

## **Penang Convention & Exhibition Bureau CEO, Mr. Ashwin Gunasekeran Awarded for Leadership Excellence in MICE and Hospitality**

**Kuala Lumpur, Malaysia:** Mr. Ashwin Gunasekeran, CEO of the Penang Convention & Exhibition Bureau (PCEB), has been awarded The BrandLaureate Brand Leadership Award for Leadership Excellence in the MICE and Hospitality Industries as well as the Nation Branding Award for M.I.C.E (Meeting, Incentive, Conference, Exhibition) in the category of The BrandLaureate Fast Moving Growing Sustainable Business & Brands Award 2024. The BrandLaureate Brand Leadership Award 2024 recognizes corporate and business leaders who have excelled in their areas of specialization and contribute significantly to the growth of their organizations and industries at large.

Under Mr. Ashwin Gunasekeran's visionary and dynamic leadership, Penang Convention & Exhibition Bureau (PCEB) has consistently grown, achieving its objectives to become a key player in the industry. His efforts have significantly contributed to the state's economic growth by creating business and employment opportunities.

The PCEB board of directors, including Datin Bharathi Suppiah and Dato' Khoo Boo Lim, were present at the Awards Gala Dinner held on 29th May at The Majestic Hotel, Kuala Lumpur. They were joined by Mr. Ashwin Gunasekeran and the PCEB team to celebrate this significant achievement.

The World Brands Foundation recognizes Mr. Ashwin Gunasekeran for his illustrious career in the hospitality and MICE industry. Starting his career with the Penang Tourism Action Council in the Marketing and Promotions section, Mr. Ashwin built his leadership and presence in the industry. With the experience gained, he moved on to the hospitality sector, where he held leadership positions in various reputed hotels in Penang.

Moreover, The Nation Branding Award for M.I.C.E (Meeting, Incentive, Conference, Exhibition) in the category of The BrandLaureate Fast Moving Growing Sustainable Business & Brands Award 2024, received by Penang Convention & Exhibition Bureau (PCEB), highlights the bureau's remarkable progress and sustainable growth in the industry. This award acknowledges PCEB's effective strategies in promoting Penang as a premier destination for business events. The recognition underscores PCEB's commitment to excellence and its pivotal role in enhancing Penang's reputation on both a national and international stage.

END

Press Release  
31 May 2024



For more information of the event, visit here: [www.thebrandlaureate.com](http://www.thebrandlaureate.com)

Photos of the event can be accessed here:



## 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.

For more information, kindly contact:  
Arvind S.Santhaselvan  
Executive, Marketing & Communications  
Email: [arvind@pceb.my](mailto:arvind@pceb.my)

Tel: +604 261 6161  
Web: [www.pceb.my](http://www.pceb.my)  
Facebook: [@PCEB.my](https://www.facebook.com/PCEB.my)  
Twitter: [@PCEB\\_MY](https://twitter.com/PCEB_MY)  
Instagram: [@penang.unfiltered](https://www.instagram.com/penang.unfiltered)