



Press Release

22 May 2019

## **ICCA ASIA PACIFIC SUMMIT 2019 IN PENANG, MALAYSIA IS OPEN FOR REGISTRATION**

**Frankfurt, Germany** – Penang has been selected as the host city and destination for the inaugural ICCA (International Congress and Convention Association) Asia Pacific Summit 2019. The summit will take place concurrently with the 4<sup>th</sup> edition of [BE @ Penang](#) from 5 – 6 December at [Setia SPICE Convention Centre](#), the world's first hybrid solar-powered convention centre.

[The ICCA Asia Pacific Summit](#) is co-organised by the [ICCA Asia Pacific Chapter](#), [Penang Convention & Exhibition Bureau \(PCEB\)](#), and [Anderes Fourdy](#).

**Mr. Jason Yeh, Chair, ICCA Asia Pacific Chapter Executive Committee** said: "As the ICCA Asia Pacific Chapter Chair, I'm delighted to welcome fellow ICCA members to the inaugural summit in Penang. Being the largest Chapter in ICCA community, the APC Summit is a much-needed platform for Asia Pacific members to meet, network and discuss issues of common interest and it paves the way for member-to-member collaboration."

Delegates interested to attend the Summit can expect 2 days-worth of exciting programmes, knowledge sharing by Business Events leaders from Asia Pacific, workshops, joint interactive networking and social programmes with the speakers, partners and delegates of BE @ Penang 2019.

"The dual conference will not only benefit Penang and Malaysia's Business Events industry, but also build the bridge between our local industry members and ICCA Malaysia members and the Asia Pacific fraternity," said **Mr. Ashwin Gunasekeran, CEO of PCEB**.

Initiated by the ICCA Asia Pacific members, the summit aims to bring members together, not only for knowledge and networking, but also to discover the latent possibilities for partnership and business opportunities among themselves and within the region.

**Mr. Noor Ahmad Hamid, ICCA Regional Director Asia Pacific** said: "We would like to extend our thanks to Penang as the host destination for this Summit, as well as to the other destinations who bid for this event. This is a delightful opportunity to encourage our Asia-Pac members to come together in full force. This is a grassroots initiative by the members and for the members, we hope the Asia-Pac members will join their industry peers and meet in Penang this December."

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The member participatory element of the Summit is further enhanced with the Call for Content for two ICCA Lab sessions. ICCA Asia Pacific Chapter members, be it individuals or organisations, are encouraged to submit proposal for workshop-style programme, one focusing on “technology” and the other on “elevating delegate experience”. The selected content creator must commit to working with the Summit committee on the meeting design, preparation on handouts/presentations, and conducting the session at the Summit. Selected content proposal receives one (1) complimentary Summit registration.

Registration for the ICCA Asia Pacific Summit is now open; the preliminary programme and registration can be accessed at [www.iccaapsummit.com](http://www.iccaapsummit.com). The registration fee for ICCA Asia Pacific members is set at USD 350, with USD 5 from each registration going to the [Penang Turtle Cares](#) programme to aid the conservation efforts of Penang’s turtles.

Media images can be downloaded [here](#).

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## NOTE TO EDITORS

### About ICCA Asia Pacific Summit 2019

The ICCA Asia Pacific Summit 2019 in Penang is the first summit by the ICCA Asia Pacific Chapter, the largest chapter in the ICCA community. It is a summit by the members, for the members. The summit will bring together expert speakers from the global business events and the ICCA Asia Pacific Chapter communities to inspire our members to leverage on the power of our region in the global meetings industry, and discover the potential legacy and impact of this industry to the economy and society.

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5-6 DEC

### **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.

### **About Anderes Fourdy**

Anderes Fourdy is a PCO based in Malaysia and operates congresses in ASEAN countries. AF is known to deliver successful and impactful client-centric congresses. They utilize their self-developed congress technology to realize the full potential of any congress. AF clients include United Nations Habitat, UNICEF, international & local medical associations and exhibition organizers. They are also an AMC to many associations and technical consultant to convention centers. Both the founders, Fu Kei Cheong, CMP and Rahul Bharadwaj, CMP are key opinion leaders in the international business events industry.

### **About ICCA Asia Pacific Regional Office**

The ICCA Asia Pacific Regional Office was established on 1 January 1998 in Kuala Lumpur, Malaysia, to provide better membership support for Asia Pacific members. As a Regional Office of the ICCA Head Office in the Netherlands, this office aims to initiate and organise more ICCA activities in this region to enhance the value of membership for ICCA members. In addition, ICCA Asia Pacific also serves as Global Research Centre, dedicated to undertaking more comprehensive research projects for the benefit of members worldwide.

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