



Alan Pryor

General Manager

Exhibition World Bahrain

Alan Pryor was appointed General Manager of Exhibition World Bahrain (EWB) in October 2024, bringing with him over 30 years of extensive experience in venue management, event operations, MICE, and business tourism. He has consistently demonstrated a strong track record in driving growth, operational excellence, and strategic business development within the industry.

Exhibition World Bahrain, inaugurated in November 2022 and owned by the Bahrain Tourism and Exhibitions Authority (BTEA), has rapidly positioned itself as a flagship destination for international events. It has earned multiple accolades, including World's Leading New Exhibition and Convention Centre (2023) and the Middle East's Leading Large-Scale Wedding Venue (2024).

In his role, Alan oversees the effective management of EWB's the day-to-day operations, ensuring the venue adheres to the highest international standards, integrates innovative and sustainable practices, and continuously attracts prestigious, high-profile events.

Widely respected for his passion for the industry, Alan is known for his dedication to venue management, strategic leadership, and operational excellence. He has provided advisory support and contributed his expertise to both private sector entities and governmental bodies across Asia, further establishing his reputation as a trusted industry leader.

Prior to his role at EWB, Alan served as General Manager of the Kuala Lumpur Convention Centre (KLCC) for nearly ten years, following three years as Deputy General Manager. He played a pivotal role in the development and formalisation of the Business Events Council of Malaysia (BECM), serving as its Chairman from its inception in 2016 until 2021. As Past Chairman, he remained actively engaged in fostering strong relationships with various Malaysian government bodies to enhance the country's competitiveness as a preferred business events destination.

He also founded and chaired the Kuala Lumpur Convention Centre Business Events Alliance (KLCCBEA), a private sector initiative created to promote the KLCC integrated precinct and strengthen the Centre's value proposition to the global meetings industry.

Alan led major venue expansion projects, including the extension of the Kuala Lumpur Convention Centre. In his earlier role as Director of Operations at the Durban International Convention Centre (Durban ICC), he oversaw the launch of the Arena extension.

A passionate advocate for delivering distinctive and memorable event experiences, Alan also served as Chancelier of the Confrérie de la Chaîne des Rôtisseurs, the international gastronomic society. He is deeply committed to talent development within the business events sector and served as a member of KDU University College's Industry Advisory Panel.