2023 as flight capacity gradually recovers. Chinese travellers made 155 million trips abroad in 2019 and spent almost \$255 billion, amounting to 14% of global tourism revenue.

Looking at the pre-pandemic years, many incentive trips and corporate events were held frequently, with big groups occupying most of the hotel rooms in both island and mainland during the peak seasons.

After the reopening of Malaysia's international borders in April, Penang welcomed tourists from many countries which eased their restrictions. However, according to the statistics reported by the Penang International Airport, the numbers are still relatively low.

Penang has also been the top MICE destination for neighbouring countries such as Thailand and Singapore. However, many tourists from these countries flooded Penang for leisure travel instead, as people have generally been waiting to spend time with their families and friends.

2023 is expected to be the year MICE travel resumes completely. According to Kenanga Research, tourist arrivals in the country are projected to jump four-fold to 9.6 million in 2023 from an estimated 2.5 million a year ago on the back of the reopening of international borders. This increase would be driven by the return of both business and leisure air travel globally, as well as factors such as the revocation of all on-

arrival quarantine and testing requirements in Malaysia and the gradual reopening of China.

As for the destination, Penang introduced a creative digital district known as CD<sup>2</sup> @ George Town, which aims to revive the urban core through the fusion of heritage and digitalisation. The district features a 5G network infrastructure, enabling businesses and communities in the vicinity to benefit from high-speed Internet. This enables Penang to host world class congresses and conferences as we have the facilities and infrastructure to support them.



## BUSINESS EVENTS (INTERNATIONAL)



### Number of Events

	Association	Corporate	Incentive
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	3	-
June	-	1	-
July	2	3	-
August	3	1	1
September	1	-	-
October	6	1	-
November	3	-	1
December	-	-	-
<b>Total</b>	<b>15</b>	<b>9</b>	<b>2</b>



### Number of Delegates

	Association	Corporate	Incentive
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	116	-
June	-	13,732	-
July	535	6,350	-
August	490	1,860	22
September	4,000	-	-
October	1,650	15,000	-
November	510	-	90
December	-	-	-
<b>Total</b>	<b>7,185</b>	<b>37,058</b>	<b>112</b>



### Number of Room Nights

	Association	Corporate	Incentive
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	116	-
June	-	41,196	-
July	1,640	18,950	-
August	2,070	5,580	88
September	12,000	-	-
October	4,600	75,000	-
November	1,740	-	180
December	-	-	-
<b>Total</b>	<b>22,050</b>	<b>140,842</b>	<b>268</b>



### Estimated Economic Impact (RM)

	Association	Corporate	Incentive
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	208,626	-
June	-	86,190,271	-
July	3,431,208	39,722,430	-
August	4,330,854	11,674,476	184,114
September	25,106,400	-	-
October	9,624,120	156,915,000	-
November	3,640,428	-	376,596
December	-	-	-
<b>Total</b>	<b>46,133,010</b>	<b>294,710,803</b>	<b>560,710</b>



## NATIONAL




Medical Science remains at the forefront of association meetings taking place in Penang. Over the last few years, Penang has rapidly developed its public health infrastructure and brought in many new industry experts to contribute to the existing ecosystem.

Malaysia ranked first in the Health Care category of the International Living Annual Global Retirement Index 2019, with a score of 95 out of 100. This is mainly because the government provides highly subsidised healthcare for all residents through its extensive network of public hospitals and clinics. We have over 13 hospitals accredited by Joint Commission International (JCI) in the country and most of the doctors

## ASSOCIATION

can speak English fluently as many of them received training in India, United Kingdom, the United States or Australia. Our country also has a comprehensive range of services including health promotion, disease prevention, curative and rehabilitative care.

Because of that, many discussions and conversations in the form of meetings, conferences, symposiums, and exhibitions take place in Penang as there are many pioneers and subject matter experts based here.

Segments	Events 	Delegates 	EEI (RM) 
<b>Medical Science</b>	3	1,000	5,659,830
<b>Social Science</b>	1	238	428,043
<b>Education</b>	3	82	240,999
<b>Management</b>	2	52	133,089

## INTERNATIONAL

Malaysia is in the process of formulating and implementing plans that aims to enable personalised healthcare and has a digital infrastructure that can support limited aspects of personalised care. The country is looking at increasing investment in research and development, streamlining regulatory processes, opening access to data for research, improving access to digital health services, and building capacity in the healthcare workforce as they look into medical technology.

According to Invest Penang, Penang is home to one third of the medical devices' companies in Malaysia, making it a major cluster with well-established companies such as B-Braun, Boston Scientific, Abbott Laboratories, Integer, Haemonetics, Japan Lifeline, Tecomet, and the like. They are also supported by a robust supply

## ASSOCIATION

chain with many of the suppliers certified with ISO 9001, ISO 13485, ISO 14000, ISO/TS 16949 and FDA certification for medical devices.

According to a statement by our Chief Minister, Penang garnered RM6.6 billion of approved manufacturing investments from scientific and measuring equipment, including medical devices, for the period between 2017 and 2021. He also said that the Penang State Government will focus on ensuring sustained growth in the medtech industry, especially on talent and infrastructure availability.

Therefore, many international associations are interested to have their meetings and conferences here as it aligns with their research agenda and garners the support of the local government.

Segments	Events 	Delegates 	EEI (RM) 
<b>Technology</b>	1	4,000	25,106,400
<b>Medical Science</b>	6	1,600	12,030,150
<b>Manufacturing</b>	2	650	4,079,790
<b>Management</b>	2	420	2,280,498
<b>Economy</b>	1	400	1,673,760
<b>Education</b>	2	75	543,972
<b>Industry</b>	1	40	418,440

## NATIONAL




Economics reigned in first place again, similar to the previous year. The major economic transformations taking place in this country is one of the main reasons for the high meeting rates.

Malaysia is one of the most open economies in the world with a trade-to-GDP ratio averaging over 130% since 2010. Openness to trade and investment has been instrumental in employment creation and income growth, with about 40% of jobs in Malaysia linked to export activities. After the Asian financial crisis of 1997–1998, Malaysia’s economy has been

## CORPORATE

on an upward trajectory, averaging growth of 5.4% since 2010, and is expected to achieve its transition from an upper middle-income economy to a high-income economy by 2024.

Meetings in the Economics sector can be anything ranging from finance, production, and consumption to many other subsectors. As the country is going through a period of reformation and also global recession, many organisations have changed their business models and operation strategies which also increases the need to have more meetings.

Segments	Events 	Delegates 	EEI (RM) 
<b>Economics</b>	51	2,952	6,798,264
<b>Management</b>	64	2,977	6,177,848
<b>Manufacturing</b>	24	1,185	2,632,895
<b>Engineering</b>	24	1,163	2,530,490
<b>Education</b>	22	1,096	2,307,294
<b>Technology</b>	24	976	1,929,791
<b>Transport &amp; Communication</b>	7	262	1,611,456
<b>Ecology &amp; Environment</b>	8	330	899,250
<b>Medical Science</b>	8	263	665,445
<b>Arts</b>	6	213	444,230
<b>Culture &amp; Ideas</b>	1	230	413,655
<b>Commerce</b>	2	76	183,447
<b>Agriculture</b>	1	80	143,880
<b>Sports &amp; Leisure</b>	1	20	35,970





## INTERNATIONAL

Similar to the national segment, Economics is also leading the international segment. Malaysia is an upper middle-income economy with a population of over 32 million. The country's growing affluent middle class is increasingly driving consumer and business demand for quality products and services. US products and brands are favourably viewed and enjoy a strong presence in many sectors, including technology, machinery, electronics, medical equipment, and franchising. The United States

## CORPORATE

is Malaysia's third-largest trading partner, and U.S. exports of goods to Malaysia were valued at over \$15.7 billion in 2021.

Our country is also generally considered an easy and cost-competitive market for doing business and was ranked 12th globally on the World Bank's Ease of Doing Business 2021 Report. Hence, many meetings are held here.

Segments	 Events	 Delegates	 EEI (RM)
<b>Economics</b>	6	18,276	176,957,682
<b>Manufacturing</b>	1	13,732	86,190,271
<b>Industry</b>	1	5,000	31,383,000
<b>Education</b>	1	50	179,850

## NATIONAL

Penang has always been a top incentive destination for many; firstly, because it's an island and secondly, because it's a food heaven. With so many accolades, Penang has always been the go-to place for fun activities such as team building, gala dinners, and other recreational activities.




However, only a handful of incentive trips were reported in 2022 because many organisations are going through budget constraints and are implementing cost-saving strategies.

Malaysia's inflation, as measured by the consumer price index (CPI), increased 3.4% in

## INCENTIVE

June 2022 from a year earlier, led by the rise in food prices of 6.1%. According to the Department of Statistics Malaysia (DoSM), Transport also increased 5.4%, followed by Restaurants & Hotels (5%); Furnishings, Household Equipment & Routine Household Maintenance (3.4%); Miscellaneous Goods & Services (2.2%); and Recreation Services & Culture (2.2%).

This might have caused many organisations to have their incentive trips within the same city or to even postpone them to 2023.

Segments	Events 	Delegates 	EEI (RM) 
<b>Finance</b>	1	180	971,190
<b>Economics</b>	1	60	215,820
<b>Management</b>	1	22	79,134

## INTERNATIONAL

Penang is a well-known incentive destination not only because of its biodiversity, heritage, culture, and food, but also because it houses more than 300 multinational companies.


In 2022, Penang State EXCO for Tourism and Creative Economy (PETACE) launched the 'PenangVirtual Tour Series', a 10-episode video series that showcases the hidden gems of Penang. This was well-received as it helps delegates to have a better understanding of what the destination can offer for a fun and distinctive experience prior to their arrival.

Looking at our past trends, international students visiting Penang are mostly interested in nature retreats and beaches, whilst others prefer to explore the old colonial and heritage buildings.

## INCENTIVE

Penang also had a breakthrough in our gastronomy industry. Two restaurants were awarded one Michelin Star, the ultimate hallmark—and affirmation—of culinary excellence for chefs and street vendors. Another 17 restaurants won The Bib Gourmand award, which is a recognition for 'good quality cooking for good value.'

According to The Hon. Yeoh Soon Hin, the Michelin Star plays a prominent role in the tourism industry as it is a catalyst to further develop Penang as an international gourmet haven.

Segments	Events 	Delegates 	EEI (RM) 
<b>Management</b>	1	90	376,596
<b>Education</b>	1	22	184,114



# EXHIBITIONS SECTOR

## SEMICON SOUTHEAST ASIA

As Southeast Asia is rising up fast as a world-class electronics manufacturing hub with end-to-end R&D capabilities, SEMICON Southeast Asia has become an important exposition for the electronics industry in Southeast Asia. The show connects the decision makers from the industry, demonstrates the most advanced products and brings in the most up-to-date market and technology trends. SEMICON members are responsible for the innovations in materials, design, equipment, software, devices, and services that enable smarter, faster, more powerful, and more affordable electronic products.

### TOP INDUSTRIES ATTENDED

1. Semiconductor
2. Academia/R&D
3. Consumer Electronics
4. EMS/Contract/Manufacturing/Precision Engineering
5. Automotive/Transportation
6. Software/Applications
7. PCB Assembly
8. PCB Manufacturing
9. Medical
10. LED/Solid State Lighting



## ELECTRONICS MANUFACTURING EXPO ASIA (EMAX)

Electronics Manufacturing Expo Asia (EMAX) is the only Electronics Manufacturing and Assembly technology and equipment event that brings together an international congregation of chip manufacturers, semiconductor manufacturers and equipment suppliers and gather in the heart of the industry in Penang, Malaysia to showcase the latest developments in the industry.

### TOP INDUSTRIES ATTENDED

- Aviation Electronics & Defense Electronics Manufacturers
- Control, Safety & Test Equipment Manufacturers
- Medical Equipment Manufacturers
- LED Product Manufacturers
- PCB, IC and LED Manufacturing
- Touch Panel/LCD Manufacturing
- Solar Cells & Modules Manufacturing
- IC Packaging, ODM & EMS
- Consumer Electronics & Household Appliance Manufacturers
- Computer Manufacturers Systems & Peripheral Equipment Manufacturers
- Communications Systems Manufacturers
- Automobile Electronics Manufacturers



# KEY MARKETS 2023

KEY MARKETS

## East Asia



CHINA



SOUTH KOREA



JAPAN



TAIWAN

## Southeast Asia



THAILAND



SINGAPORE



VIETNAM



INDONESIA

## South Asia

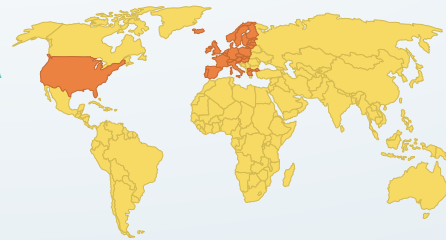


INDIA

## Others

EUROPE/UK

USA



MARKET RESEARCH

ACTIVITIES



Tradeshows  
Participation



Event Support



Biddings and  
Bid Support



Targeted  
Sales Call



Exhibition Segment  
Expansion

## CONCLUSION

In 2023, every country is looking at China as they are gradually reopening and relaxing their outbound travel restrictions. Regional destinations still remain the top choice for most travellers from China. These include Hong Kong, Macau, and Thailand, followed by Japan, South Korea, and Australia. Hong Kong received only 370,000 visitors from the mainland this year, down from around 50 million pre-pandemic. Expectations are for this to be revived to 60–70% of pre-pandemic levels in 2023, suggesting about 30–35 million tourists from China.

Malaysia is working to get five million Chinese tourists to visit the country in 2023, a 60% increase compared to what it received in 2019. Thailand expects to host 7–8 million Chinese tourists in 2023, also a 60–70% recovery from 2019 levels. Given the global surge in anti-Asian sentiment since the emergence of the pandemic, Chinese travellers are likely to choose safer destinations as travel resumes.

As for Penang, we will continue to target our key South Asia country, India, for the corporate and incentive markets. As we move on to the 6th edition of Penang Roadshow to India in 2023, we are also looking at penetrating the Indian market on a macro level and that includes filming tourism and destination weddings along with other prominent sectors. Better flight connectivity is in discussion as the Ministry of Civil Aviation in India has asked the airlines to do a feasibility study on operating direct flights from Chennai to Penang.

While we still keep an eye on China, we will also be looking at other East Asian countries, especially Taiwan, Japan, and South Korea.

As we continue to activate our UK/Europe market, many collaborations and partnerships are in the pipeline at the government-to-government level.



Moving forward, Penang is opening up to world class exhibitions as we now have new space and infrastructure to accommodate them. The Light City project which comes integrated with the latest ICT solutions to ensure optimal connectivity and convenience for all will be ready in Q1 of 2025. The international standard halls in the Penang Waterfront Convention Centre (PWCC) can be divided into halls for trade fairs and exhibitions with a capacity of 5,000 seating at any one time. This can also help the destination bid for a major event ahead of the actual date and uplift Penang to position itself on the global platform. Penang is looking to welcome exhibitions in current leading sectors such as Engineering, Heavy Machinery and Artificial Intelligence.



# NOTES



# NOTES










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