

## Penang Convention & Exhibition Bureau (PCEB) Marks its 7th Participation at The Meetings Show London 2024

**London, UK:** Penang Convention & Exhibition Bureau (PCEB) is delighted to announce its return to The Meetings Show London 2024, marking its seventh consecutive year of participation in this event. Recognized as the UK's leading exhibition for the events, meetings, and incentives community, The Meetings Show is taking place at ExCeL London from June 19 to 20, 2024, bringing together over 650 exhibitors from around the world.

PCEB's steadfast commitment to positioning Penang as a leading destination for business events remains unwavering, reflected in its robust presence at The Meetings Show London 2024. The delegation boasts a distinguished lineup of exhibitors, including Amari SPICE Penang, Xpedition Events, Lone Pine Penang - a Tribute Portfolio Resort, and Berjaya Eden Park London Hotel.

Attendees at the PCEB Pavilion #C19 can look forward to an immersive cultural experience that highlights the rich heritage and vibrant traditions of Penang. Attendees are treated to live demonstrations of 'Roti Canai' making and the iconic 'Teh Tarik' performance, providing an authentic taste of Penang's culinary delights. Additionally, Penang's iconic trishaws are on display, offering a visual and interactive representation of the destination's unique charm and cultural tapestry.

Penang Convention & Exhibition Bureau (PCEB) was established with the vision of developing and strengthening Penang's Business Events industry. PCEB's mission is to promote Penang as a preferred destination for business events by leveraging the city's exceptional infrastructure, rich cultural heritage, and world-class hospitality. By working collaboratively with industry partners, PCEB aims to create memorable experiences and successful events that leave a lasting impact.

In addition to its established presence in the meetings and incentives segments, Penang Convention & Exhibition Bureau (PCEB) is expanding into the exhibition sector. The upcoming opening of the Penang Waterfront Convention Centre (PWCC) in the first quarter of 2025 is set to transform the event landscape in Penang significantly. As one of the largest convention centers in the state, PWCC will act as a catalyst for more events in the region, particularly exhibitions. Its expansive facilities and infrastructure are specifically designed to open new pathways in the exhibitions sector, further solidifying Penang's position as an attractive destination for conferences and exhibitions alike.

PCEB invites all attendees of The Meetings Show London 2024 to visit Pavilion #C19 and engage with our exhibitors. Discover the unique opportunities that Penang offers for hosting remarkable and impactful business events. With its strategic location, state-of-the-art facilities, and unparalleled cultural experiences, Penang stands as the epitome of excellence in the world of business events.

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