

*Press Release*  
*8<sup>th</sup> June 2022*

## **PENANG HOSTS ITS FIRST HIGH-END AUDIO-VISUAL EXHIBITION “NORTHERN AV SHOW 2022”**

**Penang, Malaysia:** The “Northern AV Show 2022” is the first high-end audio-visual exhibition that’s being held in the Northern region. This expo is supported by Penang Convention & Exhibition Bureau (PCEB) and is scheduled to take place on the 11<sup>th</sup> & 12<sup>th</sup> June 2022 at Ascott Gurney Penang.

Northern AV Show 2022 is aimed to display the latest technology and innovations that the audio and video consumer electronic companies have to offer for the audio-video aficionados. As a debut expo in the northern region, that too at Penang, it gives an excellent platform to showcase numerous state-of-the-art products from many high-profile brands while giving the audiophiles and videophiles an opportunity to experience them in one place. The expo features 21 unique exhibits that cover various aspects of audio and vision. Some of these include home theatre systems, portable music equipment, and headphones.

Currently, the high-end audio-video industry is mainly concentrated in Kuala Lumpur. However, there is great potential in Penang to develop this industry as there is a vast interest among HiFi dealers and retailers located in Kuala Lumpur to establish a branch in Penang so that it can be their ‘hub’ for the northern region. This will be a stellar opportunity for local Penangites to ignite their innovative skills in the audio-visual industry.

‘Today, I am informed, that we have with us, Malaysians, in particular, Penangites who have developed and manufactured HiFi components such as music servers and amplifiers which is highly commendable. Penang is supportive of such efforts and endeavours and will continue to nurture our young creative talents’ quoted Yeoh Soon Hin, the Penang State Exco for Tourism and Creative Economy (PETACE).

‘It is most exciting to work with the Penang State Government on Northern AV Show 2022. For without its support this would not have been possible. For the longest of time, such an event has only been held in Kuala Lumpur. Penang, with its vibrant growth, made sense. It will provide people in the northern region an opportunity to attend this sort of event and also

for the exhibitors to reach out to the northern market.’ Stated Wilson Teoh, Director, Gryphon Production Sdn Bhd

The Northern AV Expo will serve as a container of fresh ideas which will be inspiring and exciting for the exhibitors as well as visitors. This event is FREE for public and set to take place at Ascott Gurney Penang on 11<sup>th</sup> and 12<sup>th</sup> June from 10am to 8pm.

For more information and updates kindly visit the official Facebook at <https://www.facebook.com/Northern-Audio-Visual-Penang-107505461982270/>

You may also contact the organiser, Gryphon Production Sdn Bhd (Mr Wilson Teoh at +6012 637 2813).

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#### 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 organized. 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:

Kogie Loganathan  
Manager, Marketing & Communications  
Email: [kogie@pceb.my](mailto:kogie@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)