

十五周年特刊

15th Anniversary Special Edition



澳門會議展覽業協會
Macao Convention & Exhibition Association

澳門會議展覽業協會十五周年特刊

MCEA 15th Anniversary Special Edition

- ★ 服務 TO SERVE
- ★ 代表 TO REPRESENT
- ★ 協調 TO COORDINATE
- ★ 溝通 TO COMMUNICATE

 澳門會議展覽業協會
Macao Convention & Exhibition Association

www.mcea.org.mo



澳門羅理基博士大馬路223-225號南光大廈8樓E室

Avenida do Dr. Rodrigo Rodrigues, No. 223-225, Nam Kwong Building, 8/E, Macau

Tel: +853-2871 4079 Fax: +853-2871 7453

E-mail: secretariat@mcea.org.mo





澳門會議展覽業協會

Macao Convention & Exhibition Association

澳門會議展覽業協會成立於 2002 年 10 月，以「服務、代表、協調、溝通」作為宗旨，致力於凝聚澳門會展業的力量。協會目前共有 98 家企業會員，業務類別涵蓋整個會展產業鏈，當中 60% 為澳門中小企業。在 2017 年 6 月，協會更成立了青年委員會培養業界新一代，期望能將澳門會展業的發展傳承下去。

經歷起步階段，澳門會展業已踏入穩定發展的道路，行業也由以往單從數量的增加，逐漸過渡至質量的提升，並朝著國際化、專業化、市場化及品牌化的方向邁進，走上符合自身特色的道路，以國際會議、專業展覽及優質展銷會作為會展業的三駕馬車，帶領業界向前發展。協會主辦及承辦多項活動、會議及展覽，如獲國際展覽業協會認可的「澳門國際貿易投資展覽會」和「濠江盛匯」等大型會展項目。此外，為進一步促進內地與澳門之間的商貿往來，協助本澳中小企業「走出去」拓展商機，對外宣傳澳門多元形象，亦先後在 26 個城市舉辦「活力澳門推廣週」。

與此同時，為提升會展從業人員的素質，協會亦多次與本澳或海外有關機構或組織合作，開展相關培訓課程，引進及培養專業人才。同時，協會亦開展宣傳及學術交流，與澳門及海外有關團體或組織緊密合作，進行一系列會展調查與研究工作，獲澳門基金會贊助，出版《澳門會展》雜誌及《會展資訊專刊》。現為亞洲展覽會議協會聯盟 (AFECA)、中國展覽館協會及中國會展經濟研究會成員。

Brief Introduction of MCEA

Macao Convention & Exhibition Association (MCEA) was established in October 2002 with the objective to “Serve, Represent, Coordinate and Communicate” through uniting local MICE industry peers. Presently, MCEA has a total of 98 enterprises members, which fully cover the MICE industry chain of which with 60% being Small and Medium Enterprises (SME). In June 2017, MCEA has also established the Youth Committee to foster a new generation. It is expected that with this new blood Macao’s MICE industry can be inherited.

After experiencing the cultivating start-up phase, Macao’s MICE industry has progressed remarkably into the sustainable development stage and has gradually transited from previously aiming for increase in quantity to quality enhancement currently and is heading towards the direction of internationalization, specialization, marketization, and branding. International conferences, professional exhibitions and high-quality tradeshow are the three main carriages leading the local MICE industry to move forward. Besides, MCEA has organized and co-organized various kinds of events and exhibitions, such as Macao’s largest UFI approved events, i.e. the “Macao International Trade and Investment Fair” (MIF) and the “China - Macau Distinguished Gathering”. Besides, to further foster business exchanges between China and Macao as well as to assist local SMEs to “go out” to explore opportunities, MCEA has so far hosted the popular “Dynamic Macao Business and Trade Fair” in over 26 major cities in China already.

Furthermore, MCEA has also initiated relevant training programs to enhance members’ professionalism through collaboration and academic exchanges with relevant local and overseas industry institutes and organizations. With the sponsorship support from Macau Foundation, MCEA also publishes the “Macao Convention & Exhibition” magazines and the monthly “Special Issue on MICE Information” on major local newspaper. MCEA is currently a member of Asia Federation of Exhibition and Convention Associations (AFECA), China Association for Exhibition Centers and China Convention & Exhibition Event Society.

02
目錄
Contents

06
題辭
Congratulatory
Inscriptions

17
十五周年
圖輯
15th Anniversary
Album

28
協會歷程
MCEA History

45
薪火相傳
Passing on
the Torch

目
CONT

錄 ENTS

04

會長獻辭

Chairman's
Message

11

副會長寄語

Vice
Chairpersons
Messages

16

監事長寄語

President,
Board of
Supervisors
Message

37

心聲感言

Heartfelt Wishes
& Thoughts

51

歷屆領導
成員架構

MCEA
Organization
Structure
(2002-2017)

54

會員
商號名錄

MCEA
Membership List

會長獻辭

Chairman's Message

澳門會議展覽業協會成立至今已 15 個年頭，見證了澳門會展業從起步至提質發展階段的整個歷程。會員們多年來在會展領域精耕細作，對會展業的發展貢獻良多。

澳門會展業的發展離不開中央政府及澳門特區政府的支持，李克強總理在蒞澳出席「中國－葡語國家經貿合作論壇第五屆部長級會議」期間，提出：

「支持澳門打造一批有國際影響力的會展品牌，協助澳門吸引國際知名會展項目落地。」

在國家商務部支援下，于澳門成功舉辦「國際基礎設施投資與建設高峰論壇」及「第十三屆中國會展經濟國際合作論壇」(CEFCO) 等國際大型會展活動，在推動相關行業發展的同時，也使澳門會展業更趨國際化和專業化。

近年來，會展業作為澳門適度多元發展的重要產業之一，拉動澳門經濟效應提升顯著。目前會展業創造直接的就業職位達 3,000 多個，產值 30 多億澳門元，佔澳門整體 GDP 約 1%。隨著大型國際性會議、品牌展覽等活動不斷落戶澳門，澳門會展業的國際聲譽也日漸提高，並得到國際行業組織的肯定和認同。國際會議協會 (ICCA) 在 2016 年認可 37 個在澳門舉辦的國際會議，是歷來最多。亞太區域城市排名由 2013 年的 34 位，上升至 2016 年的 17 位；全球城市排名則由 2013 年的 156 名躍升至 72 名。相信在不遠 5 年，澳門會議業將晉身亞太區前十名。

展覽方面，澳門致力推動專業展覽及優質展銷會的發展，現時有 7 個專業展覽得到了國際展覽業協會 (UFI) 認證，當中有 4 個是由協會或會員機構主辦，包括「亞洲國際博彩娛樂展會」(G2E Asia)、「中國（澳門）國際汽車博覽會」、「中國（澳門）國際遊艇進出口博覽會」及「澳門公務航空展」。業界在今後繼續攜手共進，將形成更多品牌會展活動，並塑造澳門一張亮麗的名片。

本人深信澳門會展業的發展前景十分廣闊，未來將積極對接國家「十三五」規劃和「一帶一路」倡議，主動融入粵港澳大灣區，務實推進「一中心，一平台」的建設。澳門會展業界應把握這難得的機遇，加強區域合作，利用會展平台做好聯繫「一帶一路」沿線國家及葡語國家的橋樑作用。

Established for 15 years, Macao Convention and Exhibition Association (MCEA) has witnessed the whole process of Macao MICE industry transforming from its early beginning to the quality enhancement development stage. MCEA members have made considerable contributions to the development of the MICE industry throughout the past years.

Development of Macao MICE industry is inseparable from the support of both the Central and Macao SAR governments. During Premier Li Keqiang's visit to Macao in attending "The 5th Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries", he proposed to



段洪義 Duan Hongyi
澳門會議展覽業協會會長
Chairman of MCEA

“support Macao in developing a number of influential international convention and exhibition brands and in helping to attract more international well-known conferences to settle in Macao.” Under the support of the Ministry of Commerce, the “International Infrastructure Investment and Construction Forum” (IIICF) and the “13th China Expo Forum for International Cooperation” (CEFCO 2017) of large-scale international MICE events had both been successfully held in Macao, thus has enabled Macao MICE industry to become more internationalized and specialized while at the same time promotes the development of related industries.

In recent years, MICE industry, as one of the important industries in the development of Macao’s moderate diversification, has a pulling effect on improving Macao’s economy. At present, over 3,000 employment positions are directly created by the MICE industry generating an overall output value of above MOP 3 billion which accounts for 1% of the total GDP of Macao. With large-scale international conferences and brand exhibitions continue to settle in Macao, international reputation of Macao’s MICE industry has also been steadily enhancing and is being assured and recognized by international industry organizations. In 2016, there were 37 ICCA accredited conferences held in Macao, the largest ever. Macao’s ranking has also jumped from the 34th in 2013 to 17th in 2016 among the Asian-Pacific cities, whereas in terms of worldwide ranking, Macao has also soared from 156th in 2013 up to 72nd. It is believed

that Macao will become one of the top 10 MICE cities in the Asia-Pacific region in the next five years.

With regards to exhibitions, Macao is committed to promoting the development of professional exhibitions and high-quality trade shows. Presently there are 7 professional exhibitions which are approved by UFI, out of which 4 of them are organized by our members’ companies, namely the “G2E Asia”, the “China (Macao) International Automobile Exposition”, the “China (Macao) International Yacht Import & Export Fair” and the “Macao Business Aviation Exhibition”. Industry peers will continue to work together to come up with more brand MICE events in order to make them become a beautiful name card of Macao.

I strongly believe that the development prospect of Macao MICE industry is very broad and will proactively embark on “The Thirteenth Five-Year Plan” and the “One Belt One Road” initiatives in the future, integrate into the “Guangdong-Hong Kong-Macao Greater Bay Area” and practically push for the construction of “One Center One Platform”. Macao MICE industry should well grasp these precious opportunities and strengthen regional cooperation to make use of the MICE platform as a bridging role between the countries along the Belt and Road initiative and the Portuguese-speaking countries.★

澳門會議展覽業協會成立十五周年誌慶

凝聚會展力量 推動協調發展



澳門特別行政區行政長官
崔世安

澳門特別行政區行政長官 崔世安

Chui Sai On

Chief Executive of the Macao Special Administrative Region

澳門會議展覽業協會成立十五周年志庆

会华夏一流菁英
展濠江多彩盛景



中央人民政府駐澳門特別行政區
聯絡辦公室主任

鄭曉松

中央人民政府駐澳門特別行政區聯絡辦公室主任 鄭曉松

Zheng Xiaosong

Director of the Liaison Office of the Central People's Government in the Macao Special Administrative Region

澳門會議展覽業協會成立十五周年誌慶

會聚行業精英 展示澳門風采



外交部駐澳門公署特派員
葉大波

中華人民共和國外交部駐澳門特別行政區特派員公署特派員 葉大波

Ye Dabo

Commissioner of the Commissioner's Office of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region

澳門會議展覽業協會成立十五周年誌慶

不忘初心
矢志於業



澳門特別行政區立法會主席
賀一誠

■ 澳門特別行政區立法會主席 賀一誠

Ho Iat Seng

President of the Legislative Assembly of the Macao Special Administrative Region

澳門會議展覽業協會成立十五周年誌慶

鞏固優勢 提质增效



澳門特別行政區經濟財政司司長
梁維特

澳門特別行政區經濟財政司司長 **梁維特**

Leong Vai Tac

Secretary for Economy and Finance of the Macao Special Administrative Region



何超瓊 Pansy Ho

澳門會議展覽業協會
副會長

Vice Chairperson of MCEA

衷心祝賀澳門會議展覽業協會十五周年！

在澳門發展多元化經濟及落實「一中心一平台」的過程中，會議展覽業一直發揮著實際支持作用；澳門會議展覽業協會則始終肩負著橋樑角色，配合特區政府促進行業發展，表現有目共睹。

多年來由協會主辦及承辦的活動，不勝枚舉，計有「澳門國際貿易投資展覽會」(MIF) 及「活力澳門推廣週」等。其中 MIF 是澳門首個通過 UFI 認證的展會，也是中國第二個獲得此認證的展會，大大確立澳門會展業的國際地位，成績斐然。

在鞏固現有基礎上，深信協會將繼續貫徹其「服務、代表、協調、溝通」的宗旨，再創輝煌。期望在協會與社會各界共同努力下，爭取更多國際會展盛事來澳舉辦，朝著在五年內成為亞太區前十名會議城市的目標邁進。★

My heartfelt congratulations to the 15th Anniversary of the Macao Convention and Exhibition Association!

During the process of developing a diversified economy and implementing a "One Center One Platform" in Macao, MICE industry has been playing a practical supporting role. The performance of Macao Convention and Exhibition Association (MCEA) in always serving as a bridging role in coping with Macao SAR's promotion on the industry development is noticeable to all.

Over the years, MCEA has organized and coordinated numerous events which include the "Macao International Trade & Investment Fair" (MIF) and the "Dynamic Macao Business and Trade Fair" etc. Among them,

MIF was the first Macao investment and promotion exhibition approved by UFI and was also China's second UFI approved event. This has greatly enhanced the status of Macao MICE industry internationally with impressive achievement.

On the basis of consolidating existing foundation, I am confident that MCEA will continue to carry out its mission to "Serve, Represent, Coordinate and Communicate" to achieve greater results. It is hoped that both MCEA and the communities can jointly work together to strive for more international conferences to settle in Macao and to aim towards the goal of making Macao in becoming one of the top 10 MICE cities in the Asia-Pacific region within the coming five years.★

“協 會成立十五年以來，在歷屆會長、理事長及全體同仁的努力下，取得了令人矚目的成就，為推動澳門經濟多元化發展作出卓越貢獻。未來發展從宏觀上，協會可順應國家「一帶一路」倡議和建設粵港澳大灣區的規劃，迎合大橋時代所帶來的機遇，整合全澳資源，加強與本地業界的聯繫，深化與周邊地區及「一帶一路」沿線國家和地區的區域合作，積極推動澳門會議展覽業朝向專業化、國際化、品牌化、多元化的方向發展。

從微觀上，可積極參加國內外舉辦的國際性會議和展會，爭取引入國際化品牌會議、展覽；立足澳門優勢，策劃原創會展品牌；推動政府和業界完善會展的配套設施；配合特區政府培育具國際視野的複合型會展人才；借助互聯網及前沿的 VR/AR 技術，搭建線上線下展會平台，共創辦展模式及體驗，打造社會、協會、企業多贏新局面。★

Since the establishment of the Macao Convention & Exhibition Association (MCEA) fifteen years ago and with the joint efforts and outstanding contributions of former and present Chairmen, Presidents and all members, remarkable achievements have been accomplished in promoting the development of Macao's economic diversification. Looking from the macro perspective for future development, MCEA can conform to the country's Belt and Road initiative and the construction plan of the "Guangdong, Hong Kong and Macao Greater Bay Area" to make use of the opportunities brought by the big bridge era to optimize Macao resources, strengthen ties with local industries, deepen regional cooperation with peripheral regions as well as with the countries along the "One Belt One Road" and to actively push forward Macao MICE industry towards the development direction of specialization,

internationalization, branding, and diversification.

Looking from the micro perspective, Macao can actively participate in MICE events held in mainland and overseas, aim to bring in international brand conventions and exhibitions into Macao, based on Macao's advantages to create brand events of originality, push the government and industry to improve corresponding MICE facilities, cope with the Macao SAR to foster MICE talents of those who possess international perspectives in all aspects, make use of internet and the cutting edge technology of VR/AR, set up online and offline exhibition platform to jointly create an exhibition mode and experience so as to develop multi win-win situations for the society, MCEA, and enterprises.★



劉雅煌 Alex Lao

澳門會議展覽業協會
副會長

Vice Chairperson of MCEA



關偉霖 William Kuan

澳門會議展覽業協會
副會長

Vice Chairperson of MCEA

Just before and after Macao's reunification, Macao industries experienced a period of economic downturn. At that time, MICE industry was considered the way out for Macao's economy, therefore we initiated the establishment of the Macao Convention & Exhibition Association (MCEA). In the early days, MICE industry was not known by many people so there was a need to have a well-known person to lead this association. Later with the support from the Nam Kwong (Group) Company Ltd., Jin Zhongyun, its Vice Chairman was appointed as the first Chairman of MCEA. Thereafter, driven by the gaming and tourism industries, Macao MICE industry started to develop steadily and contributed to Macao's moderate economic diversification.

Our efforts over the years have been recognized by the Macao SAR Government. This includes inviting MCEA members to become members of government's advisory committees, e.g. Committee for the Development of Conventions & Exhibitions, given the opportunities to make suggestions in different aspects for the economic and social development.

In recent years, due to the characteristics of Macao's economic and social development, MICE industry has gradually become the industry pillar following the leading gaming industry. The industry is taking the "Conference First with Precise Support" approach as development direction, make good use of the high-quality infrastructure of Macao's tourism and large-scale leisure resorts in bidding for more international conferences to settle in Macao. At the same time, it is expected that the government will continue to support the training of industry talents, offer preferential policies and to incubate a number of influential MICE enterprises to support the diversified economic development of Macao.

“澳門在回歸前後，經歷了一段經濟低迷的時期，各行業包括地產、旅遊等也處於低谷，當時正蘊釀會展業是澳門經濟的出路，於是我們便發起成立澳門會議展覽業協會，但由於當時會展業初為人認識，難以得到大家的肯定，正需一個公認的人士帶領協會。後來得到南光（集團）有限公司的全力支持，由金中雲副董事長出任第一屆會長，並在博彩旅遊行業的帶動下，帶領會議展覽業長足發展，對本澳經濟適度多元發展作出了貢獻。

本會多年來的工作亦得到特區政府的肯定，包括本會成員被邀請成為政府會展業發展委員會等多個諮詢委員會的委員，能有機會為特區經濟和社會發展多方面出謀獻策。然而，要談起遺憾和感觸的事情，就是當初發起人之一的業界翹楚何沛明先生已然離世，是十分可惜和遺憾的。

近年，因應本澳經濟和社會發展的特色，本澳會展行業逐漸成為繼博彩龍頭行業後的產業支柱，並總結出「會議為先，精準扶持」的發展方向。本會一直配合特區政府施政方針，調整會務方向，做到更有針對性的活動，以推動本會會員和行業走得更前、走得更遠。

展望未來在「一中心一平台」和「粵港澳大灣區」的重大發展機遇上，本澳會展業可以深化發展，並在5年內，由現時亞太區會展城市排名17躍升至10名以內。

業界需把握「會議為先，精準扶持」的發展方向，善用好本澳旅遊和大型休閒度假村等優質硬實力，競投國際性大型會議，整合大灣區優勢及亞太區和國際集團企業，來澳舉辦各類型會議。

同時，期望政府繼續支持會展行業人才培養和企業優惠政策，孵化出一批具有實力的會展企業，支持本澳會展業在經濟適度多元發展的作用。

我相信本會亦能把握本澳會展業發展的大環境，繼續支持會展企業會員開展業務，做好企業發展和成長的支持工作，成為優秀的會展行業和會展企業的最佳夥伴。★

Looking forward to the great development opportunities of the "One Center One Platform" and the "Guangdong, Hong Kong and Macao Greater Bay Area", Macao MICE industry can be further strengthened so that Macao's ranking can jump from the current 17th of the Asia-Pacific MICE city to the 10th in the next five years.

I believe that MCEA can also grasp the big environment on the MICE industry development in Macao, continue to support industry members for business startup perform well in enterprise development and supporting areas, and to become the best partner between the MICE industry and MICE enterprises.★

“澳門會展業及協會未來發展路向：

隨著一帶一路戰略的開展，大灣區經濟規劃的啟動，澳門作為東西文化經濟交匯的紐帶，將迎來無限的商機。澳門會展產業想要在未來充分利用澳門地域優勢，首要在產業升級提升整體競爭力，規劃上緊貼國家會展業趨勢，綜合多個國家會展行業研究報告，以下將是行業必然趨勢；

- * 國際化趨勢，宏觀戰略規劃，擴展競爭能力
- * 專業化趨勢，專業市場定位，專業人才運作
- * 生態化趨勢，綠色環保理念，支持永續發展
- * 多元化趨勢，專題內容主導，衍生多元業務

澳門會展產業應該重視以上幾點國家會展趨勢，以制定協會未來發展路向策略。另外協會亦可加強及升級現在澳門展會的策展、管理及執行能力，提升區內以至國際間的市場競爭力，以下三點可以作為參考；

- * 積極整合優勢，發展專題特展，利用設計呈現特色
- * 透過網路推播廠商資訊，建立大數據庫，提高會展業可持續發展能力
- * 開發雲端線上展覽廳，延續展覽的價值，應用AR及VR 高新科技擴展內容

澳門作為祖國對外窗口的國際城市，利用最科學最前沿的產業思維和管理模式，更能有效和國際會展業接軌，在此希望協會在未來能更上一層樓，帶領澳門會展業衝出亞洲，邁向國際。★



梁樹森 Leong Su Sam

澳門會議展覽業協會
副會長

Vice Chairperson of MCEA

Future development direction for MCEA:

With the commencing of the “Belt and Road” strategy and implementation of the “Greater Bay Area” economic plan, Macao as the converging point of where the eastern and western culture and economy meet, will be showered with boundless opportunities. Macao MICE industry if wanted to make use of Macao’s regional advantage in the future should first of all upgrade the overall industry competitiveness, keep close pace with the country’s MICE industry trend, consolidate convention & exhibition research reports from a number of countries’ MICE industry, and pay attention to the industry trend in terms of internationalization, specialization, ecologicalization, and diversification so as to come up with future development strategies.

In addition, the Association can also strengthen and upgrade capability in event planning, management and implementation. The following three points can serve as a reference for enhancing its market competitiveness in the regional and international markets : 1) Leverage advantages actively, develop thematic MICE events, use of feature designs, 2) Use of internet to promote, create big database to enhance the sustainable development of the MICE industry, and 3) Develop cloud online exhibition hall, continue the value of exhibition, make use of AR/VR high-tech to enrich content.

Macao as an international city being the window of the motherland, by making use of the most scientific and cutting edge of the industry thinking and management model, can connect more effectively with international MICE industry. I hereby hope that MCEA can advance to a higher level in the future and to lead Macao MICE industry step out of Asia and go international.★



曾雲強 Zeng Yunqiang

澳門會議展覽業協會
副會長

Vice Chairperson of MCEA

“

澳門會議展覽業協會順應澳門會議展覽產業發展之勢而成立，其緊貼澳門經濟發展之脈搏，不斷發揮會員眾多且實力雄厚的優勢，從多方面積極推動澳門會議展覽產業發展。澳門會展產業起步雖然較遲，但發展相當迅速，具強大的生命力，在助推澳門經濟多元發展發揮着重要作用，這與協會多年來的積極推動分不開。期望協會繼續發揮自身優勢，推動澳門會展產業向高層次的方向邁進，全力推動業界融入國家「一帶一路」及「粵港澳大灣區」發展戰略當中，搭上國家經濟高速發展的快車。

期望會展界業進一步加強與周邊地區的合作，實現更大範圍的互聯互通，共享地區經濟發展的成果；要改變舊觀念，既視同行為競爭對手，還應視為合作夥伴，發揮行業內各自優勢共同培育會展市場，把市場做大。期望社會包括政府、大專院校和業界加大會展產業人材培養，造就一支具既有扎實專業理論功底和國際視野、又有豐富實操經驗的人材隊伍，為會展產業發展提供足夠的人力資源支持；建議有限度吸納在澳就讀的非本地生留澳工作，讓澳門的教育成果能惠及會展產業。★



Macao Convention & Exhibition Association (MCEA) was established to cope with the development trend of Macao MICE industry, to keep close with Macao's economic development and continue to make use of the advantages of its large number of members and strength to actively promote Macao MICE industry in different aspects. Macao MICE industry has been rapidly developed despite with a late start up but is now showing strong vitality and has been playing a significant role in promoting the diversification of Macao's economic development. This is all inseparable with the active promotion of MCEA of which I hope can continue to demonstrate its unique advantages to drive Macao MICE industry towards a higher level and to integrate into the strategic development of the "Belt and Road" and the "Guangdong, Hong Kong and Macao Greater Bay Area" initiatives to catch on the express train of the country's rapid development.

It is hoped that MICE industry can further strengthen cooperation with surrounding areas for a wider range of interoperability and share the fruits of regional economic development. Besides, old concept must be changed, we should not only treat industry peers as competitors but also treat them as cooperative partners to optimize one's own unique advantage to jointly cultivate the MICE market and make it bigger. I hope that the society including the government, tertiary institutions and industry itself can enlarge the fostering of MICE talents so as to come up with a team of industry professionals who possess not only theories and international perspectives but also with rich practical experience, providing sufficient human resources for the development of the MICE industry. It is also suggested that non-local students can be allowed to work in Macao on a limited basis so that the MICE industry can be benefited from the results of Macao education.★

”

“
隨著澳門的回歸，賭牌的開放，澳門的經濟近十幾年得以高速發展，會展業亦與特區經濟一同成長，由十多年前的硬體設施不足、人才資源缺乏、行業力量分散的低起點，發展成擁有多個大型場館、硬體設施世界領先、配套服務齊備的國際化會展中心之一。而即將迎來十五歲生辰的澳門會議展覽業協會，見證了此一成長歷程，並在當中發揮了重要的推動作用。作為協會監事長，本人為協會的發展壯大、為澳門會展業的繁榮盡過一份心，出過一分力，由此倍感榮幸與自豪。

中央政府、特區政府提倡本澳經濟適度多元化發展，增加非博彩元素，澳門緊貼國家的整體戰略規劃而積極打造「一中心一平台」發展定位，為澳門會展業的進一步發展帶來重要機遇。希望澳門會議展覽業協會近一百位成員能夠團結一致，借國家戰略與特區政策之力，辦好不同類型高質素的國際會展，帶動本地眾多行業、不同規模的企業邁入更廣闊市場；提升展會的規模效應與品牌價格，令會展業成為澳門在國際上的又一張名片。✧



張明星 Cheong Meng Seng

澳門會議展覽業協會
監事長

President, Board of Supervisors of MCEA

Since the return of Macao and the liberalization of the gaming industry, Macao's economy has been developing rapidly during the past decade. Both the MICE industry and the Macao SAR government are also growing from the situations of lacking of hardware facilities and industry human resources, scattered industry unity over ten years ago to the recent stage of being one of the international MICE centers, possessing world-class large-scale exhibition venues and facilities with full range of supporting services. Macao Convention & Exhibition Association (MCEA) is now celebrating its 15th anniversary and has witnessed the historic growth from which has played a significant role in promoting the MICE industry. As the President, MCEA Board of Supervisors, I feel very proud and honor that I have made my contributions towards the prosperity and growth of the local MICE industry.

Both the Central and the Macao SAR Governments have advocated moderate economic diversification for Macao's development as well as to add in non-gaming elements. Macao, keeping close pace to the country's overall strategic plan, has actively been positioned as "One Center One Platform" to bring in important opportunities for the further development of the local MICE industry. It is hoped that MCEA with nearly 100 members can unite together and make good use of the country's strategies and SAR's policies to organize different types of high quality international conventions and exhibitions in order to bring more local industries and different scales of enterprises into a broader market; enhance scale effectiveness and brand pricing of MICE activities so that the MICE industry can become another name card of Macao to be known internationally. ✧

2002-2012



2002 年

澳門會議展覽業協會成立典禮
MCEA Inauguration Ceremony in 2002



2005 年

第二屆會董、監事成員合照
The 2nd Installation Ceremony of Directors & Supervisors of MCEA



2007 年

澳門會展業代表團赴美國拉斯維加斯訪問和考察
Macao MICE industry delegation to Las Vegas

2007 年

「澳門專業會展管理」課程為本澳培
育不少管理人才
Professional Conference Management (PCM)
Course – cultivating local industry talents



2008 年

澳門會議展覽業協會會員大會暨聯歡晚會
MCEA General Assembly and Dinner 2008



2008 年

新加坡交流活動令本澳業界獲益不少

Visit to Singapore for industry exchange



2009 年

「2009 澳門會議展覽業協會會員大會
暨聯歡晚會」假澳門旅遊塔舉行

MCEA General Assembly and Dinner 2009



2009 年

崔世安博士與會展物流業界交流

Dr. Chui Sai On visited the MICE & Logistics industries (2009)



2010 年

第四屆理監事就職典禮暨晚宴

Installation Ceremony of the Fourth Board Members
of Macao Convention & Exhibition Association (2010)



2010 年

李志忠會長率領本會成員赴上海與長
三角同業交流及參觀世博會

Li Zhizhong – MCEA Chairman led a delegation
to Shanghai to visit the World Expo in 2010

2010 年

「第五屆亞洲展覽會議業聯盟年度會議暨論壇」
首度移師澳門舉辦

The 5th AFECA AGM & Forum was held in Macao in 2010



2010 年

會展業發展委員會舉行首次全體會議，何海明副會長及盧德華理事長擔任委員。

The 1st Ordinary Plenary Meeting of the Committee for the Development of Conventions & Exhibitions. Committee members included Alan Ho, Vice Chairman of MCEA and Eva Lou, President of MCEA in 2010.



2011 年

澳門會議展覽業協會會員大會暨聯歡晚會
MCEA General Assembly and Dinner 2011

2011 年

會展業發展委員會主席譚伯源率領會員與業界代表赴德國考察

Chairman of the Committee for the Development of Conventions & Exhibition - Francis Tam led a delegation of industry representatives to visit Germany



2012 年

新一屆會長、副會長、理監事與會員合照

2012 General Assembly of MCEA



2012 年

澳門會議展覽業協會慶祝成立十周年

The 10th Anniversary of Macao Convention and Exhibition Association Gala Dinner and Installation Ceremony of the New Board Members in 2012



2012 年

澳門會展業界英國之旅

Visit to the UK of the Macao MICE industry



2012 年

協會領導拜訪行政長官崔世安特首

Members of MCEA Board of Directors paid a courtesy visit to Macao SAR Chief Executive – Chui Sai On

2013



會展業發展委員會主席譚伯源率領會員與業界代表赴杜拜參觀中國商品採購中心

A group of 56 industry delegates led by Francis Tam – Chairman of the Committee for the Development of Conventions & Exhibitions visited the China Commodities Procurement Center in Dubai

聯同 IAPCO (International Association of Professional Congress Organizers) 舉辦《競投及管理國際會議工作坊》培訓課程。機構領導、嘉賓、導師及一眾學員於開課前進行大合照。

MCEA and IAPCO jointly organized a regional seminar on “The Bid & Beyond: Engaging All” to foster local professionals and enhance industry quality & competitiveness.



2014



接待了中央人民政府駐澳聯絡辦公室陳斯喜副主任、經濟部陳翔副部長。經濟部左祥華副處長及唐宇秘書到訪澳門會議展覽業協會調研並指導工作。

Chen, Si Xi – Deputy Director of the Macao Liaison Office of the Central People's Government and other senior members of the Macao Liaison Office were warmly welcomed by MCEA Board members.

出席了澳門管理專業協會為「澳門會議展覽業人力資源及經濟拉動效應調查」報告召開的新聞發佈會

Press Conference on research findings of the “Macao MICE Industry as a Pulling Factor on the Human Resources & Economic Momentum”





《競投及管理跨區域會展工作坊》

本會聯同廣東會議展覽業協會於廣州舉辦“競投及管理跨區域會展工作坊”培訓課程 MICE Industry Training Program held in Guangzhou – “Cross-Regional Conference Bidding & Management Workshop” with a total of 100 participants coming from both mainland and Macao



「澳門國際會展產業論壇」2014

“Macau International MICE Industry Forum” in 2014

2015



「構建亞太會展之都論壇」
“Building Up a Popular MICE City in the Asia-Pacific Forum”



與會嘉賓探討構建澳門成亞太會展之都
Q&A session with guest speakers at the “Building up a Popular MICE City in the Asia-Pacific Forum”



MCEA 理監事 2015-2017 就職典禮
Inauguration Ceremony of MCEA Board of Directors 2015 -2017



長沙高鐵考察
Changsha high-speed rail tour



眾獲獎嘉賓與三會領導合影留念
Award winners and VIP guests of the "2015 Macao Convention & Exhibition Commendation Awards"



中聯辦與澳門會議展覽業協會眾領導合影留念
MCEA Board members' visit to the Macao Liaison Office of the Central People's Government



安徽代表拜訪協會，彼此交流
Anhui delegates were warmly received by MCEA

2016



澳門會展嘉許獎 2016 評審團

“Macao Convention & Exhibition Commendation Awards 2016” judging panel



主禮嘉賓為第 21 屆 MIF 揭開序幕

Officiating guests at the 21st MIF opening ceremony



「太湖世界文化論壇」嘉賓們合影留念

Group photo with guests at the “Taihu World Cultural Forum”



主辦單位向演講嘉賓致送紀念座

MCEA presenting souvenirs to guest speakers at the “Macao MICE Industry – Road to Innovation” Forum



2016 協會領導們舉行集思會，為行業發展建言獻策

Board members of MCEA held a brainstorming session in June 2016 to come up with recommendations for Macao MICE industry development.

2017



澳門會議展覽業協會 15 周年系列活動於 CEFCO2017 正式啟動
MCEA 15th Anniversary kick-off ceremony was held at the CEFCO 2017



青年委員會成立典禮
MCEA Youth Committee Inauguration Ceremony on 7 June 2017



「2017.2018 澳門大專院校學生會議活動策劃比賽」記者招待會
“Macau Tertiary Institution Students Conference Activity Planning Competition 2017/2018” press conference



澳門會議展覽業協會青委成員參觀「中國國際數碼互動娛樂展覽會」(ChinaJoy)
MCEA – Youth Committee visited the “ChinaJoy 2017” held in Shanghai



澳門會展嘉許獎 2017 評審團
Macao Convention & Exhibition Commendation Awards 2017 judging panel



協會 - 深圳考察
MCEA delegates visited Shenzhen



青委會於培正中學舉辦座談會，吸引逾 200 名高三學生出席。
MCEA Youth Committee held a seminar at Pui Ching Middle School with over 200 high school students attending



段洪義會長出席了協會的常務理事會議，共同探討會展業未來發展。
Duan Hongyi - MCEA Chairman, attended the Standing Committee Meeting in September 2017 to share views on future development of Macao MICE industry.

活力澳門推廣週 Dynamic Macao Business and Trade Fair



2015 年
一眾湘澳嘉賓於開幕典禮上合照
Dynamic Macao Business and Trade Fair – Changsha, Hunan.



2015 年
多位贛澳兩地領導出席開幕儀式
Dynamic Macao Business and Trade Fair – Nanchang, Jiangxi.



2016 年

多名滇澳領導及嘉賓在開幕式上合影留念

Dynamic Macao Business and Trade Fair – Kunming, Yunnan.



2016 年

活力澳門推廣週 - 福建廈門

Dynamic Macao Business and Trade Fair – Xiamen, Fujian.



2016 年

江澳兩地領導為江門站揭開序幕

Dynamic Macao Business and Trade Fair – Jiangmen, Guangdong.



2017 年

深澳嘉賓共同為深圳站揭開序幕

Dynamic Macao Business and Trade Fair – Shenzhen, Guangdong.



2017 年

「活力澳門推廣週・海南海口」主禮嘉賓於場內合照

Dynamic Macao Business and Trade Fair – Haikou, Hainan.



2017 年

澳門經濟財政司司長梁維特與深圳市副市長陳彪巡視

展會現場

Leong Vai Tac - Secretary of Economy and Finance of the Macao SAR Government and Chen Biao - Vice Mayor of Shenzhen visiting exhibitors at the "Dynamic Macao Fair" in Shenzhen



持續提升 會議質量 打造「亞太會議之都」

盧德華 Eva Lou

澳門會議展覽業協會副會長

Vice Chairperson of MCEA

作為促進澳門經濟適度多元發展的新興產業，澳門會展業在過往 10 多年來得到穩步發展，尤其近年特區政府推動「會議為先」，令會議活動持續增長。澳門會議展覽業協會副會長盧德華表示，會議業由過往以社團、協會為主的小規模會議活動，發展至現時大型的國際會議項目，質量不斷提升，對會議業未來的發展感到樂觀。

「會議為先」切合行業發展狀況

盧德華表示，特區政府近年積極推動會議業的發展，澳門貿易投資促進局先後推出「會展活動激勵措施」、「國際性會議及專業展覽支持計劃」及「會展及商務旅遊展支持計劃」等支持措施，並於 2013 年推出「會展競投及支援『一站式』服務」，為有意在澳門籌辦活動的會展組織者提供全方位的支援服務，迄今已成功吸引多個會議活動，當中不乏上千至萬人的國際會議，對住宿、餐飲、零售、娛樂、旅遊等方面都大有助益。

此外，特區政府早前聘請了 6 位來自醫學、建築、體育、資訊及化學等領域的權威人士擔任「會議大使」，盧德華認為，他們在各自領域內具有一定影響力，憑藉他們的聲望及人脈關係，協助業界向海內外宣傳和推廣澳門會展業，相信有助引進更多與之相關的會議項目在澳門舉行。

她表示，從目前澳門會議業取得的成績來看，「會議為先」策略切合行業的發展狀況，在國際上的排名也節節上升，2016 年有 37 項國際會議獲國際會議協會 (ICCA) 認可，在亞太區及全球城市分別排名 17 及 72 位，在大中華地區緊次於北京、香港、上海及台北，名列第五位。她認同業界提出未來 5 年可躋身亞太區 10 強的估算。

深化合作打造會展業黃金走廊

雖然澳門會議業的發展勢頭不俗，但周邊會展城市也有急起直追之勢，盧德華認為，會展業是新興產業，擁有很長的產業鏈條，能拉動 10 多個行業的發展，對城市整體發展也有很好的促進作用。因此，鄰近城市致力推動會議業也在

情理之中，關鍵是如何深化區域合作，尤其共同參與「一帶一路」及主動融入粵港澳大灣區的建設當中。她指出，中央政府將粵港澳大灣區列入政府工作報告中，給予灣區內城市群很大的發展契機。隨著港珠澳大橋、深中通道、深茂鐵路等跨境基建的漸次落成，以及交通網絡的日趨完善，灣區內的城市將實現 1 小時生活圈，並將形成貫通珠江東西兩岸的會展業黃金走廊。

她建議，澳門與內地城市可進一步加強會展合作，比方澳門會議可與內地展覽相結合，實行一會兩地，又或共同競投國際會議在相關城市舉行，從而共同打造會展經濟圈，錯位發展。

中央政府對澳門會展業也十分支持，盧德華表示，猶記得李克強總理於去年 10 月蒞澳出席「中葡論壇第五屆部長級會議」時，宣佈了 19 項惠澳措施，並提出支持澳門打造一批有國際影響力的會展品牌，協助澳門吸引國際知名會展項目落地。目前，澳門不乏大型國際會議項目，「國際基礎設施投資與建設高峰論壇」已連續六年在澳門成功舉辦，去年首次以特區政府的名義作為指導單位，進一步發揮了「論壇」與「中葡商貿合作服務平台」的疊加效應，致力將其打造成澳門參與「一帶一路」建設的重要平台；「世界旅遊經濟論壇」更獲中央政府支持每年舉辦，成為澳門乃至全球旅遊業界交流合作的一大盛會。

運用創新科技提升會議效益

對於澳門會議業未來的發展，盧德華認為，澳門要打造成「亞太會議之都」，需要社會各界的廣泛支持，並朝著幾方面邁進。首先是特區政府、會展業界及專上院校緊密合作，



共同競投更多國際會議在澳門舉行。其次，在現有良好的基礎上，業界可嘗試競投更多頂級國際會議，澳門會議展覽業協會早前已成功投得有人工智能界奧林匹克之稱的「2019年國際人工智能聯合會議」(IJCAI)及已圓滿舉行的「國際電信聯盟 SG16 年會」等頂級國際會議，這些會議的舉辦有助提升澳門會展業的知名度及美譽度，並逐漸形成多層次、寬領域的行業發展模式。

最後，澳門會展業須積極發展「智慧會展」，並構建成「智慧城市」的重要部分，盧德華表示，現時，境外不少會議活動都採用到如直播、雲計算、大數據及人工智能等新技術，藉以提升會議效益。為此，澳門會議展覽業協會特意在 15 周年慶典期間舉辦「智慧會展論壇」，邀請了相關專家和學者探討澳門發展智慧會展之路。✪

Continue to Enhance Conferences Quality to become the “Conference City in Asia Pacific”

As a new emerging industry that promotes the development of Macao's moderate economic diversification, Macao MICE industry has been developing steadily during the past 10 years. In particular, the SAR government has been promoting “Conference First” in recent years which has resulted in a sustainable increase in the number of conferences held in Macao. Eva Lou, Vice Chairperson of MCEA, mentioned that the convention industry has evolved from the past of small-scale meetings from local communities to current large-scale international conferences with continuous enhancement in quality. Lou feels optimistic about the future development of the conference industry in Macao.

“Conference First” aligns with industry development

Lou expressed that the SAR government is actively promoting the MICE industry development in recent years. The Macao Trade and Investment Promotion Institute (IPIM) has launched several supporting measures, for instance the Convention & Exhibition Stimulation Program as well as the “One-stop Service” for MICE Bidding and Support in Macao which have successfully attracted quite a number of conferences settled in Macao and brought in benefits to hotel accommodation, catering, retail, entertainment, and tourism of different industries.

In addition, the SAR government has earlier invited six authoritative persons who are experts in the fields of medicine, architecture, sports,



information, and chemistry to serve as “Conference Ambassadors” of Macao. Lou believes that they have influence on their respective fields and by means of their reputation and personal networks, they can assist in the promotion of Macao MICE industry both at home and abroad.

She pointed that judging from the achievements made by the convention industry, at present the strategy on “conference first” fits into the industry development with rising ranking at the 17th and 72nd in the Asia-Pacific region and worldwide respectively. In the Greater China region, Macao ranks at the 5th, just behind Beijing, Hong Kong, Shanghai, and Taipei. Lou agrees with the industry’s proposal of aiming to make Macao among the top 10 in the Asia-Pacific region within the next five years.

Deepening cooperation to build the golden corridor for MICE industry

Despite the good sign of Macao conference industry, neighborhood MICE cities are also catching up fast. Lou believes that MICE as an emerging industry possesses a long industry chain that can stimulate the development of over 10 industries. Hence, it is understood that neighboring cities are so committed to developing their MICE industries yet the key is on how to deepen regional cooperation, especially to jointly participate in the “Belt and Road” initiative and the construction of the “Guangdong, Hong Kong and Macao Greater Bay Area” projects. Besides, with the completion of the Hong Kong-Zhuhai-Macao bridge, Shenzhen-Zhongshan highway and Shenzhen-Maoming railway, etc. of these cross-border infrastructures, transportation network will then be improved and one-hour living circle within the bay area can be achieved, thus forming a MICE golden corridor along both sides of the Pearl River.

She also suggested that Macao can further strengthen MICE cooperation with mainland cities, such as those conventions in Macao can be held in conjunction with exhibitions in Mainland or to co-bid for international conferences to be held in relevant cities so as to create an MICE economic circle for dislocation development.

The Central Government is strongly supporting Macao MICE industry. Lou expressed that she still remembers Premier Li Keqiang’s announcement of granting 19 beneficial measures to Macao last October, proposing that Macao should develop a number of influential international conventions and exhibitions brands as well as assisting Macao to attract more international conferences to come and settle. Currently there are several large-scale international conferences being held in Macao every year, such as the “International Infrastructure Investment and Construction Forum” which has been successfully held in Macao for 6 consecutive years already as well as the “Global Tourism Economy Forum” which has become a major annual event for exchange and cooperation of the tourism industry between Macao and rest of the world.

Use innovative technology to enhance conference efficiency

For the future development of Macao conference industry, Lou thinks that in order for Macao to become the conference destination in the Asia-Pacific region, the industry needs to acquire support from all sectors of the society and to enhance close cooperation between the government, the MICE industry, and tertiary institutions in bidding for more top international conferences. The holding of these conferences will enhance the recognition and reputation of Macao MICE industry and gradually form a multi-level and wide-ranging industry development model.

Lastly, Macao MICE industry should actively develop “smart conventions and exhibitions” to become part of the “smart city”. Lou said that at present, many overseas conferences have adopted new technologies, e.g. live broadcast, cloud computing, big data, and artificial intelligence to enhance conference efficiency. In view of this, MCEA specially organizes a forum based on the theme of “Development of Smart Conventions & Exhibitions in Macao” during the celebration of its 15th anniversary this year.★



為社會注入新活力 會展讓澳門更美好

何海明 Alan Ho

澳門會議展覽業協會理事長
President of MCEA

澳門會展業經過 10 多年的發展，取得的成績令人鼓舞，除因「會議為先」的策略進一步推動澳門國際會議的發展外，澳門展覽業也持續提升質量，目前有 7 個專業展覽獲國際展覽業協會 (UFI) 認可。澳門會議展覽業協會理事長何海明表示，他於 2001 年以首名會展專才的身份從深圳移居澳門，至今已 16

個年頭，見證了澳門會展業從起步，到提質發展階段，並為澳門經濟注入新活力，提升國際競爭力。一言以蔽之，會展讓澳門更美好！

會展業是澳門促進經濟適度多元的重要產業，何海明認為，可從提升城市知名度、經濟效益、競爭力及基礎設施建設、優質就業機會、講好澳門故事及高新科技應用等 6 方面加以闡明。

有助提升城市知名度及經濟效益

何海明表示，藏在深山無人識，一會成名天下知，「達沃斯世界經濟論壇」就是一個很好例子。澳門舉辦國際會展活動如「世界旅遊經濟論壇」及「中葡論壇部長級會議」均有助提升知名度及美譽度。他回顧由澳門相關政府部門、會展業界及高等院校組成的競投小組，在今年於香港及新加坡等地競投六場國際會議，當中成功投得五場，可見會展業已成為澳門一張亮麗的城市名片。每當談到澳門也會想起「盛事之都」這一城市形象。

其次，會展業能為城市創造經濟效益。去年行業產值約有 30 多億澳門元，約相當於 GDP 的 1%。會展在推動旅遊業發展方面也十分顯著，國家旅遊局副局長李世宏在「第五屆澳門國際旅遊（產業）博覽會」（以下簡稱「旅博會」）上指出，會展業是旅遊業皇冠上最璀璨的一顆明珠，屬高端服務業，其收入佔中國旅遊業整體收入的兩成。

現時，由於澳門貿易投資促進局提供補助本地交通費用的支援措施，專業會議組織者 (PCO) 在籌辦會議時，會組織安排與會者到不同社區遊覽本地名勝，這些與會者具有較高的消費力，能為社區帶來龐大的經濟效益。如今年 6 月有一個醫藥會議在澳門舉行，與會者便獲安排在各區近 40

間食肆用膳，有餐廳負責人表示，曾一天內接待近 2,000 名來自海內外會展客商紀錄，收入可觀之餘又起到宣傳推廣作用。

基礎設施帶來新面貌 提供優質就業機會

另一方面，會展業的發展依託城市硬體設施，優質的會展中心應當配備商業、餐飲、旅遊、娛樂及道路交通等完善配套。何海明指出，海南省博鰲鎮因舉辦「博鰲亞洲論壇」而知名，為此建設的博鰲國際機場成為論壇重點配套項目，以及興建會展設施、酒店及道路網絡，這些城市建設因會展



而發展。而澳門威尼斯人金光會展中心及澳門東亞運動會體育館（澳門蛋）的落成啟用，亦為路氹帶來新面貌，包括設立輕軌站點及綜合旅遊娛樂設施，以滿足旅客休閒和旅遊的需求。

不得不提的是，會展業能提供優質就業機會，澳門會展業在發展之初，從業人員在 2001 年不足 200 人，發展至現時有直接從業人員 3,000 多人，未來仍需一定的人力資源，就業前景廣闊、職位選擇也更多，今年青人可更好地規劃自己的職業生涯。其中，對「大眾創業，萬眾創新」的青年創業也有很好的促進作用，如與之相關的設計、禮品領域等較容易吸引青年創業。同時會展業的人才能夠較快向上流動，脫穎而出。

講好澳門故事 構建智慧會展

何海明表示，會展平台還可講好「澳門故事」，如在中國內地巡迴展示的「活力澳門推廣週」向外講述澳門是旅遊宜居之地、多元經濟之城、中葡商貿平台及世界活力之都。而澳門在推動綠色會展及環保產業發展卓有成效，「澳門國際環保合作發展論壇及展覽」（MIECF）獲 9+2 等泛珠省區

政府成為協辦單位，樹立澳門尋找綠色商機，注重生態環境的形象。

他認為，一個好的會展主題還能成為城市的代表形象和標誌，如米蘭時裝周、底特律汽車展、深圳高交會、廣州廣交會、東莞傢俱展、香港珠寶展，而澳門的「葡語國家產品及服務展」聯想到「中葡平台」作用、旅博會及「世界旅遊經濟論壇」則想到「世界旅遊休閒中心」這一定位。

而澳門特區政府現正加快構建「智慧城市」，澳門會展業也應結合新興的「互聯網+」，包括大數據、微信、虛擬實景（VR）、人工智慧及虛擬展會等，打造「智慧會展」，有效促進社會的互聯互通，凸顯新技術和新體驗。據瞭解，澳門大學科技發展就以「生、材、大、計」四字概括，一方面既反映出生命技術、物理材料、大數據及計算機在未來的重要性，另一方面亦透露這些行業未來「錢」途無可限量的玄機，可謂語帶雙關，言簡意賅。

談到澳門會展業未來的發展方向，何海明認為，特區政府將發表《澳門會展業發展藍圖》研究報告，制定 SWOT 分析，可清晰業界未來的發展定位，堅定將國際會議業做大做强，以及促進專業展覽及優質展銷會的持續發展。✧



MICE Brings New Vitality to Society and Can Make Macao Better

Over a decade of development, Macao MICE industry has achieved very encouraging results. In addition to the “Conference First” strategy which has further promoted the development of Macao international conferences, Macao exhibition has also been continuously improving its quality. There are currently 7 professional exhibitions in Macao approved by UFI. Mr. Alan Ho, President of Macao Convention & Exhibition Association expressed that he moved from Shenzhen to Macao as the first MICE professional in 2001 and had witnessed the development of Macao MICE industry from its budding stage to the existing quality enhancement stage. MICE industry has injected vitality to Macao’s economy and enhanced its international competitiveness. In one sentence, MICE will make Macao better!

MICE industry plays an important role in promoting Macao’s economic diversification. Ho pointed that this can be explained in terms of the following six aspects: enhancement of city’s reputation, economic efficiency, competitiveness, infrastructure constructions, quality job employment, speak good about Macao, and high-tech applications.

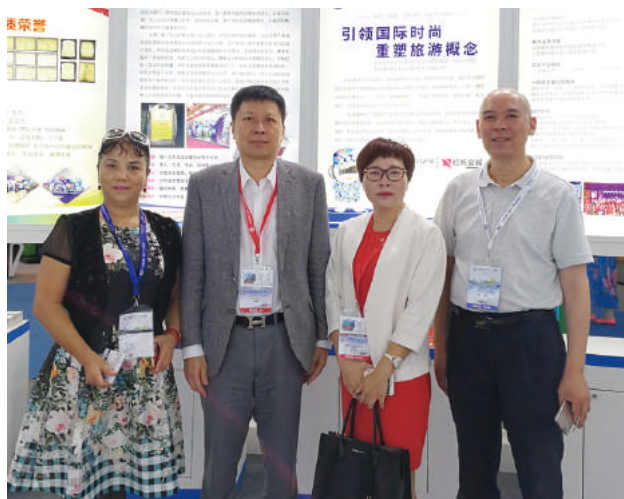


Help to enhance the city's reputation and economic benefits

Ho mentioned that “Good things hidden in mountain is unaware of but one successful event will arouse the whole world.” The “World Economic Forum” in Davos is a good example. Macao can organize international MICE events like the “Global Tourism Economy Forum” and the “Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao)”, both have helped in enhancing Macao’s awareness and reputation. He recalled that the conference bidding team formed by relevant government departments, MICE industry and tertiary institutions had successfully bidden five out of the six international conferences in Hong Kong and Singapore. This has shown that MICE industry has become a beautiful name card of Macao. Whenever Macao is mentioned, people will thus think of it as a “MICE destination” city.

Secondly, MICE industry can create economic benefits for the city. Last year, the total industry output was worth over MOP 3 billion which was 1% of the GDP. MICE has also played an obvious role in promoting tourism, Li Shihong, Vice Chairman of the China National Tourism Administration, had mentioned in the “Macao International Travel (Industry) Expo” that MICE industry is the brightest pearl on the crown of tourism industry. It is a premium service industry and its income accounts for 20% of the overall income of China’s tourism industry.

At present, due to the support provided by the Macao Trade and Investment Promotion Institute (IPIM) on subsidizing local transportation costs, professional conference organizers (PCOs) while organizing meetings & conferences will also arrange some sightseeing tours to visit different local communities for the participants who usually possess high consumption power and will therefore bring in huge economic benefits to the communities. Like in June this year, there was the medicine conference held in Macao, attendants were arranged to have meals in nearly 40 restaurants located at different neighborhoods. Some restaurant owners expressed that they had received a record breaking of nearly 2,000 local and overseas business travelers in just one day with considerable good income and promotional impact.



Infrastructure brings new look and provide quality job opportunities

On the other hand, the development of the MICE industry relies on the urban hardware facilities, a high-quality exhibition center should be equipped with business, catering, tourism, entertainment and traffic transport and other well prepared support. Ho pointed that the Boao town in Hainan province became famous is because the “Boao Forum for Asia” is held there and the Boao international airport is also built as a major supporting infrastructure because of this purpose. The building of MICE facilities, hotels and road network, etc. of urban constructions are all developed for the MICE industry. Besides, the opening of the Venetian Resort Macao – Convention & Exhibition Center and the Macao East Asian Games Dome, have brought new look to the Cotai district which includes the construction of light rail terminals and integrated tourism & entertainment facilities to satisfy the needs of travelers seeking for leisure and tourism.

It is necessary to mention that the MICE industry offers high-quality employment opportunities. In 2001, when Macao MICE industry was at its initial development stage, the number of industry practitioners was less 200 people and has now increased to 3,000 people who are directly working in this industry. It is anticipated that there is a certain demand on human resources with attractive employment prospects and job selections which will enable the young people to better plan for their own career path. Among them, the “public entrepreneurship innovation” for the young people has a good promotional impact, such as those related to design, gifts and other areas that are easier to attract young entrepreneurs. At the same time, MICE talents can advance upward faster than others.

Speak good about Macao to develop smart events

Ho expressed that the MICE platform can also be used to tell a good story about Macao, such as the “Dynamic Macao Business and Trade Fair” telling outside that Macao is a pleasant city for travelling with diversified economy. It is a “China & Portuguese-speaking countries business trade platform” and a city filled with vitality. Macao’s promotion on green exhibition and environmental protection industry has achieved remarkable results. The MIECF has invited the 9+2 of the Pan-Pearl River Delta region governments to become co-organizers so as to provide chances of seeking green opportunities in Macao and to project an image caring about ecological environment.

He believes that a good exhibition theme can also represent the city’s image and logo, such as the Milan Fashion Week, the North American International Auto Show in Detroit, China Hi-Tech Fair in Shenzhen, the Canton Fair in Guangzhou, Dongguan Furniture Show, Hong Kong Jewellery & Gem Fair, the Portuguese-speaking Countries Products & Services Exhibition (Macao) will make people think of the role of “China & Portuguese-speaking countries platform” and the Macao Travel Expo will be related to the positioning of Macao as the “World Tourism and Leisure Center”.

The Macao SAR Government is now speeding up the development of a “Smart City”, MICE industry should combine with the emerging internet+ which includes the big data, wechat, virtual reality (VR), artificial intelligence, and virtual exhibitions, etc. to develop “Smart Conventions & Exhibitions”, to promote effective social interconnection and intercommunication, highlight new technology and experience. It is learnt that technology development of University of Macau is categorized into 4 aspects: life technology, physical material, big data and computers which on one hand reflect their importance in the future whereas on the other hand also reveal that these industries possess boundless opportunities with a promising future.

Talking about the future development direction of Macao MICE industry, Ho believes that the SAR government will soon publish the “Macao MICE Industry Development Blueprint” research report together with the formulation of the SWOT analysis, this can clearly define the industry’s future development position and be determined to make the international conference market bigger and stronger as well as to promote professional exhibitions and high-quality trade fairs for sustainable development.★



多渠道 推廣澳門會展業 從傳播推廣交流培訓看協會發展

汪爾達 David Wong

澳門會議展覽業協會副理事長
Vice President of MCEA

面對今日微信、面書、博客等新媒體的湧現，讓傳播速度更快、覆蓋面更廣，這對會展業推廣顯得更加重要。澳門會議展覽業協會副理事長汪爾達表示，協會自2003年起設立網站，到在本澳報章刊登會展資訊及出版《澳門會展》雜誌，至近年開通了微信公眾號，協會宣傳逐漸深入及完善，為推廣澳門會展業打下了基礎。

汪爾達憶述在千禧年之初，報紙、雜誌、電視及電台廣播四大媒體仍佔主導地位，協會在成立翌年便因應需求開通網站 www.mcea.org.mo 並建立起資料庫。其時，適逢「第八屆澳門國際貿易投資展覽會」(8th MIF) 由協會主力承辦，網站在推廣、報道 MIF 方面發揮了積極的宣傳作用。

完善協會出版物加強對外宣傳工作

隨後，協會每月於澳門日報、華僑報及澳門會展經濟報三份本地報章刊登「會展資訊」專刊，介紹行業發展情況及相關會展知識，之後更每季度出版《澳門會展》雜誌。汪爾達表示，雜誌除了主要報導本地的會展活動外，至2010年起，雜誌增添不少內容，包括會員專訪及專題剖析等，主動採訪業界代表、深入探討會展業的機遇與挑戰，進行系列深度訪談，並增加「會員名錄」，讓會員商號有更多曝光機會。

赴內地巡迴展示促進合作交流

2009年起，協會主辦「活力澳門推廣週」，至今歷25站。這是本澳唯一在中國內地巡迴展覽的活動，每站均組織有代表性的澳門中小企業「走出去」，很好地宣傳了澳門多元形象及會展業，他認為無論是活動概念，抑或是展會成效均值得業界驕傲。「活力澳門推廣週」過去八年曾最遠至東北的吉林長春、內蒙古呼和浩特和遼寧瀋陽等城市，由於當地市民鮮有來澳門，對澳門產品和東西文化交匯的地方感覺特別，很熱切的透過此類活動了解和認識澳門及其出品，加上展位佈置匠心獨運，如同置身澳門，組委會對展會搭建及流程安排均認真細緻，普遍獲當地市民歡迎，為澳門會展業向外推廣帶來正面形象。

而在「活力澳門推廣週」走出去的同時，也吸引當地政

府組團回訪澳門並開展更緊密合作，包括「北京・澳門合作交流洽談會」、「內蒙古・澳門經貿合作活動周」，以及早前，深圳靈獅集團也回訪了澳門，促進互動商機。

積極培育專才為行業建言獻策

另一方面，培訓也是協會十分重視的一項工作，在協會成立不久即與澳門大學合辦「會展課程培訓班」，由協會委派資深的業界代表擔任授課導師，為業界培養了一批人才。他憶述當年協會專門劃分了澳門會展發展研究委員會、國際關係委員會、內地事務委員會、培訓工作委員會，以及公關協調委員會等五個委員會，同心協力做好各項工作。早在2004年，協會先後出版《澳門會展發展策略研究報告》及《推動澳門會展發展建議報告》兩份報告書，向特區政府建言。

近年來，隨著新媒體的發展，澳門會議展覽業協會的宣傳工作也與時俱進，於2015年2月開通微信公眾號及同步更新網站內容。汪爾達認為，新媒體的應用大大提升宣傳效率，並加強協會與會員間的互動，會員可更及時了解行業訊息。而在2016年7月，協會與騰訊大粵網簽訂了戰略合作備忘錄，透過雙方的平台效應，攜手打造互聯網+會展，向澳門本地及廣東市民提供更多會展商貿資訊，進一步拓展澳門會展業的發展空間。★

Promoting Macao MICE Industry through Multi-Channels – Viewing Industry Development in terms of Communication, Promotion, Exchange, and Training

The emerging of new media like wechat, facebook, blog, etc. has enabled information to spread faster with extensive coverage which is significant for the MICE industry to promote externally. David Vong, Vice President of Macao Convention & Exhibition Association (MCEA), expressed that MCEA had set up its own website since 2003, then came the “Macao MICE Updates” published every month in local newspapers and the quarterly publication of the “Macao Convention & Exhibition” magazine as well as up to recent years the launching of its wechat public account which has gradually strengthened and improved MCEA’s publicity and laid a solid foundation on promoting the development of Macao MICE industry.

Vong recalls that at the beginning of the millennium, the four traditional media, i.e. newspapers, magazines, television, and radio broadcasting were still the dominating channels. In 2003, MCEA set up its website and created own database. At that time, MCEA was the main coordinator of the “8th Macao International Trade and Investment Fair” (MIF) therefore the website had played an active role in publicizing the MIF news.

Improve MCEA publications and strengthen publicity externally

Later with the support of the Macau Foundation, MCEA published the “Macao MICE Updates” on three local newspapers every month, namely the Macau Daily News, Jornal Va Kio and the Macau Convention & Exhibition Economy Journal to introduce the industry development and any relevant news and knowledge to the public, thereafter followed by the Macau Convention & Exhibition magazines published on a quarterly basis. Vong also mentioned that starting from 2010 more contents were added of which included interviews with MCEA members and industry representatives, special topics analysis, exploration of opportunities & challenges of the MICE industry, conducting series of in-depth interviews and reports as well as adding in the MCEA membership list to increase members’ exposure in the industry.

Organizing fair shows around Mainland to promote cooperation and exchange

Since 2009 MCEA started to organize the “Dynamic Macao Business and Trade Fair” (Dynamic Macao Fair) which is the only one event that is held in mainland on a touring basis and has so far been held in 26 mainland cities. Each time there will be a SME delegation joining so as to “Go International” to promote Macao’s diversified image and MICE industry. Vong thinks that industry practitioners should feel proud of the concept and the effectiveness of this event. Over the past eight years, this “Dynamic Macao Fair” had been held in a number of far distant cities like Changchun - Jilin, Hohhot- Inner Mongolia, and Liaoning - Shenyang. The local people seldom have the opportunity to visit Macao so they are very eager to meet and know more about the products of Macao and the city itself where eastern and western cultures converge through this type of activity. Moreover, the unique design and decoration of exhibition booths make them feel like being present in Macao and therefore are very welcomed by the general public and thus has projected a positive image of Macao MICE industry abroad.

Despite “Dynamic Macao Fair” being an outgoing tradeshow, it has attracted respective local government to organize delegation to Macao and commenced closer cooperation which included the “Beijing – Macao Cooperation & Exchange Symposium” and the “Inner Mongolia – Macao Economic & Trade Cooperation Week” as well as the earlier reciprocal visit of Shenzhen’s Sphinx Group with an aim to promote mutual cooperation opportunities.

Actively foster experts to make recommendations for the industry

On the other hand, MCEA places great emphasis on training too. At the beginning of its establishment, MCEA had already lined up with the University of Macau in jointly organizing the “Convention & Exhibition Training Program” which was taught by experienced industry representative so as to foster a group of industry talents. He recalled that MCEA had categorized five committees which were 1) Macao MICE Industry Development and Research Committee, 2) International Relations Committee, 3) Mainland Affairs Committee, 4) Training Committee, and 5) Public Relations and Coordination Committee. In 2004, two reports namely the “Macao MICE Industry Development Strategies Research Report” and the “Suggestions on Promoting Macao MICE Industry Development Report” were published to make recommendations to the Macao SAR Government.

In recent years, with the development of new media, publicity of the association has been keeping pace with the times by launching the wechat public account In February 2015 and revamping the original website. Vong believed that all these new media have greatly enhanced publicity efficiency and have strengthened interactions between the association and members who can access industry information in a timely manner. In July 2017, MCEA had also signed the “Strategic Cooperation Memorandum” with Tencent Dayuewang. It is hoped that by means of both parties’ platform effect to jointly develop an internet+ MICE which can provide more information concerning conventions, exhibitions and trade businesses to both the local and Guangdong general public so that the development scope of Macao MICE industry can be further explored.✧



關永恆 Michael Kwan

澳門會議展覽業協會
副理事長

Vice President of MCEA

Our company - Shun Tak Holdings Ltd. is a listed conglomerate with core businesses including real estate, passengers transport, hotels, leisure and investment which are closely related to the development of the Macao MICE industry.

The Macau Tower Convention & Entertainment Centre under the management of the group is a famous tourist destination and a pioneer in today's MICE industry. We are also the pioneer of the high-end hotel industry in Macao, initiated and managed a series of hotel brands. Shun Tak Travel provides one-stop travel and event solutions to both corporate and individual business travelers. Regarding passengers transport, Shun Tak with its huge land, sea, and air transportation network, provide services to both international and regional travelers.

Shun Tak Group has also put in substantial investment and effort into the local MICE and its peripheral industries of which are like "chicken and egg" relationship in terms of industry development. Tourism facilities and corresponding support nurture the growth of the MICE industry. As far as the industry thrives, unlimited opportunities can be

“我 司信德集團是上市綜合企業，核心業務包括地產、交通客運、酒店及消閒與投資，跟澳門會展業的發展息息相關。

由集團管理的澳門旅遊塔會展娛樂中心，是著名的旅遊目的地，是澳門現代會展業的先驅。而我們也是澳門高端酒店業的先鋒，開創及管理一系列的酒店品牌。信德旅業為企業和個人商旅，提供一站式的旅遊及會展方案。信德的客運，以龐大的海陸空交通網絡，服務著國際和區內的客流。

集團在會展業本身及周邊產業中，都有重大的投放。這些行業的發展有著「雞和雞蛋」的關係，旅遊設施和配套孕育了會展業的成長，隨著會展業的茁壯，也為整條旅遊產業鏈增添了無限的商機，周而復始，生生不息。

會展業是澳門多元化發展的新亮點。具體而言，它為澳門的旅遊業、酒店業、客運業引進了新的客源，也豐富了傳統旅遊「食、住、行、遊、購、娛」以外的成份，為區內服務業帶來新的局面。

近年澳門的會展盛事，如論壇等，國際性和代表性日增，「以會帶展」方向明確，加上港珠澳大橋等基礎建設的即將落成，發展勢頭日盛。期望澳門能更好地把握「一帶一路」及「粵港澳大灣區」等國家政策的機遇，使澳門作為世界會展及旅遊休閒中心的地位有所提升。★

created along the whole industry chain repeatedly and endlessly.

MICE industry is the new highlight for Macao's economic diversification. Specifically, it has attracted new source of customers to the tourism, hotel, and transport industries as well as enriched the travelling traditions beyond just dining, staying, traveling, shopping and entertaining. This has brought in a new phase to the servicing industry within the region.

In recent years, Macao's MICE events, such as forums, international representatives are increasing, the approach of using conventions to bring in exhibitions is clear, together with the completion of the Hong Kong-Zhuhai-Macao Bridge and other infrastructures, the momentum of MICE industry development is flourishing. It is expected that Macao can better grasp the opportunities of mainland's policies on "Belt and Road" and the "Guangdong, Hong Kong and Macao Greater Bay Area" initiatives to enhance Macao's position as a world-class MICE and tourism center.★

“澳門的會議市場發展迅速，國際會議數量持續增加，為燈光音響業帶來了不少機遇，因為一個會議需要使用不少燈光、音響、即時傳譯及大型螢幕等器材。澳門現存的酒店場所達 100 多家，去年全年的會議數量有 1,195 項，帶來了龐大的工作機會，未來數年已有不少工作安排，從業人員已是百分百就業率。

由於不少國際會議深具規模和水準，對相關配套的要求也愈來愈高，行業加大了對器材的投資，提升整體水平。為更好地滿足各地與會者的需求，即時傳譯的語言種類也由過往的 4-8 種，增加至 10 多種，並符合聯合國的使用標準。與會者普遍對澳門會議設施表示滿意，如業界能同時為大型國際會議提供數千個傳譯設備，獲得主辦方及與會者的讚賞。

會議的舉行對酒店業帶來很大效益，能帶動酒店的住宿、餐飲、零售、娛樂等。但憂慮燈光音響的人才未能應付未來需求，現時除與勞工局合作和業界加強自身培訓外，希望本澳大專院校能開辦相關課程，共同培育更多專才以迎接會議業的發展。✧



林偉濠 Benny Lam

澳門會議展覽業協會
副理事長

Vice President of MCEA

////////////////////////////////////

Macao MICE industry has been developing rapidly with continuous increase in the number of international conferences which have brought in plenty opportunities for the lighting and audio industry because for a conference there will be demand on lighting & audio systems, simultaneous interpretation and large projector screens, etc. equipment. There are currently almost 100 hotels in Macao and 1,195 conferences were held in Macao last year. These have provided huge job opportunities with many works being arranged now for the coming few years. Employment rate of industry practitioners is 100% fully employed.

In view that many international conferences are well established with standards, requirements for supporting facilities are getting higher and higher. There is increasing investment in purchasing more equipment to enhance overall standard. In order to better satisfy conference

participants from all over the world, simultaneous interpretation has also increased from the previous 4 to 8 languages to over 10 languages now to align with United Nations standard of use. Participants are generally satisfied with the conference facilities in Macao, e.g. industry was able to provide over thousands of interpreters at one time which was very much appreciated by the organizer and participants.

Conferences bring in substantial benefits to the hotel industry in terms of accommodation, catering, retail, entertainment and so on. However, there is worry on the lack of professionals in the lighting and audio industry to meet the future demand. At present, in addition to cooperating with the Labour Affairs Bureau and strengthening industry's own training programs, it is hoped that tertiary institutions in Macao can offer relevant courses to jointly cultivate more specialists to meet the development of the conference industry.✧

”



尹世恩 Luis Wan

澳門會議展覽業協會
副理事長

Vice President of MCEA

“

會展中心的社會及經濟效益，離不開豐富的會展資源和專業的策劃、組織及實施等全過程的成功運作。從目前的展覽市場來看，優質的會展資源主要集中在政府部門及行業協會手上，並在本地社會及行業產生一定影響力和號召力。而在政府相關部門的支持下，培育了數個品牌會展。會展中心也因此聲名在外，成為會展追捧的熱點。

現代意義上的「會展」或「展會」，並不是單純的「展」、「會」或「展覽」，而是將展覽及會議，與各類貿易賽事、旅遊、藝術等節慶活動相結合。而廣義的會展現場涵蓋展覽、會議及節日盛事在內的所有有形場所和設施，以及無形要素在現場的集合。一個會展專案成功與否，某種意義取決於現場管理是否科學有效？

對於會展業的理想願景，希望通過展酷的服務真正解決行業痛點，讓參展就像一次旅遊、觀展猶如參加一場專屬展會，讓主辦方及相關行業獲得更大的商機。從現時會展業的發展來看有三大趨勢：一是會展業在不斷轉型；二是會展業進行跨界融合，包括會展 + 旅遊、會展 + 文化等；三是創新會展模式，更強調互動和體驗。通過數位及互聯網技術，做到精準服務。隨著標準建設、品牌建設及人才培養與研究的不斷累積和深入，會展業將顯現不一樣的生機。✧

////////////////////////////////////

The social and economic benefits of a convention & exhibition center are inseparable from the successful operation of the whole process in terms of planning, organizing, and implementing of the affluent MICE resources and professionalism. Looking at the current exhibition market, high-quality MICE resources are mainly in the hands of the government and industry associations which have created certain influential power and attraction to the local communities and industries. With the support of relevant governmental departments, a number of brand exhibitions have been cultivated and thus have made Macao's convention & exhibition center famous abroad and become a sought after hotspot for MICE events.

The modern meaning of MICE (Meetings, Incentives, Conferences, Exhibitions) is not simply "shows", "conferences" or "exhibitions", it is about linking exhibitions and conferences with all kinds of festive activities like trade shows, tourism, and art, etc. The broader meaning of "MICE" covers exhibitions, conferences and festival events which include

all tangible venues and facilities as well as intangible elements which are combined together. In certain sense, the success of a MICE solution depends on the scientific effectiveness of the onsite management.

Concerning the ideal vision of the MICE industry, it is hoped that by means of company's service, industry pains can be really resolved such that participating in an exhibition is like going for a travel, visiting exhibition is like attending an exclusive event, organizers and related industries can acquire more business opportunities. According to the three major trends of the current industry development, MICE industry needs to 1) transform constantly; 2) aim for cross-industries integration which include MICE + tourism, MICE + culture; 3) innovate exhibition mode to emphasize on interaction and experience; besides, make use of digital and internet technology to achieve accurate service. It is through continuous accumulation and deepening of standard construction, brand building, and talent training and research that very different hopes and opportunities will arise in the MICE industry.✧

”

“**科**技的日新月異，令社會得到飛躍性的發展，澳門會展業亦得益於相關技術，推行會展服務電子化，從展前策劃、展中執行，以至展後跟進等方面均更有效率，為構建「智慧會展」打下堅實的基礎。

而大數據、雲計算及人工智能等技術日漸普及，在會展活動的不同環節包括網絡宣傳、入場登記、虛擬展會、產品展示、電子螢幕、機械人展示及電子支付等均應用到相關技術，打破過往傳統展會的局限，為會展業帶來新的變革。

隨著澳門會展業、資訊科技及電子商務多方通力合作，將進一步促進會展業與創新科技的融合發展，預期「智慧會展」在可見將來會有更廣闊的發展空間，拭目以待。★



林子賢 Windus Lam

澳門會議展覽業協會
秘書長

Secretary General of MCEA

Advancement of science and technology has enabled rapid development of the society of which Macao MICE industry can also be benefited from relevant technology to implement electronic MICE services, from pre-event planning, during the execution process as well as post-event follow up, all can be done more efficiently so as to lay a solid foundation for the building up of a “SMART MICE” event.

With the increasing popularity of big data, cloud computing and artificial intelligence, etc. technologies which can be applied onto different areas of MICE activities such as online publicity, registration

& admission, virtual exhibitions, product displays, electronic screens, robot demonstration and electronic payments. This is a breakthrough from MICE traditional practice and has brought in new transformation for the MICE industry.

With the cooperation of Macau MICE industry, information technology and e-commerce, this will further promote the integrating development of the MICE industry with innovation and technology. It is expected that “SMART MICE” will have a broader development prospect in the foreseeable future and this remains to be seen.★



曾憲煊 Eddie Chang

澳門會議展覽業協會
常務理事

Standing Committee Member of MCEA

“澳門會展業在回歸之初，佔本地整體生產總值微不足道，發展至今已成為促進經濟適度多元的一大產業，尤其在國際會議方面取得不俗的成績。這除得益於旅遊業的發展外，也離不開會展業界的付出和耕耘。

會議展覽業從來都不是容易經營的行業，相信同業們都會認同我的說法，但正由於經營不易，慢慢培養出業界堅毅的意志和能力，團結業界，從協會的會務充分體現會員的互助及合作精神。

中央政府對澳門會展業給予大力支持，澳門特區政府適時推出支持措施及行業策略，加上區域合作持續推進及會議展覽設施的不斷完善，凡此種種均為澳門會展業的發展帶來新機遇。相信業界在舉辦國際會議、專業展覽及優質展銷會的成功經驗下，能進一步發掘產業優勢，為澳門會展業的發展再上新台階。✪

////////////////////////////////////

At the beginning of Macao's return, the contribution of Macao MICE industry to the overall GDP is very minimal. However after years of development, it has become one of the major industries in promoting Macao's moderate economic diversification, especially the international conferences which have achieved satisfactory results that have been benefited from the tourism industry but are also inseparable from the efforts contributed by the MICE industry.

MICE industry is never an easy industry to operate with and I believe industry peers will agree with my saying. But because it is not easy to operate that has enabled the industry to cultivate its determination and ability, to unite the whole industry together and this can be reflected

from the members' mutual cooperation and team spirit.

The Central Government has given strong support to the Macao MICE industry and Macao SAR Government has introduced timely supporting measures and industry strategies as well as with continuous regional cooperation and improvement of MICE facilities, all of these have brought in new opportunities for the industry development. I believe with the successful experience in hosting international conferences, professional exhibitions and quality trade shows, industry advantages can be further explored to raise local MICE development to another new level. ✪

”

“澳門會展業的興旺有助各行各業的發展，對作為會展活動承建商的建同市場推廣（澳門）有限公司而言更是舉足輕重。會展業的蓬勃發展，引進不同類型的會議展覽項目，吸引世界各地的高端商務旅客來澳參展參會，帶來了龐大的經濟效益。

而為配合會展業發展的需求，近年來澳門的會展場地、休閒娛樂及酒店住宿等軟硬件設施及配套逐步完善，以及加大人才培養的力度，促進行業持續創新和進步，為業界引入新技術和新概念。

未來隨著港珠澳大橋及多項跨境基建的落成啟用，展望澳門會展業將踏上新的里程，並預期有更多不同類型的國際會展活動在澳門舉行，進一步打造和強化澳門作為「亞太區國際會展城市」的地位，在此祝願澳門會展業蒸蒸日上，再創佳績!★



陳誠豐 Adolph Chan

澳門會議展覽業協會
常務理事

Standing Committee Member of MCEA

The prosperity of Macao MICE industry is beneficial to the development of other industries, and it is even more important for Arcon Marketing Communications (Macao) Ltd. which is a contractor for exhibition activities. The booming MICE industry has introduced different types of convention & exhibition events and has attracted high-end business travelers from all over the world to Macao and thus brings in huge economic benefits.

In order to cope with the needs of the MICE industry development, in recent years, exhibition venues, leisure and hotel accommodation, other hardware and software supporting facilities in Macao have all been gradually improved. Besides, more emphasis should be given on

talent training, promote industry to aim for continuous innovation and progress as well as to introduce new technology and concepts to the industry.

With the completion of the Hong Kong-Zhuhai-Macao Bridge and the opening of a number of cross-border infrastructure, Macao MICE industry will embark on a new milestone and it is expected that many different types of international convention and exhibition activities will be held in Macao to further build and strengthen Macao's position as an "International MICE destination" in the Asia-Pacific region. I hereby convey my best wishes to the Macao MICE industry in achieving more thriving results in coming future!★



張茜 Patricia Cheong

澳門會議展覽業協會
常務理事

Standing Committee Member of MCEA

“

美亞市場傳達顧問有限公司從2000年開始舉辦「兒童博覽會」，自此美亞開始涉足會展業。在當時會展業才剛萌芽的澳門而言，美亞依託行業發展機遇，成為澳門會展業的先驅。會展業的發展不僅為公司指明發展方向，同時公司亦因為發展需要而創造出不少的就業機會，也藉機向國際品牌學習經驗。其後，公司開始統籌「亞洲國際博彩娛樂展」(G2E Asia)的公關事宜，讓公司涉獵的範圍更趨廣闊，公司業務因此提升至另一個高度，面向國際多元化的各類行業客戶，業務獲得了平穩的發展。

展望未來，會展業仍有發展空間，例如可進一步加強跨部門合作，從行業及市場上收集大數據，配合政府政策，才能有效地發展各項會展活動。其次，建議政府對會展業進行調研和分析，研究哪類主題會展活動切合澳門市場需求，集中資源加以支持，這樣才得以讓行業可持續發展。除G2E Asia外，業界亦可培育餐飲、娛樂、零售等相關會展主題，以切合澳門的發展需要。最後，一個成功的會展活動必須有廣泛而深入的宣傳，才能引人關注，期望有關政府部門能給予支持。★

////////////////////////////////////

The first attempt of MM Marketing Communications Consulting Ltd. (hereafter referred to as MM Marketing) in the MICE industry can be dated back to as early as 2000, when the “Child Expo” started to be held. Back then the MICE industry in Macao was just at its budding stage. MM Marketing made full use of the opportunity in development of Macao’s MICE industry and became the pioneer. The development of the MICE industry in Macao has not only led the company in direction, but also many jobs have been created in the wake of business expansion. Besides, MM Marketing has also taken the opportunity to learn invaluable experiences from international brands. MM Marketing has become the official PR and Senior Advisor of the Global Gaming Expo Asia (G2E Asia), which has broadened the scope of the company as well as upgraded the business by working with international clients from diverse industries, leading to a steady development in business.

Looking ahead, there is still room for the development of MICE industry in Macao. For instance, it can further strengthen cross-sectoral cooperation, collecting big data from the industry and market, coordinating with government policies so that all kinds of MICE events are effectively developed. Further, it is suggested that the Government should conduct research and analysis on the MICE industry, studying on types of MICE events which meet the needs of the Macao market so as to concentrate resources accordingly, contributing to the industry’s sustainable development. In addition to G2E Asia, the industry can also cultivate theme events such as catering, entertainment, retail and other related themes corresponding to the development of Macao. We believe that a successful MICE event must be promoted extensively and in-depth to attract more attention, and that relevant government departments should provide more support.★

”

“**藝**嘉公關廣告推廣公司（以下簡稱「藝嘉」）業務主要涵蓋會議、展覽、活動及獎勵旅遊等不同範疇，並提供一站式服務。澳門特區政府推動會展業的發展，令業界獲得更多機遇。藝嘉早於 1998 年已營運珠寶和婚紗主題的展覽會，2005 至 2006 年間開始接觸 MICE，協助新加坡及日本等海外客戶在澳門組織數天活動，主題涉及投資、醫藥及電子科技等不同類別。而一些展覽會如「婚紗婚宴美容珠寶展」及「精叻 BB 及兒童用品展」每年舉辦兩次。

澳門的會展場地及配套設施完善，給予境外客商良好印象，本澳經濟的發展也吸引到不少客商來澳舉辦活動。隨著會議空間持續增加，可舉辦更多大型會議，如 5 月上旬便舉辦了為期三天的會議，有近 5,000 名來自亞太區的與會者參與。期望澳門會展業在發展的同時，能加強人員的培訓，以更好地迎接未來的挑戰。✧



何嘉靜 Fanny Ho

澳門會議展覽業協會
常務理事

Standing Committee Member of MCEA

The business of A Plus PR & Advertising Company (hereafter referred as A Plus) mainly covers conferences, exhibitions, events and incentive travels of different aspects with provision of one-stop service. With Macao SAR Government's support and promotion, more opportunities are provided to industry practitioners. As early as in 1998, A Plus had already organized exhibitions on themes of jewellery and wedding and then started to involve in MICE events from 2005 to 2006 by helping overseas clients such as Singapore and Japan, to organize events with topics related to different categories, e.g. investment, medicine, electronic technology, etc. Some of the exhibitions like the "Wedding, Banquet, Beauty; & Jewellery Expo" and the "Baby & Child's Products Expo" are held twice a year.

The MICE venues and supporting facilities in Macao are well equipped and are thus very impressive to overseas clients. The development of Macao's economy has also attracted a lot of business customers to come and hold events in Macao. As meeting space continue to increase, more large-scale conferences will be settled in Macao. For instance there was a 3-day conference held in Macao in May and this had brought in nearly 5,000 participants from the Asia-Pacific region. It is expected that while developing the Macao MICE industry, talent training can also be strengthened so as to be better prepared in meeting the future challenges.✧

澳門會議展覽業協會於今年6月成立青年委員會（以下簡稱「青委會」），讓行業得以傳承。青委會主任潘耀榮表示，會展業涉及搭建、物流、餐飲、酒店、設計、公關等多個相關產業，青委會的成員主要也來自這些不同行業。希望能團結年青從業員，積極推動澳門會展業向外發展，令行業更具活力及年輕化。

團結年青會展從業員 為行業發展煥發新活力

澳門會議展覽業協會 - 青年委員會主任
Chief of MCEA – Youth Committee

潘耀榮
Irwin Poon



推動青少年做好職業生涯規劃

潘耀榮表示，青委會將加強會展業在中學及大專院校的推廣工作，如計劃2018年於中學舉辦講座，讓學生盡早做好職業生涯規劃。他認為，不少青少年在求學階段未清晰自己的興趣及發展路向，父母和師長的意見便起到了引導作用。因此，潘耀榮也鼓勵家長及廣大市民多認識和了解會展業，並且讓學生多到展覽會參觀和體驗。

他指出，澳門特區政府主辦的「澳門國際貿易投資展覽會」(MIF)及「澳門國際環保合作發展論壇及展覽」(MIECF)等國際性專業會展活動，每年均會組織學生參觀，藉以提升他們的環保意識。他建議大學生在餘暇時能多參與會展活動，擔任義工或兼職人員，嘗試及體驗不同工作崗位，印象也會更深刻。

此外，青委會正籌劃舉辦「澳門大專院校學生會議活動策劃大賽」，以配合特區政府「會議為先」的政策，並響應「人才培養長效機制」建議，為在澳就讀的大學生提供一個交流和學習的平台。是次策劃大賽以隊際形式進行比賽，就讀於各學科的大學生均可組隊參與。潘耀榮期望，活動能成為澳門會展業界的年度盛事，而勝出的隊伍將獲推薦參與亞洲展覽會議協會聯盟(AFECA)舉辦的「AFECA亞洲會展青年競賽」，為澳增光！

促進內外交流拓寬業界視野

而對於年青的會展從業人員，潘耀榮認為青委會的首要工作是團結業界年青人，除定期舉辦聯誼活動增加交流外，還將加強在職培訓及到外地實地考察，有助增廣見聞及擴大社交圈子。在職培訓方面，無須局限於會展知識層面，會展業是一個「以人為本」的行業，加上活動主題多樣，從業員需擴闊知識領域，包括表達及寫作技巧、待人接物的禮儀，以及對特色金融、資訊科技、醫學、文化創意、體育等有梗概的認識，更全面地培育年青會展人，也有助他們從中發掘更多機會。

青委會成立短短數月，已先後組團隨「活力澳門推廣週」前往深圳考察靈獅文化產業集團及華為技術有限公司，並且赴上海參觀和考察不同的會展設施及大型會展活動。潘耀榮表示，深圳的文化創意及科技十分發達，有助團員思考如何打造「智慧會展」。

上海則是一級的會展城市，無論場地管理、辦展流程及創新意念均值得業界學習和借鑑。潘耀榮表示，有主辦單位購買國外知識產權作品在當地展示，並利用AR等科技手段增加展會的附加價值，藉此提升入場人士的觀展體驗，其後更將有關技術反售予產權擁有者，達致雙贏。他認為，澳門可參考相關模式，或者利用兩個知識產權作品相互結合，給人耳目一新的感覺。

他計劃往後能帶領青委會前往泰國曼谷、浙江杭州等新興會展城市，了解其發展歷程、場地設施及未來趨勢等，期望為澳門會展業注入新動力。★

Unite Young MICE Industry Practitioners to Vitalize Industry Development

Macao Convention & Exhibition Association (MCEA) has established the Youth Committee in June this year so that the MICE industry can be inherited. Irwin Poon, Chief of the Youth Committee expressed that the MICE industry chain covers a number of related industries, i.e. construction, logistics, catering, hotel, design, public relations, etc. Members of this Youth Committee mainly come from the above different sectors. The mission of the Youth Committee is to unite all young industry practitioners to actively promote the development of Macao MICE industry to the outside so as to make the industry more energetic and younger.

To drive young people to plan for their career

Poon mentioned that the Youth Committee is committed to strengthening the promotion & publicity of MICE industry in high schools and tertiary institutions, for instance there will be a seminar planned to be held at one of the high schools in 2018 to provide students some knowledge about the MICE industry so that they can plan for their career path as early as possible. He believed that many youngsters are still not clear about their interest and development direction during their studying stage thus opinions from parents and teachers can serve as guidance. Hence, Poon suggested parents and the public can learn and understand more about the MICE industry as well as to encourage students to often visit and experience exhibitions.

He pointed that the “Macau International Trade and Investment Fair” (MIF) and the “Macao International Environmental Co-operation Forum & Exhibition” (MIECF) organized by the Macao SAR Government will organize groups of students to visit the exhibition every year in order to enhance their environmental awareness. He suggested that college & university students should participate more in MICE activities during their leisure time as volunteers or part-time workers to try and experience different positions of an event so as to be more impressed.

In addition, the Youth Committee is now organizing the “Macao Tertiary Institution Students Conference Challenge” to cope with the SAR government’s policy on “Conference First” and in response to the “long-term mechanism for nurturing talents” development plan in providing interested students who are studying in Macao a platform to exchange and learn. The contest is on a teaming basis and is opened to all tertiary institution students of any majors. Poon hopes that the “Macao Tertiary Institution Students Conference Challenge” can become an annual event. The winning team will be recommended to represent Macao in joining the “AFECA Asia MICE Youth Challenge” held by AFECA in order to bring honor for Macao.

Promote internal and external exchanges to broaden industry perspectives

For the young MICE practitioners, Poon mentioned that the primary task of the Youth Committee is to unite all the young industry practitioners. In addition to the regular social networking activities, on-job-training and onsite visits to overseas will help to broaden knowledge and enlarge social networks. On-job-training does not need to be limited only on the knowledge level. MICE is a “people-oriented” industry which involves a wide range of activities, practitioners need to broaden their knowledge and skillsets such as writing and communication, manner of treating people as well as possessing general understanding on feature finance, IT, medicine, culture & creativity, sports, etc. so as to nurture young MICE joiners in all aspects and these will help them to explore more opportunities.

The Youth Committee has just been established for a few months and has already joined the “Dynamic Macao Business and Trade Fair” to visit the Shenzhen Sphinx Cultural Industry Group Co., Ltd and Huawei Technologies Co., Ltd. Furthermore, a delegation was also organized to visit different MICE facilities and large-scale exhibition venues in Shanghai. Poon pointed that both cultural & creativity as well as IT industries are well developed in Shenzhen and this can inspire our members’ thinking on “how to develop a smart city?”

Shanghai is a world-class city for convention and exhibition, whether being the venue management, process of event organization, innovative concepts, these are all worth for our industry to learn from. Poon expressed that some organizers have purchased the foreign intellectual property of works to display at exhibition and make use of AR technology to enrich the event content with more added values so as to enhance audience experience when visiting exhibition. Later, the related technology may even be sold back to the intellectual property owner to achieve a win-win situation. He believed that Macao can take reference of this mode or through combining the two intellectual property of works to give audience a fresh new feeling.

In the future, Poon plans to lead the Youth Committee to visit other emerging MICE cities, such as Bangkok, Hangzhou, etc. to better understand their development history, venue facilities and future trends and hope to bring in new vitality to Macao MICE industry.✧

微中市場發展顧問有限公司業務主要涉及展會登記、活動管理及資訊科技，服務覆蓋網上支付平台。除協助展會運作上，更重要是在會展活動收集相關數據並加以分析研究，以作為主辦單位往後舉辦活動的參考依據。

The business of MicroChina Marketing & Consultant Co., Ltd. mainly involves in MICE events registration, activity management and information technology as well as services covering online payment platform. In addition to assisting the operation of exhibitions and conventions, the most important task is to collect relevant data from the activities for analysis and studies which can serve as reference for the organizers to plan for future activities.



澳門會議展覽業協會 - 青年委員會副主任

Deputy Chief of MCEA – Youth Committee

潘立峰
Jason Pun

由於這行業較為辛苦，尤其在展覽期間需要顧及的範疇較多，從業員需在短時間內處理多項事情，工作量倍增，對新入行的年青人而言，因為社會閱歷不多，或會感到徬徨及壓力，加上澳門目前可供選擇的工種較多，故較少年青人願意投身這一行業，在招聘年青人時會遇到一定的困難。

與香港、深圳及廣州等鄰近城市相比較，無論會議或展覽都比澳門成熟，活動規模也相對較大，倘若要擴展年青從業員的發展空間，首先要擴闊他們的視野，放眼世界，不要只局限於本澳市場，才能對會展業有更深入的了解。與此同時，整個行業也要思考如何「走出去」，在外地舉辦一些會展活動及項目，打個比方說，內地一個以上海為基地的會展公司，其業務範圍可遍及全國各地，對公司及員工來說機會也會更多。★

In view that this is an assiduous industry, especially during the exhibition period where many areas need to be taken care of. The practitioners need to manage several tasks within a short period of time with increasing workload. For young people who do not have much social experience, they may feel helpless and stressful. Besides at present, there are ample choices of job employment in Macao, therefore not many young people are willing to join this industry so there are difficulties in recruiting young staff.

Compared with neighboring cities like Hong Kong, Shenzhen and Guangzhou, no matter they are conventions or exhibitions, their development are more matured and scale of activities are relatively larger than Macao. If we want to expand the development opportunity of young people, we need first to broaden their global perspectives which should not be limited to Macao market only so that they can have a deeper understanding on the MICE industry. At the same time, the whole industry needs to think about "go international" and organize MICE activities in other places. Take as an example, a Shanghai-based MICE company in Mainland can extend its business all over the country and this can provide opportunities to both the company and its employees.★





王文強
Hugo Wang

澳門會議展覽業協會 - 青年委員會副主任
Deputy Chief of MCEA – Youth Committee

南光文化創意產業有限公司成立於 2016 年 1 月，設有三大宗旨：

- 一是聯合本澳會展及文創企業共同發展；
- 二是發揮文創產業的中外交流及橋樑平台作用；
- 三是重視實踐。

Nam Kwong Culture & Creativity Industry Co., Ltd. was established in January 2016, with three major missions:

- 1) Combine Macao's culture and creativity industries for joint development;
- 2) Act as the platform for exchanges on culture & creativity industry between China and overseas;
- 3) Emphasize on practice and implementation.

澳門年青人充滿理想與激情，但由於不熟悉市場化運作，往往在產業發展的道路上舉步維艱。特區政府、中資企業及相關社團便帶領年青一代尋找產業化的發展之路。但最為關鍵的還是年青人要培養商業頭腦及跨界思維，跳出現有模式的框架，並且要懂得市場推廣之道及整合資源的能力。

因此，冀望本澳年青人能多「走出去」，到歐洲、美國及中國內地等不同地方來看這個世界。其次，年青人的思維不要被傳統思想所束縛，要多開拓思維。做任何項目時都要具備敏銳的觀察及分析能力，保持終生學習的態度。

而未來將繼續以身作則做好榜樣，為年青從業員帶來正能量，並計劃邀請內地年青創業者及策展者分享經驗，讓他們了解到文創與會展如何透過植入文化和話題營銷，提升產品及服務附加值。✧

Macau youngsters are full of ideals and passion, however, they are not familiar with the market operation so very often they find it difficult to align with the industry development path. Macao SAR government, Chinese enterprises and relevant communities can lead the younger generation to search for industrialization of this path. But the most critical point is that young people need to cultivate a business-oriented and cross-border mindset to think out of the box. They should also need to understand how to market as well as to acquire the capability to integrate resources.

Therefore I hope that young people from Macao can visit abroad, going to Europe, the USA, and even mainland China, etc. different places to see the world. Their mindset should not be bounded by traditional thinking, instead they need to possess sensitive observation and analytical skills in doing any projects and to maintain a lifelong learning attitude.

Wang expressed that in the future he will continue to set an example to bring in positive energy to the young practitioners and plan to invite mainland young entrepreneurs and planners to share their experience so as to let them understand how culture & creativity and MICE can make use of value-added elements like cultural marketing topics to enhance products and services. ✧

永誠會展設備服務有限公司的年青從業員大多由大學畢業任職至今，雖然就讀學科與會展業關聯性不大，卻充滿憧憬和熱誠，透過工作逐步認識及了解會展業，不斷累積經驗，由會務助理提升至項目協調員、項目經理，以至項目總監，所接觸的項目規模也愈來愈大，從會務輔助、搭建協調、宣傳推廣，再到招商招展策劃、物流安排、團隊接待及現場管理等均努力展現他們的才能，有著廣闊的發展前景。

Young employees of Faith Exhibition Equipment & Services Limited have mostly been working in the company since graduated from university despite their majors are not very related to the MICE industry, yet they are very enthusiastic and filled with desires. It is through their work that they gradually get to know the MICE industry more. With working experience accumulated, they can advance from the posts of assistant to project coordinator, manager or even up to project director who will involve in bigger and bigger projects. Scope of work covers from operational support, construction, promotion & advertising, buyers & exhibitors recruitment, event planning, logistics, reception and onsite venue management, etc. from which they can demonstrate their performance with a broader development prospect.

澳門會議展覽業協會 - 青年委員會副主任

Deputy Chief of MCEA – Youth Committee

洪于德
Andre Hong



因此，業界需要為年青一代提供寬闊的平台和機會，讓他們學習行業最新發展趨勢，吸收不同的組展和辦會經驗，而行業協會及公司要勇於競投各項會議項目，創造更多就業機會，令年青人感到自豪。與此同時，還要給機會予年青從業員接觸不同社會階層、不同文化背景和要求的客戶，透過出訪、考察和深造提升專業水平。

為促進澳門年青一代的成長，可因應公司的發展目標，制訂一系列經營計劃，與員工共同營造一致的價值觀和願景，並在原有職務安排和人事規則的基礎上，設計具吸引力及激勵性的在職培訓計劃，鼓勵年青人善用餘暇進修，企業同時可響應「會議為先」方針，設立國際會議競投立項獎金，鼓勵年青人主動研究和競投中小型國際會議活動，提升個人信心和能力，營造良性競爭環境，追求卓越!✧

Hence the industry needs to provide a broad platform and opportunity for the younger generation and let them learn about the latest industry trends, acquire different experience on organizing exhibitions and conferences. Besides, industry associations and companies should dare to bid for various conferences to create more job opportunities to make the young joiners feel proud of. At the same time, chances should be given to the young practitioners to get in touch with different society levels, different cultural backgrounds and requirements of customers. It is also through visiting and studying that one can enhance one's own professionalism.

In order to foster the growth of younger generation in Macao, we can formulate a series of business plans in accordance with the company's development goals, work together with our staff to create consistent values and visions, as well as to design attractive and motivating on-job training programs to employees in addition to the basis of the original job arrangement and personnel rules. We also encourage young staff to make use of their leisure time to further their studies whereas at the same time enterprises can respond to the "Conference First" approach to set up an international conference bidding bonus program to encourage young practitioners to actively study and bid for small to medium-scale international conferences and to develop individual's confidence and ability. This will then create a healthy competitive environment in pursuit for excellence.✧



吳文慧
Eva Ng

澳門會議展覽業協會 - 青年委員會副主任

Deputy Chief of MCEA – Youth Committee

澳匯展覽有限公司主要從事策展、主辦及組展等業務，現時一年主要有四個展覽項目，而公司於 2016 年起引進主題展，這也是未來的發展方向。

MacExpo Exhibition Co. Ltd. mostly involves in event planning, organizing and coordination & construction of exhibitions. Currently, there are four main exhibitions being organized every year. In 2016, the company had introduced to Macao thematic exhibition of which will also be the company's development direction in the future.

相比一般展覽會來說，主題展的要求較高，但帶來的滿足感也更強。公司的從業人員以 20 歲出頭的年青人為主，雖然會展業較為辛苦，但由於初出茅廬，仍願意接受挑戰，相反 30 歲以上的員工流失率更高。現時年青人普遍有害怕犯錯的心態，但人往往是從犯錯中成長，希望年青人要不惜碰壁，遇事可多發問多嘗試。

從事會展業對年青人的成長帶來不少好處，因可認識到不同範疇的參展商，有助擴展人際網絡，未來更有機會藉此發展自己的事業。故此，鼓勵員工積極外出招商招展，從中學習洽談生意、待人接物的道理，最終獲益都是自己。比方做好“*Our Sanrio Times*”主題展，成功吸引香港、日本、台灣等不同地方的授權方主動接洽，而澳門作為主題展首站，未來亦計劃在中國內地或東南亞作巡迴展，這成功例子令員工明白到只要用心辦好一件事，便會吸引更多機會。✿

Compared to the general exhibition, the requirement for thematic exhibitions is higher but the satisfaction that it brings is also stronger. Our company's employees are mainly young people in their early twenties. Although the MICE industry is a hardworking industry, yet they are all young and are willing to take challenges. On the contrary, turnover of those over 30 years old are comparatively higher. Nowadays, young people generally have a mindset of being afraid to make mistakes. However people tend to grow from mistakes. I hope that youngsters should not mind of working too hard and instead they should ask more try more.

Engaging in the MICE industry has brought many benefits to the growth of young people who can meet with different exhibitors to expand social network as well as have the opportunity to develop one's own business in the future. Therefore, employees are encouraged to go out to recruit buyers and exhibitors from which one can learn how to negotiate business, how to get along with people, all these will eventually be beneficial to oneself. For instance, by doing well the “*Our Sanrio Times*” thematic exhibition has successfully attracted Hong Kong, Japan, Taiwan, and other authorized parties to come and contact us. With Macao as the first station of this thematic exhibition, it is planned to organize a touring exhibition in mainland China and South East Asia. This successful example has shown that as long as doing one thing attentively and diligently will attract more opportunities. ✿

榮譽會長

賀一誠先生
何鴻燊先生
楊俊文先生
廖澤雲先生
馬有禮先生
崔世昌先生
傅建國先生
高開賢先生
梁慶庭先生
陳明金先生
許世元先生
吳福先生
林金城先生
徐偉坤先生
周錦輝先生

高級顧問

楊道匡先生
區榮智先生
廖俊生先生

法律顧問

黃顯輝大律師

財務顧問

梁煥秋核數師

(排名不分先後)

第一屆 (2002-2004)

主席：金忠雲 副主席：何超瓊
秘書長：何海明 監事長：簡國龍

第二屆 (2004-2006)

會長：金忠雲 常務副會長：何超瓊
副會長：劉雅煌 關偉霖 盧德華
秘書長：何海明 監事長：簡國龍

第三屆 (2007-2009)

會長：李志忠 副會長：何超瓊 劉雅煌 關偉霖 梁樹森 曾雲強
理事長：何海明 常務副理事長：盧德華
副理事長：徐廣文 關永恆 何沛明 王鋒 楊偉強
秘書長：汪爾達 監事長：簡國龍

第四屆 (2010-2012)

會長：李志忠 副會長：何超瓊 劉雅煌 何海明 關偉霖 梁樹森 曾雲強
理事長：盧德華
副理事長：徐廣文 關永恆 何沛明 楊偉強 汪爾達
秘書長：林子賢 監事長：簡國龍

第五屆 (2012-2014)

會長：李志忠 副會長：何超瓊 劉雅煌 何海明 關偉霖 梁樹森 曾雲強
理事長：盧德華
副理事長：徐廣文 關永恆 柯海帆 簡國龍 汪爾達 林偉濠 尹世恩 游淑德
秘書長：林子賢 監事長：張明星

第六屆 (2015-2017)

會長：段洪義 副會長：何超瓊 劉雅煌 盧德華 關偉霖 梁樹森 曾雲強
理事長：何海明
副理事長：關永恆 柯海帆 汪爾達 林偉濠 尹世恩 游淑德 張清
秘書長：林子賢 監事長：張明星



南光(集團)有限公司
NAM KWONG (GROUP) COMPANY LIMITED

信德集團

SHUN TAK HOLDINGS



ASF 澳大利亞證券交易所上市公司
萬國控股集團
Multinational (Holdings) Group
資源 | 金融 | 實業



派·意 PRIME
市場推廣服務有限公司
Marketing & Promotional Services Co., Ltd.



澳門中國旅行社股份有限公司
CHINA TRAVEL SERVICE (MACAO) LTD.



David's Marketing Communications Ltd.
達域廣告有限公司



Arcen Marketing Communications Macau Ltd.

澳門立新萬國會展集團有限公司
Macao Neway Multinational Exhibition Group Co., Ltd.

mm marketing
communications consulting ltd.

APlus
PR & ADVERTISING

microChina.com
微中市場發展顧問有限公司
MicroChina Marketing & Consultant Co., Ltd.



ad target exhibition services ltd.
傳達雅意展覽服務有限公司

宏基會展策劃
Exibicoes Convencoes Vang Kei



天際文藝有限公司
TIANJI CULTURE & ART LIMITED



華夏國際(澳門)藝術展覽中心有限公司
Hua Xia International (Macao) Art Exhibition Center Limited

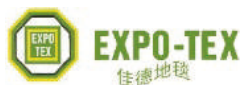
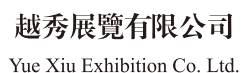
成立 十五周年



威得利企業發展股份有限公司
EMPRESA DE DESENVOLVIMENTO PREDIAL VITORIA, S.A.



MEG 澳門博覽集團有限公司
MACAU EXPO GROUP LIMITED



主辦商 EVENT ORGANIZERS



藝嘉公關廣告推廣公司
A Plus PR & Advertising Company

澳門南灣羅保博士街1-3號國際銀行大廈14樓1408室
Rm 1408, Luso International Bank Building,
No. 1-3, Rua do Dr. Pedro Jose Lobo, Macau
電話 Tel : (853) 2870 3930
傳真 Fax : (853) 2871 6297
電郵 E-mail : info@aplus-pr.net



博匯國際展覽(澳門)有限公司
Bestway International Exhibition (Macao) Ltd.

澳門宋玉生廣場258號建興隆廣場13樓Q
Unit Q, 13/F, Edif. Kin Heng Long Plaza, No. 258,
Alameda Dr. Carlos D'Assumpção, Macau
電話 Tel : (853) 2870 6731
傳真 Fax : (853) 2870 6732
電郵 E-mail : moechoi@hotmail.com



華澳國際會議展覽有限公司
**CIEC (Macau) International Convention
and Exhibition Co., Ltd.**

澳門羅理基博士大馬路223-225號南光大廈9樓D座
Avenida do Dr. Rodrigo Rodrigues No. 223-225,
Nam Kwong Building, 9 andar D, Macau
電話 Tel : (853) 8391 0950
傳真 Fax : (853) 2871 6550
電郵 E-mail : liaoqihui@namkwong.com.mo



海岸國際展覽有限公司
**Coastal International Exhibition (Macau)
Co., Ltd.**

香港九龍觀塘成業街11號華成工商中心5樓15室
Room 15, 5/F, Wah Shing Centre,
11 Shing Yip Street, Kwun Tong, Kln., Hong Kong
電話 Tel : (852) 2827 6766
傳真 Fax : (852) 2827 6870
電郵 E-mail : general@coastal.com.hk
網址 Website : www.coastal.com.hk



會點會議展覽及市場推廣有限公司
**Destinations Network Tourism
Marketing & PR Co., Ltd.**

澳門新口岸北京街202A-246號澳門金融中心11樓H座
Rua de Pequim No. 202A-246, Macau Finance
Centre, 11 Andar H, Macau
電話 Tel : (853) 2870 3080
傳真 Fax : (853) 2875 7676
電郵 E-mail :
fiona.yum@shuntak-hospitalityservices.com
網址 Website : www.dnetwork.com.hk

宏基會展策劃
Exibicoes Convencoes Vang Kei

澳門提督馬路16-A號B舖
Avenida Almirante Lacerda 16 – A, Loja B, Macau
電話 Tel : (853) 2859 1636
傳真 Fax : (853) 2859 0932
電郵 E-mail : vkhtcl@macau.ctm.net

華夏國際 (澳門) 藝術展覽中心有限公司
**Hua Xia International (Macau)
Art Exhibition Center Limited**

澳門佛山街51號新建業商業中心19樓D座
Rua de Foshan No.51, San Kin Yip Center,
19 Andar D
電話 Tel : (853) 2878 3398
傳真 Fax : (853) 2878 3332



科隆國際展覽(新加坡)有限公司
Koelnmesse Pte Ltd.

152 Beach Road; #25-05 Gateway East, Singapore,
189721
電話 Tel : (65) 6500 6700
傳真 Fax : (65) 6294 8403
電郵 E-mail : info@koelnmesse.com.sg
網址 Website : www.koelnmesse.com.sg



澳門中國國際會展集團有限公司
Macau China International Convention and Exhibition Group Ltd

澳門友誼大馬路1023號南方大廈4樓A座
1023 Avenida do Amizade, Edif. Nam Fong,
4 andar A, Macau
電話 Tel : (853) 2870 1913
傳真 Fax : (853) 2870 1083
電郵 E-mail : info@cmitc.com



澳門博覽集團有限公司
Macau Expo (Group) Ltd.

澳門羅理基博士大馬路223 - 225號南光大廈13樓K室
Avenida do Dr. Rodrigo Rodrigues, No.223-225,
Nam Kwong Building, 13/K, Macau
電話 Tel : (853) 2871 5616
傳真 Fax : (853) 2871 5606
電郵 E-mail : expo@macauexpogroup.com
網址 Website : <http://www.macauexpogroup.com>



澳門立新萬國會展集團有限公司
Macau Neway Multinational Exhibition Group Co., Ltd

澳門新口岸友誼大馬路1023號南方大廈4樓A座
Avenida da Amizade No. 1023, Edif. Nam Fong,
4 andar A, Macau
電話 Tel : (853) 2870 1913
傳真 Fax : (853) 2870 3623
電郵 E-mail : linda1288@sina.com



Mega Expo (Hong Kong) Ltd.

香港九龍九龍灣宏光道39號宏天廣場25樓2505室
Suite 2505, 25/F Skyline Tower, 39 Wang Kwong Road,
Kowloon Bay, Kowloon, HK
電話 Tel : (852) 3588 9688
傳真 Fax : (852) 3588 9668
電郵 E-mail : info@mega-expo.com
網址 Website : www.mega-expo.com



訊通展覽公司
Paper Communication Exhibition Services

香港九龍觀塘成業街11號華成工商中心5字樓15室
Room 15, 5/F, Wah Shing Centre, 11 Shing Yip St.,
Kwun Tong, Kln., Hong Kong
電話 Tel : (852) 2763 9011
傳真 Fax : (852) 2341 0379
電郵 E-mail : raymondchau@paper-com.com.hk
網址 Website : www.paper-com.com.hk



派意市場推廣服務有限公司
Prime Marketing & Promotional Services Co., Ltd.

澳門南灣大馬路367號京澳大廈三樓
Av. Praia Grande No.367, Edif. Keng Ou, 3/F, Macau
電話 Tel : (853) 2878 1898
傳真 Fax : (853) 2878 1899
電郵 E-mail : info@primemps.com
網址 Website : <http://www.primemps.com>



派意國際會議展覽（北京）有限公司
Prime International Conference Exhibition (Beijing) Co., Ltd.

北京市崇文區崇外大街新世界三期寫字樓628室
Room 628, Beijing New World Centre Phase III,
Chongwai Str., Chong Wen District, Beijing P.R.C.
電話 Tel : (853) 2871 9128 / (86) 106 708 8998
傳真 Fax : (853) 2871 9198 / (86) 106 708 8750
電郵 E-mail : beijing@primemps.com
網址 Website : www.primemps.com



盛澳國際體育文化娛樂發展推廣有限公司
ProActivities Development & Promotion Co., Ltd.

澳門友誼大馬路1023號南方大廈1樓AF座
Avenida da Amizade, No.1023 Edif. Nam Fong,
1 andar AF, Macau
電話 Tel : (853) 2870 3166
傳真 Fax : (853) 2870 3165
電郵 E-mail : allyloi1223@gmail.com



勵展博覽集團

Reed Exhibitions Limited

香港灣仔皇后大道東183號合和中心39樓3901-06室
Room 3901-06, 39/F, Hopewell Centre 183,
Queen's Road East

電話 Tel : (852) 2824 0330

傳真 Fax : (852) 2824 0246

電郵 E-mail : jolee@reedexpo.com.cn

網址 Website : www.reedexpo.com.cn



盛澳世紀文化傳播有限公司

Seng Ou Century Culture Communication Co. Ltd.

澳門友誼大馬路1023號南方大廈1樓AF座
Avenida da Amizade, No.1023 Edif. Nam Fong,
1 andar AF, Macau

電話 Tel : (853) 2870 3166

傳真 Fax : (853) 2870 3165

電郵 E-mail : new.howell1@gmail.com



都會世界娛樂有限公司

Small World Entertainment Ltd

澳門宋玉生廣場258號建興龍廣場4樓Q
Alameda Dr. Carlos d'Assumpcao, No 258,
Praca Kin Heng Long, 4Q, Macau

電話 Tel : (853) 2888 5500

傳真 Fax : (853) 2857 5462

電郵 E-mail : adriana@smallworldexperience.com

網址 Website : www.smallworldexperience.com



星光書店有限公司

Starlight Bookstore Co., Ltd.

澳門大炮台斜巷3-7號地下
Calçada do Monte No.3-7 R/C, Macau

電話 Tel : (853) 2837 8734

傳真 Fax : (853) 2830 5912

電郵 E-mail : skbook3@yahoo.com.hk

網址 Website : www.skbooks.com.mo



亞洲博覽有限公司

UBM Asia Ltd.

香港灣仔港灣道26號華潤大廈17樓
17/F China Resources Building 26 Harbour Road ,
Wanchai Hong Kong

電話 Tel : (852) 2827 6211

傳真 Fax : (852) 3749 7310

電郵 E-mail : info-hk@ubm.com

網址 Website : www.ubmasia.com



縱延展覽有限公司

Vertical Exhibition Services Company Limited

澳門商業大馬路251A-301號友邦廣場20樓
Level 20, AIA Tower, Nos 251A-301, Avenida
Comercial de Macau, Macau

電話 Tel : (853) 8294 2435

傳真 Fax : (853) 8294 2399

電郵 E-mail : edmond.lee@verticalexpo.com

網址 Website : www.verticalexpo.com

越秀展覽有限公司

Yue Xiu Exhibition Co. Ltd.

澳門南灣大馬路693號大華大廈7樓
Av. da Praia Grande 693, Edif. Tai Wah,
7th Floor, Macau

電話 Tel : (853) 2832 2131

傳真 Fax : (853) 2832 2122

電郵 E-mail : gtat430@hotmail.com

展覽場地營運管理 MICE VENUE OPERATORS



澳門百老匯™ Broadway Macau™

「澳門百老匯」澳門路氹蓮花海濱大馬路
Broadway Macau, Avenida Marginal Flor de Lotus,
Cotai, Macau
電話 Tel : (853) 8883 3338
傳真 Fax : (853) 8883 6668
電郵 E-mail : kin.so@galaxyentertainment.com
網址 Website : www.broadwaymacau.com.mo



澳門皇冠假日酒店 Crowne Plaza Macau

澳門東方明珠街君悅灣第七座
The Residencia, Tower 7, Rua da Perola Oriental,
Macau
電話 Tel : (853) 2888 6888
傳真 Fax : (853) 2888 8686
電郵 E-mail : sales@crowneplazamacau.mo
網址 Website : www.crowneplaza.com



銀河娛樂集團 Galaxy Entertainment Group

「澳門銀河™」渡假城, 路氹城, 望德聖母灣大馬路
Galaxy Macau™, Estrada da Baia Nossa Senhora
da Esperanca, s/n, COTAI, Macau, China
電話 Tel : (853) 2888 0888
傳真 Fax : (853) 8883 3988
電郵 E-mail : info@galaxymacau.com
網址 Website : www.galaxyentertainment.com



澳門旅遊塔會展娛樂中心 Macau Tower Convention & Entertainment Centre

澳門觀光塔前地
Largo da Torre de Macau, Macau
電話 Tel : (853) 8988 8885
傳真 Fax : (853) 2896 8325
電郵 E-mail : info@macautower.com.mo
網址 Website : www.macautower.com.mo



澳門喜來登大酒店 Sheraton Grand Macao Hotel, Cotai Central

澳門路氹連貫公路
Estrada do Istmo. s/n, Cotai, Macau
電話 Tel : (853) 8113 0700
傳真 Fax : (853) 8113 2000
電郵 E-mail : sales.macao@sheraton.com
網址 Website : www.sheratongrandmacao.com



威尼斯人澳門股份有限公司 Venetian Macao Ltd.

澳門氹仔路氹金光大道望德聖母灣大馬路
威尼斯人澳門股份有限公司
Estrada da Baia, De N. Senhora da Esperanca, S/N,
The Cotai Strip, Taipa, Macau
電話 Tel : (853) 2882 8800
傳真 Fax : (853) 2882 8880
電郵 E-mail : luis.wan@sands.com.mo
網址 Website : http://www.venetianmacao.com

設計及承建商 DESIGNERS AND CONTRACTORS



傳達雅意展覽服務有限公司 AD Target Exhibition Services Ltd.

澳門南灣大馬路355號灣景樓5樓D座
Avenida da Praia Grande, No.355, Edif.
Wan Keng Lao, 5 Ander D, Macau
電話 Tel : (853) 2897 6643
傳真 Fax : (853) 2897 6644
電郵 E-mail : sue_tang@artelec.com
網址 Website : www.artelec.com



建同市場推廣 (澳門) 有限公司 Arcon Marketing Communications (Macau) Ltd.

澳門新馬路99號南華商業大廈8樓F室
Avenida de Almedia Ribeiro, No.99, Edif.
Nam Wah Commercial, 8 Andar F, Macau
電話 Tel : (853) 2857 6495
傳真 Fax : (853) 2835 6533
電郵 E-mail : adolph.chan@arconmarketing.com
網址 Website : www.arconmarketing.com



AVP策劃推廣 (澳門) 有限公司 AVP (Macau) Ltd.

澳門慕拉士大馬路149號激成工業大廈第1期12樓G室
Avenida de Venceslau de Morais, No.149, Block 1,
Keck Seng Industrial Building, Flat G, 12/F, Macau
電話 Tel : (853) 2843 2120
傳真 Fax : (853) 2843 1672
電郵 E-mail : elton@avpromotions.com.hk
網址 Website : www.avpromotions.com



匯萃服務有限公司 Biznet Services Ltd.

澳門商業大馬路澳門財富中心5樓A座
Avenida Comercial de Macau, FIT Center,
5 Andar A, Macau
電話 Tel : (853) 6297 4082 / (852) 2136 3592
傳真 Fax : (853) 8294 6701
電郵 E-mail : bsit@biznets.com.hk
網址 Website : www.biznets.com.hk



致富燈光音響公司 Chi Fu Lighting & Sound Technology Co., Ltd.

澳門龍嵩街16號地下
Rua Central No. 16 R/C, Macau
電話 Tel : (853) 2897 3973
傳真 Fax : (853) 2897 6086
電郵 E-mail : chifu@macau.ctm.net
網址 Website : www.chi-fu.com



創思公關市場策劃有限公司 Choice Public Relations and Marketing Ltd. Co.

澳門南灣馬統領街32號廠商會大廈1樓
Rua De Comandante Mata e Oliveira No.32,
1 Ander, Edif. A.I.M, Macau
電話 Tel : (853) 2852 2515
傳真 Fax : (853) 2852 2121 / (853) 2856 1950
電郵 E-mail : pr.choice@ymail.com



駿灝會展工程有限公司 Chon Hou Exhibition Engineering Company Limited

澳門漁翁街354-408號南豐工業大廈第2期5樓E座
Rua dos Pescadores, No. 354-408, Edif.
Industrial Nam Fung, Block 2, 5 andar E, Macau
電話 Tel : (853) 2875 7794
傳真 Fax : (853) 2875 7793
電郵 E-mail : admin@chonhou.com.mo



天銳創意 (澳門) 有限公司 Cubic Creative (Macau) Ltd.

澳門慕拉士大馬路185號澳門工業中心2樓I座
Avenida de Venceslau de Morais, No. 185, Edif.
Macau Industrial Center, 2 andar I, Macau
電話 Tel : (852) 2866 1174
傳真 Fax : (852) 2865 2880
電郵 E-mail : info@cubichkg.com
網址 Website : www.cubichkg.com



澳門佳德博覽實業有限公司
Curtex Exposition Industrial Ltd.

澳門羅理基博士大馬路223-225號南光大廈13樓H-1室
Avenida do Dr. Rodrigo Rodrigues, No. 223-225,
Nam Kwong Building, 13 Andar H-1, Macau
電話 Tel : (853) 2871 6227
傳真 Fax : (853) 2871 6225
電郵 E-mail : xiasz@126.com
網址 Website : www.curtex.com.sg



數碼色彩廣告製作有限公司
Digital Color Advertising & Production Co Ltd.

澳門漁翁街50-66號海洋工業中心第二期12樓E座
Rua dos Pescadores No. 50-66, Industrial Ocean
Center Blk 2, 12 Andar E, Macau
電話 Tel : (853) 2871 9303 / 2832 9235
傳真 Fax : (853) 2832 2903
電郵 E-mail : info@dcp.com.mo
網址 Website : www.dcp.com.mo



意高設計
Ego Design

澳門宋玉生廣場258號建興龍廣場17樓T座
Alameda Dr. Carlos d'Assumpção, No. 258,
Praca Kin Heng Lung, 17 andar T, Macau
電話 Tel : (853) 2870 6862
傳真 Fax : (853) 2870 1393
電郵 E-mail : info@egodesign.com.mo
網址 Website : http://www.egodesign.com.mo



永誠會展設備服務有限公司
Faith Exhibition Equipment & Services Limited

澳門友誼大馬路1023號南方大廈1樓AF座
Avenida da Amizade, No. 1023 Edif. Nam Fong,
1 Andar AF, Macau
電話 Tel : (853) 2870 3166
傳真 Fax : (853) 2870 3165
電郵 E-mail : andrehong2013@gmail.com



中友(澳門)展覽有限公司
Honest Exhibition (Macau) Limited

氹仔南京街111號花城利豐大廈3座34樓N室
Rua de Nam Keng, No. 111, Flower City
(Edif. Lei Fung), Bl. 3, 34 andar N, Taipa
電話 Tel : (853) 2843 1846
傳真 Fax : (853) 2843 1846
電郵 E-mail : macau@honest-hk.hk
網址 Website : www.honest-hk.hk



盈栢製作有限公司
Impecc Event Production Company Limited

澳門南灣大馬路369-371號京澳大廈16樓D座
Avenida Praia Grande No. 369-371, Edif. Keng Ou,
16 Andar D, Macau
電話 Tel : (853) 2832 1382
傳真 Fax : (853) 2831 1178
電郵 E-mail : info@impecc.com.mo
網址 Website : www.impecc.com.mo



金明澳門有限公司
Kingsmen Macao Limited

香港沙田小瀝源安心街11號華順廣場728室
728, Topsail Plaza, 11 On Sum Street, Shatin, H.K.
電話 Tel : (852) 2646 8828
傳真 Fax : (852) 2637 8100
電郵 E-mail : lukm@kingsmen.com.hk
網址 Website : http://www.kingsmen-gc.com



澳門德誠國際傳媒有限公司
Macau Decheng International Media Co Ltd

澳門風順堂街38號順良大廈BR/C
Rua de S. Lourenço, No. 38, Edif. Son Leong,
BR/C, Macau
電話 Tel : (853) 2892 1111
傳真 Fax : (853) 2892 0007
電郵 E-mail : 6z@163.com
網址 Website : www.v-8.cn



澳門倬匯設計有限公司
Macau Genway Design Co. Ltd.

澳門畢仕達大馬路26號中福商業中心6樓D座
Avenida de Marciano Baptista, Chong Fok
Centro Comercial Bldg. 6 Andar D, Macau
電話 Tel : (853) 2871 8803
傳真 Fax : (853) 2871 8813
電郵 E-mail : genway-mo@foxmail.com
網址 Website : <http://www.genway-mo.com>



名唐(澳門)會展工程有限公司
Milton Exhibits & Engineering (Macau) Ltd.

澳門宋玉生廣場181-187號光輝苑(光輝商業中心)13樓A
Alameda Dr. Carlos D' Assumpcao, Nos.181-187,
Jardim Brilhantismo, A13, Macau
電話 Tel : (853) 2870 0202
傳真 Fax : (853) 2888 3871
電郵 E-mail : enquiry@milton-mo.com
網址 Website : <http://www.milton-exhibits.com>



南光文化創意產業有限公司
Nam Kwong Culture & Creativity
Industry Co., Ltd.

澳門羅理基博士大馬路223-225號南光大廈9樓F座
Avenida do Dr. Rodrigo Rodrigues No. 223-225,
Nam Kwong Building, 9 andar F, Macau
電話 Tel : (853) 8391 0965
傳真 Fax : (853) 2871 5986
電郵 E-mail : hugowangsh@126.com
網址 Website : <http://www.namkwong.com.mo>



筆克國際(澳門)有限公司
PICO International (Macao) Ltd.

澳門友誼大馬路918號世界貿易中心7樓D座
Avenida da Amizade, No 918, World Trade
Centre Building, 7 andar D, Macau
電話 Tel : (853) 2872 7990
傳真 Fax : (853) 2872 7902
電郵 E-mail : info@mo.pico.com
網址 Website : www.pico.com



朗嘉展覽有限公司
Ronca Exhibition Limited

澳門商業大馬路澳門財富中心五樓A座5232室
Avenida Comercial de Macau, FIT Centre,
5 Andar A, Room 5232, Macau.
電話 Tel : (853) 8294 6706
傳真 Fax : (852) 3124 1270
電郵 E-mail : show@ronca.com.hk



天際文藝有限公司
Tung Nga Arts Gallery (Macau) Co., Ltd.

澳門友誼大馬路555號置地廣場12樓1207室
Suite 1207, 12/F, Macau Landmark No.555
Avenida da Amizade, Macau
電話 Tel : (853) 2878 7656
傳真 Fax : (853) 2878 7848
電郵 E-mail : judyting@hk1180.com



優尼營銷傳播(香港)有限公司
Uniplan Hong Kong Ltd.

香港灣仔愛群道32號愛群商業大廈16樓
16/F, Guardian House, 32, Oi Kwan Road,
Wanchai, Hong Kong
電話 Tel : (852) 2757 9628
傳真 Fax : (852) 2757 9019
電郵 E-mail : hongkong@uniplan.com
網址 Website : www.uniplan.com.hk



協盛物流(會展服務)有限公司
Hip Sing Logistics (Exhibition Service) Co. Ltd.

澳門黑沙環海邊馬路45號保利達中心7樓K
Estrada Marginal da Areia Preta No.45, Edif.
Centro Industrial Polytex, 7 and K, Macau
電話 Tel : (853) 2841 0502
傳真 Fax : (853) 2841 0501
電郵 E-mail : carsonsi1973@gmail.com

市場推廣/公關/媒體/刊物 ADVERTISING / PR / MEDIA / PUBLICATION

心思公關顧問
3 C & C Consultancy

澳門板障堂街28號威順閣1樓B座
 No.28, Rua de S.Domingos, Edif. Vai Son Kok,
 1/B Macau
 電話 Tel : (853) 2832 3684
 傳真 Fax : (853) 2837 1740
 電郵 E-mail : threecnc@yahoo.com


四方媒體有限公司
Big Four Media Ltd.

澳門宋玉生廣場180號東南亞商業中心8樓L座
 Alameda Dr. Carlos D' Assumpção, N°180 Tong Nam
 Ah Plaza, 8 Andar L, Macau
 電話 Tel : (853) 2881 1999
 傳真 Fax : (853) 2881 0202
 電郵 E-mail : info@bigfour.com.mo
 網址 Website : www.bigfourmedia.com


達域廣告有限公司
David's Marketing Communications Ltd.

澳門水坑尾街200-230號婦聯大廈7樓I-J座
 Rua do Campo No. 200-230, Edif. Fu Lun,
 7 Andar I & J, Macau
 電話 Tel : (853) 2870 1921
 傳真 Fax : (853) 2875 2826
 電郵 E-mail : information@david.com.mo
 網址 Website : www.david.com.mo


力高美會展及公關有限公司
Dekomac Event & Public Relation Co., Ltd

澳門新口岸北京街174號廣發商業中心9樓G室
 Rua de Pequim No. 174, Edif. Kuong Fat,
 9 Andar G, Macau
 電話 Tel : (853) 2870 3201
 傳真 Fax : (853) 2870 3221
 電郵 E-mail : johnnie@dekomac.com
 網址 Website : http://www.dekomac.com


精彩生命拓展
Life-Time Training Services

澳門宋玉生廣場263號中土大廈7樓J座
 Alameda Dr. Carlos D. Assumpcao, No.263 Edif.,
 China Civil Plaza, 7 Floor J, Macau
 電話 Tel : (853) 2875 0833
 傳真 Fax : (853) 2875 7738
 電郵 E-mail : pfp@macau.ctm.net


澳門商報國際傳媒集團有限公司
**Macao-Commercial Newspaper And Media
 International Group Company Limited**

澳門宋玉生廣場181-187號光輝集團商業中心17樓A
 Unit A, 17/F, C. Com. do Grupo Brilhantismo, 181-187,
 Ala. Dr. Carlos D' Assumpcao, Macau
 電話 Tel : (853) 2872 2859
 傳真 Fax : (853) 2878 0536
 電郵 E-mail : macaocp@gmail.com
 網址 Website : http://www.macaocp.com


名創商業資訊(香港)有限公司
**Marshall Cavendish Business
 Information (HK) Ltd.**

香港北角屈臣道2-8號海景大廈C座10樓
 10/F, Block C, Seaview Estate, 2-8 Watson Road,
 North Point, Hong Kong
 電話 Tel : (852) 3965 7828
 傳真 Fax : (852) 2508 0603
 電郵 E-mail : bizinfo@hk.marshallcavendish.com
 網址 Website : http://www.macaoce.com


眾智澳門有限公司
Mazarine Macau Limited

澳門宋玉生廣場398號中航大廈11樓
 Alameda Dr. Carlos D' Assumpção, N° 398 Edif CNAC,
 11 Andar, NAPE, Macau
 電話 Tel : (853) 8296 3609
 傳真 Fax : (853) 8296 3611
 電郵 E-mail : macau@mazarineap.com
 網址 Website : www.mazarineasiapacific.com



美亞市場傳達顧問有限公司
MM Marketing Communications Consulting Ltd.

澳門新口岸洗星海大馬路金龍中心15樓I座
15th Floor, Block I, Golden Dragon Center,
Avenida Xian Xing Hai, NAPE, Macao
電話 Tel : (853) 2835 5397
傳真 Fax : (853) 2835 5507
電郵 E-mail : enquiry@mm.com.mo
網址 Website : http://www.mm.com.mo



奧圖媒體有限公司
O2 Media Limited

澳門皇朝宋玉生廣場258號建興龍廣場12樓I室
Alameda Dr.Carlos D' Assumpção No.258, 12 Andar I,
Edif Kin Heng Long, Macau
電話 Tel : (853) 2835 6881
傳真 Fax : (853) 2875 2493
電郵 E-mail : info@o2macau.com
網址 Website : http://www.o2macau.com



域嘉會展及藝術策劃有限公司
Vigor Events and Art Management Company Limited

澳門羅利老馬路1號彩虹大廈1樓A
Est.de Adolfo Loureiro 1, Edf. Rainbow,
1 Andar - "A", Macau
電話 Tel : (853) 6682 2616
電郵 E-mail : vigoream@gmail.com
網址 Website : www.facebook.com/vigoream

交通運輸 / 貨運代理 TRANSPORTATION / LOGISTICS



中澳直通巴士服務有限公司
Chong Ou Direct Bus Services Limited

澳門漁翁街200號海洋工業中心第2期12樓F座
Rua dos Pescadores, No. 200 Edif. Centro Industrial
Oceano, Bloco 2, 12 andar F, Macau
電話 Tel : (853) 2871 9128
傳真 Fax : (853) 2871 9198
電郵 E-mail : info@chongoubus.com
網址 Website : http://www.chongoubus.com



金柏國際展覽運輸(澳門)有限公司
JES Logistics (Macau) Limited

澳門新馬路99號南華商業大廈8樓F室
Avenida de Almedia Ribeiro, No.99, Edif. Nam Wah
Commercial, 8 Andar F, Macau
電話 Tel : (853) 2838 9486
傳真 Fax : (853) 2835 6533
電郵 E-mail : macau@jes.com.hk
網址 Website : www.jes.com.hk



岐關車路有限公司
Kee Kwan Motor Road Co., Ltd.

澳門火船頭街12號碼頭
Rua das Lorchas Ponte Cais No. 12, Macau
電話 Tel : (853) 2893 3888
傳真 Fax : (853) 2893 3570
電郵 E-mail : sum0019@126.com
網址 Website : http://www.keekwan.com



南光(物流)有限公司
Nam Kwong (Group) Co., Ltd.

澳門羅理基博士大馬路223-225號南光大廈14字樓
Avenida Dr.Rodrigo Rodrigues, No. 223-225,
Nam Kwong Building, 14/F, Macao
電話 Tel : (853) 8391 1422
傳真 Fax : (853) 2833 6943
電郵 E-mail : zhangqing@namkwong.com.mo
網址 Website : http://www.namkwonglog.com


羅杰斯環球（香港）有限公司
Rogers Worldwide (HK) Ltd.

香港九龍彌敦道430-436號彌敦商務大廈9樓C室
 Unit C, 9/F, Nathan Commercial Bldg,
 430-436 Nathan Road, Kowloon, Hong Kong
 電話 Tel : (852) 2111 1151
 傳真 Fax : (852) 2111 1150
 電郵 E-mail : connie@rogershk.com
 網址 Website : <http://www.rogershk.com>

旅遊代理 TRAVEL AGENCIES

澳門中國國際旅行社有限公司
China International Travel Service
(Macau) Ltd.

澳門南灣大馬路309-315號南粵商業中心5樓
 Avenida Praia Grande, No. 309-315,
 Edif Nam Yue Commercial Center, 5 Andar, Macau
 電話 Tel : (853) 8394 0233
 傳真 Fax : (853) 2833 8473
 電郵 E-mail : wangqi@cits.mo
 網址 Website : www.cits.com.mo


澳門中國旅行社股份有限公司
China Travel Service (Macau) Ltd.

澳門羅理基博士大馬路223-225號南光大廈12樓A
 Avenida Dr. Rodrigo Rodrigues, No. 223-225 Edif.
 Nam Kuong, 12 Andar A, Macau
 電話 Tel : (853) 2870 0888
 傳真 Fax : (853) 2870 6611
 電郵 E-mail : kexin@namkwong.com.mo
 網址 Website : <http://www.cts.com.mo>


盛澳國際旅遊有限公司
Howell International Travel Service Limited

澳門黑沙環海邊巷25號亨達大廈地下L舖
 Travessa Marginal da Areia Preta, No. 25,
 Edif. Hantec R/C, Loja L, Macau
 電話 Tel : (853) 2875 2353
 傳真 Fax : (853) 2875 2523
 電郵 E-mail : grouphowell@howellmacau.com


青年國際旅遊有限公司
Juventude International Travel Ltd.

澳門北京街244-246號澳門金融中心8樓I座及J座
 Rua de Pequim, No. 244-246, Macau Finance Centre,
 8 Andar I e J, Macau
 電話 Tel : (853) 2870 3030
 傳真 Fax : (853) 2870 3702
 電郵 E-mail : 66689848@jitmacau.cn
 網址 Website : <http://www.aoqing.com>


澳門中旅（國際）酒店管理有限公司
Macao CTS Hotel Management
(International) Ltd.

澳門羅理基博士大馬路223-225號南光大廈十一樓
 Avenida do Dr. Rodrigo Rodrigues, No 223- 225,
 Edif. Nam Kwong, 11 Andar, Macau
 電話 Tel : (853) 8391 1111
 傳真 Fax : (853) 2878 0823
 電郵 E-mail : mctsi@namkwong.com.mo
 網址 Website : <http://namkwong.com.mo/subsidiaries>


萬國青年旅遊有限公司
Multinational Youth Travel Agency
(Macao) Ltd.

澳門新口岸友誼大馬路1023號南方大廈4樓A座
 Avenida da Amizade No. 1023, Edif Nam Fong,
 4 andar A, Macau
 電話 Tel : (853) 2870 1913
 傳真 Fax : (853) 2870 3513
 電郵 E-mail : sec@vangou.com
 網址 Website : <http://www.vangou.com>



信德旅遊有限公司
Shun Tak Travel Services Ltd.

澳門北京街202A-246號澳門金融中心11樓H座
Rua de Pequim No. 202A-246, Macau Finance Centre,
11 Andar H, Macau
電話 Tel : (853) 2833 3555
傳真 Fax : (853) 2833 3777
電郵 E-mail :
macauservice@shuntak-hospitalityservices.com
網址 Website : www.shuntaktravel.com



昇龍會展服務(一人)有限公司
**Starlong Conference and Exhibition
Service Company Ltd.**

澳門黑沙環新街298號海濱花園第8座3樓B
Rua Nova Areia Preta, No. 298, Ed.
Hoi Pan Garden, Bl 8, 3 andar B, Macau
電話 Tel : (853) 6699 1890
電郵 E-mail : starlong2006@gmail.com



天馬旅行社有限公司
Tim Ma Travel Agency Ltd.

澳門新口岸友誼大馬路 201號新建業商業中心8樓P座
Avenida Amizade, No. 201, Centro Commercial
San Kin Yip, 8 Andar P, Macau
電話 Tel : (853) 2843 6311
傳真 Fax : (853) 2843 6377
電郵 E-mail : timmatravel@yahoo.com.hk



華國旅遊社有限公司
Vacations Intl. Travel Service (Macau) Limited

澳門友誼大馬路世界貿易中心8樓D座
Avenida da Amizade, No.918 World Trade Centre,
8 andar D, Macau
電話 Tel : (853) 2872 8415
傳真 Fax : (853) 2872 5640
電郵 E-mail : vit@avis.com.mo
網址 Website : www.avis.com.mo



惠海旅遊有限公司
Worldwide Travel Company Ltd.

澳門新口岸北京街174號廣發商業中心8樓G室
Rua de Pequim No. 174, Edif. Kuong Fat,
8 Andar G, Macau
電話 Tel : (853) 2870 6909
傳真 Fax : (853) 2871 6911
電郵 E-mail : donna@worldwide-macau.com

數據管理 / 登記系統 DATA MANAGEMENT / REGISTRATION SYSTEM



微中市場發展顧問有限公司
MicroChina Marketing & Consultant Co., Ltd.

澳門新口岸柏嘉街494號帝景苑地下
NAPE, 494 Rua Cidade de Braga,
Vista Magnifica Court R/C, Macau
電話 Tel : (853) 2875 0923
傳真 Fax : (853) 2875 1305
電郵 E-mail : info@microchina.com
網址 Website : www.microchina.com

綜合業務企業 COMPREHENSIVE BUSINESSES



文化視窗發展有限公司
C-Vision Culture Development Co. Ltd.

澳門新口岸宋玉生廣場180號東南亞商業中心19樓E-F座
Alm. Dr. Carlos d'Assumpção, No. 180, Edif.
Tong Nam Ah, 19 Andar E-F, Macau
電話 Tel : (853) 2870 6222
傳真 Fax : (853) 2870 6111
電郵 E-mail : info@cvision.com.mo

威得利企業發展有限公司
VICTORY REAL ESTATE DEVELOPMENT COMPANY, LTD.

威得利企業發展有限公司
Victory Real Estate Development Company Ltd.

澳門佛山街51號新建業商業中心11樓L-P座
Rua de Foshan, No.51, Centro Commercial
San Kin Yip, 11 L-P, Macau
電話 Tel : (853) 2871 5616 / (853) 2833 3222
傳真 Fax : (853) 2872 5606 / (853) 2832 2322
電郵 E-mail : mackuan@macau.ctm.net



凱東企業有限公司
Empresa do Guia do Oriente Lda.

澳門殷皇子大馬路60-62號中央商業中心1樓
Ave Infante D. Henrique No. 60-62,
Centro Comercial 1 andar, Macau
電話 Tel : (853) 2871 8633
傳真 Fax : (853) 8891 3392
電郵 E-mail : windus@ogemacau.com
網址 Website : www.ogemacau.com



盈信投資管理有限公司
Gestão de Investimentos Vantage Lda.

澳門南灣湖景大馬路810號財神商業中心17樓A座
Avenida Panorâmica do Lago Nam Van, No. 810,
Fortuna Business Centre, 17-A, Macau
電話 Tel : (853) 2870 2918
傳真 Fax : (853) 2870 3116
電郵 E-mail : eddiehhchang@yahoo.com.hk

澳門會議展覽中心有限公司
Macao Convention & Exhibition
Center Co., Ltd.

澳門佛山街51號新建業商業中心19樓D-F, I-K座
Rua de Foshan, No.51, Centro Commercial
San Kin Yip, 19 Andar D-F, I-K, Macau
電話 Tel : (853) 2878 3398
傳真 Fax : (853) 2878 3332
電郵 E-mail : samleigroup@macau.ctm.net



澳門萬國控股集團有限公司
Multinational Holdings Group Co. Ltd.

澳門新口岸友誼大馬路1023號南方大廈4樓A座
Avenida da Amizade No. 1023, Edif Nam Fong,
4 andar A, Macau
電話 Tel : (853) 2870 1913
傳真 Fax : (853) 2870 1083
電郵 E-mail : sec@vangou.com
網址 Website : http://www.vangou.com



南光(集團)有限公司
Nam Kwong (Group) Co., Ltd.

澳門羅理基博士大馬路223-225號 南光大廈16字樓
Avenida Dr.Rodrigo Rodrigues, No. 223-225,
Nam Kwong Building, 16/F, Macao
電話 Tel : (853) 8391 1660
傳真 Fax : (853) 2833 0853
電郵 E-mail : lubo@namkwong.com.mo
網址 Website : www.namkwong.com



奔達廣告製作公司
Pointec Advertising Company

澳門漁翁街200號海洋工業中心第2期12樓F座
Rua dos Pescadores, No. 200, Edif. Centro Industrial
Oceano, Bloco 2, 12 andar F, Macau
電話 Tel : (853) 2871 9128
傳真 Fax : (853) 2871 9198
電郵 E-mail : postmaster@pointecac.com



新華昌投資集團

San Wa Cheong Investment Group Ltd.

澳門美副將大馬路11號M嘉華閣
Avenida Coronel Mesquita, No.11 M,
Edif. Ka Wa Kok, Macau
電話 Tel : (853) 2835 3816
傳真 Fax : (853) 2835 3498
電郵 E-mail : kentmacau@yahoo.com.hk



信德集團有限公司

Shun Tak Holdings Ltd.

香港幹諾道中200號信德中心西座三十九樓
Penthouse 39/F, West Tower, Shun Tak Centre,
200 Connaught Road, Central, Hong Kong
電話 Tel : (852) 2859 3111
傳真 Fax : (852) 2857 4377
電郵 E-mail : enquiry@shuntakgroup.com
網址 Website : www.shuntakgroup.com



台海堂國際會議展覽有限公司

Tai Hai Tang International Convention and Exhibition Co., Ltd.

澳門南灣大馬路594號商業銀行大廈18樓A
Avenida Praia Grande No. 594, BCM Bldg,
18 andar A, Macau
電話 Tel : (853) 2871 8990
傳真 Fax : (853) 2871 8991
電郵 E-mail : diaoyutaimacau@hotmail.com
suntianci0804@163.com



粵澳國際貿易會展有限公司

Yue Ao World And International Exhibition Co. LTD

澳門商業大馬路301-355號財神商業中心15樓H
15/H, Fortuna Business Centre, No. 301-355,
Avenida Comercial De Macau
電話 Tel : (853) 2899 8882

人力資源 / 教育培訓 / 認證 / 顧問諮詢

HUMAN RESOURCES / EDUCATION AND TRAINING / CERTIFICATION / CONSULTING



嘉能顧問有限公司

C.A.L.K. Consultants Ltd.

嘉能工程貿易發展有限公司

C.A.L.K. Decoration & Construction Ltd.

澳門新口岸北京街202A-246號澳門金融中心6樓L座
R.De Pequim,202A-246, Ed. Macau Finance Centre,
6/L, Macau
電話 Tel : (853) 2871 1616
傳真 Fax : (853) 2871 1648
電郵 E-mail : nunukhan@macau.ctm.net



MSS 諮詢有限公司

MSS Recruitment Ltd.

澳門南灣大馬路409號中國法律大廈18樓
Av. da Praia Grande 409, China Law Building,
18/F, Macau
電話 Tel : (853) 2828 6603
傳真 Fax : (853) 2872 3200
電郵 E-mail : jjji.tu@mss-recruitment.com
網址 Website : http://www.mss-recruitment.com

電子通訊 / 影音設備供應 / 租借服務

TELECOMMUNICATION / AUDIO & VISUAL EQUIPMENT / RENTAL SERVICE



澳門電訊有限公司 (CTM)

Companhia de Telecomunicacao de Macau, S.A.R.L.

澳門氹仔拉哥斯街電訊綜合大樓
Rua de Lagos, Telecentro, Taipa, Macau
電話 Tel : (853) 8891 2125
傳真 Fax : (853) 8891 3210
電郵 E-mail : Ebel.PI.Cham@ctm.com.mo
網址 Website : www.ctm.net