

Penang Convention & Exhibition Bureau (PCEB) Returns for the 8th Time to IMEX Frankfurt 2024

Frankfurt, Germany: IMEX Frankfurt, the pinnacle event for the global meetings, events, and incentive travel industry, is underway from Tuesday, May 14 to Thursday, May 16, 2024. Hosted annually, IMEX Frankfurt attracts over 3,800 global meeting planners who converge with 2,900 suppliers from around the globe, fostering invaluable connections and collaborations aimed at elevating the standards of events, meetings, and experiences worldwide.

This year marks the 8th participation of the Penang Convention & Exhibition Bureau (PCEB), proudly joining the esteemed roster of participants at IMEX Frankfurt. Positioned within the Malaysia Pavilion alongside several esteemed partners, the Penang Convention & Exhibition Bureau (PCEB) showcases the unique offerings and unparalleled hospitality of Penang, Malaysia.

Joining hands with the Penang Convention & Exhibition Bureau (PCEB) within the Malaysia Pavilion are an array of distinguished partners, encapsulating the essence of Penang's rich cultural heritage, warm hospitality, and vibrant event offerings. Partners include Amari SPICE Penang, Xpedition Events, Olive Tree Hotel, Penang, and PICCA Convention Centre @ Butterworth Arena.

Attendees at IMEX Frankfurt 2024 can look forward to an immersive experience that celebrates the diversity and splendor of Malaysia. Highlighting the cultural richness of Penang, visitors are treated to captivating performances, including the iconic 'Roti Canai' tossing—a mesmerizing demonstration of the preparation of this beloved Malaysian delicacy, and showcasing of Penang's trishaws.

As IMEX Frankfurt 2024 unfolds, participants are poised to forge meaningful connections, foster collaborations, and chart the course for the future of the meetings, events, and incentive travel industry. Visit Penang Convention & Exhibition Bureau (PCEB) at Booth number A220 to explore potential collaborations and opportunities awaiting you in Penang.

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Press Release
14 May 2024



For more information of the event, visit here: www.imex-frankfurt.com

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



NOTE TO EDITORS

About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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