

# PENANG 2022

ROADSHOW TO INDIA | VIRTUAL

PRESS RELEASE

24 January 2022

## Malaysia's Penang Convention & Exhibition Bureau Continues its Virtual Initiative for the Second Year

India — The Penang Convention & Exhibition Bureau (PCEB) will be carrying out its 5th Annual Penang Roadshow to India this year. The show will see the B2B sessions carried out fully virtual targeting four big cities in India with a Penang Night Gala Dinner hosted in the same cities.

Penang's first virtual roadshow to India early last year attracted over 400 buyers and trade visitors registering from various travel trade sectors in India.

Similarly, this year the roadshow will begin with Kochi on 24 Jan, continue on to Chennai on 25 Jan, New Delhi on 27 Jan and Mumbai on 28 Jan to connect Penang and Malaysian exhibitors to qualified Indian buyers from various industry segments including business events, leisure travel, weddings, team building events and filming.

The virtual show this year has a total of 24 registered exhibitors from Malaysia and will be welcoming more than 500 buyers and trade visitors in total. Educational forums with the industry experts were also hosted virtually in the run-up to the actual day.

Speaking on the current situation in Penang, The Rt. Hon. Chow Kon Yeow, the Chief Minister of Penang highlighted that, "The Penang State has also implemented strict guidelines since the beginning of the pandemic to ensure a very high level of SOP compliance. The cases have reduced now and the authorities always conduct regular patrols and monitoring in public areas to ensure the public complies with the SOP."

The Penang State Minister for Tourism and Creative Economy, the Hon. Mr Yeoh Soon Hin, said "Penang is putting the safety, health and wellbeing of the people as the priority while we campaign on the importance of 'Responsible Tourism' which serves as a reminder to all that adhering to standard operating procedures is a collective responsibility."

The resumption of interstate travel and domestic tourism in Malaysia last October resulted in Penang to host the first hybrid business events conference, BE @ Penang 2021. During the networking dinner, PCEB launched its new global marketing campaign 'BElong in Penang'.

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This campaign is part of PCEB's initiative with the Penang State Government and industry partners to drive the rejuvenation of the tourism and business events industry.

"Our tourism operating sectors such as hotels, convention centres and attraction sites are fully equipped with strict standard operating procedures (SOP) to welcome the people". PCEB offers 'Enhanced Privilege Penang 2021-2023' which is a support programme that can be tailored for the Indian market as it caters to both digital and physical events." said Ashwin Gunasekeran, CEO of Penang Convention & Exhibition Bureau (PCEB).

For more information on the roadshow, please visit <https://www.penangroadshow.com>.

Download the press release and images here: <https://www.pceb.my/penangroadshow.php>

The list of exhibitors that are joining this year's virtual roadshow include:

1. AC Hotel Penang Bukit Jambul
2. Angsana Teluk Bahang, by Banyan Tree
3. Adventure360 Tours Sdn Bhd
4. Boustead Weld Quay Sdn Bhd (Royale Chulan Penang)
5. DOREMi Services & Rental Sdn Bhd
6. Hibiscus Travel & Tours Sdn Bhd
7. Hovando Holidays Sdn Bhd
8. Lone Pine, The Boutique Hotel by The Beach
9. Malaysia Airlines Berhad
10. Mercure Penang Beach
11. Panorama Destination Malaysia
12. PARKROYAL Resort Penang
13. Pearl Holiday (M) Travel & Tour Sdn Bhd
14. Setia SPICE Convention Centre
15. Shangri-La's Rasa Sayang Resort & Spa
16. Sunway Hotel Georgetown
17. Synergy Tours Sdn Bhd
18. The Wembley - A St Giles Hotel, Penang
19. Tourland Travel Sdn Bhd
20. Travel DMC Group
21. Tropical Spice Garden
22. World Express Tours Malaysia
23. Zenith Hotels & Resorts
24. Yeng Keng Hotel Penang

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## NOTE TO EDITORS

### About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience. In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organized. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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