

BUSINESS EVENTS 2024 CONCLUSION

Aggressive brand marketing

In 2025, PCEB celebrates its ninth year since its establishment, continuing to thrive and grow stronger with each passing year. The organisation is gaining greater recognition and relevance among major MICE bureaus, which are increasingly willing to support and contribute to Business Events. PCEB remains committed to its promotional efforts through various marketing strategies, including audio, video, visual and event branding, as well as content marketing across international publications, newsletters, social media and other platforms.

Active presence in tradeshows

PCEB's active involvement in major global tradeshows has strengthened retention among trade buyers, airlines and partners, fostering lasting recognition and confidence in Penang's potential. By maintaining a consistent presence alongside key regional players such as Singapore and Thailand, Penang is increasingly positioned to host more international business events.

New contact campaigns

A well-rounded contact marketing strategy was implemented to enhance and reinforce conversions generated from lead-generation campaigns, sales promotions and direct marketing efforts. These campaigns are highly personalised and targeted, focusing on the most valuable potential clients or strategic alliance partners.



penang
convention &
exhibition
bureau

No. 14A & 16A (First Floor)
The Whiteaways Arcade,
Lebuh Pantai, George Town,
10300 Penang, MALAYSIA
T +604 261 6161
F +604 261 6171

 www.pceb.my

 info@pceb.my

 PCEB.my

 penang.unfiltered

 pceb_my

