

澳門會展嘉許獎  
2017



**澳門會展  
嘉許獎**  
Macao Convention and Exhibition  
Commendation Awards 2017

2017

**特刊**  
**SPECIAL EDITION**

澳門會議展覽業協會



# 序言 *Preface*

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當下之澳門會展業，在特區政府及業界共同推動下，已取得明顯進步並進入持續發展階段，對周邊行業起到積極的經濟拉動效應，尤其在會議方面發展迅速，相關排名節節上升，成績喜人。國際會議協會 (ICCA) 發佈《二〇一六年國際協會會議市場年度報告》中顯示，澳門在全球城市排名由一五年的 93 名躍升至 72 名；亞太區域城市排名亦由 21 名上升至 17 名，澳門對全球會議活動的吸引力正逐步增加，進一步邁向以「會議為先」的會展業發展方向。繼 2015 年嘉許獎首次舉辦後，受到社會高度評價，澳門會議展覽業協會主辦的「澳門會展嘉許獎 2017」再次啟動，以肯定及嘉許澳門具實力、有潛力的會展項目，凝聚業界力量，切實配合特區政府推動會展業的方針政策，共同推動澳門發展成為「國際化會展城市」。

今屆嘉許獎共設五個獎項，分別為品牌展覽獎、品牌會議獎、創新展覽獎、會議競投獎及原創會展獎，每個獎項設一至三個獎額。主辦方鼓勵更多有進取精神的新力軍加入澳門會展業大軍，共同推動澳門會展業長遠發展。

本刊將詳細介紹獲獎之項目，並邀請主承辦單位分享辦展辦會經驗，為業界言傳身教，以鼓勵澳門會展業界的發展成果。並藉此向所有在會展行業努力耕耘的業界同仁致敬！

基於前兩屆良好反響，「澳門會展嘉許獎 2017」繼續獲得澳門基金會、澳門貿易投資促進局、澳門旅遊局、澳門中華總商會、澳門經濟學會、中國會展經濟研究會、亞洲展覽會議協會聯盟等單位的支持；以及澳門展貿協會、澳門廣告商會、澳門會展產業聯合商會等協辦單位的鼎力協助。特別感謝各評審委員的努力工作，使籌備工作得以順利進行，在此謹致以衷心敬意！

願未來同心戮力，共促澳門會展行業蓬勃發展，為澳門特區經濟繁榮推波助瀾！

The current MICE industry in Macao, under the joint efforts of the SAR government and the industry, has achieved remarkable progress and is at its sustainable development stage which has created a positive economic pulling effect on peripheral industries, in particular referring to the fast development of conferences which are performing satisfactorily with improving international rankings. According to the "ICCA Statistics Report 2016", Macao's ranking has jumped from the previous 93rd in 2015 to 72nd worldwide and from 17th to 21st in the Asia-Pacific region. Macao is becoming an increasingly attractive destination in the world for holding international conferences and this aligns with the "Conference First" strategic direction. Following the success of organizing the "Macao Convention & Exhibition Commendation Awards" which was highly appraised in 2015 and 2016, Macao Convention & Exhibition Association (MCEA) is organizing again the "Macao Convention and Exhibition Commendation Awards 2017" this year to recognize and reward those MICE events that possess strengths and potentialities as well as to unite industry efforts in order to cope with Macao SAR Government's policy in promoting the MICE industry as well as in jointly developing Macao into an "international MICE city".

This year, the Commendation Awards will present a total of five award categories, namely the Brand Exhibition Award, Brand Convention Award, Innovative Exhibition Award, Bid Convention Award and Original Convention and Exhibition Award. The organizer would like to encourage more new comers to participate in the MICE industry so as to jointly promote the long-term development of this industry in Macao.

This special edition will in details introduce each award winner by inviting the respective event organizer(s) and co-organizer(s) to share their experience that can serve as references to the industry. Moreover, we would also like to take this opportunity to pay tribute to all local MICE industry practitioners for their efforts and hard work contributed in yielding all these fruitful results.

The "Macao Convention and Exhibition Commendation Awards 2017" is organized by Macao Convention and Exhibition Association (MCEA) and co-organized by Macau Fair & Trade Association, the Association of Advertising Agents of Macau and Macau Federal Commercial Association of Convention & Exhibition Industry. Supporting organizations include Macao Foundation, Macao Trade and Investment Promotion Institute, Macao Government Tourism Office, Macao Chamber of Commerce, Macau Economic Association, China Convention and Exhibition Society, and Asian Federation of Exhibition & Convention Associations (AFECA). Special thanks is also expressed to the members of the judging panel for their hard work and to those who have contributed to the smooth implementation of this event.

Let's synergize our efforts together in working for a better future development of Macao MICE industry and for the thriving economy of the Macao SAR.

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Global Tourism Economy Forum • Macao 2016

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The 13th World Summit of Chinese Entrepreneurs

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「體驗夢工場」冰之歷奇

Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars

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第九屆偏最小二乘及相關方法國際會議

The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods

## ★ 原創會展獎 Original Convention and Exhibition Award

第十八屆精叻BB及兒童用品展

18<sup>th</sup> Baby & Child's Products Expo

澳門會展

嘉許獎 Macao Convention and Exhibition  
Commendation Awards 2017

# 會長獻辭 *Chairman's Message*

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澳門會展業多年來得以穩步及有序發展，實有賴中央政府、澳門特別行政區政府及中央人民政府駐澳門特別行政區聯絡辦公室的支持。中央各部委近年亦頻繁到澳門進行調研，期望透過推動會議展覽、中醫藥、文化創意及特色金融等新興產業的均衡發展，以促進澳門經濟適度多元。

今年 3 月，國務院李克強總理在《政府工作報告》中提出：「研究制定粵港澳大灣區城市群發展規劃，發揮港澳獨特優勢，提升在國家經濟發展和對外開放中的地位與功能」。粵港澳大灣區的確立，將成為比肩紐約灣區、三藩市灣區及東京灣區的第四大灣區，澳門會展業要把握這一機遇，更好地融入灣區城市群的發展當中，共同打造貫穿珠江東西兩岸的會展業黃金走廊。

從近年國際協會發表的報告來看，澳門無論是會議抑或展覽在亞太地區均表現出色，國際排名屢創新高，顯示了在會展業同仁的不懈努力下取得了一定的成果。澳門會議展覽業協會作為業界的代表，未來將協助特區政府做好會展業頂層設計的規劃。「澳門會展嘉許獎 2017」已踏入第三屆，在此祝賀各獲獎企業，並期望業界同仁持續發揮自身優勢，為澳門經濟適度多元及國家的發展作出貢獻。👏

Thanks to the support of the Central Government, the Macao SAR Government and the Liaison Office of the Central People's government in the Macao S.A.R., Macao MICE industry has been developing steadily and orderly. In recent years, various departments and ministries from the Central Government have been frequently visiting Macao to conduct studies, and it is hoped that by means of the balanced development of some emerging industries, like MICE, Chinese traditional medicine, culture & creative and featured finance, etc. can help to promote Macao's moderate economic diversification further.

In March this year, Li Keqiang - Premier of the State Council proposed in his "Annual Government Work Report" to study and draw up a development plan on the city clusters in the Guangdong, Hong Kong and Macao Greater Bay Area and to leverage on the unique advantages of Hong Kong and Macao so as to enhance their statuses and capabilities in the country's economic development and its openness to the outside world. The establishment of the Guangdong, Hong Kong and Macao Greater Bay Area will become the fourth bay area in addition to the New York Bay Area, the San Francisco Bay Area and the Tokyo Bay Area. Macao MICE industry should seize this opportunity to better integrate itself into the development of the city clusters in the bay area so as to jointly create a MICE industry golden corridor across the east and west banks of the Pearl River.

According to the reports published by the international associations in recent years, both conferences and exhibitions in Macao have performed well in the Asia-Pacific region with international rankings reaching new heights which show that the unremitting efforts paid by MICE industry practitioners have achieved fruitful results. As a representative of the industry, Macao Convention & Exhibition Association will assist the SAR Government in planning well the top-level work of the MICE industry.

The "Macao Convention and Exhibition Commendation Awards 2017" has entered its third year and I would like to take this opportunity to congratulate all award winners and enterprises with an expectation that our industry peers will continue to make use of their own advantages to contribute to Macao's moderate economic diversification and development of the country.👏





澳門會議展覽業協會 段洪義 會長  
Macao Convention & Exhibition Association Duan Hongyi Chairman

# 理事長之言 *President's Message*



「澳門會展嘉許獎」自 2015 年首辦以來，今年已踏入第三屆，數年間肯定及嘉許了多個在澳門舉辦並具國際影響力的品牌會展項目，獎項獲得了業界及社會的認同，並成為業內每年一度的盛會。

「嘉許獎」的舉辦不僅是對獲獎企業的肯定，還鼓勵業界致力培育和打造屬於澳門的品牌會展項目，共同把澳門發展成為具有活力的「亞太會展之都」。而會展業除會議及展覽外，還涉及獎勵旅遊、節慶盛事、嘉年華及競技比賽等不同類型的活動，涉獵面十分廣闊。

上月，聯合國教科文組織 (UNESCO) 正式宣傳，中國澳門被評定為聯合國教科文組織創意城市網絡 (UCCN) 中的「創意城市美食之都」，這是繼四川成都及廣東順德後，中國第三個獲此稱號的城市，為澳門增添了一片亮麗的名片。

與此同時，隨著電子商務及「智慧會展」的發展，預期未來與之相關的活動將持續增多，澳門會展業的辦展形式及內涵也將愈趨豐富和多元。有見及此，澳門會議展覽業協會計劃下屆將在現有基礎上，新增設「創意活動獎」(Creative Event)，藉以鼓勵業界籌辦更多別具特色及創新的會展項目，進一步推動行業的持續發展。🍊

澳門會議展覽業協會 何海明 理事長  
Macao Convention & Exhibition Association Alan Ho President





▲評審委員會 Judging Panel

Since being organized for the first time in 2015, the “Macao Convention & Exhibition Commendation Awards” is now at its 3<sup>rd</sup> year and has become an annual event of the MICE industry. Over the past few years, it has affirmed and commended a number of influential international brand conferences and exhibitions that were held in Macao and the award winners are generally recognized by the industry and the community.

The holding of the commendation awards is not only a recognition of the award winners but is also an encouragement for the industry to cultivate Macao's own brand MICE events and to jointly develop Macao in becoming the most dynamic “Asian Pacific MICE City”. In addition to conventions and exhibitions, there are also the incentive travels, festival events, carnivals and sport competitions, etc. of wide varieties of activities.

Last month, Macao was officially designated as a “UNESCO Creative City of Gastronomy” by UNESCO Creative Cities Network (UCCN) and has become the third Chinese city honored with this prestigious position, joining Chengdu-Sichuan and Shunde- Guangdong. What a beautiful name card added to Macao!

In the meantime, with the development of e-commerce and “Smart City”, it is expected that related activities will increase in the future. The form and content of organizing a MICE event will become enriched and more diversified. In view of this, Macao Convention & Exhibition Association is planning to establish a new award namely the “Creative Event” starting from next year so as to encourage the industry to organize more innovative and unique MICE events such that the MICE industry can be sustainably further developed. 🍀





**卓越會展大獎**

**Outstanding Exhibition Award**

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**澳門國際環保合作發展論壇及展覽**

**Macao International Environmental Co-operation Forum & Exhibition**

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- **主辦機構 Organizer :**  
**中華人民共和國澳門特別行政區政府 Government of the Macao Special Administrative Region of the People's Republic of China**
  - **官方承辦機構 Host Co-ordinators :**  
**澳門貿易投資促進局 Macao Trade and Investment Promotion Institute**  
**環境保護局 Environmental Protection Bureau**

# 澳門國際環保合作發展論壇及展覽

## *Macao International Environmental Co-operation Forum & Exhibition*



### 展會簡介

「澳門國際環保合作發展論壇及展覽」(MIECF)是由中華人民共和國澳門特別行政區政府主辦，泛珠三角省/區政府協辦，並得到多個國家部委特邀支持，MIECF 薈萃一系列精彩的國際性論壇、展覽、商業配對及交流活動，是環保業界內備受矚目的國際盛事。自 2008 年首屆 MIECF 舉辦以來，展會質素持續提升，活動成效不斷彰顯。MIECF 更於 2011 年起成為國際展覽業協會 (UFI) 認證的展會。

隨著【深化粵港澳合作推進大區建設框架協議】的簽訂，“生態優先 綠色發展”作為合作原則之一，粵港澳地區銳意發展成為“宜居宜業宜遊”的世

界級城市群，以配合“一帶一路”建設，促進高水平國際合作。同時承接【關於深化泛珠三角區域合作的指導意見】，提升泛珠三角省/區與港澳地區的環保交流合作，MIECF 一直得到泛珠“9+1”省/區政府（包括福建、江西、湖南、廣東、廣西、海南、四川、貴州、雲南及香港）作為協辦單位，配合一眾海外及本地業界支持單位的參與，透過組織高層次代表團來澳參展參會，促進國際間“官、產、學、研、用、金”各領域的環保合作交流，致力成為粵港澳大灣區、“一帶一路”沿線、泛珠三角地區、葡語系國家、歐洲各國以至全球性的環保技術轉移及推動可持續發展的國際性平台。🌱



## About the Event

Macao International Environmental Co-operation Forum & Exhibition (MIECF) is hosted by the Government of the Macao Special Administrative Region of the People's Republic of China and is co-organised by the Pan-Pearl River Delta Region (PPRD), under the support of several national ministries, MIECF brings together an exciting lineup of international conference, exhibition, business matching and networking activities, and became a well-known international event in the environmental industry. Since its inception in 2008, MIECF has continuously enhanced its activities and quality. In 2011, it became an "UFI Approved Event" awarded by the Global Association of the Exhibition Industry (UFI).

With the "Framework Agreement on Deepening Guangdong-Hong Kong-Macao Co-operation in the Development of the Bay Area", which includes, as

one of its key principles, "to prioritise ecology and pursue green development", the Greater Bay Area (GBA) is striving to become a vital and capable world-class metropolis for living, employment and tourism, aiming to support the construction of the "Belt and Road" initiative and promote high-level participation in international co-operation. Undertaking the "Guidelines on Deepening Regional Co-operation in the Pan-Pearl River Delta Region (PPRD)", MIECF gets the generous support of the governments of the PPRD "9+1" region and of various overseas and local associations from the industry, enabling environmental co-operation and exchange and fostering sustainable development of diverse sectors among the "Greater Bay Area", "Belt & Road" Region, PPRD, Portuguese-speaking countries, European countries and beyond. 🌱



# MIECF 走過十載 足跡印證澳門會展業和環保產業的成長



澳門貿易投資促進局 Macao Trade and Investment Promotion Institute  
環境保護局 Environmental Protection Bureau





澳門國際環保合作發展論壇及展覽 (MIECF) 走過十載，規模不斷擴大，內涵持續創新；其發展足跡印證着澳門會展業和環保產業的成長。MIECF 由澳門特別行政區政府主辦，泛珠三角省 / 區政府協辦，多年來獲得國家發展和改革委員會、國家科學技術部以及國家環境保護部作為特邀支持單位，去年更新增國家工業和信息化部作為特邀支持單位，並由澳門貿易投資促進局及環境保護局作為官方承辦單位。MIECF 在持續獲得國際、國家、區域以及社會各界的關注和支持下，已逐步發展為泛珠三角地區特別是中國與葡語系國家以及歐盟的環保產業合作交流平台。今年，MIECF 更榮獲「卓越會展大獎」，獎項為承辦活動的 MIECF 的工作團隊帶來極大鼓舞，並將推動我們繼續辦好 2018 年 4 月 12 日至 14 日在澳門舉行，主題為：“構建生態城市 共享綠色經濟”的 2018MIECF 工作。

會展業是澳門經濟適度多元發展的重要切入點之一。2017 年首三季，共有 1,003 項展會在澳門舉行，其中會議有 931 項，所佔比例近 93%。國際會議協會 (ICCA) 於今年發佈的報告中指出澳門的全球城市排名由 2015 年的 93

名躍升至 2016 年的 72 名；亞太區城市排名由 21 升至 17 名，同時認可了 37 項會議，為歷來最多。國際展覽業協會 (UFI) 於今年發表的報告，把澳門評為過去五年亞洲區表現最出色的展覽市場。多項大型展會以及形式多樣的會議落戶澳門，不但有助提升澳門的國際知名度和會展業界的專業水平，所引來的商務旅客也為眾行業和中小企帶來商機，帶動社區經濟發展。

當前，澳門以「會議為先」發展會展業。為爭取更多國際性會議落戶澳門，貿促局開展了「會議大使」計劃。來自海內外醫學、建築、體育、資訊以及化學等領域的權威人士，將協助推廣本澳會展業，提升澳門會展名片「軟實力」。同時，貿促局持續優化各項會展扶助措施，做好「會展競投及支援『一站式』服務」，積極支持本地單位引入更多知名展會。

展望未來，配合國家「一帶一路」倡議以及「粵港澳大灣區」的建設，澳門將繼續發揮「一中心、一平台」的優勢，在各大展會中加入更多「一帶一路」和葡語國家元素，引入更多元化的會議，加強區域合作，攜手會展業界再創佳績，共同推動會展業可持續發展。🍀



# MIECF Achieves Development of Macao's Conventions, Exhibitions and Environmental Protection Industries in its Developmental Path over a Decade

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Over the last decade, the Macao International Environmental Co-operation Forum & Exhibition (MIECF) has become ever larger annually and its content is now extremely innovative. Allowing the growth of Macao's convention and exhibition industry and environmental industry to be achieved on MIECF's road to development.

MIECF is hosted by the Macao SAR Government and co-organised by the provincial and regional governments in the Pan-Pearl River Delta (PPRD), over the years with the Chinese National Development and Reform Commission, the Ministry of Science and Technology and the Ministry of Environmental Protection as Special Supporting Organisations. Last year, the Ministry of Industry and Information Technology was also invited as a Special Supporting Organisation while Macao Trade and Investment Promotion Institute (IPIM) and the Macao Environmental Protection Bureau always acting as coordinating organisations. With the assistance and support from national, regional and international communities and all sectors of society, MIECF has gradually developed into a cooperation and exchange platform between China, especially the PPRD region and the Portuguese Speaking Countries and EU countries in the area of environmental protection.

This year, MIECF was awarded the "Outstanding Exhibition Award" with honours. This award has tremendously encouraged the Macao Trade and Investment Promotion Institute team working on the event and it promotes our efforts to host the 2018 MIECF which is scheduled for 12th to 14th of April in Macao next year, with the theme: "Shaping of Eco-Cities for Inclusive Green Economy".

The convention and exhibition industry is an important point from which Macao started to diversify its moderate economic development. In the first three quarters of 2017, a total of 1,003 MICE events were held in Macao and 931 of them were conferences, making up 93% of the events held in the city. ICCA in the report released this year points out that in the Global Cities ranking, Macao was the 93rd in 2015 and jumped to 72nd in 2016. As for the Asia-Pacific Cities ranking, Macao rose from 21st to 17th. 37 types of conferences were recognised and this is the

most ever. The Global Association of the Exhibition Industry (UFI) released a report this year, stating that after evaluation Macao was the most outstanding exhibition market in the Asia region over the past five years. A number of diverse types of large exhibitions and conventions were held in Macao, which not only enhances Macao's international reputation and the professionalism of the convention and exhibition industry. The business travellers who attended also brought with them business opportunities for many different industries and small and medium enterprises (SMEs), which becomes a prominent driver of the economic development of the local communities.

Currently, Macao is developing the convention and exhibition industry following the principle "priority to conventions". In order to attract and encourage more international conventions to hold their events in Macao, IPIM initiated the idea of having "conference ambassadors". The domestic and overseas professionals in their respective areas such as medicine, architecture, sports, information and chemistry will help to promote Macao's convention and exhibition industry, elevating Macao's name in the exhibition and convention industry as its "soft power". Meanwhile, IPIM has implemented various measures to continuously assist the industry, providing a "One-Stop Service" for MICE Bidding and Support as well as supporting local organisations wishing to introduce more well-known conventions and exhibitions to the city.

Looking to the future, to complement the nation's proposed "Belt and Road Initiative" and the construction of the "Guangdong – Hong Kong – Macao Greater Bay Area", Macao will continue to promote its advantages of being a "One Centre and One Platform", adding more features of the "Belt and Road Initiative" and elements of Portuguese-speaking Countries to the various large conventions and exhibitions. Macao will introduce a more diverse array of conventions, strengthen regional co-operation, and accomplish greater things in the convention and exhibition industry, to advance the progressive sustainable development of the industry. 🏆



# 品牌展覽獎

## Brand Exhibition Awards

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亞洲國際博彩娛樂展會 2017  
Global Gaming Expo Asia 2017

第四屆玩樂達人博覽  
4th Play Hub Expo



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· **主辦機構 Organizer :**  
**勵展博覽集團 Reed Exhibitions Ltd.**

· **主辦機構 Organizer :**  
**澳門玩樂盛事促進會 Macau Amusing Grand Events Promotion Association**

· **承辦機構 Co-Organizer :**  
**澳匯展覽有限公司 MACEXPO Exhibition Co. Ltd**  
**維昇項目統籌有限公司 Rising Event Planning Ltd.**

# 亞洲國際博彩娛樂展會 2017

## *Global Gaming Expo Asia 2017*



### 展會簡介

亞洲國際博彩娛樂展會（G2E Asia）被視為亞洲重要的博彩娛樂業務樞紐，是亞洲博彩行業不容錯過的年度盛會。展會為行業專業人士提供一站式平台，幫助他們廣泛尋找和建立新的聯繫。每年，超過 95% 的亞洲娛樂場運營商及綜合度假村前來參觀 G2E Asia，尋找新產品和解決方案，以及深入了解全球最新行業趨勢。

第 11 屆展會於 2017 年 5 月成功舉辦。展會中，供應商展示新產品和技術，與優質買家會面並建立業務聯繫。展位為供應商提供了成本效益高的一站式採購及交流平臺。2017 年展會占地面積打破紀錄，達 28,000 平方米，迎來了近 13,000 名來自 84 個國家和地區的觀眾，其中包括超過 1500 位 VIP 和買家，和上一屆相比，觀眾增長了 66%。在為期三天的展會中，已達成 580 多項預先安排的商務配對會晤。業務數量同樣令人印象深刻，現場交易額總計達 2,195 萬美元，而預計購買額達 5,575 萬美元，比 2016 年增長了 4,970 萬美元，增加速度驚人。👉

### 主辦機構

勵展博覽集團是世界領先的展覽及會議活動主辦機構，在世界各地擁有 3,900 多位員工，在 30 個國家舉辦 500 多個展會項目，其展覽及會議組合為跨美洲、歐洲、中東、亞太和非洲地區 43 個行業部門提供服務。勵展博覽集團是勵訊集團（RELX Group）的成員之一，勵訊集團是全球專業的信息解決方案提供商。

勵展博覽集團在大中華區的業務歷經 30 多年的快速發展，如今已成為中國專業的展覽會主辦機構，在國內擁有九家成員公司。目前，勵展博覽集團在大中華區範圍內，在中國擁有 600 多名員工，服務於國內 12 個專業領域：電子制造與裝配；機床、金屬加工與工業材料；包裝；生命科學與醫藥、保健、美容與化妝品；禮品與家居；汽車後市場；生活方式，體育與休閒；博彩；出版；地產與旅遊；海洋、能源、石油與天然氣；廣播、電視、音樂與娛樂。

截止 2016 年 12 月，勵展博覽集團在大中華區主辦的 60 餘場展會吸引了 100 萬餘名觀眾，以及超過 5 萬餘名參會代表出席；在我們的展會上，共有接近 2.8 萬家供應商參與展示，其展位面積總計超過 160 萬平方米。👉

## About the Event

Global Gaming Expo Asia (G2E Asia) is renowned as a key gaming and entertainment business hub across the continent. It is the must attend marketplace for the Asian gaming industry, offering a one-stop platform to the industry professionals to network, forge fresh connections, source new products and solutions, and gain a deeper insight into the latest global industry trends. Every year, over 95% of Asian casino operators attend G2E Asia to look for cutting-edge products and solutions and gather upcoming industry trends.

The 11<sup>th</sup> edition has been successfully held in May 2017. It spanned a record-breaking 28,000 sqm show floor and welcomed nearly 13,000 visitors from 84 countries and regions, including over 1,500 VIPs and buyers, at an astounding 66% increase from last edition. More than 580 pre-arranged business matching took place during the three-day event. Business volume numbers were equally impressive totaling USD 21.95 million onsite and USD 55.75 million in intended purchase, contributing to a staggering increase of 49.7 million over 2016. 🏆

## Organizer Info

Reed Exhibitions is the world's professional events organiser, with a growing portfolio of over 500 events in 30 countries, and a staff of 3,900 exhibition specialists. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world provider of information solutions for professional customers across industries.

Reed Exhibitions Greater China is a part of Reed Exhibitions. After over three decades of rapid growth, Reed Exhibitions Greater China is the country's professional organizer of definitive trade events. It is made up of nine member companies. Currently, over 600 staff help Reed Exhibitions Greater China to serve 12 specialized sectors: Electronics Manufacturing & Assembly • Machine Tools, Metalworking & Industrial Materials • Packaging & Converting • Life Sciences & Pharmaceutical, Health Care, Beauty & Cosmetics • Gifts & Homeware • Auto Aftermarket • Lifestyle, Sports & Recreation • Gaming • Publishing • Property & Travel • Marine, Energy, Oil & Gas • Broadcasting, TV, Music & Entertainment.

In 2016, according to self-generated statistics, Reed Exhibitions Greater China's member companies held over 60 events and brought together more than 1 million visitors, together with over 50,000 conference delegates. Our events hosted nearly 28,000 suppliers whose stands spanned over 1.6 million sqm of show floor space. 🏆





# 增強商務配對 促進多元發展



勵展博覽集團大中華區 李雅儀 首席運營官  
Reed Exhibitions Greater China Josephine Lee Chief Operating Officer

亞洲國際博彩娛樂展會（以下簡稱 G2E Asia）非常榮幸能第二次獲得由澳門會議展覽業協會頒發的「品牌展覽獎」，這對我們的勵展博覽集團團隊來說是極大的鼓勵和肯定。

G2E Asia 於 2007 年在澳門旅遊塔會展娛樂中心首次舉辦，至今已成功舉辦十一屆。無論是展會的規模、品質、觀眾人數還是行業內的影響力都得到極大的提升。G2E Asia 展會的成功，很大部分源于我們矢志瞭解參展商、觀眾及研討會與會者的需求。我們旨在為他們提供寶貴的交流機會和展示平臺，通過提問和聆聽，確保 G2E Asia 能夠持續創造價值，滿足他們的需求，從而進一步提升客戶的體驗，幫助他們更出色地達成，並有望超越他們的預期目標和投資回報率。

G2E Asia 將秉承一貫的國際化和多元化發展方向，不斷擴大和豐富展會內容。我們會重點推廣綜合度假村體驗區，響應澳門政府提出的「博彩市場以外的多元化發展」。展會更是連接澳門本土和國際企業的橋樑，推動澳門相關行業及經濟發展。我們亦會繼續增強商務配對服務以實現展商和觀眾能夠獲得最高的價值，提高他們的投資回報率。數碼技術的使用將加以擴展，展會將會運用更多的電子商務技術和產品以提升整體參展和觀展體驗。我們亦非常自豪，能夠設計出吸引行業中各個領域專業人士的全面方案。我們還將著力強化會議方案，並向亞洲以至全球業界專業人士介紹更多鼓舞人心的新產品和新技術。

為期三天的展會每年都為澳門帶來大量海外及本地的參與者（包括參展商和觀眾），他們於展會當周到訪澳門，為澳門的酒店、餐飲、娛樂、交通運輸等周邊設備和配套產業帶來了可觀的收益，有助推動特區經濟發展。

最後我們再次感謝澳門會議展覽業協會及澳門會展業各界對我們的認同和支持。我們的團隊將會以此為動力，與當地政府，協會和業界相關機構緊密合作，繼續努力、不斷提升，不遺餘力、團結一致地打造更專業、更多樣化的 G2E Asia。🍀

## Enhanced Business Matchings to Add Value and Enriched Content to Diversify Beyond Gaming

It is a great honor for Global Gaming Expo Asia (G2E Asia) to receive the "Brand Exhibition Award" presented by Macao Convention & Exhibition Association for the second time, which is definitely an inspiration and recognition to Reed Exhibitions and our team.

The 2017 edition was the 11<sup>th</sup> year of G2E Asia since 2007 when we made our debut in Macau Tower, and it has achieved a significant improvement ever in terms of the scale, quality and number of visitors as well as industry influence. The success of G2E Asia is mostly derived from our continuous pursuit to better understand the market and our customers' needs, with the aim to provide a valuable business exchange platform. We ask and we listen to further enhance customer experience, while helping them to better meet, and even exceed their objectives and return on investment.

G2E Asia will continue to internationalize the event and enrich the exhibition by diversifying the content. The launch of the Integrated Resorts Experience is an example in response to the Macao Government's initiative to diversify the local economy beyond gaming. G2E Asia is also the bridge between Macao and

the world to promote local industry's capabilities and economic development. In addition, we strive to intensify the business match-making service to maximize the value of the exhibition for the exhibitors and visitors. With the development of digital technology, more innovations will be applied to improve the overall participation experience. We also pride ourselves on designing a comprehensive program that engages industry professionals from all sectors of integrated resorts, including the conference program that offers participants access to practical and cost-effective insights into new products and market developments.

The three-day event brings a large number of overseas and local participants. This has brought considerable benefits to Macao economic development for MICE industry including hotels, restaurants, entertainment and transportation in Macao.

We are grateful of the recognition and support from Macao Convention & Exhibition Association. Our team will use this as a driving force, work closely with the local governments, associations and stakeholders to ensure we deliver an even better and a professional G2E Asia to fully meet the needs of the industry community. 🙏



# 第四屆玩樂達人博覽

## 4th Play Hub Expo



### 展會簡介

澳門歷來是東西方經貿、文化的交匯地，加上澳門地理位置優越，一直是大中華地區各類產品的主要集散地，且深受鄰近地區文化影響，具有強大的潮流文化融和力。近年本澳經濟騰飛，本地生產總值達 448 億美元，人均 GDP 居全球第四，澳門居民累積強大消費力，加上網絡社交平台快速發展，人們更重視分享，以及提昇生活品質和價值，“玩具”不單是小朋友的專利，不少成年人亦愛回溯兒時樂趣、追求更高品質的“玩樂”。

「第四屆玩樂達人博覽」希望藉澳門卓越的會展平台優勢，為廣大關注的潮流品牌及新鮮事物的人士構建一個集高品質、消遣和玩樂於一身的潮流特色展覽—玩樂達人博覽，玩樂達人博覽以年輕潮流玩樂主題作包裝，品牌推廣為內涵，推動具潛力品牌及產品在大中華市場發展為目標，為參展商提供一個商貿平台拓展商機。同時設有現場產品銷售，讓參展商可以推廣其產品及服務並提升企業形象。希望所有參展商及觀眾都以“分享”為中心，把“玩樂”宣揚。🍌

### 承辦機構

澳匯展覽有限公司 (MACEXPO Exhibition Co. Ltd) 承辦各類型專業展覽，服務全面而多元化，能按客戶要求提供完善而優質的一站式展覽會策劃及管理服務。一向秉承以實力取勝的服務宗旨。為適應澳門市場發展及拓展公司業務，實行強化會展業務，以促進會展與廣告業務的結合，我們務求精益求精，致力為顧客提供優質、專業的綜合性服務。

過往舉辦之活動：

活動名稱		活動日期
Fun Fun Inno Shop	支持單位	2017 年 02 月 06 日至 2017 年 05 月 07 日
密密 JUMP 親子及充氣遊戲嘉年華	主辦單位	2016 年 12 月 23 日至 2017 年 01 月 02 日
澳門玩具親子博覽 Macau Joy 2016	主辦單位	2016 年 11 月 25 日至 2016 年 11 月 27 日
白馬行夏日樂繽紛	主辦單位	2017 年 07 月 20 日至 2017 年 09 月 03 日
OUR SANRIO TIMES	主辦單位	2017 年 07 月 28 日至 2017 年 10 月 08 日



About the Event

Macao has always been the intersecting point for economic, trade and cultural exchanges between the East and the West, together with its strategic location, it is also the major distribution center for various products in the Greater China region. Being greatly influenced by the culture in the neighboring regions, Macao possesses a strong cultural trend harmony. In recent years with its soaring economy, GDP of Macao has reached up to 44.8 billion US dollars and its per capita GDP ranks fourth in the world. The cumulative consumption power of Macao residents coupled with the rapid development of the social media platforms, people tend to focus more on sharing and enhancing quality of life and value. Toys are no longer the children's privilege, they are also recollection of adults' childhood pleasure of which they will in particular pursue for higher quality of fun and joy.

The “4th Play Hub Expo” would like to leverage the advantage of the excellent MICE platform in Macao to develop a special trendy exhibition featuring high quality, entertainment and having fun, i.e. the Play Hub Expo for those who are interested in trendy brands and new ideas. The expo was packaged under a young, trendy, and playful theme and used of brand promotion as connotation with the purpose to develop potential brands and products in the Greater China market so as to provide a business trade platform for the exhibitors to explore opportunities. At the same time, there was on-site product sales for exhibitors to promote their products and services as well as to enhance their corporate images. It is hoped that all exhibitors and visitors can base on “sharing” as center to publicize the message of “having fun”.👉



Organizer Info

MACEXPO Exhibition Co. Ltd. is a local enterprise which provides full range of services and coordinates various types of professional exhibitions, offers quality and one-stop service on event planning and management in meeting customer's requirements. The company's mission is to win by own strength and capability. In order to adapt to the development of Macao market and for further business expansion, MACEXPO will strengthen its MICE business by combining both MICE and advertising operations together and will continue to pursue for excellence and is committed to providing customers with professional and high quality comprehensive services.

Past events that were held :

Name of Events		Dates
Fun Fun Inno Shop	Supporting Organization	06.02.2017 — 07.05.2017
“密密 JUMP” Parent-Child Interaction Game Carnival	Organizer	23.12.2016 — 02.01.2017
Macau Joy 2016	Organizer	25.11.2016 — 27.11.2016
Nolasco Summer Carnival	Organizer	20.07.2017 — 03.09.2017
OUR SANRIO TIMES	Organizer	28.07.2017 — 08.10.2017



# 展覽收費有得失 深耕品牌獲肯定



澳匯展覽有限公司 盧德忠 董事總經理  
MACEXPO Exhibition Co. Ltd Lo Tak Chong Managing Director

曾於 2015 年榮獲「創新展覽獎」的「玩樂達人博覽」，歷經兩年的考驗與競爭，展覽的品牌特色再度獲得肯定，今年從一眾展會中脫穎而出，獲得「品牌展覽獎」。我們再次獲獎深感高興，今次獎項是在原來「創新」基礎上鞏固「品牌」取得的階段性進步。公司最初因應市場缺乏針對年青人的展覽，從而推出玩樂元素主題品牌展，幾年來一直深耕品牌建設，不斷注入新的玩樂元素及創新理念，今年終於憑藉「品牌」形成口碑，獲得不俗迴響，為該展未來更長遠的發展提振信心。

「玩樂達人博覽」是本土原創展覽中，為數不多的一個收費展銷會。最初兩年因為對市場尚未熟悉，而且有政府資助，所以均免入場費，入場人數及反應理想。不得不提的是，免費入場，當然政府資助功不可沒。近兩年因展覽開始成熟，有信心吸引回頭客，我們開始嘗試收取入場費，入場人數同比減少了近三分之一。作為主辦機構固然會擔心人流少會導致客商流失，但有失亦有得，從另一角度而言，收費很大程度精選了參展的消費者，故此，展會近兩年的總交易額是呈上升趨勢的。

對於此現象，相比以往市民願意在物質購買上捨得花費的心理，現時大家似乎更加願意花錢買感受與體驗。正因為大眾現時呈現出來這樣一種心理：“購買一段體驗，好過購買一個實物”，各類主題品牌展的內容才越來越豐富，會展行業需要更多的創意的投入，鞏固品牌，這對行業的長遠發展，是良好而有效的新嘗試。

玩樂達人博覽是一個集視覺盛宴和玩樂體驗的展會，吃喝玩樂樣樣齊。我們今次獲獎對團隊的鼓勵很大，未來將繼續以品牌行先、增加競爭力、注重創新，把「玩樂達人博覽」辦得越來越好玩。🍀



## Pros & Cons of Admission Fees – Recognition for Brand Cultivation

The “Play Hub Expo” was awarded the “Innovative Exhibition Award” in 2015 and after two years of testing and competing, the characteristic brand of this exhibition is once again being affirmed and has won the “Brand Exhibition Award” from a number of exhibitions this year. We are indeed very pleased to receive the award which is a phasing progress from the original base of “innovation” to the consolidation of the exhibition brand. Initially, our company would like to launch a thematic exhibition with fun and joy in response to the lack of exhibitions targeting young people in the market. After several years of cultivation in building up its brand and continuously injecting new playful elements and innovative ideas, this year base on the exhibition brand itself, we have finally established good reputation and favorable response which have boosted our confidence on the long-term development of this “Play Hub Expo” in the future.

The “Play Hub Expo” is one of the few local original exhibitions which audience needs to pay for admission fee. During the first two years when the market was not matured, the number of admissions was satisfactory due to government funding. In recent two years the exhibition market started to become matured and we are confident on attracting repeating customers. So we began to try the “admission fee” approach which led to a drop by one-third comparatively. As an organizer

though it may be worried that less audience will lead to drop of exhibitors and merchants. However, we believe that where there is loss, there is gain. From another perspective, admission fees to a large extent have enabled the selection of visitors and consumers. Therefore, the total turnover in the past two years have shown an increasing trend.

From this phenomenon, as compared with the past that people tended to spend money on buying materialistic stuff, now they are more willing to spend on buying “feelings & experiences” which reflect their current mentality of “buying an experience is better than buying a physical product” thus enabling all kinds of thematic brand exhibitions to include varieties of rich content. Besides, the MICE industry needs to invest more in creativity, consolidate the brand to make good and effective attempt for the long-term development of the industry.

The “Play Hub Expo” is an exhibition combining both visual and playful experience offering eating, drinking, playing, and entertaining all-in-one event. Receiving this award is a great encouragement to our team. We will continue to use the brand names to strengthen our competitiveness and focus on innovation to make the “Play Hub Expo” with more fun and joy. 🍷





# 品牌會議獎

## Brand Convention Awards

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世界旅遊經濟論壇・澳門 2016  
Global Tourism Economy Forum・Macao 2016

第十三屆世界華商高峰會  
The 13<sup>th</sup> World Summit of Chinese Entrepreneurs

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· 主辦機構 Organizer :  
世界旅遊經濟研究中心 Global Tourism Economy Research Centre

· 主辦機構 Organizer :  
世界華商組織聯盟 World Federation of Chinese Entrepreneurs Organization

# 世界旅遊經濟論壇・澳門 2016

## *Global Tourism Economy Forum • Macao 2016*



### 論壇簡介

世界旅遊經濟論壇（「論壇」）於 2012 年首度舉行，由澳門特別行政區政府社會文化司主辦，中華全國工商業聯合會授權全聯旅遊業商會發起及協辦、世界旅遊經濟研究中心籌辦，並獲聯合國世界旅遊組織（UNWTO）為夥伴單位。論壇持續得到中央人民政府駐澳門特別行政區聯絡辦公室、中華人民共和國外交部駐澳門特別行政區特派員公署、中華人民共和國國家旅遊局（CNTA）、世界旅遊及旅行理事會（WTTC）、亞太旅遊協會（PATA）、世界旅遊城市聯合會（WTCF）、歐洲旅遊委員會（ETC）和澳門特別行政區政府旅遊局（MGTO）成為支持單位。

第五屆論壇以「消費的蛻變—構建旅遊經濟新藍圖」為題，雲集全球多個國家、地區及城市逾 1,300 名與會者及 200 位中外及本地傳媒代表出席，並獲來自世界不同國家的部長級官員、商界領袖和專家學者應邀在論壇上分享真知灼見，探討一眾信息及網絡廣博、對新科技瞭如指掌的消費世代，為旅遊產業發展帶來前所未有的機遇和影響。欣逢五週年誌慶，論壇成功邀請兩大文化及經濟國家和城市—法國及北京市，分別作為合作國家和主賓城市。👉

### 主辦機構

旅遊業在推動全球經濟上扮演著舉足輕重的角色。僅是 2016 年，旅遊業為全球經濟帶來高達 7.6 萬億美元的收入，佔全球國內生產總值（GDP）的 10.2%，並為世界各地創造了 2.92 億個就業機會，即全球每 10 名僱員，便有 1 人從事旅遊業。面對全球經濟重心向亞洲轉移，亞洲國家，尤其是中國的經濟增長，將成為全球經濟發展的動力。為響應世界各地對剖析及掌握全球及亞洲旅遊業發展趨勢與局面的殷切訴求，世界旅遊經濟研究中心（「中心」）於澳門成立。

中心總部選址澳門，基於澳門立足於亞洲旅遊經濟發展的最前線。加上其獨有地理位置，讓研究中心緊貼區內的旅遊發展，掌握亞洲脈搏，成為理想的信息樞紐。這個樞紐一方面向世界發放亞洲旅遊業的最新情況，另一方面為亞洲剖析世界旅遊業發展的新趨勢。蓬勃發展的旅遊業亦不斷提升澳門的國際競爭力，有助澳門向成為「世界旅遊休閒中心」的目標邁進。

中心是一個獨立和非營利的國際研究組織，透過進行科學研究和分析來自國際權威機構有關旅遊業界的研究報告及數據，深入剖析亞洲旅遊趨勢與展望；同時構建開放的合作交流平台，匯聚公私營機構的重要領導獨有及具前瞻性的遠見，協助各地政府、業界及相關行業決策者了解旅遊業的最新情況及制定明確的發展方針，推動區域以至環球旅遊可持續發展。👉



## About the Event

Inaugurated in 2012, the Global Tourism Economy Forum (GTEF) is hosted by the Secretariat for Social Affairs and Culture of the Macao SAR Government, co-organized by the China Chamber of Tourism under the authorization of All-China Federation of Industry and Commerce (ACFIC) and the Global Tourism Economy Research Centre (GTERC), in collaboration with the World Tourism Organization (UNWTO). The supporting units of GTEF include the Liaison Office of the Central People's Government in the Macao SAR, Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao SAR, China National Tourism Administration (CNTA), World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA), World Tourism Cities Federation (WTCF), European Travel Commission (ETC) and Macao Government Tourist Office (MGTO).

GTEF proudly celebrated its fifth anniversary under the theme "The Growing Consumer Class – Rethinking and Reshaping the Future Tourism Landscape" with over 1,300 delegates from many countries, regions and cities around the world, and 200 local and international media representatives. Ministerial officials, industry leaders, experts and scholars from across the globe gathered at the internationally renowned platform for tourism exchange and cooperation to zero in on how this rising resourceful and tech-savvy group is more than ever the increasingly influential force in the tourism industry. Celebrating GTEF's 5<sup>th</sup> anniversary were two cultural and economic powerhouses – France as the Partner Country and Beijing Municipality as the Partner City. 🌟

## Organizer Info

Tourism is playing a pivotal role in the global economy. It is estimated that tourism has contributed a staggering US\$7.6 trillion in 2016, equal to 10.2% of the world's GDP, and is now supporting 292 million people in employment worldwide, that is 1 in 10 jobs on the planet. With the global economic shift towards Asia, the stable growth of Asia, notably that of China, will be the impetus for the world's economic development. To meet the world's needs for insight and analysis of global and Asia tourism trends, the Global Tourism Economy Research Centre was established in Macao.

The decision of the Centre to be headquartered in Macao is only logical, given it is at the forefront of Asia's burgeoning tourism economy. Its unique geographic location advantageously allows the Centre to closely follow Asia's latest developments in tourism. As an ideal hub of communication, Macao can effectively disseminate the latest updates in Asian tourism to the world, and conversely present the most recent Asia trends to the global tourism industry. In its own right, Macao has been elevated in international competitiveness thanks to its flourishing tourism industry, and is making great strides in becoming a World Centre of Tourism and Leisure.

Strategically based in Macao, the Centre is an independent, non-profit international research organization with a special purview on tourism and travel development in Asia. Attuned to what is happening in the region through research and exchange platforms, the Centre shares ideas with government bodies and travel and tourism-related stakeholders on how Asia's development will positively impact the globe. The Centre's progressive and unique approach to aggregating and analyzing research from global authoritative bodies seeks to deliver solutions and advance ideas that will lead to the sustainable development of travel and tourism, in the region and around the world. 🌟



# 紮根澳門築平台 推動經濟適度多元 打造品牌育人才 樹立國際會議形象



世界旅遊經濟論壇自2015年起連續三年榮獲澳門會議展覽業協會的肯定，於2016年獲頒「卓越會展大獎」，並於2015年及2017年榮獲「品牌會議獎」。

論壇促進當今以中國為焦點的環球旅遊產業的持續發展，並全面配合國家給予澳門特區的策略定位，利用澳門作為門戶城市的角色，充分發揮其促進中外跨地域、跨界別的多邊旅遊交流合作的跳板作用，以推動特區邁向成為「世界旅遊休閒中心」和「中國與葡語國家經貿合作服務平台」為目標。憑藉多年來的經驗和基礎，論壇成功建立成為一個獨具前瞻視野的高端交流合作平台，並且備受全球政府官員及業界專家的認同和重視。論壇亦連續四年發布《亞洲旅遊趨勢調研報告》，報告由世界旅遊經濟研究中心與聯合國世界旅遊組織攜手編製，是國際推崇的區域旅遊研究刊物。

此外，論壇不但為澳門確立了全新國際品牌形象，更進一步助力澳門推進經濟適度多元化，及彰顯澳門主辦世界級會議展覽活動的實力。去年國務院總理李克強訪澳期間宣佈中央支持推出十九項惠澳措施，當中包括支持澳門每年舉辦世界旅遊經濟論壇，可見論壇的影響力獲中央政府高度重視和肯定。

作為澳門展現全新國際形象和會展實力的重要平台，論壇將繼續全力以赴，因應全球旅遊業趨勢的變化，在內容、形式和舉措上不斷推陳出新，以鞏固澳門在全球旅遊業界的戰略地位；同時全面釋放澳門中西文化匯萃的旅遊潛力，強化澳門經濟可持續發展的基礎，凝聚社會各界的力量，建設更美好澳門。論壇將繼續積極締結友誼及聯盟，通過旅遊經濟，共享和構建高效的交流合作平台，創造協同效應和共同目標，促進各國的可持續經濟增長，實現社會和諧共融。🍀

世界旅遊經濟研究中心 何超瓊 主席  
Global Tourism Economy Research Centre Pansy Ho Chairperson

世界旅遊經濟論壇 何超瓊 副主席兼秘書長  
Global Tourism Economy Forum Pansy Ho Vice Chairman and Secretary-General

## A Macao-rooted Platform to Promote Moderate Economic Diversification; An Event to Cultivate Talents and Establish International Conference Image of Macao

Global Tourism Economy Forum (GTEF) is honoured to have been recognised for its effort by the Macao Convention and Exhibition Association three years in a row since 2015, having received the Outstanding Conference Award in 2016 and the Brand Convention Award in 2015 and 2017.

While championing sustainable development of the global tourism economy with a focus on China, GTEF acts in concert with the Central Government's mandate regarding Macao's strategic position. Leveraging Macao's locality as a gateway city, GTEF optimizes its own role as a springboard to effectuate Sino-foreign cross-region, cross-sector and multilateral tourism exchanges and cooperation, aiming to assist Macao in becoming a World Centre of Tourism and Leisure and a Services Platform for Trade Cooperation between China and Portuguese-speaking Countries. Based on the solid foundation of knowledge and experience gained from the last few years, the Forum has successfully established itself as a forward-looking high-level exchange and cooperation platform and has earned the recognition and respect from government and industry leaders from around the world. It has also presented four editions of the highly respected UNWTO/GTERC Asia Tourism Trends, an annual joint research report between the World Tourism Organization and the Global Tourism Economy Research Centre.

GTEF has not only created a new international brand for Macao, it has also contributed tremendously to Macao's effort to achieve moderate economic diversification and to highlight the city's strength as a host to world-class MICE events. GTEF garnered a major acknowledgement of its relevance and impact last year when Premier Li Keqiang cited GTEF as one of the 19 major initiatives and undertakings that the Central Government will grant support to the Macao SAR Government.

Exemplifying Macao's new international image and MICE platform, GTEF will continue to dedicate its effort to innovating its content, format and initiatives to reflect the latest world tourism trends, aiming to strengthen Macao's strategic position in the global tourism industry, unleash the tourism potential of Macao's Sino-foreign cultural essence, reinforce the foundation of sustainable economic development in Macao, and bring out the collective strength of all the sectors to build a better Macao. GTEF has embarked on a wonderful journey of making friends and allies through creating synergies and common objectives in sharing and nurturing an invaluable platform via tourism economy to continue pursuing positive and sustainable economic growth and social harmony among nations. 🏆





# 第十三屆世界華商高峰會

*The 13<sup>th</sup> World Summit of Chinese Entrepreneurs*



## 展會簡介

「世界華商高峰會」是由本聯盟主辦，在澳門特別行政區政府的支持下，本著「結合華商力量，開創華人新紀元」及「相容兩岸，廣納四海」的基本原則與精神理念，積極推動全球各地華商組織及企業，進行互動交流。每年金秋十月，逾 1,500 位世界華商菁英，相聚澳門，充分發揮「凝聚情感、團結力量、促進合作、開拓商機」等四大功能。為推進世界華商間的互動和合作，搭建全球華商與各地政府間溝通的橋樑，致力於提升華商在世界各地的影響力。

「世界華商高峰會」，多年的辛勤經營，已能充份兼容兩岸，廣納海外老、中、青各個不同世代的華商。世界華商高峰會期望透過匯聚澳門的機會，讓全球華商互動交流，推動合作機會，充分發揮澳門為全球華商交流平台的重要角色。更期許在全球華商的支持下，共同建立一個團結合作、祥和昌盛的華商世界。🍊

## 主辦機構

- 【創立】2001 年 11 月創立於美國加州，並於 2002 年 12 月設總連絡處於澳門
- 【宗旨】
  - 促進全球華商組織及華商企業之交流與合作
  - 建構「相容兩岸·廣納四海」，團結祥和的華商世界
- 【組織】
  - 本聯盟由海外各地主要華商社團領袖發起創建
  - 本聯盟最高權力機構為主席團會議，由海外各地主要華商社團領袖組織
  - 成員遍佈全球八十多個國家，二百多個華商社團組織
- 【主要會務】
  - 建立全球華商之交流機制
  - 增進各地華商企業在經貿、科技、文化等各方面的合作
  - 其他有關促進全球華商之交流與合作事宜
- 【功能與運作】
  - 舉辦「世界華商高峰會」
  - 促進區域經濟合作
  - 出版「華商世界」雜誌
  - 推動創新產業合作
  - 甄選及頒發傑出青年華商獎
  - 促進國際文化交流 🍊

## About the Event

Organized by the World Federation of Chinese Entrepreneurs Organization (WFCEO) and with the support of the Macau SAR Government, the World Summit of Chinese Entrepreneurs (WSCE) aggressively promotes interaction and exchange among worldwide Chinese entrepreneur organizations and enterprises upon the basic principle and spirit of “Unification of World Chinese entrepreneurs for a New Era of Chinese” and “Cross-Strait Acceptance and Worldwide Unification”. During the month of October every year, world elite Chinese entrepreneurs gather in Macao to demonstrate four major functions: Cohering Emotions, Unifying Strength, Promoting Cooperation and Creating Business Opportunities, aiming to further interaction and cooperation among world Chinese entrepreneurs, promote communication between world Chinese entrepreneurs and local governments, and transcend the local influence of Chinese entrepreneurs. 🌟

## Organizer Info

### 【 Establishment 】

- Founded in California, USA, in November 2001, with main office in Macau in December 2002

### 【 Mission 】

- To promote exchange and cooperation between worldwide Chinese entrepreneur organizations and Chinese enterprises

### 【 Organization 】

- This Federation is an important coordination and service platform established by leaders of worldwide major Chinese enterprises to promote exchange and cooperation among Chinese entrepreneurs worldwide and interaction and contacts between Chinese entrepreneurs and local governments
- The presidium formed by leaders of overseas Chinese entrepreneur organizations is the highest command of the Federation
- Members of the Federation come from over 200 Chinese entrepreneur organizations, from over 80 countries across the world

### 【 Business 】

- To build an exchange mechanism for world Chinese entrepreneurs
- To promote cooperation among Chinese entrepreneurs around the world in trade, technology and culture
- To engage in affairs promoting exchange and cooperation among Chinese entrepreneurs around the world

### 【 Functions and Operations 】

- Organizing the World Summit of Chinese Entrepreneur
- Promotion of Regional Economic Cooperation
- Publishing the *Chinese Business World*
- Promoting Cooperation Among Innovation-Leading Industries
- Legacy Inheritance: Commendations for Outstanding Youth Chinese Entrepreneur
- Promoting Cultural Exchange 🌟



# 匯聚華商力量 增進經貿合作



世界華商組織聯盟 任暉 執行長

World Federation of Chinese Entrepreneurs Organization Faye Yam Executive General

「第十三屆世界華商高峰會」（下稱華商高峰會）獲得「澳門會展嘉許獎 2017」之「品牌會議獎」此殊榮，深感榮幸，期許高峰會在邁向第十五個年頭之際，能藉由獲獎之榮譽肯定，再接再厲，讓華商在國際市場上更加茁壯，為華人創造更多福祉。

自「第一屆世界華商高峰會」於 2004 年在澳門召開後，每年十月，來自全球 30 多個國家及地區，逾 1,600 位華商社團代表相聚在澳門。在澳門特別行政區政府的支持下，華商高峰會已成為全球華商一年一度聚首澳門，集思廣益，合作發展的重要盛會。多年來，一直致力發展為全球華商服務平台的澳門，已成為全球華商一塊獨特的土地。

澳門特區行政長官崔世安表示，歷屆華商高峰會在澳門的成功舉辦，豐富又多元的系列活動，鞏固了澳門作為連接世界華商橋樑的作用，強化了本地作為華商經貿交往平台的作用。華商高峰會是匯聚世界華商力量的平台，為協助華商拓展交流和合作，參與「一帶一路」建設，實現優勢互補、合作共贏作出應有的貢獻。

澳門是一個兼具產業無限潛力及文化深度意義的國際魅力城市。透過「粵港澳大灣區」的崛起，澳門將能立足於「一帶一路」戰略樞紐之位置，創造前所未有的機遇；另一方面，澳門是東西文化交融匯聚之地，作為「中國與葡語國家商貿合作平台」，具有與歐盟、拉丁語系國家，尤其是與葡語系國家聯繫的優勢。

獨特的地理位置與文化特色，配合澳門經濟適度多元化發展，將能促進深化區域合作和國際交流。豐富且多元的產業發展潛力，必能提供澳門會展業浩瀚無垠的推動力。💡



## Bringing Chinese Entrepreneurs Together - Promote Economic and Trade Cooperation

The “13<sup>th</sup> World Summit of Chinese Entrepreneurs” (hereafter referred to Chinese Entrepreneurs Summit) is very honored to receive the “Brand Convention Award”. As we are heading towards the 15<sup>th</sup> anniversary, through the recognition of receiving this award, we will continue to do our best in growing the Chinese entrepreneurs stronger and bigger in the international market as well as to create more benefits for the Chinese.

The “1<sup>st</sup> World Summit of Chinese Entrepreneurs” was first held in Macao in 2004. Every year in October, over 30 countries and regions consisting of more than 1,600 Chinese entrepreneurs’ delegations and representatives will come and meet in Macao. With the support of the Macao SAR Government, the “Chinese Entrepreneurs Summit” has become an important annual event for the Chinese businessmen to gather in Macao for cooperative development. Over the years, Macao, which has been devoting itself to serving the global Chinese communities, has become an unique platform for Chinese businessmen around the world.

Chui Sai On, Chief Executive of the Macao SAR, expressed that this “Chinese Entrepreneurs Summit” which includes rich varieties of activities has been successfully held in Macao over the past years and has strengthened Macao’s role as a bridge in linking Chinese entrepreneurs together from different parts of the

world. Moreover the summit also acts as a platform to assist Chinese entrepreneurs in exploring exchange and cooperation opportunities as well as in helping them to take part in the “Belt and Road” initiative so as to jointly achieve a win-win effect of mutual benefits.

Macao is a charming international city with great industry potential and a profound cultural meaning. Through the rising of the “Guangdong, Hong Kong, and Macao Greater Bay Area”, Macao will be able to keep a foothold at the strategic hub of the “Belt and Road” initiative and to create unprecedented opportunities. On the other hand, being the converging point where “east meets west” and a business trade platform between China and Portuguese-speaking countries, Macao possesses the advantage of connections with the European Union and Latin-speaking countries, especially with those Portuguese-speaking countries.

The unique geographical location and cultural characteristics as well as alignment with the development of Macao’s moderate economic diversification have enabled Macao to contribute in the promotion of the deepening of regional cooperation and international exchanges. The potential on the rich and diversified industry development will be able to provide a vast driving force for Macao MICE industry. 🍷



# 創新展覽獎

創新展覽獎

Innovative Exhibition Awards

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「體驗夢工場」冰之歷奇

Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars

澳門娛樂展 - 創新 創意

MGS Entertainment Show – Creativity & Innovation

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· 主辦機構 Organizer :  
金沙中國有限公司 Sands China Ltd.

· 主辦機構 Organizer :  
澳門娛樂設備廠商會 Macau Gaming Equipment Manufacturers Association



# 「體驗夢工場」冰之歷奇

## *Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars*



### 展會簡介

亞洲最大型的室內冰雕展覽，這次冰雕展覽於佔地超過 1,600 平方米的澳門威尼斯人金光會展 F 館舉行，展出一系列冰雕藝術品，均由哈爾濱的頂尖冰雕藝術家以數千塊色彩繽紛的冰磚精心雕琢而成。今年的展覽設有七大動畫主題冰雕展區，當中除了來自「功夫熊貓」、「荒失失奇兵」、「史力加」、「馴龍記」、「古魯家族」及「魔法精靈」一眾栩栩如生的夢工場動畫巨星冰雕及震撼澎湃的燈光音響效果外，冰雕展覽由約 40 位來自哈爾濱的一流冰雕藝術家，包括 8 位冰雕大師、28 位冰雕建築師，以及燈光設計師和電力技術員，運用共 250 萬磅色彩繽紛的冰塊精心雕琢而成。今年的冰雕展覽更增設了主題遊戲區、主題餐飲美食區、主題紀念品及互動全接觸等專區，讓參觀人士可盡情享受一趟難忘的「體驗夢工場」冰雪之旅。👉

### 主辦機構

金沙中國有限公司是澳門最大規模的綜合度假村發展商、業權人及營運商。名為澳門金沙度假區的龐大綜合度假城項目坐落於相連著氹仔與路環的填海地帶，於路氹中心點提供一站式、包羅萬有的精彩體驗。澳門金沙度假區已把路氹發展成為一個綜合度假城，是一個國際旅客首選的商務及娛樂休閒目的地。

澳門金沙度假區全天候提供多姿多采的旅遊項目選擇。澳門巴黎人於 2016 年開幕後，為旅客提供近 13,000 間豪華及價格適中的酒店客房及套房等住宿選擇。澳門金沙度假區亦同時提供國際巨星現場表演節目、超過 850 間國際品牌的豪華免稅購物商店、會議展覽場地，以供舉行亞洲區內首屈一指的會議展覽。此外，海陸空的交通運輸配套，以及包括米芝蓮星級佳餚餐廳、酒吧及酒廊等超過 150 個餐飲選擇皆匯聚於此。澳門金沙度假區已成為旅客不容錯過的目的地，並為大家帶來難忘的體驗及無可媲美的娛樂享受。👉

## About the Event

Asia's largest indoor frozen wonderland, the unique event sees thousands of blocks of multi-coloured ice skilfully carved into amazingly detailed sculptures by a team of expert craftsmen from Harbin in northern China, spanning over 1,600-square-metre exhibition area at The Venetian Macao's Cotai Expo Hall F. This year, the ice sculpture exhibition includes a host of colourful new DreamWorks Animation characters from "Kung Fu Panda", "Madagascar", "Shrek", "How To Train Your Dragon", "The Croods" and "Trolls", vibrantly brought to life with dazzling lights and stunning sound effects. Around 40 highly skilled craftsmen from Harbin, including eight ice carvers, 28 ice builders, lighting designers and power technicians will work together to create the stunning sculptures on display. An amazing 2.5 million pounds of ice will be used to create the fantastic works of frozen art.

Besides the seven ice sculpture zones, new additions including themed games and savoury snacks, a range of merchandise and character meet-and-greets make this year's Ice World an unmissable experience. 🍌

## Organizer Info

Sands China Ltd. is the leading developer, owner and operator of integrated resorts in Macao. The fittingly named Sands Resorts Macao, situated on reclaimed land between the islands of Coloane and Taipa, is the one destination that provides a stunning array of experiences at the heart of Cotai. Sands Resorts Macao has transformed a day-trip market into an integrated resort city and international hub for business and leisure travellers.

Pulsating with life, both night and day, Sands Resorts Macao features an expansive offering of affordable luxury available nowhere else in Macao. With the opening of The Parisian Macao, it now boasts approximately 13,000 hotel rooms and suites, international superstar live entertainment, duty free shopping with more than 850 retailers offering a huge array of name brands, meeting and exhibition space for Asia's leading conferences and exhibitions, transportation offerings and well over 150 dining options, including Michelin-starred restaurants, bars and lounges. Sands Resorts Macao is a must-go destination providing every guest with an unforgettable experience and unparalleled excitement. 🍌





# 致力創新娛樂 鞏固世旅地位



金沙中國有限公司 晉磊 會展及澳門威尼斯人營運高級副總裁  
Sands China Ltd. Gene Capuano Senior Vice President of Convention and Venetian Operations

澳門金沙度假區「體驗夢工場」自首次於 2013 年在金沙城中心推出以來，舉辦過系列繽紛多彩的主題活動。其中有「亞洲最大室內冰雪盛會」稱譽的「體驗夢工場冰之歷奇」，今年憑藉實力榮獲「創新展覽獎」，我們一直致力豐富非博彩元素的發展，為賓客帶來各種娛樂，促進旅遊業多元發展的同時，亦可鞏固澳門作為世界旅遊休閒中心的地位。而今次「體驗夢工場冰之歷奇」獲得「創新展覽獎」的認可，感到十分榮幸和自豪，是業界和社會對團隊所做工作的認可和鼓勵。

「體驗夢工場冰之歷奇」由來自哈爾濱的一流冰雕藝術家精心雕琢，是以 DreamWorks 動畫角色及故事為主題的特色冰雕展，場內佈滿栩栩如生的動畫明星冰雕，且配有漫天飄雪與震撼澎湃的燈光音響效果，技術、細緻、互動性和故事性隨處可見，近幾年來已成為不少遊客訪澳的朝聖景點。「體驗夢工場冰之歷奇」從第一年起刷新 228,000 入場人次紀錄，過去每年更是平均入場人次達 133,800 人。從入場人次調查數據顯示，「體驗夢工場冰之歷奇」深受東南亞國家尤其印度旅客歡迎，且獲得社會各界質量和口碑的肯定。

從 2011 年至今，不難發現澳門增加了很多特色主題展覽，行業的競爭愈趨激烈。澳門金沙度假區為了促進非博彩元素發展，增加旅客逗留價值，盡心竭力注入更多娛樂元素，賓客除了可體驗浪漫的貢多拉之旅，登上巴黎鐵塔一覽綺麗燈光秀，挑戰水世界驚險刺激的 12 米高水上滑梯之外，還可體驗一場難以忘懷的冰雪繽紛世界。

「體驗夢工場冰之歷奇」已成為引領先驅角色，對會展業的特色主題展覽產生了推動力量，亦為澳門市民及遊客家庭式旅遊提供了一個具代表性的選擇，提升了澳門在國際市場上的知名度。👏



## Commitment to Innovation and Entertainment - Consolidating the Position of World Center of Tourism & Leisure

The DreamWorks Experience, firstly launched by Sands Resorts Macao in 2013 at the Sands Cotai Central, has already held a series of entertaining thematic activities filled with fun and joy. Among them is the “Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars” which is Asia's largest indoor frozen wonderland. This year by virtue of our strength, we are honored to receive the “Innovative Exhibition Award”. We are always dedicated to enriching the development of non-gaming elements so as to bring in various types of entertainment to our guests. In addition to promoting the diversified development of the tourism industry, at the same time this can help in consolidating Macao's position as a “World Center of Tourism & Leisure”. It is with great pleasure and pride to receive the “Innovative Exhibition Award” which is a recognition and encouragement to our “Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars” working team by the industry and society for affirming our work.

The amazing ice sculptures of the “Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars” are skillfully carved by a team of expert craftsmen from Harbin. This unique Ice World featuring colorful DreamWorks Animation characters are vibrantly brought to life with snowing scene, dazzling lights and stunning sound effect of which the details, technology, interaction and story-telling can be seen everywhere and has become a hot pilgrimage tourist spot in Macao in

recent years. This “Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars” has already achieved a record of 228,000 admissions at its first year and at an annual average of 133,800 admissions over the past few years. According to the admissions statistics, this Ice World event was well received by visitors from Southeast Asian countries, particularly for the Indian tourists, and was widely recognized by different communities for its quality and reputation.

From 2011 up to now, it is not difficult to note that Macao has added a lot of characteristic thematic exhibitions, and the competition in the industry has become increasingly fierce. In order to promote the development of non-gaming elements and to increase visitors' value of stay, Sands Resort Macao has devoted substantial efforts by infusing more entertaining elements, such as enjoying the romantic gondola ride, visiting the Eiffel Tower for a glance of the beautiful light show, challenging the thrilling 12-meter high water slide at the Aqua World as well as experiencing an unforgettable moment at the colorful “ice world” wonderland, etc.

The “Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars” has become a leading pioneer and a driving force for the MICE industry to promote featured thematic exhibitions. Besides, it also provides a representative option for the Macao residents as well as those tourists traveling with families. This will eventually enhance Macao's reputation in the international market. 🍀



# 澳門娛樂展 – 創新 創意

## MGS Entertainment Show - Creativity & Innovation



### 展會簡介

澳門娛樂展 (MGS) 由澳門娛樂設備廠商會主辦，澳門創意創新產業協會主要協辦，是迄今首個由本澳機構主辦的大型博彩娛樂展。中央人民政府駐澳門特別行政區聯絡辦公室經濟部作指導單位，並得到澳金基金會、博彩監察協調局、澳門貿易投資促進局、旅遊局、文化局、經濟局及澳門生產力暨科技轉移中心作為支持單位。澳門博彩業管理暨中介人總會、澳門娛樂博彩業中介人協會、南光文化創意產業有限公司、澳門賽馬會及澳門彩票有限公司為協辦單位。展覽面積超過 12,000 平方米，參與人士來自 46 個不同國家，入場人次達 14,847。覆蓋範疇包括四大元素：

娛樂區：來自二十多個國家，超過一百七十間參展企業雲集於此，展示最新穎的娛樂設備、遊戲產品。

科技區：創新科技聚焦在網絡、流動數據和社交媒體平台，科技讓企業降低營運成本和提高利潤，從支付系統到交易平台、網上遊戲、數碼產品及各類相關配套。

澳門館：主題包括文創區、影視區、未來科技創意及藝術區和旅遊及娛樂未來發展區，藉此推廣澳門多元化發展，加深大眾對本地未來科技發展，推動文創事業。

角子機體驗中心：來自全球遊戲開發和設備製造商參與，數十款遊戲推出首次的產品測試發佈。由玩家投票選出在各類最喜歡的項目，一系列最佳遊戲獎項於頒獎禮上頒發。🎰

### 主辦機構

澳門娛樂設備廠商會至今已成立五年，逐漸發展成為不僅在澳門和亞太地區，甚至在全球的娛樂設備製造業最具成長力的新興獨立貿易機構之一。

本會的會員有 110 多個包括跨國公司和本地企業，本會的會員企業在娛樂和科技領域佔有全球重要市場份額。

本會負責代表澳門特區澳門娛樂設備製造業發表觀點。我們協助會員建立和發展一個促進各企業和整個行業前進的貿易環境。本會通過開展廣泛的活動，旨在通過加強研究和開發計劃加強製造業出口的經濟增長，從而為整個行業以及團體帶來直接利益；提供訓練和教育服務，培養多型人才隊伍；交流想法，探索全球商貿合作網絡的概念。這項工作體現在將“澳門概念”的產品推向全球市場，明確了本會會員產品希望從本地市場發展延伸到世界各地的基本精神。

澳門娛樂設備廠商會將繼續保護和發展澳門娛樂設備製造商的營商環境。本會將與澳門特區政府和監管機構保持友好的對話，將行業利益和關注的問題提上議程。

在本澳中，澳門娛樂設備廠商會的會員是特區經濟最重要的貢獻者之一，在教育發展，社會服務和社區活動中擔任關鍵角色。娛樂設備製造行業的收入對本澳基礎設施和社會服務的持續發展帶來根本的變化，這使得澳門始終保持是一個充滿活力的智慧城市。本會的教育和培訓計劃已經幫助本澳培養了一批優秀的技術工作人員。該計劃是由本會與政府和工會聯合總會聯合主辦的技術培訓課程，深受本澳市民歡迎。

作為一個貿易協會，澳門娛樂設備廠商會秉承推動會員企業的商業發展的宗旨，與澳門特區政府及其各部門政府建立緊密的合作關係。將繼續實施積極追求和外向型的舉措計劃，致力推動和促進澳門經濟多元化的長遠計劃。🎰



## About the Event

The MGS Entertainment Show, which is owned by the largest trade association in Macao, Macao Gaming Equipment Manufacturers Association (MGEMA), mainly co-organized by the Macao Creative Industry Association, is the first large-scale gaming and entertainment fair organized by Macao organizations. The event is led by the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao S.A.R and supported by Macao Foundation, Gaming Inspection and Coordination Bureau, Macao Trade and Investment Promotion Institute, Macao Government Tourism Office, The Cultural Affairs Bureau, Economic Services and Macau Productivity and Technology Transfer Center. General Association of Administrators and Promoters for Macau Gaming Industry, Macau Junket Association, Nam Kwong Culture and Creativity Industry Co., Ltd., Macau Jockey Club and Macau Slot are the event co-organizers. The exhibition area is more than 12,000 square meters, with participants from 46 different countries, and the attendance reached 14,847. Coverage includes four elements:

**Entertainment Area** : Coming from more than 20 countries, over 170 exhibitors gathered in the entertainment, displaying the most innovative entertainment equipment and gaming products.

**Technology Area** : Innovation and technology focusing on the network, mobile data and social media platform, technology allows enterprises to reduce operating costs and increase profits, from payment systems to trading platforms, online games, digital products, and a variety of related ancillaries.

**Macau Pavilion** : The theme of the Macau Pavilion includes the Creative Zone, Film and Television Zone, Future Technological Innovation and Arts District and the area of Future Development, area of Tourism and Entertainment, so as to promote the diversified cultural development of Macau, to deepen the knowledge on future technological development and to encourage the cultural & creative industries.

**Slot Experience Center** : Game developers and equipment manufacturers from all over the world launched their first product test on dozens of games. A series of best game awards voting by the players are presented at the awards ceremony. 🏆

## Organizer Info

Now in its fifth year of operations, the MGEMA has gradually become one of the growing independent trade bodies, not just in the Macao SAR and Asia Pacific region, but also in the manufacturing and entertainment industries worldwide.

Our association has more than 110 members, spanning multi-national corporations to pioneering local entrepreneurs. Collectively, our members yield an important share in the entertainment and technology revenues in the world.

The MGEMA, on behalf of our members, is responsible for presenting and expressing views to the Macao SAR. We assist our members to build and develop a trading environment that drive their businesses and the entire industry forward. Through a wide range of activities, they are designed to strengthen manufacturing output for economic growth and by enhancing research and development programs to bring direct benefits to the industries and communities; to deliver training and educational skills that will create a multi-talented workforce; and to exchange ideas and explore business concepts across its global corporate network. This work is embodied within the "Macao concept" to the global market which clearly extends the products of our members from the domestic market to every continent across the world.

The MGEMA continues to protect and enhance the commercial environment for the city's gaming equipment manufacturers. It maintains a constant dialogue with the Macao SAR Government and regulatory bodies to keep industry interests and issues at their agenda.

In the local community, the MGEMA membership is the most significant contributor to the SAR economy and is a key player in the development of the educational, social and community activities. Its revenues make a fundamental difference to the infrastructure and continuing development of the services that make Macao a vibrant and smart city. The association's educational and training programs have helped build one of the best skilled work-forces in the region. Its flagship program is the widely acclaimed technology training courses run by the Association in conjunction with the government and the Federation of Trade Unions which are greatly accepted by the locals.

The MGEMA's responsibility as a trade association will continue to strengthen and establish support of our member's business development through the close co-operation between various departments of the Macao SAR Government. With the association full support to the Macao SAR's plan for economic diversity, our association will continue to implement a positive pursuit to promote long term plans for Macao's economic diversification. 🏆



# 助建智慧城市 引進科技先鋒



澳門娛樂設備廠商會 陳捷 會長

Macau Gaming Equipment Manufacturers Association Jay Chun Chairman

首先，我謹代表本會非常榮幸獲得澳門會展嘉許獎 2017 之一創新展覽獎，向支持我們的各位專家和朋友表示衷心的感謝！

澳門娛樂展—創新創意（下稱 MGS）今年已舉辦五屆，展會以極具影響力的議題，打破傳統，將娛樂、遊戲及休閒匯集一身。

2017 年是“智慧城市”的新世代，而 MGS 的焦點亦是放在新世代的開發及改革上。MGS 主力邀請了來自世界各地的智慧科技先鋒和遊戲改革者，引進先進技術、提高遊戲、娛樂和休閒服務的新標準。MGS 提供了多樣化的展覽類別，以及一站式展覽平台，涵蓋了遊戲設備 and 所有類型的產品，通過澳門特有的娛樂中介服務、嶄新的網上遊戲技術和開發系統，給觀眾探索了最新的智慧技術概念，亦能為娛樂業的未來發展奠定了基礎。

今年年初，澳門娛樂展得到了國際展覽業協會頒發的 UFI 認證；有關認證表明了澳門娛樂展已經達到行業最高標準，並成為了具有一個聲望的國際展覽。今年，我們有百多家來自本地及世界多國的企業參展，而論壇嘉賓更來自不同國家及地區。

澳門是全球娛樂業的資本集聚地區，收益亦遠超過其他鄰近城市。澳門特區的新多元化競技發展戰略計劃，將在未來五至十年間開闢巨大的投資和商業機會，而 MGS 將與所有關鍵業務相結合，推動創新的業務領域發展。展會亦為全球市場提供了一個重要的橋樑，世界各地的企業家能夠藉此匯聚一堂。

澳門處於粵港澳大灣區和擁有中葡雙語的優勢，背靠龐大的中國市場，在國家一帶一路的大政策下，商業活動如魚得水。MGS 也將參與其中為各位參展商和參觀者建立貿易平台，促成更多的經貿合作。👏

## Help in Building a Smart City – Introduce Pioneering Technology

First of all, on behalf of the Macau Gaming Equipment Manufacturers Association, I am very pleased and honored to receive the “Innovative Exhibition Award” from the “Macao Convention & Exhibition Commendation Awards 2017” and would like to extend my heartfelt gratitude to all experts and friends who have been supporting us!

This is the 5<sup>th</sup> year of the “Macau Gaming Show – Creativity & Innovation” (hereinafter referred to as MGS) being held and in order to break tradition, a very influential theme was taken to combine entertainment, gaming and leisure altogether in one exhibition.

2017 is the new era of “Smart City” and MGS also puts its focus on the development and reformation of a new generation by mainly inviting smart technology pioneers and reformers of games from all over the world to introduce advanced technologies to enhance the new standards of gaming, entertainment and leisure services. MGS offers a wide range of exhibition categories as well as a one-stop exhibition platform covering gaming devices and all types of related products. Through Macao’s unique entertainment intermediary service, brand new online game technologies and development systems can offer audience the latest concept of smart technology and thus lay the foundation for the future development of the entertainment industry.

Earlier this year, MGS has attained the certification from UFI (Global Association of the Exhibition Industry) and this shows that MGS has reached the highest standard in the industry and has become a prestigious international exhibition. This year there are more than 100 exhibitors from local and multinational companies around the world participating and with forum guests coming from different countries and regions.

Macao is the city where the capital of the global entertainment industry converges, its revenue has far exceeded other neighboring cities. Macao SAR’s new diversified gaming development strategic plan will open up huge opportunities for investment and business in coming five to ten years. Hence, MGS will align with all key businesses to push for the development in innovative business areas and to act as an important bridge for the global market where entrepreneurs from all over the world can come and meet together.

Macao has the advantages of being located within the “Guangdong, Hong Kong, and Macao Greater Bay Area” and possesses bilingual of Chinese & Portuguese. Besides, with the vast market of China and under the country’s major policy on the “One Belt One Road” initiative, commercial activities can be carried out conveniently in Macao. MGS will also participate in the establishment of a trade platform for all exhibitors and visitors in order to promote more economic and trade cooperations. 🍷



# 會議競投獎

## Bid Convention Awards

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第四十屆亞太開發性金融機構協會年會  
40<sup>th</sup> ADFIAP Annual Meeting

第九屆偏最小二乘及相關方法國際會議  
The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods



- 
- **主辦機構 Organizer :**  
**亞太開發性金融機構協會 Association of Development Financing Institutions in Asia and the Pacific**
  - **承辦機構 Co-organizers :**  
**澳門博覽集團有限公司 Macau Expo Group Limited**

- **主辦機構 Organizer :**  
**澳門科技大學 Macau University of Science and Technology**

# 第四十屆亞太開發性金融機構協會年會

## 40<sup>th</sup> ADFIAP Annual Meeting



### 展會簡介

第 40 屆 ADFIAP 年會是主題為“開發性金融機構與可持續發展目標、機遇與挑戰”，旨在匯聚亞太區的開發性金融機構，就開發性金融機構發展的途徑和方法進行探討，來自 30 個國家及地區逾百多位開發金融機構及國家開發銀行的行長、董事長、總經理等高層代表來澳參會。👤

### 承辦機構

澳門博覽集團有限公司是立足澳門，面向亞太的專業展覽公司和會展服務機構。

澳門博覽集團有限公司成立於 2001 年，是一家立足於澳門，面向亞太地區的專業展覽公司及會展服務機構，主要舉辦會議、展覽、活動組織及統籌、廣告宣傳策劃及投資為核心業務，具備豐富的會展及廣告宣傳經驗。

澳門博覽集團有限公司同時也是國際會議協會 (ICCA) 的公司成員，ICCA 是目前全球會議業界最具代表性的組織，擁有全球 80 多個國家，超過 850 個政府組織、會展相關公司、會展中心加入成為會員，ICCA 對會員的要求嚴謹，成為當中一員顯示公司的實力。👤

## About the Event

The theme of the 40<sup>th</sup> ADFIAP Annual meeting is “DFIs and SDGs: Opportunities and Challenges” which will broadly touch upon the Sustainable Development Goals (SDGs), a set of 17 aspirational global goals covering a broad range of sustainable development issues and how development finance institution-members of ADFIAP can play a key role and adequately contribute to their fulfillment. The meeting was attended by over 30 countries / districts, a hundred delegates who are Chief Executive Officers, Senior Officials and Fellow Members mostly in the Asia-Pacific region. 🌟

## Organizer Info

Macau Expo Group (MEG) is one of the leading conference and event specialists in Macao S.A.R. with over 14 successful years in the Conference, Exhibition and Events industry. We have a committed team of professionals based in Macao & Mainland China, which gives us the ability to provide local support in the Greater China.

We have rich experience in convention and exhibition service, event planning & coordination, advertising & promotion. MEG is also a member of ICCA (International Congress and Convention Association). 🌟





# 發展本澳特色金融 迎接機遇與挑戰



澳門博覽集團有限公司 江世波 會議總監

Macau Expo Group Limited Andrew Jiang

Director, Professional Congress Organizer

我們團隊非常榮幸能夠獲得「澳門會展嘉許獎 2017」之「會議競投獎」的獎項。榮獲這個獎項令我們十分高興及鼓舞。同時，這也標誌著我們長期努力的成果。

近年來，澳門特區政府努力配合國家“一帶一路”等相關政策，重視特色金融的發展。澳門獲得亞太開發性金融機構協會 (ADFIAP) 第四十次年會主辦權實在是得來不易，這對亞太地區開發性金融機構如何推動和促進本國經濟和地區經濟發展具有重要作用，對於本澳發展特色金融具有重要意義。

第四十屆 ADFIAP 年會主題為“開發性金融機構與可持續發展目標、機遇與挑戰”，匯聚 30 個國家及地區逾百多位開發金融機構及國家開發銀行的行長、董事長、總經理等高層代表來澳參會，就開發性金融機構發展的途徑和方法進行探討。

此次競投，得到了澳門貿易投資促進局的大力支持。競投會議的籌備工作是難辛和漫長的過程，尤其是競投 ICCA 認可的國際會議，一般要花 2 至 4 年的時間來做籌備。競投過程中，除了要審視自己所在地是否滿足舉辦的條件，例如考慮場地、住宿、餐飲、交通等配套是否達到供應需求外，也要對會議的背景資料作深入調查和分析，當發現能滿足所有條件後，就可聯同合作伙伴一起參與競投工作。此外，亦需根據競標要求，準備高水準及專業化競標文件，制定競投策略，增加競標成功率；只要‘官、產、學’——特區政府相關部門、業界及高等院校，三方共同努力，攜手合作，能大大增加成功的機會。👏

## Developing Macao's Featured Finance to Meet Opportunities and Challenges

Our team is very honored to receive the "Bid Convention Award" of the "Macao Convention & Exhibition Commendation Awards 2017" which makes us so happy and encouraging. At the same time, this also marks as a fruitful achievement of our long-term efforts.

In recent years, the Macao SAR Government has been working hard in coping with the relevant policies of the "Belt and Road" and has placed importance on the development of featured finance. Indeed, it was not an easy task to win the hosting of the 40<sup>th</sup> ADFIAP Annual Meeting (Association of Development Financing Institutions in Asia and the Pacific) of which has played an important role for the developing financing institutions in the Asia-Pacific region on how to push and promote their own country as well as regional economic development. This will have a great significance for Macao in developing its featured finance industry.

The theme of the "40<sup>th</sup> ADFIAP Annual Meeting" is "Developing Financing Institutions (DFIs) and Sustainable Development Goals (SDGs) - Opportunities and Challenges" which has brought together over 100 CEOs, general managers, etc. senior officials from 30 countries of the DFIs and national development banks to gather in Macao for the exploration and discussion

concerning the ways and methods of the development on DFIs.

Macao Trade and Investment Promotion Institute has given strong support to our bidding this time. The preparation for conference bidding is the most difficult and lengthy process, especially in bidding for those ICCA accredited international conferences which usually takes about 2 to 4 years to prepare and coordinate. During the bidding process, apart from assessing whether the city meets the requirements on venue, hotel accommodation, catering, transport, etc. supporting facilities to see if they can satisfy the demand, the background information of the intended conference also needs to be thoroughly studied and analyzed. When all conditions are found to be fulfilled, then we can participate in the bidding process together with the partner. In addition, a professional and high standard documentation needs to be prepared in accordance with the bidding requirements. To increase successful rate, good bidding strategies should be formulated too. As long as the government, industry and academia are involved, i.e. relevant government departments, the industry and tertiary institutions of all three parties work together, the chance of success will be greatly enhanced. 🍀





# 第九屆偏最小二乘及相關方法國際會議

## *The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods*



### 展會簡介

第九屆偏最小二乘及相關方法國際會議（The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods, PLS 2017）已於 2017 年 6 月 17 日至 6 月 19 日在澳門召開。該會議是國際統計學科領域的專家學者為促進學術交流、分享研究成果而舉辦的系列學術會議，自 2001 年起已先後在世界各地的大學中輪流舉辦了 8 屆，對於推動偏最小二乘在管理、工程及生命科學等領域的研究與應用起到了重要作用。

本屆大會邀請到國際知名學者包括法國 ESSEC 高等商學院院長 Vincenzo Vinzi 講座教授、挪威技術科學院院士 Harald Martens 講座教授、德國漢堡—哈爾堡工業大學國際事務總監 Christian M. Ringle 講座教授、台灣清華大學 Galit Shmueli 講座教授、美國佐治亞州立大學營銷系主任 Edward Rigdon 教授及美國休士頓大學 Wynne Chin 講座教授等知名學者進行主題演講，詳盡探討現代數據分析方法在科學、公共服務、商業管理及技術工程等諸多領域的應用。👉

### 主辦機構

澳門科技大學建校於 2000 年，發展迅速，已成為澳門規模最大的綜合型大學，也是海峽兩岸暨港澳最年輕的五十強大學。大學致力為社會培養各類高質素人才，推行教研並重政策，注重辦學特色，追求卓越，使學術發展不斷踏上新臺階。大學已連續六年位列上海交通大學世界一流大學研究中心和上海軟科聯合發佈的“中國兩岸四地大學排名”的百強大學，2016 年位列第 32。大學坐落澳門氹仔島，校園佔地面積約二十一萬平方米，環境優美，交通便利，是學子求學及從事研究的理想之地。👉



## About the Event

The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods, PLS 2017 (PLS'17) was held by the M.U.S.T. on 17 -19 June, 2017 in Macao. The conference consisted of a series of academic meetings organized by experts and scholars in the fields of international statistics to promote academic exchanges and share research results. Since 2001, it has been held at various universities around the world and has played an important role in promoting the management, engineering, and life sciences, etc. on the fields of researches and applications of this PLS subject. A number of international well-known experts, scholars, deans, professors from France, Norway, Germany, Taiwan, and the USA were invited as keynote speakers to discuss about the methodologies on how modern data analysis can be applied onto the fields of science, public services, business management and technical engineering, etc. 🙌

## Organizer Info

Founded in 2000, Macau University of Science and Technology (M.U.S.T.) has rapidly developed into the largest multi-disciplinary university in Macao and is also ranked as the youngest university among the Top 50 Universities in the Greater China. M.U.S.T. endeavors to cultivate students specializing in various fields, implementing both teaching and research policies, offering quality programs in pursuit of excellence. Hence, M.U.S.T. has reached new heights continuously in academic development. For six consecutive years, M.U.S.T. is ranked among the Top 100 universities in the "Ranking of Top Universities in Greater China" report which is jointly released by the Center for World-Class Universities at Shanghai Jiao Tong University and Shanghai Ranking from which M.U.S.T. was ranked at 32<sup>nd</sup> in 2016. The University sits on Taipa and covers a campus size of 210,000 sq. meters. The beautiful surroundings and convenient transport render it an ideal place for students to pursue higher education and carry out research. 🙌



# 促進學術交流 發展網路應用



澳門科技大學 劉懿德 副教授

Macau University of Science and Technology Yide Liu Associate Professor

感謝評審團對第九屆偏最小二乘及相關方法國際會議的鼓勵和支持。作為第二代的統計方法，PLS 方法的預測屬性令該方法在社會科學、化學計量學、感官分析、行業分析、旅遊學、人類學（基因學）等領域具有廣泛應用。自 1999 年起已先後在世界各地的知名大學中輪流舉辦八屆。該會議每兩年舉辦一次，分別在歐洲、美洲及亞洲以迴圈週期方式進行。

澳門的客觀地理環境存在於區域夾縫中——毗鄰香港和廣東省，這在一定程度上決定了澳門在經濟進程發展中容易受周邊地區的影響。其定位於「世界旅遊休閒中心」的微型經濟體，澳門產業結構相對比較簡單。上述因素都使本地的經濟發展容易受到外界的政治經濟波動或危機的影響。因此，在當下加強對網路和電子資訊等這類「非接觸經濟」的發展與應用，應該是今後應對這種缺乏彈性和穩定性經濟特徵的一種選擇。同時，大數據、機器學習與人工智慧的發展亦有助於加快本地的智慧城市建設進程及人才培養。

競投會議的關鍵在於充分的準備與事先的充分溝通。第九屆偏最小二乘及相關方法國際會議的籌備期長達兩年，會議的境外主席先後兩次前來澳門洽談合作與會議籌備細節。隨著澳門的國際影響力日益擴大，我們相信本地的軟實力和基礎設施將有助於在大型國際會議競投中加分。🍀



## Promote Academic Exchanges - Development of Network Applications

Thanks to the judging panel's encouragement and support on awarding "The 9<sup>th</sup> International Conference on Partial Least Squares and Related Methods" (hereinafter referred as PLS 2017). As the second generation of statistical methods, the predictive attribute of PLS method makes it widely used in the fields of social science, chemometrics, sensory analysis, industry analysis, tourism, anthropology (genetics), etc. Since 1999, PSL conference has been successively held in 8 different well-known universities around the world. The conference is held every two years alternately in Europe, America, and Asia respectively.

The objective geographical environment of Macao lies in the middle of the region, i.e. adjacent to Hong Kong and the Guangdong Province, which to a certain extent determines that Macao's economic development is easily affected by the surrounding areas. Macao is positioned as the "World Center of Tourism and Leisure" with regards to micro economy, so its industry structure is relatively simple. All these factors make the local economic development vulnerable to the

political and economic fluctuations or crises from the outside world. Therefore, the strengthening of the development and application of this type of "non-contact economy" such as Internet and electronic information which can be an option for dealing with such inelastic and stable economic characteristics in the future. At the same time, the development of big data, machine learning and artificial intelligence will also help in speeding up the process of building a smart city and nurturing talents.

The key to bidding a conference depends on the full preparation and good communication in advance. The PLS 2017 was prepared two years ago of which its overseas Chairman came to visit Macao two times to discuss about the cooperation and preparation details of the conference. With Macao's increasing international influence, we believe that both its soft power and infrastructure will help in raising the scores of Macao when bidding large-scale international conferences. 🐼





# 原創會展獎

原創會展獎

Original Convention and Exhibition Award

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第十八屆精叻 BB 及兒童用品展  
18<sup>th</sup> Baby & Child's Products Expo

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· 主辦機構 Organizer :  
藝嘉公關廣告推廣公司 A Plus PR & Advertising Company

# 第十八屆精叻 BB 及兒童用品展

## 18th Baby & Child's Products Expo



### 展會簡介

「精叻 BB 及兒童用品展」是藝嘉公關廣告推廣的原創皇牌展覽，約在十年前我們承接 BB 展的概念，不斷改良及發展，逐漸地形成 BB 展在本地展會的影響力。一直以探索本澳居民的需求為重點，亦與參展商共同謀求最大的效益。

展會雲集各大優秀品牌，使展覽保持上乘的品質，第十八屆以「寶寶夏日樂悠悠」為主題，結合購物、消閑、娛樂、競技、資訊五大元素，集合了最新最全面的育兒產品及資訊，致力為小朋友打造更好的未來。💡

### 主辦機構

藝嘉成立於1996年，是一間集會議展覽策劃與支援、公共關係與媒體關係服務、戰略性廣告企劃、活動統籌和目標管理的專業機構。

藝嘉公關廣告推廣舉辦過無數場展覽、慶典、研討會、商貿宴會、週年晚宴、產品路演、時裝秀、前期、後期賽車活動等各類型的公關活動策劃與執行，是業界首屈一指的專家。

多年來我們致力為客戶提供專業、優質的一站式公共關係及活動管理服務。為了把服務拓展到不同的市場，我們致力成為國際公司的溝通橋樑，為他們創造更多商機，我們更服務於各大非牟利機構，私人企業及政府機構。

憑著專業的團隊合作精神，A Plus 提供了高水準、高效率的服務給客戶，並按照客戶的不同要求而提供專屬的服務，從而獲得客戶高度的讚譽和充分的肯定。💡



## About the Event

The “Baby and Child’s Products Expo” is A Plus PR & Advertising Company’s famous exhibition originated about 10 years ago. We took the concept from the “Baby Expo” and have continuously improved and developed it into a local influential exhibition. Our focus has always been on exploring the needs of Macao residents and jointly working with exhibitors to seek for maximum effectiveness and benefits.

The expo consists of various major brands so that it can maintain excellent quality of products. The “18<sup>th</sup> Baby and Child’s Products Expo” was based on the theme of “Baby Summer Fun” which included five main elements namely shopping, leisure, entertainment, sports & games, and information so as to bring in the latest and full range of childcare products and information with an aim to create a better future for the children. 🍌

## Organizer Info

Well established in 1996, our company is specialized in organizing events, conferences, image development and building brands for businesses. We provide exclusive marketing with target management to our valuable customers.

A Plus MICE & Event had held numerous exhibitions, ceremonies, seminars, business banquets, anniversary dinners, road shows, fashion shows and so on. Besides, we also help at the pre and post organizing & execution stage of the Grand Prix event and have acted as a leading role in the MICE & Event industry.

For all the years we are committed to supporting one-stop public relation and activities managing services. In order to diversify our services to different markets, we devote ourselves to be the communication bridge and to create more business opportunities. Our targeted clients include also the non-profit organizations, private enterprises and government sectors.

A Plus has a high sense of responsibility and team work spirit, offer professional ideas for every client, at a high and effective standard to cope with the different needs from customers who highly appreciate us. 🍌



# 立足澳門 樹立良好典範



藝嘉公關廣告推廣公司 何嘉靜 執行董事  
A Plus PR & Advertising Company Fanny Ho Executive Director

我謹代表藝嘉公關廣告推廣公司感謝澳門會議展覽業協會對我們公司過去一年工作的表揚及肯定，再度獲得原創會展獎。也促使我們未來更要精益求精，繼續用心耕耘與努力，創造更多更好的展覽會議。

「精叻 BB 及兒童用品展」是藝嘉公關廣告推廣的原創皇牌展覽，約在十年前我們承接 BB 展的概念，不斷改良及發展，逐漸地形成 BB 展在本地展會的影響力。一直以探索本澳居民的需求為重點，亦與參展商共同謀求最大的效益。

展會雲集各大優秀品牌，使展覽保持上乘的品質，第十八屆以「寶寶夏日樂悠悠」為主題，結合購物、消閑、娛樂、競技、資訊五大元素，集合了最新最全面的育兒產品及資訊，致力為小朋友打造更好的未來。

藝嘉公關廣告推廣一直以可持續發展方向前進，我們喜獲此獎項，更藉此機會學習業界的良好作業典範與準則，評定部門的可持續發展表現。參與這類活動讓我們增廣見聞，緊貼最新趨勢，還可借鑑各方尋求改進。

澳門會展業開始不斷成熟及擴展，配合澳門經濟適度多元發展，展覽會議更應邁向專業化，提高本澳會展業在亞洲甚至國際上的地位。另一方面，業界近幾年競爭激烈，各家企業竭盡全力，獲獎均實至名歸。我們冀望為本澳會展業出一分力。在未來的會展業道路上，有前輩及後起之秀，最重要是惺惺相惜；不論大展小展，最重要是「識英雄重英雄」。



## Based in Macao - Establish a Good Example

On behalf of A Plus PR & Advertising Company, I would like to thank Macao Convention & Exhibition Association for recognizing and commending our company's efforts paid over the past year and once again the recipient of the "Original Convention & Exhibition Award" this year of which has driven us to continue to work hard and do our best in creating more and better exhibitions and conferences in the future.

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A Plus PR & Advertising Company is always heading towards the direction of sustainable development. We are very pleased to receive this award and would like to take this opportunity to learn from the good practices of the industry and to assess the department's sustainable development performance. Participating in this type of activity enrich our knowledge and enable us to keep abreast of the latest trend and to learn from all parties for improvement.

MICE industry in Macao is beginning to mature and expand. With the development of Macao's moderate economic diversification, exhibitions and conferences should become further professionalized in order to enhance the status of Macao MICE industry in Asia and even in the world. On the other hand, the industry has become fiercely competitive in recent years, enterprises are doing their utmost so are deserved for the awards. We hope to contribute our effort to Macao's MICE industry of which there are forerunners as well as new rising stars, however, the key is to create mutual appreciation between each other. In spite of the exhibition scale being large or small, the most important thing is to respect one another. 🙏





# 鳴謝 *Acknowledgements*

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## 支持單位 Supporting Organizations :

澳門基金會 Macao Foundation

澳門貿易投資促進局 Macao Trade and Investment Promotion Institute

澳門旅遊局 Macao Government Tourism Office

澳門中華總商會 Macao Chamber of Commerce

澳門經濟學會 Macau Economic Association

中國會展經濟研究會 China Convention / Exhibition / Event Society

亞洲展覽會議協會聯盟 Asian Federation of Exhibition & Convention Associations (AFECA)

## 協辦單位 Co-organizers :

澳門展貿協會 Macau Fair & Trade Association

澳門廣告商會 The Association of Advertising Agents of Macau

澳門會展產業聯合商會 Macau Federal Commercial Association of Convention & Exhibition Industry

## 評審委員會成員 Members of Judging Panel :

澳門中華總商會副理事長 何佩芬 Ms. Ho Pui Fan Macao Chamber of Commerce - Vice President of Board of Directors

澳門經濟學會理事長 柳智毅 Mr. Lao Chi Ngai Macau Economic Association - Chairman of Executive Board

澳門展貿協會秘書長 鄧敏華 Ms. Flora Tang Macau Fair & Trade Association - Secretary General

澳門廣告商會會員大會副主席 汪爾達 Mr. David Vong The Association of Advertising Agents of Macau - Vice Chairman of the General Assembly

澳門會展產業聯合商會理事長 盧宏駿 Mr. Osborn Lo Macau Federal Commercial Association of Convention & Exhibition Industry - Board of Director

澳門會議展覽業協會理事長 何海明 Mr. Alan Ho Macao Convention & Exhibition Association - President of Board of Directors

澳門會議展覽業協會青年委員會主任 潘耀榮 Mr. Irwin Poon Macao Convention & Exhibition Association - Chief of Youth Committee

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