

**澳門會展  
嘉許獎**

Macao Convention and Exhibition  
Commendation Awards 2018

2018

**特刊**

**SPECIAL EDITION**



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# 序言 Preface

隨着澳門積極配合國家「粵港澳大灣區」及「一帶一路」發展戰略，以及港珠澳大橋正式啟用等機遇，澳門會展業已取得明顯進步並進入持續發展階段，朝國際化及規模化方向發展，同時對周邊行業起到積極的經濟拉動效應。

國際會議協會 (ICCA) 最新發佈的《2017 年國際協會會議市場年度報告》中，澳門多項評比成績再次獲得肯定，為澳門「會議為先」的會展業發展方向打下了強心針。該協會認可 39 項在澳舉行的國際會議活動，在亞太區及全球城市分別排名 16 名及 65 名，在大中華地區名列第五位，成績令人鼓舞。

而國際展覽業協會 (UFI) 今年公佈的《第十四版亞洲貿易展覽會研究報告》亦指出，澳門於 2017 年共有 26 項 B2B 展覽獲 UFI 列入統計，是亞洲區內發展時期最短及最小型之展覽市場之一，是過去 5 年亞洲表現最出色的展覽市場，淨銷售展覽面積還是全亞洲升幅最高的地區。

因此，為肯定及嘉許澳門具實力、有潛力的會展項目，凝聚業界力量，共同推動澳門發展成為「國際化會展城市」，繼上屆嘉許獎成功舉辦，澳門會議展覽業協會再接再厲，繼續舉辦「澳門會展嘉許獎 2018」。

今屆嘉許獎共設 6 個獎項，分別為品牌展覽獎、品牌會議獎、創新展覽獎、會議競投獎、原創會展獎及創意盛事獎，每個獎項設一至三個獎額。其中，本屆新增的「創意盛事獎」，旨在嘉許獎勵能把會展活動的創意元素與澳門城市特色有機結合的節慶盛事活動。本刊將詳細介紹每個獲獎項目，並邀請主承辦單位分享辦展辦會經驗，為業界添磚加瓦，以鼓勵澳門會展業界的發展成果。並藉此向所有在會展行業努力耕耘的業界同仁致敬！

基於前三屆良好反響，「澳門會展嘉許獎 2018」繼續獲得澳門基金會、澳門貿易投資促進局、澳門旅遊局、澳門中華總商會、澳門經濟學會、中國會展經濟研究會、亞洲展覽會議協會聯盟等單位的支持；以及澳門展覽協會、澳門廣告商會、澳門會展產業聯合商會等協辦單位的鼎力協助，謹致衷心感謝！特別感謝各評審委員的努力工作，使籌備工作得以順利進行，也藉此致以衷心敬意！

願未來齊心戮力，共同促進澳門會展行業蓬勃發展，為澳門經濟實現適度多元發展加速、助力！

With Macao actively coping with the development strategy of the “Guangdong-Hong Kong-Macao Greater Bay Area” and the “Belt and Road” initiative as well as the official opening of the Hong Kong-Zhuhai-Macao Bridge, Macao MICE industry has made considerable progress towards the direction of internationalization and large-scale for sustainable development while stimulating a positive economic pulling effect on peripheral industries.

According to the latest report on “The International Association Meetings Market 2017” from International Congress and Convention Association (ICCA), Macao has obtained promotions in several facets with encouraging results. Furthermore, 39 international meetings held in Macao were recognized by ICCA enabling Macao to rank at the 16th in Asia-Pacific, at 65th internationally and at 5th in Greater China.

Besides, with reference to the “Trade Fair Industry in Asia–14th Edition” recently released by UFI, twenty-six B2B exhibitions had taken place in Macao in 2017. Macao is one of the fastest developed and also the best performing exhibition market in Asia over the past five years. Therefore, in order to recognize and commend Macao's promising and potential MICE events held, Macao Convention and Exhibition Association (MCEA) is now organizing again the “Macao Convention and Exhibition Commendation Awards 2018”.

There are 6 categories of awards this year, namely Brand Exhibition Award, Brand Convention Award, Innovative Exhibition Award, Bid Convention Award, Original Convention & Exhibition Award and the newly added Creative Event Award which is designed to recognize any outstanding festival events that will combine both creative elements and Macao's characteristics into one activity. This special edition will introduce the award winners to share their experiences. Moreover, we would like to take this opportunity to pay tribute to the entire industry practitioners who have been contributing ceaselessly to the MICE industry of Macao.

The “Macao Convention and Exhibition Commendation Awards 2018” is organized by MCEA and co-organized by Macau Fair & Trade Association, The Association of Advertising Agents of Macau, and Macau Federal Commercial Association of Convention & Exhibition Industry. Supporting organizations include Macao Foundation, Macao Trade and Investment Promotion Institute, Macao Government Tourism Office, Macao Chamber and Commerce, Macau Economic Association, China Convention/Exhibition/Event Society, and Asian Federation of Exhibition & Convention Associations (AFECA). Special thanks are expressed to all above-mentioned organizations as well as to the members of the judging panel for their hard work and to those who had contributed to the smooth implementation of this event.

Let's synergize our efforts together in promoting the prosperous development of Macao MICE industry and in adding oil for the moderate economic diversification of Macao.

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【2018 粵澳名優商品展】  
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主辦機構 Organizer：  
亞洲英語教師協會 Asia TEFL  
香港應用語言學學會 Hong Kong Association for Applied Linguistics  
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Global Gaming Expo Asia 2018

## ◀ 品牌展覽獎 Brand Exhibition Awards

★ 第六屆澳門國際旅遊(產業)博覽會  
6<sup>th</sup> Macao International Travel ( Industry ) Expo

★ 澳門娛樂展 - 創新互動  
MGS Entertainment Show - Innovation & Interactive

★ 2018粵澳名優商品展  
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The 16<sup>th</sup> Asia TEFL 1<sup>st</sup> MAAL & 6<sup>th</sup> HAAL 2018 International Conference

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

★ 澳門通訊展  
Communic Macau

## ◀ 創意盛事獎 Creative Event Award

★ 2017亞洲嘉年華  
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## 會長獻辭 Chairman's Message

粵港澳大灣區是習近平總書記親自謀劃、親自部署和親自推動的國家戰略，有助澳門更好地融入國家發展大局。港珠澳大橋的正式通車，不僅促進了大灣區的發展，同時也為澳門會展業帶來諸多利好因素，業界應把握這一難得機遇，深化區域合作，共促行業發展，更好地發揮「會展平臺」作用。

近年來，在中央政府及相關部委的支持下，出臺跨境基礎設施的完善、內地參展人員赴澳便利簽注的有效落實等多項優惠政策支持澳門會展業發展。澳門特區政府也在每年的政府施政報告中出臺多項會展業扶持措施，《2019 年施政報告》中明確在引進更多優質會展項目在澳舉行、善用區域基礎設施建設和科技元素便利客商參展參會、支持會展業界參加國際及區域性會展組織舉辦的活動等方面繼續支持會展業發展。

在特區政府和業界的共同努力下，澳門會展業正從高速發展逐步轉為高質量發展，成績顯著。會議方面，《2017 年國際協會會議市場年度報告》指出，2017 年在澳舉行的 39 項國際協會會議活動獲得認可，較 2016 年的 37 項增加 2 項；澳門在全球城市排名中列第 65 位，較 2016 年的第 72 位上升了 7 位；在亞太區城市中則名列第 16 位，較 2016 年上升了 1 位。展覽方面，《第十四版亞洲貿易展覽會研究報告》指出，澳門於 2017 年共有 26 項 B2B 展覽獲 UFI 列入統計，是亞洲區內發展時期最短及最小型之展覽市場之一，是過去 5 年亞洲表現最出色的展覽市場，淨銷售展覽面積還是全亞洲升幅最高的地區。

「澳門會展嘉許獎」已成功舉辦三屆，向澳門會展業界表現傑出企業頒發 20 多個獎項。今屆共有 12 個會展項目獲得嘉許，本人在此表示熱烈祝賀！並期望主承辦單位再接再厲，不斷創新打造精品優質展會，為澳門會展業高質量發展，為澳門經濟適度多元發展作出積極貢獻。🍀

The "Guangdong, Hong Kong and Macao Greater Bay Area" is a national strategy that General Secretary Xi Jinping personally planned, deployed and promoted, which will help Macao better integrate into the overall national development of the country. The official opening of the Hong Kong-Zhuhai-Macao Bridge not only impels the development of the Greater Bay Area, but also brings in many favorable factors of which the Macao MICE industry should seize this precious opportunity to deepen regional cooperation.

In recent years, with the support of the Central Government and relevant ministries, a number of preferential policies, such as the improvement of cross-border infrastructure and the effective implementation of the convenient permit endorsements for mainland exhibitors coming to Macao, have supported the development of the Macao MICE industry. Every year, the Macao SAR Government has also introduced a number of MICE industry supporting measures. The "2019 Policy Address" clearly states that more high-quality MICE projects will be introduced to Macao, to make good use of regional infrastructure construction and technological elements to facilitate the participation of exhibitors, as well as to support MICE industry practitioners to participate in events organized by international and regional institutions, etc.

With joint efforts of the SAR government and the industry, the Macao MICE industry is gradually transforming from high-speed development to high-quality development with remarkable achievements. According to the latest International Meetings Market 2017 Report released by ICCA, 39 international meetings held in Macao were recognized, an increase by 2 compared to the total of 37 in 2016. In worldwide city ranking, Macao was positioned 65th, up by seven places compared to 2016. As for ranking in Asia-Pacific, Macao climbed one place to 16th. In terms of exhibitions, the 14th edition of the Asian Trade Fair Research Report published that a total of 26 B2B exhibitions held in Macao in 2017 were included in the statistics of UFI. Macao is one of the fastest developed yet the smallest MICE markets in Asia and is also the best performing exhibition market in Asia over the past five years with net sales of exhibition space being the highest amongst Asian cities.

The "Macau Convention Awards" has been successfully held for three years with more than 20 awards presented to outstanding performing companies already. This year, a total of 12 convention & exhibition events are commended, and I would like to convey my congratulations to all of them! I also hope that organizers and co-organizers will constantly develop and innovate more quality and featured events so as to contribute to the high-quality development of Macao's MICE industry as well as for the moderate and diversified development of Macao's economy. 🍀



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



# 理事長之言 President's Message



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

「澳門會展嘉許獎」經過過往三年的發展，已逐步成為澳門本地會展業界的年度盛事，並鼓勵相關會展公司做好獲獎項目的工作，培育成屬於澳門的品牌會展活動。

從澳門會展業的發展情況來看，可概括為幾大特點：一是發展「會議為先」的會展業，通過官、產、學、研緊密合作，澳門國際會議排名持續上升，在亞太地區及國際城市分別名列 16 位及 65 位，在大中華地區則名列第 5 位；二是發展國際專業展覽會，現時澳門有 7 個獲國際展覽業協會 (UFI) 認可的專業展。UFI 報告還指出澳門是亞洲區內發展時期最短及最小型之展覽市場之一，同時為過去五年亞洲表現最出色的展覽市場；三是澳門會展業發展精品展銷活動，包括知識產權 (IP) 主題展，吸引周邊旅客來澳參觀。

與此同時，業界近年來積極引進電子競技比賽、文體賽事、電影節、模特兒選舉及嘉年華會等較新穎的項目。本協會有感於過往設置的獎項難以涵蓋所有會展節慶活動。因此，今年特別增設「創意盛事獎」，體現活動內容和形式多樣性的同時，藉以鼓勵業界創新辦展模式，舉辦更多符合澳門本地特色的會展活動。

最後，在此祝願各獲獎品牌，期望再接再厲，再創佳績！🍀



▲評審委員會 Judging Panel

After three years of development, the “Macao Convention and Exhibition Commendation Awards” has gradually become an annual grand event for the local MICE industry and serves as an encouragement for relevant exhibition companies to do a good job on their winning projects which can then be cultivated into brand MICE events that belong to Macao.

From the perspective of the development of Macao's MICE industry, it can be summarized into several major points: 1) Development of the “Priority to Conference” in the MICE industry, through close cooperation of government, industry, academia and the research sectors, Macao's ranking in terms of international conference continues to rise to the 16th and 65th in the Asia-Pacific region and among international cities respectively, and in the Greater China region, Macao ranks the 5th. 2) Development of international professional exhibitions. Currently, Macao has 7 professional exhibitions approved by the Global Association of the Exhibition Industry (UFI). According to the latest UFI report,

Macao is one of the fastest developed and the smallest Asian exhibition market, and is also the best performing MICE market in Asia over the past five years. 3) Macao's MICE industry needs to develop quality trade fairs, including intellectual property (IP) as theme exhibition which can attract visitors from surrounding regions to visit Macao.

At the same time, the industry has been actively introducing latest new events such as e-sports competitions, cultural and sports events, film festivals, model contests as well as carnivals in recent years. MCEA feels that the awards established in the past cannot cover all the events and festivals. Therefore, a new category of “Creative Event Award” is added to reflect the diversity of event content and format so as to encourage industry peers to innovate exhibition mode and organize more MICE activities which can align with Macao's local characteristics.

Finally, congratulations and best wishes to all award-winners, and I hope they can continue with their best effort to create more new achievements! 🍀



# 卓越會展大獎

## Outstanding Exhibition Award

亞洲國際娛樂展 2018  
Global Gaming Expo Asia 2018

- 主辦機構 Organizer :  
勵展博覽集團 Reed Exhibitions
- 承辦機構 Coordinator :  
美國博彩協會 American Gaming Association



# 亞洲國際娛樂展 2018

## Global Gaming Expo Asia 2018



### 展會簡介

亞洲國際娛樂展（G2E Asia）被視為亞洲重要的博彩娛樂業務樞紐。是亞洲娛樂行業不容錯過的年度盛會，為行業專業人士提供一站式平台，以廣泛尋找和建立新的聯繫、發現新產品和解決方案以及深入了解全球最新行業趨勢。每年，超過 95% 的亞洲娛樂場運營商參加 G2E Asia，尋找尖端產品和解決方案並探索未來的行業趨勢。展會在亞洲娛樂業的中心——澳門舉行，是專業人士聯絡和開展業務的理想平台。

第 12 屆 G2E Asia 於 2018 年 5 月成功舉辦。今年規模歷屆之最，展覽面積達 37,000 平方米，有 220 家展商參與，吸引 90 個國家和地區逾 16,000 名專業觀眾入場。展會為供應商提供了成本效益高的一站式採購及交流平台。

### 主辦機構

勵展博覽集團是專注於展覽及會議的專業主辦機構，在世界各地擁有 3,900 多位員工，在 30 多個國家舉辦 500 多個展會專案，其展覽及會議組合為跨美洲、歐洲、中東、亞太和非洲地區 43 個行業領域提供服務。勵展博覽集團是勵訊集團 (RELX Group) 的成員之一，勵訊集團是全球專業的資訊解決方案供應商。

2017 年勵展博覽集團在大中華區主辦的 60 餘場展會吸引了 150 萬餘名觀眾，在其展會上，共有 3 萬餘家展商參與展示，展位面積總計超過 190 萬平方米。目前，勵展博覽集團在大中華區範圍內擁有 600 多名員工，服務於多個專業領域：汽車製造與汽車後市場；電子製造與裝配；娛樂與潮流文化；花卉與園藝；餐飲與酒店服務；禮品與家居；地產與旅遊等。

### About the Event

Global Gaming Expo Asia (G2E Asia) is renowned as a key gaming and entertainment business hub in Asia. It is an annual event not to be missed by the Asian gaming industry, offering a one-stop platform for industry professionals to network, develop new connections, source new products and solutions, and gain a deeper insight into the latest global industry trends. Every year, more than 95% of Asian casino operators attend G2E Asia to seek for cutting-edge products and solutions as well as to discover upcoming industry trends. G2E is held in Macao which is the center of Asian gaming and entertainment industry, and is an ideal platform for professionals to establish connections and conduct business.

The 12th G2E Asia was successfully held in May 2018 which was the largest in scale so far, occupying an exhibition area of 37,000 square meters with 220 exhibitors participating and has attracted over 16,000 professional visitors from 90 countries and regions to attend. The expo has also provided suppliers with a cost-effective one-stop sourcing and communication platform.

### Organizer

Reed Exhibitions is a professional event organizer specializing in exhibitions and conferences. With more than 3,900 employees worldwide and has organized over 500 event projects in more than 30 countries, it has a portfolio of serving 43 industry sectors across the Americas, Europe, the Middle East, Asia-Pacific, and Africa. Reed Exhibitions is also part of the RELX Group plc. which is a global provider of professional information solutions.

In 2017, Reed Exhibitions Greater China held over 60 events and attracted over 1.5 million visitors. The events had hosted a total of 30,000 exhibitors whose stands occupied more than 1.9 million square meters of show floor space. Currently, Reed Exhibitions Greater China employs over 600 staff serving in various specialized sectors which include automotive manufacturing & automotive aftermarket; electronics manufacturing & assembly; entertainment and fashion culture; flowers and gardening; catering and hotel services; gifts & homeware; and property & travel, etc.





# 發揮博彩優勢 提升澳門形象



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

亞洲國際娛樂展（G2E Asia）連續第三年榮獲澳門會議展覽業協會頒發的會展嘉許獎，我們感到無比榮幸和自豪，這項殊榮不僅是業界對我們的認可，亦進一步鼓舞我們團隊不懈努力。本著與澳門會議展覽業協會相同的宗旨，我們共同致力於促進澳門國際會議與展覽行業的繁榮發展。隨著時間慢慢成長，澳門逐漸發展成為一座備受推崇的「國際會展城」，亞洲國際娛樂展也成為亞洲乃至全球博彩娛樂行業一場「不容錯過的年度盛會」。

眾所周知，蓬勃發展的會展業可以在多個方面為澳門帶來收益。大多數會展活動能夠吸引大量擁有高消費能力的商務人士參加，不僅能帶動酒店和交通行業的發展，也將有助促進餐飲、娛樂、展覽和會議供應商等第二產業的發展。

每年，G2E Asia 在為期三天的展會期間，數以千計的本地及海外與會者參觀遊覽澳門及其周邊地區，而有數據顯示，就在 G2E Asia 舉辦的那一周，澳門各大酒店的訂房量超過了 1.5 萬間，且參加會議展會的觀眾均為高消費人群。對於區域業務而言，這顯然是一個雙贏的局面！

展望未來，我們會致力推動亞洲國際娛樂展持續增長，繼續推廣澳門博彩娛樂市場的同時，提升澳門的形象，幫助澳門從全球博彩中心的形象轉變為值得尊重和信任的「國際會展城」。



## Bring Gaming Advantages into Play - Enhance Macao Image

We are extremely honored and proud that the Global Gaming Expo Asia (G2E Asia) has been receiving the Macao Convention & Exhibition Commendation Awards for three consecutive years.

This honor is not only recognized by the industry, but also further encourages our team to continue make unremitting efforts. With the same purpose of the Macao Convention and Exhibition Association, we are committed to promoting the prosperity and development of the international convention and exhibition industry in Macao. As time passes by, Macao has gradually developed into a highly respected "International MICE City". G2E Asia has also become a "must attended" annual event in Asia as well as for the global gaming and entertainment industry.

As everyone knows, the booming of MICE industry can bring benefits to Macao in many aspects. Most of the convention and exhibition events can attract a large number of business visitors with high-consuming power to participate, not only can this help in promoting the development of the hotel and transportation industries,

but also in driving the development of secondary industries such as food & beverages, entertainment, and providers for exhibitions and conferences.

Every year, during the three-day exhibition, G2E Asia will stimulate thousands of local and overseas participants to visit Macao and its neighboring regions. According to the statistics, during the week of G2E Asia, more than 15,000 reservations of major hotels in Macao were made and the audience attending the event are high-spending consumers. For regional business, this is obviously a win-win situation.

Looking forward, we will strive to push for the sustainable growth of the G2E Asia, continue to promote the Macao's gaming and entertainment market while enhancing the image of Macao, and help Macao to transform from the image of being a global gaming center into an "International Convention and Exhibition City" worth respecting and trusting.





## 品牌展覽獎

### Brand Exhibition Awards

第六屆澳門國際旅遊 ( 產業 ) 博覽會

6<sup>th</sup> Macao International Travel ( Industry ) Expo

・主辦機構 Organizer :  
澳門特別行政區政府旅遊局 Macao Government Tourism Office

・承辦機構 Coordinator :  
澳門旅行社協會 Macau Travel Agency Association

澳門娛樂展 - 創新互動

MGS Entertainment Show - Innovation & Interactive

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

2018 粵澳名優商品展

Guangdong & Macao Branded Products Fair 2018

・主辦機構 Organizer :  
澳門貿易投資促進局 Macao Trade and Investment Promotion Institute  
廣東省商務廳 Department of Commerce of Guangdong Province



# 第六屆澳門國際旅遊（產業）博覽會

## 6<sup>th</sup> Macao International Travel ( Industry ) Expo



### 展會簡介

澳門國際旅遊（產業）博覽會（以下簡稱“旅博會”）已成功舉辦六屆，第一屆至第三屆是由澳門旅行社協會主辦，第四屆開始由澳門特別行政區政府旅遊局主辦為來自各地的旅遊業及相關業界搭建交流平台，發揮聯動和輻射效應，展示澳門作為國際旅遊城市的綜合優勢。展覽名稱由澳門國際旅遊博覽會更改為澳門國際旅遊（產業）博覽會。展會面積由第一屆 6,300 平方米擴大至現時 11,000 平方米。

旅博會期望透過展會，促進澳門與區域和國際旅遊業界的交流合作、締造商機及帶動旅遊相關產業發展，並拓展中國內地與葡語系國家以至其他國家業界之間的對接聯繫，為不斷提升澳門在區域合作及國際交往中的地位和影響作出貢獻。

### 主辦機構

配合澳門特別行政區建設澳門成為「世界旅遊休閒中心」的發展定位，澳門特別行政區政府旅遊局作為公共部門，專門負責分析，協助制訂並推行澳門特別行政區的旅遊政策，致力為澳門建立優質的旅遊形象。本地方面，旅遊局以優化旅遊產品及推動其多元發展為己任。並致力宣傳、籌辦及協辦大型旅遊活動和盛事。旅遊局現時於全球各地設有十二個旅遊局駐外代表以及三所澳門特別行政區駐外辦事處。

### About the Event

Macao International Travel (Industry) Expo (MITE) has been successfully held for six editions. The first three editions were organized by Macao Travel Agency Association. Since the fourth edition, the expo has changed its name from Macao International Travel Expo to Macao International Travel (Industry) Expo which has been organized by the Macao Government Tourism Office (MGTO) ever since. The MITE builds an exchange platform for travel industries and related industries from around the world to deliver combined and influential effects and demonstrate the comprehensive strengths of Macao as a cosmopolitan city of tourism. Besides, during the past six years, the exhibition area has expanded from 6,300 m<sup>2</sup> to 11,000 m<sup>2</sup>.

By virtue of exhibitions, to forge the Expo into a platform that fosters Macao's collaboration with our regional and international industry partners, creates business opportunities and moves other tourism-related industries forward. We are also dedicated to connecting and aligning industry operators from Mainland China, Portuguese-speaking countries as well as other parts of the world for new partnerships, thereby continuously contributing to enhance Macao's status and influence in regional cooperation and international relations.



### Organizer

In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.

Locally, MGTO plays an important role in fostering the improvement and diversification of tourism products as well as promoting, coordinating or facilitating a variety of tourism projects and mega events. There are 12 MGTO Representatives and 3 MSAR Delegations around the world at present.





## 旅遊業結合會展業 助建世旅中心



澳門特別行政區政府旅遊局 文綺華 局長  
Maria Helena de Senna Fernandes  
Director of Macao Government Tourism Office

第六屆澳門國際旅遊（產業）博覽會（下稱旅博會）今次榮獲「品牌展覽獎」，是對我們工作的莫大肯定和鼓勵，也為旅博會的持續發展注入動力，配合特區政府致力建設澳門作為「世界旅遊休閒中心」的發展方向。

作為澳門年度國際性旅遊產業的交流和交易平台，澳門國際旅遊（產業）博覽會將繼續圍繞「世界旅遊休閒中心」及聯合國教科文組織—「創意城市美食之都」等內涵，發揮澳門獨特的優勢，開放包容、兼收並蓄，重點突顯出展示、交易、洽談三大功能板塊，組織海內外的旅遊組織及企業，為旅遊業界和公眾展示豐富多樣的旅遊產品和旅遊文化底蘊，並為參展商提供交流合作、開拓市場的有效平台，以會展帶動「旅遊+」產業融合發展。

旅遊局期望通過舉辦旅博會除了可展現澳門高質素的會展環境和設施，吸引更多國際性會展落戶澳門外，還可將澳門會展業與旅遊業結合，發揮協同發展效應，通過旅遊搭臺、會展牽線，著力加強商業配對，拓寬多元的區域及國際旅遊合作，締造更多商機，眾志共建澳門的會展品牌。🍀

## Bringing tourism and MICE industries together in facilitating Macao's development into a world centre of tourism and leisure

The “6<sup>th</sup> Macao International Tourism (Industry) Expo” (MITE or the Expo) was presented the “Brand Exhibition Award” this year, an honor that bestowed great affirmation and encouragement for our efforts. The accolade adds an impetus for the Expo to keep moving forward in parallel with the vision of the Special Administrative Region Government in building Macao into a “World Centre of Tourism and Leisure”.

As Macao's annual exchange and trading platform for the international tourism industry, MITE will continue to capitalize on what Macao has to offer as a UNESCO Creative City of Gastronomy on its way to become a world centre of tourism and leisure, delivering our city's unique advantages of being inclusive and open to diversity. The Expo manifests three major functions – exhibition, trade and discussions for business opportunities. Furthermore, we invite tourism organizations and enterprises at home and abroad to showcase a variety of

tourism products and cultures for industry delegates and the public, while offering an effective platform for exhibitors to connect, forge partnerships and tap into different markets, in turn stimulating the integrated development of the “tourism+” industries.

By organizing the MITE, MGTO hopes to demonstrate Macao's state-of-the-art MICE environment and facilities as well as attract more international MICE events to Macao. In addition, we aspire to bring together the MICE and tourism industries in Macao to unleash a synergistic effect for their concerted development. By building a tourism platform and tapping into MICE opportunities, the Expo strives to enhance business matching, broaden the spectrum of regional and international tourism cooperation, and create more business opportunities, as all join hands to build the brand of Macao as a city of MICE events. 🍀





# 澳門娛樂展 - 創新互動

## MGS Entertainment Show - Innovation & Interactive



### 展會簡介

澳門娛樂展 (MGS) 由澳門娛樂設備廠商會擁有及主辦，是迄今首個由本澳機構主辦的大型博彩娛樂展。MGS 透過獨有模式，吸引行業權威以及希望打入亞洲市場的行業領導，匯聚於澳門這個全球矚目的娛樂市場，為參展機構帶來無限商機。

MGS 於去年獲選為國際展覽業協會（UFI）認證的國際展覽會。匯聚遊戲、娛樂、科技、度假、酒店、環保等相關行業產品的一站式展會。過去六年，MGS 已成為亞太地區最先進、最創新的娛樂產品展會，亦是科技研發及業界的重要交流平台。MGS 同時是進軍中國及亞太區新興市場的快捷之路。

MGS 一直得到本澳特區政府及一眾商業團隊支持，2017 年展會三天期間，活動吸引超過 160 間展商參與，入場人次更是超過一萬五，來自 50 多個國家的買家及貴賓共聚交流。據統計，MGS 是亞洲娛樂業所有決策者的首選展示平台。

### 主辦機構

澳門娛樂設備廠商會成立至今已經六年，逐漸發展成為澳門和亞太地區，乃至全球的娛樂設備製造業最強成長力的新興獨立貿易機構之一。商會會員涉及逾百個本地企業及跨國公司，會員企業在娛樂和科技領域佔全球重要市場份額。

澳門娛樂設備廠商會負責代表澳門特區澳門娛樂設備製造業發表觀點，協助會員建立和發展一個促進各企業和整個行業前進的貿易環境。旨在提供訓練和教育服務，培養多型人才隊伍；通過研究開發計劃加強製造業出口的經濟增長，助力整個行業及團體達至互利共贏。

澳門娛樂設備廠商會將繼續保護和發展澳門娛樂設備製造商的營商環境。與特區政府及其各部門建立緊密的合作關係，繼續實施積極追求和外向型的舉措計劃，致力推動和促進澳門經濟多元化的長遠計劃。

### About the Event

The MGS Entertainment Show is the first large-scale gaming and entertainment show hosted by Macau Gaming Equipment Manufacturers Association (MEGMA). Through its unique model, MGS attracts industry leaders and those who want to enter the Asian market. Gathered in Macao, the world's most popular entertainment market, MGS can bring unlimited business opportunities to exhibitors.

MGS was approved as an international exhibition by the Global Association of the Exhibition Industry (UFI) last year. It is a one-stop exhibition that brings together products from related industries such as games, entertainment, technology, vacations, hotels, and environmental protection. Over the past six years, MGS has become the most advanced and innovative entertainment products exhibition in the Asia-Pacific region. It is also an important exchange platform for technology research and development and for the industry. MGS is also an express road to enter the emerging markets in China and Asia Pacific.

MGS has always been supported by the Macao SAR Government and a number of commercial teams. During the three days of the MGS 2017, it had attracted more than 160 exhibitors and over 15,000 visitors. Buyers and VIPs from 50 countries gathered and met for exchanges. According to statistics, MGS is the most preferred exhibiting platform for all decision makers of the Asian entertainment industry.



### Organizer

Since its establishment six years ago, the Macau Gaming Equipment Manufacturers Association (MEGMA) has gradually been developed into one of the emerging independent trade bodies with the strongest growth in the manufacturing and entertainment industries in both Macao and the Asia Pacific region. MEGMA has more than 100 members spanning from local entrepreneurs to multi-national corporations, from which have accounted for a significant market share globally in the entertainment and technology sectors.

On behalf of members, the MEGMA is responsible for presenting and expressing views to the Macao SAR and assists members to establish and develop a trading environment that will drive their businesses and the entire industry forward. Besides, It aims to provide training and educational skillsets to cultivate a multi-talented team as well as through research development programs to strengthen the economic growth of manufacturing exports so as to help the entire industry and communities to achieve mutual benefits.

The MEGMA will continue to protect and develop the business environment of Macao for Macao's gaming & entertainment equipment manufacturers; to establish close co-operation with various departments of the Macao government; to carry out active pursuit and export-oriented initiatives, and will strive to promote the long-term plan on the diversification of Macao's economy.





# 行業優勢得天獨厚    先進科技注新活力



澳門娛樂設備廠商會 陳捷 會長  
Macau Gaming Equipment Manufacturers Association Jay Chun Chairman

今次獲得澳門會議展覽業協會（MCEA）授予的「品牌展覽獎」，我們團隊感到非常榮幸。MCEA 作為本澳會展業的凝聚力量，在澳門具有深遠影響。此獎項既是對「澳門娛樂展」的肯定，也是對澳門其他展會的有效激勵。相信在業界同仁的共同努力下，順應特區政府「旅遊+會展」的可持續發展戰略，澳門這座城市也將成為「會展之城、文化之所、美食之都」。澳門娛樂展自 2013 年舉辦至今，一直致力打造成為一個集娛樂、酒店、科技、遊戲、休閒等元素為一體的平台。展會在澳門特區政府各部門的有力支持下，從以博彩為中心較為單一的展會發展成為現在多元化內容的「展覽+會議」模式澳門娛樂展多年來堅持推陳出新，今年推出的將各元素融為一體的全新展會模式，亦取得不錯反響。與此同時，順應社會發展潮流，為澳門建設「智慧城市」注入新的活力，今屆展會引進了先進的科技和休閒元素。隨著展會內容的日益豐富，其吸引力也不斷增強。「澳門娛樂展」於去年年初獲得國際展覽業協會頒發的 UFI 認證，肯定了澳門娛樂展已達到行業的最高標準。未來，「澳門娛樂展」將緊貼社會發展趨勢，各行業的最新成果亦有望出現在展會上。我們將竭盡全力為更多的商業夥伴和相關行業從業者提供廣泛的貿易平台，促成更多的經貿合作。👉

# Unique Advantage of Industry Advanced Technology to Bring New Vitality

Our team of the MGS Entertainment Show (MGS) is much honored to receive the recognition of achieving the “Brand Exhibition Award” from the Macao Convention and Exhibition Association (MCEA). As a cohesive force of the MICE industry, the MCEA has extended far and beyond influence in Macao. To us, this award is a symbol of our acceptance by the public and the MGS can enhance a positive influence for other exhibitions in Macao. I firmly believed that with the continuous efforts and dedication of our industry partners, we will continue to drive ourselves forward to the sustainable development strategy of “Tourism & Exhibition” working hand in hand as implemented by the Macao SAR thus to promote Macao into “A City of MICE, a Place for Diversified Cultures and the Capital of Gastronomy”.

Since the inception of the MGS Entertainment Show in 2013, we have been the premier business platform dedicated to support and involve entertainment, hotels, technology, gaming and leisure in our exhibition floor. With the continuous support of various departments of the Macao SAR government, MGS has evolved from an exhibition concentrating in gaming equipment to today’s intensive model of “Exhibition & Conference” strategic guidance to reinforce business opportunities

for local industries and communities. MGS has continued to achieve diversity and innovation for the past years. With the new branding of the MGS 2018, the elements displayed on our Show floor have received favorable responses. At the same time, the diversified implementations of technology and entertainment elements on our Show have continued to promote Macao as a “Smart City”. With all the new additional elements of the MGS, we have been able to respond positively to the diversification and economic growth of the Show and be a Show of Choice. The MGS has been designated the “UFI Approved International Event” last year. This prestigious certification serves as a global stamp of authority that the MGS has achieved high quality and accurately audited exhibition. Looking forward, the MGS will continue to ensure the successful implementation of social development and a positive pursuit of diversified business platform for Macao. We will continue to build and develop a trading environment that drives businesses and the entire industry forward through strategic guidance to reinforce competitiveness and integrated quality perspective. 🍀





# 2018 粵澳名優商品展

## Guangdong & Macao Branded Products Fair 2018



### 展會簡介

粵澳兩地在會展商貿方面的交流合作源遠流長，早於 2003 年粵澳兩地政府就曾在澳門合辦「2003 粵西名優產品展銷會」。續後為更好地落實《珠三角地區改革發展規劃綱要》及《加強全面戰略合作協定》的內容，兩地經貿部門於 2009 年首次聯合舉辦「2009 粵澳名優商品展銷會」，正式奠定了雙方進一步合作的基礎，共同推動兩地會展業協同發展，加強粵澳企業交流合作，並於 2016 年起更名為「粵澳名優商品展」。此外，澳門作為 21 世紀海上絲綢之路的節點城市，為澳門開展對外經貿合作提供了很大契機，展會自 2016 年起加入了「一帶一路」沿線國家的元素，先後加入印尼展區及緬甸展區，今年大會在原有基礎下再增設馬來西亞展區，將其特色商品帶來展會給公眾及採購商選購。十載努力一步一腳印，粵澳在經貿方面的合作可謂碩果纍纍。

「2018 粵澳名優商品展」吸引了逾 320 家來自廣東、澳門、印尼、緬甸及馬來西亞等的企業參展，展會面積達 9,000 平方米，共設置超過 380 個展位，吸引了超過 8 萬人次入場。

### 主辦機構

澳門貿易投資促進局負責協助行政長官研究及制定有關促進對外貿易、引資、會展業務、中國與葡語國家經貿合作等對外合作及離岸業務管理方面的經濟政策，並執行有利於推動該政策實現的措施，並且促進本地對外貿易及引進外資，推動澳門與世界各地之間經貿關係的發展，加強相互了解，發展友好合作，以及通過提供一系列高效能的優質服務，協助本地及海內外企業在日益激烈的競爭中持續發展，及時掌握信息、了解市場、抓住商機。

### About the Event

The ties between Guangdong and Macao in exhibition and trade date back years and are ever growing. As early as 2003, both governments launched the “2003 Western Guangdong Famous Products Fair” jointly in Macao. Afterwards, to further implement the “Framework for Development and Reform Planning for Pearl River Delta Region” and “Agreement on Strengthening Comprehensive Strategic Cooperation”, the departments responsible for economics and trade of the two places jointly organised the “Guangdong & Macao Branded Products Fair 2009” (GMBPF 2009), officially laying a foundation for further cooperation between Guangdong and Macao. In addition to jointly promoting the synergistic development of the convention and exhibition industry (also known as “MICE industry”) in Guangdong and Macao, it has also strengthened the exchange and cooperation of enterprises of the two places. In addition, being a node city on the 21st Century Maritime Silk Road, included as a strategic city of has immersed Macao in opportunities of external economic expansion and trade cooperation. The GMBPF has introduced the elements of the countries along the Belt and Road Initiative and has established the Indonesian Exhibition Area and the Myanmar Exhibition Area since 2016. In particular, the Malaysian Exhibition Area has been established in the GMBPF this year on the basis of the previous ones, so as to bring specialty products from Malaysia and even more choices to the public and buyers. Indeed, ten years of hard work in economic and trade cooperation have yielded fruitful results for Guangdong and Macao.

The Guangdong & Macao Branded Products Fair 2018 (GMBPF 2018) attracted over 320 exhibitors from Guangdong, Macao, Indonesia, Myanmar, Malaysia and etc. and occupied an area of 9,000 square metres. Number of exhibition booths reached over 380, attracting over 80,000 visits.

### Organizer

Macao Trade and Investment Promotion Institute (IPIM) is responsible for assisting the Chief Executive in researching and formulating economic policies regarding the promotion of external co-operation, introduction of investment, convention and exhibition industry, economic and trade co-operation between China and Portuguese-speaking countries and offshore services, also in applying conducive measures to promote the implementation of these policies. In addition to promote external trade and attract investment, develop and strengthen economic and trade relations between Macao and the rest of the world. Together with a series of effective quality services, IPIM aims to assist both local and overseas enterprises to achieve business goals in a competitive market, obtain information, understand the current market trends and grasp business opportunities.





## 精準創新 深化粵澳經貿合作



「粵澳名優商品展」踏入第十個年頭，展會已逐步發展成為集商貿合作、文化交流、購物休閒於一體的粵澳經貿合作年度盛事，成為澳門助力大灣區「走出去，引進來」的對外交流合作平台。

粵澳兩地在商貿會展方面的交流合作源遠流長。在「一帶一路」與「粵港澳大灣區」等國家戰略支持下，粵澳兩地迎來區域合作發展的重要契機，當中以經貿合作為一大亮點，勢必讓澳門經濟進一步推上新台階。作為粵澳兩地政府攜手合作十載的項目，其不斷創新的展會主題讓活動極富吸引力，為參展商帶來各種商機，充分發揮了粵澳兩地之經濟優勢，對深化粵澳經貿合作、推動澳門本地經濟多元發展起著重要作用。

會展作為粵澳合作的重要切入點之一，一直以來，澳門充分發揮中葡平台和商務文化多元平台的角色，廣東充分發揮先進製造業優勢和對外經貿合作優勢，共同打造參與「一帶一路」建設的戰略樞紐。展會未來將加大力度邀請大灣區城市組織客商來澳參展會及組織澳企赴大灣區城市參展參會。將會繼續以青創力展區作為亮點展區，藉著大灣區青創類會展合作的契機，讓粵澳兩地的青創企業透過展會平台創業創新。且配合貿促局早前與貴州省從江縣簽署《利用會展業促進外貿流通及推廣發展合作協議》，繼續在展場內特設貴州省從江縣展區，促進各方深入交流合作。

## Be Precise and Innovative to Deepen Economic and Trade Cooperation between Guangdong and Macao

The “Guangdong & Macao Branded Products Fair” (GMBPF) is entering its 10th anniversary this year, and has gradually grown to become an annual grand event of economic and trade co-operation between Guangdong and Macao that encompasses elements of trade co-operation, cultural exchanges, shopping and leisure. It has also become a platform for Macao to help the Greater Bay Area have exchanges and co-operation with the outside world so that it can ‘go global and attract foreign investment’.

The exchanges and cooperation between Guangdong and Macao in trade fairs and exhibitions have a long history. Under the support of national strategies on the “Belt and Road” and the “Guangdong, Hong Kong and Macao Greater Bay Area”, Guangdong and Macao have ushered in an important opportunity for regional cooperation and development. Among them, economic and trade cooperation is the highlight, which will definitely push Macao's economy to a new level. . As a project of cooperation between the two governments for ten years, its innovative theme every year makes the exhibition very attractive, bringing in various business opportunities to exhibitors, fully making use of the economic advantages of

Guangdong and Macao, and deepening the economic and trade of the two places. All of these have played a significant role in promoting the diversified development of Macao's local economy.

Exhibition, as one of the important entry points for the cooperation between Guangdong and Macao, has always been making use of the role as the China-Portugal platform and the multi-platform for business culture. Guangdong has also fully utilized the advantages of advanced manufacturing as well as trade and economic cooperation with external parties in order to jointly participate in the construction of the “Belt and Road” strategic hub. In the future, GMBPF will intensify its efforts to invite cities of the Greater Bay Area to organize exhibitors to participate and vice versa. The young entrepreneurship zone will continue to be the highlight and serve as a platform for startups. Moreover, to be in line with the “Agreement on Promoting Foreign Trade and Development via MICE Industry” signed by IPIM and Congjiang county of Guizhou Province, a Congjiang exhibition area is also set up at the venue to promote in-depth exchanges and cooperation.







**品牌會議獎**

**Brand Convention Award**

**澳門國際經貿合作峰會**

**Macao International Economic and Trade Cooperation Summit**

· **主辦機構 Organizer :**

**澳門商報國際傳媒集團 Macao Commercial Post International Media Group**



# 澳門國際經貿合作峰會

## Macao International Economic and Trade Cooperation Summit



### 展會簡介

「澳門國際經貿合作峰會」自 2016 年首次舉辦以來，已成功連續舉辦三屆，為內地各省市城市品牌推廣、項目招商引資、企業開拓澳門市場積極鋪路。第三屆峰會邀請了珠海萬山區、橫琴新區，以及成都青羊區進行互動交流，推動政企合作，達成 5 項意向簽約，且會後助推了多地合作考察項目進行，助力澳門與各地的實際合作發展、互利共贏；並且攜手中拉產業園項目，推動相關產業「走出去、引進來」，為澳門打造服務「一帶一路」建設的開放型合作紐帶。

未來「澳門國際經貿合作峰會」將重點打造中國與葡語國、拉美及一帶一路國家及地區的 G2G 為主的國際資源共用與合作平台，助力「中國走向世界，世界走向中國」，滿足新時代展會的政府對接需求，精準推進合作項目切實達成。

### 主辦機構

《澳門商報》於 2006 年 6 月 6 日正式出版發行，以「商通兩岸，報傳四地」為報紙宗旨，以經濟類報導為主體，以澳門及周邊地區為讀者物件，立足澳門，面向內地，尤其是珠三角、港、台及東盟等地區。經國家有關部門批准成立廣東辦事處、北京記者站，致力於宣傳澳門，推進澳門與內地的交流合作。

《澳門商報》參與舉辦了 2010、2012、2014（澳門）兩岸四地合作論壇、澳門國際設計聯展等多場會展活動，來自兩岸四地政商要員、社會賢達、傳媒翹楚、兩院院士、兩岸知名大學校長、院長及部級高官等蒞臨盛會。

### About the Event

With its debut in 2016, the “Macao International Economic and Trade Cooperation Summit” has successfully been held for 3 consecutive years already. The summit has paved the way for various mainland provinces and cities to promote their brands, invest in projects, and for enterprises to explore the Macao market. The 3rd summit had Invited Zhuhai Wanshan District, Hengqin New District, and Chengdu Qingyang District to carry out interactive exchanges, promote cooperation between government and enterprises, and had concluded with five intents signed. Furthermore after the summit, a project on multi-cities cooperation and studies was also implemented to help Macao in developing practical cooperation with various places so that mutual benefits can be achieved. Another point is to work together on the China-Latin Industrial Park project to promote the “going out and coming in” of related industries so as to create an open cooperation link for Macao to be involved in the “Belt and Road” initiative.

In the future, the “Macao International Economic and Trade Cooperation Summit” will focus on building a G2G-based international resource sharing and cooperation platform between China and Portuguese-speaking countries, Latin America as well as the countries and regions of the “Belt and Road” and helping China to go global and vice versa. This will meet the new MICE era for the government's matching demand and effectively drive for the practical implementation of cooperation projects.

### Organizer

Macao Commercial Post was officially published on 6 June 2006 carrying its mission “to facilitate Cross-strait businesses and news reporting of four places” with economic news as main focus targeting to readers of Macao & surrounding regions. It is based in Macao and faces towards mainland China, especially the Pearl River Delta, Hong Kong, Taiwan and the ASEAN regions. With the approval of relevant state departments, the Guangdong office and the Beijing reporter station were established to publicize Macao and to promote exchanges and cooperation between Macao and the mainland.

Macao Commercial Post had participated in the 2010, 2012, 2014 (Macao) Cross-strait Cooperation Forum, the Macao International Design Exhibition, etc. of a number of MICE events that were attended by political and business officials, social and media leaders, academicians of the two academies (CAS and CAE), well-known university presidents, deans and ministerial officials, etc. from the four Cross-strait cities.





## 打造國際經貿平台 提升澳門會展品牌影響力



澳門商報 朱海生 社長  
Macao Commercial Post Zhu Hai Sheng President

「澳門國際經貿合作峰會」能夠獲得「澳門會展嘉許獎 2018」之「品牌會議獎」此項殊榮，深感榮幸，這對我們來說，是業界和社會對我們團隊所做工作的認可和鼓勵，是榮譽，更是鞭策。

澳門商報自 2016 年首次自主舉辦「澳門國際經貿合作峰會」以來，一直積極為內地各省市城市品牌推廣、項目招商引資、企業開拓澳門市場牽線搭橋，藉助澳門平台與葡語國家、拉美國家及「一帶一路」沿線國家開展經貿合作進行有益嘗試，並促進了實質性的成效，獲得與會者的一致好評。

得益於會展業軟硬件配套漸完善，特區政府大力推動「會議為先」的發展方向，澳門會議發展勢頭良好，故峰會規模不斷在擴大，與會嘉賓亦更國際化、高端化，他們同時盛讚澳門會展業優質的服務比臨埠地區更勝一籌。未來將繼續善用澳門的優勢，在國家級政策、基礎設施等軟硬件配套下，把峰會做精做強，樹立行業標桿，促進澳門打造「會展之都」品牌，實現多元化發展。🍀

## Create an International Economic and Trade Platform Enhance Macao's MICE Events Branding Influence

It is a great honor for the "Macao International Economic and Trade Cooperation Summit" to receive the "Brand Convention Award" from the "Macao Convention and Exhibition Commendation Awards 2018". This is not only an encouragement but is also a driving force given by the industry and society in recognizing the work done by our team.

Held for the first time in 2016 by Macao Commercial Post, the "Macao International Economic and Trade Cooperation Summit" has been actively promoting brands of various mainland provinces and cities, attracting project investments, and helping enterprises to explore Macao market. Leveraging on the Macao platform between Portuguese-speaking countries, Latin American countries as well as countries along the "Belt and Road" initiative to carry out economic and trade cooperation for beneficial attempt, it has also attained substantial results and

was highly appraised by the participants.

Thanks to the improvement of both hardware and software of the MICE industry and government's support on "Priority to Conference", the development prospect for Macao MICE industry is auspicious. Therefore, the scale of this summit is constantly expanding with more international and high-end guests attending. They also praised for the quality service of Macao MICE industry which is considered better than neighboring regions. In the future with the support of national policies and well-established infrastructure, we will continue to make good use of Macao's advantages to host a better and stronger summit so as to establish an industry benchmark and to promote Macao in becoming a branded "Capital of MICE Events" such that diversified development can be achieved. 🍀





# 創新展覽獎

## Innovative Exhibition Awards

澳門國際品牌連鎖加盟展 2018  
Macao Franchise Expo 2018 (2018 MFE)

- 主辦機構 Organizer :  
澳門貿易投資促進局 Macao Trade and Investment Promotion Institute

2018 澳門國際新創週  
2018 Macau International Start-Up Week

- 主辦機構 Organizer :  
青年創業創新培育籌備委員會 Plano de Formação de Empreendedorismo e Criatividade da Juventud
- 執行機構 Executing Organizer :  
澳匯展覽有限公司 MACEXPO Exhibition Co., Ltd.



# 澳門國際品牌連鎖加盟展 2018

## Macao Franchise Expo 2018 (2018 MFE)



### 展會簡介

澳門國際品牌連鎖加盟展 (MFE)，一個集展覽、論壇、商業配對和推介會為一體的商貿盛事，每年吸引來自全球的投資者到來尋找商機，以及與同業聯繫交流。過往各參展商都通過 MFE 展覽及交流平台取得了不同的成果，充分展示了國際品牌及推動連鎖加盟發展的平台作用。

2018MFE 展場面積超過 6,000 平方米，秉承“品牌無限延伸 商機一觸即發”的理念，吸引超過 150 家來自中國內地、捷克、日本、馬來西亞、巴基斯坦、葡萄牙、越南以及港澳地區展商，設置逾 200 個展位，涵蓋餐飲、服務、零售、品牌代理、教育、電子商貿及潮流服飾等行業。

為期三天的展期吸引專業觀眾超過 6,000 人次。今屆 MFE 已踏入第十年，不少展商及與會者成功透過 MFE 達成合作，助力自身品牌升級轉型，成功創業或順利拓展市場，對展會成效感到滿意。

三天展會商業配對洽談區共進行了 111 場洽談配對，洽談內容涉及餐飲、特許經營、品牌代理、品牌再包裝、數據平台、零售、教育、項目招商等。大會三天共安排簽署了 10 份項目，內容涉及政府間的商務合作、推進澳門零售行

業走進大灣區戰略合作、酒店特許經營、飲品代理銷售、澳門品牌參與活化舊區項目、3D 打印設備代理、兒童攝影合作、教育中心特許經營等。今屆 MFE 簽約方來自中國內地、澳門及香港。

MFE 於本年 11 月通過國際展覽業協會 (UFI) 認證，成為大中華區首個獲此殊榮之加盟行業展會，象徵 MFE 在國際化、專業化、品牌化營運方面的充分認可。

### 主辦機構

澳門貿易投資促進局負責協助行政長官研究及制定有關促進對外貿易、投資、會展業務、中國與葡語國家經貿合作等對外合作及離岸業務管理方面的經濟政策，並執行有利於推動該政策實現的措施，並且促進本地對外貿易及引進外資，推動澳門與世界各地之間經貿關係的發展，加強相互了解，發展友好合作，以及通過提供一系列高效能的優質服務，協助本地及海內外企業在日益激烈的競爭中持續發展，及時掌握信息、了解市場、抓住商機。

### About the Event

Macao Franchise Expo (MFE) provides exhibitions, forums, business matching sessions and promotional seminars, which attracts investors around the world for seeking business opportunities and establishing relationship with industry players. Over the years, numerous brands have successfully launched business in local market and expanded their business to overseas through MFE.

Taking up an area of over 6,000 square metres, the 2018 MFE themed as “Brand Expansion Continues, Business Opportunities To Be Seized” attracted over 150 exhibitors from Mainland China, the Czech Republic, Japan, Malaysia, Pakistan, Portugal, Vietnam, Hong Kong, Macao, Taiwan and so on. The Expo was equipped with more than 200 booths, covering sectors such as catering, services, retail, brand agency, education, e-commerce and fashion, among others.

The three-day event attracted over 6,000 trade visitors. The MFE entered into its 10th anniversary this year. Many exhibitors and participants reached co-operation agreements through the MFE to enhance their brand awareness and upgrade their businesses, start businesses or expand the market. They were satisfied with results achieved during the exhibition.

During the three-day exhibition, a total of 111 sessions were held at the Business Matching Area. The match-making sessions were mostly related to catering, franchising, brand agencies, rebranding, data platforms, retail, education, and investment project recruitment. 10 protocols were signed during the three-day event, involving intergovernmental business co-operation, promotion of the retail industry of Macao into the strategic cooperation in the Greater Bay

Area, hotel franchising, food product sales agencies, Macao brands' participation in old district revitalisation projects, 3D printing device agencies, kids' photography co-operation, and franchising of educational centres. The MFE signing parties hail from Mainland China, Macao and Hong Kong.

MFE was recognized by the Global Association of the Exhibition Industry (UFI) as an “UFI Approved Event” in November this year. The first franchising exhibition in Greater China to receive this honor, indicated that MFE is recognition of internationalization, professionalization and branding operation.

### Organizer

Macao Trade and Investment Promotion Institute (IPIM) is responsible for assisting the Chief Executive in researching and formulating economic policies regarding the promotion of external co-operation, introduction of investment, convention and exhibition industry, economic and trade co-operation between China and Portuguese-speaking countries and offshore services, also in applying conducive measures to promote the implementation of these policies. In addition to promote external trade and attract investment, develop and strengthen economic and trade relations between Macao and the rest of the world. Together with a series of effective quality services, IPIM aims to assist both local and overseas enterprises to achieve business goals in a competitive market, obtain information, understand the current market trends and grasp business opportunities.





## 十載耕耘 碩果累累再邁新程



「澳門國際品牌連鎖加盟展」（MFE）自 2009 年舉辦至今，已成功邁進第十年。展會發展過程中不斷加入新元素，致力成為連鎖加盟業發展的「風向標」，並發揮澳門自身獨特優勢，助力企業把握國家以至全球的發展機遇。

MFE 在持續獲得社會各界的關注和支持下，不但於今年榮獲國際展覽業協會 (UFI) 認證，而且榮獲澳門會議展覽業協會頒發的「創新展覽獎」，該獎項為 MFE 合辦活動的工作團隊帶來極大鼓舞，並將推動貿促局及其他合辦單位繼續辦好 2019 年的活動。

MFE 作為推動創業及連鎖加盟在澳門開枝散葉的橋頭堡，為澳門大眾及企業家推介不同國家地區的連鎖加盟品牌。由最初的洽談會發展成為區內國際化

的連鎖加盟交易平台，除了為本地業界及社會大眾推廣不同地方的品牌外，亦藉著各主辦機構的努力，為中小企提供品牌升級顧問服務及商業配對服務，每年邀請出席的客商亦為本地品牌提供可以進一步「走出去」的機會。

展望未來，配合國家「一帶一路」倡議及「粵港澳大灣區」的建設，澳門將繼續發揮「一中心、一平台」的優勢，在各大展會中加入更多「一帶一路」和葡語國家元素，引入更多多元會議，加強區域合作，攜手會展業界再創佳績，共同推動會展業可持續發展。而 MFE 作為一個集多種服務及功能於一身的展會活動，以突出展會匯集了世界各地國際連鎖加盟品牌的元素，將藉此吸引更多國際連鎖加盟品牌企業以 MFE 作為交易平台，並落戶澳門。

## A Decade of Cultivation Yielding Fruitful Results – Another New Milestone

Since its inception in 2009, the Macao Franchise Expo (MFE) has successfully marched towards its 10th anniversary. During the development process of MFE, new elements are constantly added with the objective to become the “wind vane” for the development of the franchise industry. By making use of Macao's own unique advantages, MFE assists enterprises in seizing the development opportunities of mainland and the world.

With continued attention and support from all sectors, MFE has not only become an UFI approved event this year, but is also a recipient of the “Innovative Exhibition Award” from the Macao Convention and Exhibition Association. This award is a great encouragement to the MFE co-working team and can further stimulate IPIM and other co-organizers to continue to make the MFE 2019 a better and more successful one.

As a bridgehead for promoting entrepreneurship and franchising in Macao, MFE promotes franchise brands from different countries and regions to the general public and entrepreneurs of Macao where it was developed initially from a seminar into an international franchise trading platform in the region. In addition to

promoting different brands from other places to local industry and public, through the efforts of various organizers, it also provides branding upgrade consultation services and business matchings for SMEs. Every year merchants are invited to attend and this can provide opportunities for local brands to further “go global”.

Looking forward, aligning with the national “Belt and Road” initiative and the development of the Guangdong, Hong Kong and Macao Greater Bay Area, Macao will continue to take advantage of its role as “One Center, One Platform” and to add in exhibitions more elements relating to “Belt and Road” and Portuguese-speaking countries as well as to introduce more diversified conferences, strengthens regional cooperation, and work together with the MICE industry to create new achievements so as to jointly promote the sustainable development of the local MICE industry. As an exhibition of multi-services & functions, MFE highlights the collection of international franchise brands around the world, which will attract more international franchise brands and enterprises to use MFE as a trading platform and come to settle in Macao.





# 2018 澳門國際新創週

## 2018 Macau International Start-Up Week



### 展會簡介

澳門國際新創週是首個以創業者為主的展覽，希望為澳門青年創業搭建有效平臺，為創新產業發展孕育新優勢。讓創業者可在此展覽中尋找商機、拓展業務及與在場各企業創辦人交流經驗，有意創業者也可在此體驗創業需要的思維以及會遇到的挑戰。

2018 澳門國際新創週從校園分享、社區交流，到現場展會，時間為期一週。合共邀請超過數十位來自世界各地的演講嘉賓到場進行分享演講，而分享會主要圍繞導師分享、財務及法律分享、科技及數碼銷售分享、政府及社團分享四大主題；展覽亦邀請了超過 80 個來自兩岸四地的創業團隊和項目集中亮相，並邀請有實力的孵化器來澳作展示。

另外為吸引本澳青年的興趣，提高本澳年輕人的參與度，此次展覽更將「青年創業創新大賽」設於展覽現場舉辦，以及新增「博企 --- 青創成長計劃」，讓澳門青創擁有更為廣闊的市場，也讓灣區青創有機會與大型酒店項目建立商業往來，務求為青年創業者提供良好的創業氛圍。

### 主辦機構

青年創業創新培育籌備委員會，於 2015 年 12 月成立，由六個本澳活躍於青年創業創新培訓及活動的青年社團及機構所組成。包括：澳門青年企業家協會、中國銀行澳門分行青年協會、澳門中華新青年協會、澳門中華學生聯合總會、澳門中華青年展志協進會及澳門生產力暨科技轉移中心。過去曾連續與澳門特區政府經濟局及教育局，共同合辦「青年創業創新培育計劃」及「全澳青年創業創新大賽」。

### About the Event

Macau International Start-Up Week 2018 is the first Macau's entrepreneur-based exhibition. The objective of our exhibition is to provide a platform to local youth, to develop a new trend for industrial innovation, to offer entrepreneurs opportunities for business growth and exchanging own experience. It also provides an opportunity for those who are interested in becoming an entrepreneur.

MIS Week 2018 had spent a week with high schools and local communities to share experience and communication before the start of the exhibition. A number of speakers around the world were invited to share experience with focus made on four major areas: financial and law, technology and digital sales, government, and communities. MIS Week 2018 had also invited over 80 start-up companies and projects to participate and displaying of potential incubators.

In addition, the 「青年創業創新大賽」was also held in order to attract and promote local youth's interest and involvement in startup industry. Moreover the “Gaming Enterprise Youth Innovation Growth Plan” was added for Macao youth industry to possess a bigger market as well as an opportunity for youth in the Greater Bay Area to establish business relationship with Macao large-scale hotels so as to provide a good entrepreneurial atmosphere for young entrepreneurs.

### Organizer

“Plano de Formação de Empreendedorismo e Criatividade da Juventud” was established in December 2015, consisting of 6 local youth societies and organizations, namely the “Macau Youth Entrepreneur Association”, “BOC Macau Branch Youth Association”, “Macao New Chinese Youth Association”, “General Association of Chinese Students of Macau”, “Associação para a Promoção das Aspirações da Juventude Chinesa de Macao” and the “Macau Productivity and Technology Transfer Center”. In the recent years, we have co-organized the 「青年創業創新培育計劃」及「全澳青年創業創新大賽」jointly with both the Economic Bureau and the Education and Youth Affairs Bureau of Macao SAR government.





## 澳門首個「新創週」 打造灣區 Startup 平台



澳門國際新創週組委會 盧德忠 執行副主任  
MIS-Week Organizing Committee Lo Tak Chong Executive Vice Chairman

澳門國際新創週作為澳門首個以創業者為主的展覽，仍在發展階段，我們團隊經過兩年的堅持與努力，今次得到業界的認同，榮獲「創新展覽獎」此一獎項，這對我們來說喜出望外，同樣是極大的鼓勵和肯定。

為響應「大眾創業、萬眾創新」之國家戰略，契合澳門經濟發展之特點，積極為澳門青年創業搭建有效平臺，為創新產業發展孕育新優勢，有見及此，籌委會舉辦了這個有利於現階段本澳乃至大灣區青年進行創新創業的展覽。新創週經過兩年的發展，成效愈見理想，本澳青年通過和大灣區的青創人士交流，借鏡創業經驗之後，真正意識到自身對創業理論、創新能力的需求。今次的創新週還做出了一些新嘗試，開始營造一個平台，讓本澳和大灣區乃至世界各地的創企業結合，進一步加強雙方實力，助力年輕人創業，推動社會繼續進步。

隨著粵港澳大灣區發展規劃呼之欲出，澳門特區政府著力推動青創發展的濃厚氛圍下，未來我們將努力把澳門國際新創週打造成為屬於本地的創業創新標誌展會，搭建國際化資源對接平台，形成區域品牌項目，為澳門打造粵港澳大灣區 Startup 平台邁出堅實一步。

## Macao's First "Start-Up Week" Develop into Greater Bay Area's Start-Up Platform

As the first entrepreneur-based exhibition held in Macao, the "2018 Macao International Start-Up Week" is still in its development stage. After two years of persistent effort and hard work; our team being recognized by the industry is pleased to receive the "Innovative Exhibition Award" which is a surprise but is also a great encouragement and affirmation to us.

In response to the national strategy of "Entrepreneurship for public, Innovation for all" as well as to align with the characteristics of Macao's economic development, to actively develop an effective platform for Macao's youth entrepreneurship, to foster new advantages for the development of innovative industries; in view of all these, the Preparatory Committee has therefore organized this exhibition which is beneficial to the innovation and entrepreneurship of young people in Macao and the Greater Bay Area at this stage. After two years of development, the "Start-Up Week" has achieved better and better results. Through exchanges between entrepreneurs in Greater Bay Area, young people of

Macao can make references of their experience to truly realize their own needs for entrepreneurial theory and innovative ability. The exhibition has also made some new attempts through creating a platform to let Macao and the Greater Bay Area and even worldwide enterprises unite together and be further strengthened as well as to help young people start up their businesses and promote social progress.

With the development plan of the Guangdong, Hong Kong and Macao Greater Bay Area, the Macao SAR government is committed to promoting the development of youth entrepreneurship. In the future, we will strive to develop the "Macao International Start-Up Week" into a local entrepreneurial innovative exhibition and to create an international resources matching platform which can thus be established into a regional brand event, enabling Macao to take a solid step forward in developing a startup platform within the Guangdong, Hong Kong and Macao Greater Bay Area.





## 會議競投獎 Bid Convention Awards

第十五屆亞太神經化學學會會議  
15<sup>th</sup> Meeting of the Asian-Pacific Society for Neurochemistry

- 主辦機構 Organizer :  
澳門科技大學 藥學院 Macau University of Science and Technology, School of Pharmacy

MPEG 第 120 次國際會議  
MPEG 120

- 主辦機構 Organizer :  
國際標準化組織 International Organization for Standardization  
國際電工委員會 International Electrotechnical Commission  
國際電信聯盟 International Telecommunication Union  
澳門博覽集團有限公司 Macau Expo Group Limited

第十六屆亞洲 TEFL 國際會議  
The 16<sup>th</sup> Asia TEFL 1<sup>st</sup> MAAL & 6<sup>th</sup> HAAL 2018 International Conference

- 主辦機構 Organizer :  
亞洲英語教師協會 Asia TEFL  
香港應用語言學學會 Hong Kong Association for Applied Linguistics  
澳門應用語言學學會 Macau Association for Applied Linguistics  
澳門大學 The University of Macau  
澳門博覽集團有限公司 Macau Expo Group Limited



# 第十五屆亞太神經化學學會會議

## 15<sup>th</sup> Meeting of the Asian-Pacific Society for Neurochemistry



### 展會簡介

第 15 屆「亞太神經化學學會會議」於 2018 年 8 月 27 日至 29 日假澳門金沙城中心假日酒店成功召開。大會邀請了來自中國、德國、日本、韓國、新加坡、澳大利亞、馬來西亞、印度、泰國等 15 個國家共 91 位中外知名專家和學者擔任報告嘉賓，200 多名神經科學領域的科研人員和學生參加了本次會議。

本次會議的主題是討論基礎和臨床神經科學研究的最新發展，重點是「腦化學：整合心智」，包括神經退行性疾病、神經再生、神經可塑性等議題，開設了 12 個專題討論會、5 個青年研究者學術報告會和壁報展示。承辦機構還特別了邀請諾貝爾獎獲得者—德國馬克斯 - 普朗克研究所 Erwin Neher 教授作大會報告，為參會人員介紹了谷氨酸突觸點的短期突觸可塑性介導中樞神經系統資訊處理。

本次 APSN 會議獲得了國內外參會專家的充分肯定和高度評價，不僅加深了業內同行在學術專業上的交流，更促進了彼此之間的友誼，為所有參會嘉賓們留下一段充實美好的回憶。👏

### 主辦機構

澳門科技大學藥學院創建於 2016 年，是澳門特區政府唯一認可開辦藥學學士學位課程的藥學專門教育機構。學院致力於培養臨床藥師，藥劑師和藥學專業人才，更好的服務澳門市民的健康需求，促進澳門醫院臨床合理用藥及管理、高水準藥物科學研究、以及醫藥產業發展等各方面的進步。

學院將特別注重課程質量與特色，注重完善學生的知識結構和培養實際工作能力；大力發展研究生教育和學術研究，將人才培養與科學研究緊密相結合；鼓勵學生積極參加各種學術活動，包括大學常年開設的「科技大師講座」，使學生有機會聆聽中國科學院院士和中國工程院院士等眾多國內外著名學者分享其成功經驗與卓越成就，開闊視野及拓寬知識面。👏

### About the Event

The "15th Meeting of the Asian-Pacific Society for Neurochemistry" (APSN) was successfully held from 27-29 August 2018 at the Holiday Inn Macao Cotai Central. 91 renowned mainland and overseas scholars and specialists from 15 countries, i.e. China, Germany, Japan, Korea, Singapore, Australia, Malaysia, India, and Thailand were invited as guest speakers. Moreover, over 200 researchers and students in the field of neuroscience also participated in this conference.

The theme of this conference is to discuss the latest developments in basic and clinical neuroscience research, with a focus on "brain chemistry: integrating the mind", including topics such as neurodegenerative diseases, nerve regeneration, and neuroplasticity. Twelve symposia were held, five young researchers' academic reports and wall newspaper were presented. The co-organizer also specially invited the Nobel Prize winner, Professor Erwin Neher of the Max-Planck Institute of Germany, to give a report at the conference, introducing to the audience the information processing of the short-term synaptic plasticity of glutamate contact mediating with the central nervous system.

The APSN meeting this time was fully affirmed and highly appraised by experts at home and abroad. It had not only deepened exchanges between academic peers in their professions, but had also promoted friendship amongst them and left all participants very fond memories.👏

### Organizer

The School of Pharmacy of the Macau University of Science and Technology (M.U.S.T.) was established in 2016. It is the only faculty approved by the Macao SAR Government to offer a bachelor degree in pharmacy. The School of Pharmacy is dedicated to developing clinical pharmacists, pharmacists and pharmacy professional specialists to better serve the healthcare demand of Macao residents as well as to promote the improvement of rational clinical use and management of medicines in hospitals, conduct high-level research on drug science, and help to develop the pharmaceutical industry in all aspects.

The faculty highly concerns about the quality and characteristics of the curriculum with attention on improving students' knowledge structure and cultivating practical work ability; developing postgraduate education and academic research, and closely integrating talent training and scientific research; encouraging students to actively participate in various academic activities which include the regularly held "Mentors' Talk" so as to provide students with opportunities to listen to many famous scholars from mainland and abroad, such as the Chinese Academy of Sciences and Chinese Academy of Engineering, from which they can share their successful experiences and achievements to broaden students' horizons and knowledge.👏





## 倡聘任「澳門會議大使」 吸引更多國際高端會議來澳



澳門科技大學藥學院 朱依諄 講座教授 院長  
Macau University of Science and Technology, School of Pharmacy ZhuYi Zhun Dean and Chair Professor

作為高端的國際學術交流會議，APSN 會議首次競選成功在澳門舉辦，獲得「澳門會展嘉許獎 2018」之「會議競投獎」此項殊榮，這對我們來說只是一個開始。在上海復旦大學擔任院長期間時曾擔任過「上海會議大使」（由上海市政府任命），累積了一定經驗，來澳從事學術研究之後，非常喜歡小巧但是精緻的澳門，因此每次到外地參加會議交流，都會不遺餘力推廣澳門。

澳門正大力推動「會議為先」的發展策略，建議澳門政府參照上海做法，聘任一些各個行業在國際學術交流有一定往來經驗的人士擔任「澳門會議大使」。簡言之，即為一個城市招攬會議的專業人士。得益於「會議大使」的推動，近年來上海國際會議的數量不斷增加。相信這些「會議大使」在交流的同時，會在適當時機巧妙推廣澳門，提高澳門國際知名度，讓更多人了解澳門不只是一個博彩業發達的城市，完善的會展設施同樣非常適合國際會議落戶舉辦。

隨著澳門國際影響力的日益擴大，我們相信本地的軟實力和基礎設施，將有助更多大型國際會議競投落戶澳門。為澳門爭取更多國際優質會議，推動澳門會展業持續發展。

## Advocate for the "Macao Conference Ambassador" Attract More International High-End Conferences to Macao

As a high-end international academic exchange conference, the APSN conference was successfully held in Macao for the first time. Receiving the "Bid Convention Award" from the "Macao Convention and Exhibition Commendation Awards 2018" is a great honor and for us this is just the beginning. I was a "Conference Ambassador" when I was in Shanghai and had acquired certain experience. After coming to Macao for academic research, I really like this small but exquisite city - Macao. So every time when I travel abroad to attend conferences, I will take the chance to strongly promote Macao.

Macao is now heavily promoting the development strategy on "Priority to Conference". It is suggested that the Macao government, in light of Shanghai's practice, should recruit from different industries some experts who have certain experience in international academic exchange as "Conference Ambassadors". Simply speaking that is a professional who can bring in conferences to the

city. Thanks to the promotion of the "Conference Ambassador", the number of International Conferences in Shanghai has increased constantly in recent years. I believe that these "Conference Ambassadors" will promote Macao when making exchanges and this will enhance Macao's international reputation to let more people know that Macao is not just a city with a developed gaming industry. The well-established facilities of Macao are also very suitable for hosting international conferences.

With the increasing international influence of Macao, we believe that the local soft power and infrastructure will help to attract more large-scale international bidding conferences to select Macao. We will strive for more international quality conferences to settle in Macao and promote the sustainable development of Macao MICE industry.





# MPEG 第 120 次國際會議

## MPEG 120



### 展會簡介

MPEG 第 120 次國際會議獲國際會議協會（ICCA）認可，是首次在澳門舉行的國際性會議，且經過投票，澳門擊敗歐洲城市斯洛文尼亞首都盧比安納，再次取得了明年 MPEG 的主辦權。

MPEG 主要劃分為 MPEG-1、MPEG-2、MPEG-4、MPEG-7 及 MPEG-21 五個標準，大約每 2-3 個月舉行一次會議，每次會議約持續 5 天，在會議期間，新的建議和技術細節先在小組中討論，成熟後進入標準化的正式稽核程式。

「國際標準化組織 ISO/IEC MPEG 第 120 次國際會議」於 2018 年 10 月 21 至 27 日舉行。MPEG 是 ISO/IEC 的工作組，其任務是開發數字音頻和視頻及相關數據的編碼表示標準。自 1988 年成立以來，集團制定了標準，幫助行業為終端用戶提供更加愉悅的數字媒體體驗。多年來，開發了多項標準和技術組合，創造了數十億美元的價值。

### 主辦機構

澳門博覽集團有限公司是立足澳門，面向亞太的專業展覽公司和會展服務機構。

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

澳門博覽集團有限公司同時也是國際會議協會（ICCA）的公司成員，ICCA 是目前全球會議業界最具代表性的組織，擁有全球 80 多個國家，超過 850 個政府組織、會展相關公司、會展中心加入成為會員，ICCA 對會員的要求嚴謹，成為當前一員顯示公司的實力。

### About the Event

The 120th MPEG Meeting is an ICCA accredited event which was the first international conference held in Macao in 2017. After voting, Macao has once again won the right to hold the next MPEG meeting upon winning over Ljubljana the capital of Slovenia in Europe.

MPEG is mainly divided into five standards: MPEG-1, MPEG-2, MPEG-4, MPEG-7, and MPEG-21 and is held every 2-3 months with each meeting lasting for about 5 days. During the meeting, new recommendations and technical details will be discussed in session groups first, and when become matured then they will be proceeded to the formal standardized audit program.

The "MPEG 120th Meeting was held during 21-27 October 2017. MPEG is an ISO/IEC working group whose task is to develop coding representation standards for digital audio and video and related data. Since its inception in 1988, the Group has established standards to help the industry deliver a more enjoyable digital media experience for end users. Over the years, a number of standards and technology combinations have been developed that have created billions of US dollars in value.

### Organizer

Based in Macao and facing the Asia-Pacific region, Macau Expo Group Ltd. (MEG) is one of the leading conference and event specialist companies with over 15 years of rich experience serving in the MICE industry in Macao. Established in 2001, MEG's core business mainly involves in organizing conferences & exhibitions, coordinating events, advertising planning as well as project investment.

Possessing a team of MICE industry professionals, MEG is also a member of the International Congress and Convention Association (ICCA) which is the most representative organization in the global conference industry with more than 850 government organizations, exhibition-related companies and convention centers coming from over 80 countries. Being a member of ICCA indicates the strength of the company.





# 迎難而上獲肯定 MPEG 124 再接再厲



能夠獲得此獎項，我們團隊倍感榮幸。事實上，此次 MPEG120 是本團隊首次籌辦同主題活動，而承辦該國際會議對本團隊是個不小的挑戰。籌劃過程中我們遇到了許多意想不到的問題，最終一一克服得以解決。此次會議圓滿成功對團隊是極大的鼓舞，榮獲此獎項同時讓我們更有動力完善下一場會議，再接再厲。

MPEG 是行業領域內頂級國際會議，受國際協會（ICCA）認可，能夠成功競標並在澳門舉辦，彰顯了澳門在舉辦頂級國際會議的能力。在競投 MPEG120 時，我們對手是斯洛文尼亞的首都盧比安納，該城市坐落於歐洲靠地中海位置，地理上具得天獨厚的條件。但澳門最終在競投方面充分發揮了自身政策優勢，運用周邊便捷的交通運輸網，提升了競投的成功率，促成本次活動的落實。並再次爭取到了到下一屆 MPEG124 的主辦權。

隨著會展業的發展，內地舉辦會議的能力在逐漸加強且其市場愈加廣泛。面對這樣強有力的競爭對手，未來澳門應充分發揮自身長處與優勢。如：澳門的出入境政策利於舉辦國際性會議，大部分國家參會人員無需擔心簽證問題，如此一來，參會人數便有一定保障。與此同時，澳門配套設施的完善，如酒店房數量，及針對會議專業場地佈置都是舉辦國際會議的極大助力。希望澳門會展業能夠不斷提高其國際知名度，吸引更多國際性會議來澳舉辦。👏

澳門博覽集團有限公司 江世波 會議總監  
Macau Expo Group Limited Andrew Jiang Director, Professional Congress Organizer

# Affirmed by Overcoming Difficulties - Work Harder for MPEG 124

Our team is honored to receive this award. In fact, this MPEG120 is the first time for our team to organize same theme event, and hosting international conference is a big challenge for us. During the planning process, we encountered many unexpected problems, yet we were able to solve them one by one. The successful completion of this meeting was a great encouragement to the team while winning this award also gave us motivation to work harder for the next upcoming meeting.

MPEG is the top international conference in the industry and is recognized by the International Congress and Convention Association (ICCA). Having successfully bidden and hosted this conference in Macao demonstrated Macao's capability in hosting top international conferences. When bidding for MPEG120, our opponent is the capital of Slovenia – Ljubljana which is located near the Mediterranean in Europe. This city possesses unique favorable condition. However, Macao finally fully exerted its own advantages during the bidding process by making use of its convenient transportation network with surrounding regions

and had increased the success rate of bidding. Thus finally this had enabled the conference to settle in Macao as well as the hosting right of the next MPEG124 again.

With the development of the MICE industry, Mainland's ability to hold conferences is gradually strengthening and with markets becoming more extensive. In facing such a strong competitor, Macao should fully make use of its strengths and advantages in the future. For example, Macao's immigration policy is conducive to holding international conferences. Most overseas participants do not need to worry about visa issues. As a result, the number of participants will be guaranteed. At the same time, Macao's supporting facilities are very complete, such as number of hotel rooms, professional venue settings for meetings, etc. are very advantageous conditions for holding international conferences. It is hoped that Macao MICE industry can continue to enhance its international reputation and attract more international conferences to come and settle in Macao. 🙌





# 第十六屆亞洲 TEFL 國際會議

## The 16<sup>th</sup> Asia TEFL 1<sup>st</sup> MAAL & 6<sup>th</sup> HAAL 2018 International Conference



### 展會簡介

「第 16 屆亞洲英語教師協會國際研討會」於 2018 年 6 月 27 至 29 日假澳門大學順利舉行。會議期間共舉辦超過 600 場報告會，共設 18 個主題，內容涉及英語的各個方面，包括：英語教學的方式方法、實踐策略性問題，以及英語教學作為第二語言教學的目的等學術議題。

這一國際會議今次是首次在澳門舉行，以「改變全球化世界的英語教學：研究與實踐」為主題，吸引來自亞洲、歐洲及美洲等世界各地約 42 個國家和地區的大學教授、英語專業人士、中小學英語教師及出版機構人員等英語教學專家和學者參會。

「亞洲英語教師協會國際研討會」作為亞洲英語教師協會舉辦的大型國際學術會議，至今已舉辦第 16 屆，過往曾在北京、南京、首爾、日惹等城市舉行，有力推動亞洲外語教學與科研的發展，加強了全亞洲語言學與應用語言學界的教師、學者與同行間的學術交流。

### 主辦機構

澳門大學創辦於 1981 年，前身是私立東亞大學。經過 37 年的發展，已成為澳門本地區最優秀的唯一綜合性公立大學。澳門大學在 2018 年泰晤士高等教育 (Times Higher Education, THE) 世界大學排名前 400，在 2018 年亞太地區大學排名 62，全球最佳年輕大學排名 60。在 Quacquarelli Symonds (QS) 世界大學排名也節節上升，在 2019 年上升至 443 位。

澳門大學注重學術研究和科技創新，匯聚了各個學科的大師和高水平的研究團體，在科學和人文社科領域取得了重大的貢獻。根據國際論文資料庫 ISI Web of Science (WOS) 顯示，高端科研論文發表數目由 2008 年的 127 篇增至 2017 年的 1,342 篇，2017 年澳大論文獲引用近 17,246 次。

### About the Event

The “16th Asia TEFL International Conference” was successfully held on 27-29 June 2018 at the University of Macau. During the conference, more than 600 presentations were held, with a total of 18 main topics which covered all aspects of English, including ways and methods of teaching English, practising strategic issues, and the purpose of teaching English as a second language, etc. of such academic topics.

This international conference was held for the first time in Macao. With the theme of “English Language Teaching in the Changing Globalized World: Research and Praxis”, it had attracted English teaching experts and scholars, e.g. university professors, primary and secondary school English teachers, and publishers from about 42 countries and regions around the world, including Asia, Europe and the Americas to attend.

The “Asia TEFL International Conference” as a large-scale international academic conference organized by the Asian English Teachers Association, has been held for the 16th time and was previously held in Beijing, Nanjing, Seoul, Yogyakarta and other cities to promote foreign language teaching and research in Asia. The development has strengthened the academic exchanges between teachers, scholars and peers in the field of linguistics and applied linguistics in Asia.



### Organizer

The University of Macau (UM) was founded in 1981. Its predecessor was the private University of East Asia. Through 37 years of development, UM is now not only the best university, but also the only public comprehensive university, in Macao. UM is ranked among the top 400 in the Times Higher Education (THE) World University Rankings 2018, ranked 62nd in the THE Asia-Pacific University Rankings 2018, and 60th in the THE Young University Rankings. Its place in the Quacquarelli Symonds (QS) World University Rankings is also rising steadily to No 443 in 2019.

UM attaches great importance to academic research and innovation in science and technology. Many of the faculty members and researchers at the university are masters in their respective fields. Together, they have made significant contributions in the fields of science, humanities, and social sciences. According to statistics from the ISI Web of Science, the number of high-quality research papers published by UM members increased steadily from 127 in 2008 to 1,342 in 2017, with the citation frequency of UM-published papers reaching 17,246 in 2017.





## 展現辦會實力 打造國際會議良好口碑



澳門博覽集團有限公司 梁穎芷 項目經理  
Macau Expo Group Limited Isana Leong Project Manager

能夠獲得「澳門會展嘉許獎 2018」之「會議競投獎」的獎項，我們團隊感到十分榮幸。而本次會議的籌辦過程十分漫長，團隊遇到很多意想不到的阻滯，為團隊帶來有形及無形的壓力。在克服重重難關後本次國際會議能夠順利舉行，因而這個獎項對於我們來說不只是一個肯定，亦印正了我們一步步的成長。

澳門作為珠三角相對著重發展會議的地區，除了會議展覽外亦重點關注國際會議的競投，可稱為一項明智的藍海策略。得益於政府及業界的支持，協同軟硬件的配合，以致亞洲外語教學與科研領域中的頂級會議——「第十六屆亞洲 TEFL 會議」選擇落戶澳門。此次會議與會人數高達千人，其順利舉行令更多地區的潛在客戶見識到澳門舉辦國際會議方面的實力，為本澳在會議方面帶來優良的口碑，可視為澳門會展業步入國際化的一個良好的開端。

澳門在面對世界各地會議競投對手時，有著大灣區交通運輸體系、區位、出入境政策及政府支持等方面的優勢，這亦是我們今次競投成功的經驗。未來希望與業界共同努力，建議業界不防大膽考慮引入多元、益趣、互動性強，及文化藝術氣息濃厚的會議和展覽，促進澳門會展業多元化發展。👉

## Demonstrate Capability in Organizing Events and Build Up Good Reputation on International Conferences

Our team is very honored to receive the “Bid Convention Award” from the “Macao Convention and Exhibition Commendation Awards 2018”. The preparation process of this conference was very long, and the team had encountered many unexpected problems, bringing tangible and intangible pressure to the team. Nevertheless, we were able to overcome all the difficulties and held this international conference successfully. Therefore, this award is not only an affirmation for us, but is also a witness of our step-by-step growth.

Macao, as a city in the Pearl River Delta region which focuses relatively on conference development, in addition to conventions and exhibitions, attention is also paid to bidding of international conferences. This can be called a wise blue ocean strategy. Thanks to the support of the government and the industry, and the coordinating use of hardware and software, top conference in the field of foreign language teaching and research in Asia, i.e. even the “16th Asia TEFL International

Conference” chose to settle in Macao. The number of participants had reached as high as 1,000. The successful holding of this conference has enabled potential customers in other countries to see Macao's capability in organizing international conferences. This has brought a good reputation to Macao with regards to conferences and thus can be regarded as a good start for Macao MICE industry to become more internationalized.

Facing so many conference bidding opponents from all over the world, Macao has the advantages of the Greater Bay Area in terms of transportation, location, immigration policy and government support. This is also our experience in bidding successfully this time. In the future, we hope to work together with the industry and would suggest for industry peers to boldly introduce diversified, interesting, interactive, and cultural and artistic conferences and exhibitions so as to promote the diversified development of Macao MICE industry. 🍀







## 原創會展獎

### Original Convention and Exhibition Award

澳門通訊展

Communic Macau

- 主辦機構 Organizer :  
澳門電子商務協會 E-Commerce Association of Macau  
澳門高新科技產業商會 Macau High Technology Industry Chamber  
澳門電腦商會 Computer Chamber of Macau
- 承辦機構 Coordinator :  
中國澳門廣告展覽有限公司 China-Macao Resources Advertising & Exhibition Co., Ltd.



# 澳門通訊展 Communic Macau



## 展會簡介

澳門通訊展（Communic Macau Expo）於 2009 年創辦，是澳門唯一一個以通訊科技為主題的專業展覽，展覽目的是展示最新的通訊設備及技術，凝聚鄰近地區的科技資源及精英網絡，網羅各地智慧城市建設、新興數字商業模式、電子商務創新應用、互聯網經濟連鎖加盟範籌等內容，打造有價值的合作平台，推動各地經濟合作發展。

澳門通訊展展商和專業買家均來自世界各地，歷年參加者來自地區企業分別有中國（含港澳台地區）、美國、韓國、日本、泰國、印度、菲律賓、波蘭、新加坡、馬來西亞及葡語系等 20 多個國家地區，買家和客商現場參觀採購，洽談配對，成為各國企業跨越國際交流的平臺。

展覽至今已成功舉辦十屆（每年一屆），主辦單位為澳門電子商務協會、澳門電腦商會和澳門高新科技產業商會，過往展會以：“雲端應用”、“智慧城

市”、“智能創新，區域合作”等不同主題，充分體現出澳門通訊展不斷努力帶動澳門科技發展與創新。展覽曾與“深圳電子行業協會”合作，設立深圳電子產品顯示區，從而將深圳高新科技電子產品透過澳門平臺發布並推廣。

除展覽以外，還舉辦不少專題講座、論壇、創新科技展示、同行業之間的專業觀眾交流等系列活動，促進了不少合作簽約，吸引眾多政府、企業及學術機構人士參與。

歷屆展會透過與主辦單位合作及定期換屆委任籌委會主席，今年藉著澳門通訊展十週年之際，特邀歷屆籌委會主席出席並向他們頒發「澳門通訊展十週年紀念狀」以示感謝為行業作出的貢獻及展會的付出。每年澳門通訊展皆得到澳門各大大學的會展專業團隊協助，同時也給予了他們一個很好的學習機會，培育了很多會展專業的人才。👉

## About the Event

Communic Macau Expo is the only professional exhibition based on the theme of communication technology in Macao. The purpose of this exhibition is to showcase the latest communication equipment and technology by gathering technology resources and elite networks in the neighboring regions and smart cities from all over the world. Urban construction, emerging digital business models, e-commerce innovation applications, internet economy chain franchise, etc. create a valuable platform to promote economic cooperation and business development.

In the very beginning, Communic Macau Expo started as B to B and B to C. Gradually, it became a B to B professional exhibition. Exhibitors and professional buyers came from more than 20 regions all over the world, including China, the USA, South Korea, Japan, Thailand, India, Philippines, Poland, Singapore, Malaysia, Hong Kong, Taiwan, and Portugal. Exhibitors purchase on-site, negotiate and engage in business matching, thus creating a platform for international business enterprises.

The exhibition has been held successfully for 10 consecutive years. Organizers are competent leaders in the areas of electronics, communications and high-tech industries of Macao. Past exhibitors include: “Cloud Application”, “Smart City”, “Mobile Networking”, “Intelligent Innovation”, “Regional Cooperation”,

and “E-Commerce”. Through various themes, Communic Macau Expo helps to promote the development of Macao's science and technology and innovation sector. Macau Communic also made a joint venture with the “Shenzhen Electronics Industry Association” to establish the Shenzhen Electronic Product Display Zone, which helped to promote Shenzhen electronic products through the Macao platform.

Finally, the conference also held a number of special lectures, signing ceremonies, innovative technology activities, professional audience exchanges between industries and other activities to attract more business people to participate.

Through the cooperation and rotation of the organizers as the chairman of the preparatory committee; this year, on the occasion of the 10th anniversary of Communic Macau Expo, the conference invited the Chairman of the Preparatory Committee to attend and honor the 10th Anniversary of Communic Macau Expo. Recognition and appreciation awards were awarded to outstanding committee members and participants. Every year the Communic Macau Expo collaborates with the professional exhibition team of major universities in Macao to provide future generations a prospective learning opportunity and comprehensive training for exceptional talents in the MICE industry. 🍷





## 走在時代風口十載 轉型升級再續航



中國澳門廣告展覽有限公司 畢志健 董事總經理  
China-Macao Resources Advertising & Exhibition Co., Ltd. Keyvin Bi Managing Director

澳門通訊展於 2009 年首度舉行，其時在帶動行業發展發揮了重要作用，十年來堅持與時俱進，內涵持續更新，取得的成效有目共睹，今次獲得業界鼓勵參與「澳門會展嘉許獎 2018」的競選，更喜獲「原創會展獎」此項殊榮，對「澳門通訊展」而言，是走過十年之後交出的一份圓滿的成績單，也是在新時代考驗下升級轉型的好時機。

通訊展多年來向觀眾提供了較為全面的新技術、新產品，對澳門未來的經濟發展，尤其通訊科技行業的發展與應用起到積極的作用。為了迎合時代的發展，通訊展由最初的零售展逐漸轉型為專業展，我們公司亦不斷創建國際客戶網絡，在推廣營銷過程突出此平台的國際能力，並且不斷完善各類配套服務，以滿足參展商及與會者拓展商機的需求。

然而，經過十年的發展和孕育，通訊展孵化了多個展會項目，亦日趨成熟。在科技日新月異的時代，我們作為走在時代風口的行業，無時無刻都是創新，未來「通訊展」會轉型升級再續航，保持緊貼時代的“科技創新”，推動行業及促進澳門經濟多元發展。🍊

## Walking in the Forefront for a Decade – Transform, Upgrade and Move on

Being held for the first time in 2009, the Communic Macau has played an important role in driving the development of the industry. Over the past decade, it has been advancing along with times and continuously updating its content with obvious results achieved. This year, being encouraged to participate in the “Macao Convention and Exhibition Commendation Awards 2018”, we were very delighted to receive the “Original Exhibition Award” which can serve as a successful report card for “Communic Macau” after going through ten years of effort. Besides, it is also a good opportunity under the trial of this new era for us to transform and upgrade.

Throughout the years, “Communic Macau” has provided audience with comprehensive new technologies and products and has played an active role in the future economic development of Macao, in particular for the communication technology industry. In order to align with the development of era, “Communic

Macau” has gradually transformed from initially a retail-oriented exhibition to a professional exhibition now. Our company has also been continuously establishing an international customer network, highlighting the international capabilities of this platform during the marketing process, and constantly improving various supporting services to meet the demand of both the exhibitors and participants who are seeking business opportunities.

Nevertheless, after ten years of development and cultivation, the “Communic Macau” has incubated several MICE projects and is becoming more and more matured. In this ever-changing world in technology, we are in a forefront industry of which we need to be innovative at all times. In the future, “Communic Macau” will be transformed, upgraded, and continue to move on as well as we need to keep abreast of “technological innovation” to promote the industry and to help in boosting the diversified economic development of Macao. 🍊







# 創意盛事獎

## Creative Event Award

2017 亞洲嘉年華  
2017 Asia Carnival

- 主辦機構 Organizer :  
澳門文化創意產業人才發展協會 Association for Talent Development in the Creative and Cultural Industries of Macao
- 承辦機構 Coordinator :  
南光文化創意產業有限公司 Nam Kwong Culture and Creativity Industry Co., Ltd.



# 2017 亞洲嘉年華

## 2017 Asia Carnival



### 展會簡介

「2017 亞洲嘉年華」於 2017 年 12 月 8 日至 2018 年 1 月 8 日假澳門觀光塔街舉行，沿襲以往「一年一主題」的模式，首次從中國內地引入「雙人展」。整個主題館開創了一種新的展覽範式——以展覽的形式承載情感體驗與一段心靈的旅程。內容設定如同一部樂譜，每一個節點都好似一個樂章，通過空間的營造與聲音、視覺一起構成其作品細節。

作為中國內地成功的文創情感體驗式展覽，主辦方通過將其引入澳門，並邀請本土文創機構或團體，根據本土文化及本地民眾喜好，調整策劃屬於澳門的「雙人展」。透過文化共鳴與創意「新碰撞」，促進中國內地與澳門文化創意產業的交流，為澳門青創、文創中小微企及自由創作人提供交流及商業化的平臺，在豐富居民文娛生活的同時，以獨特的展覽體驗吸引外地遊客，促進旅遊休閒業的發展。

### 承辦機構

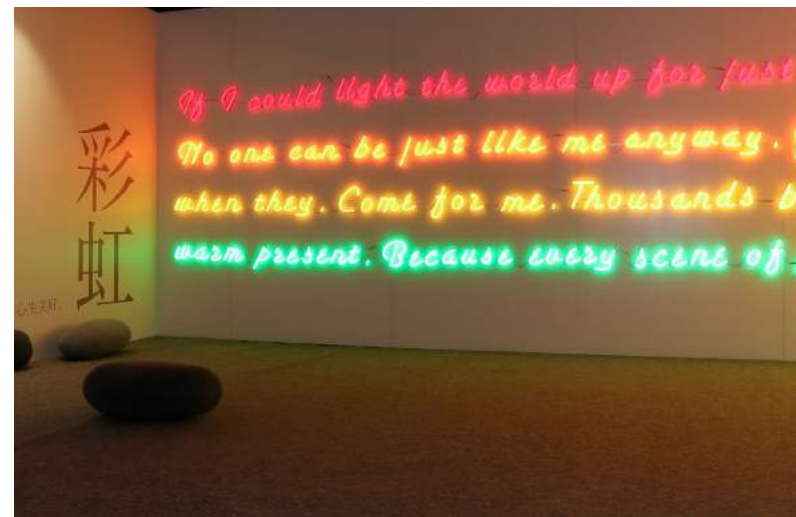
南光文化創意產業有限公司是在原南光國際會議展覽中心基礎上，將南光國際會議展覽有限公司、南光展覽工程有限公司、華澳國際會議展覽有限公司、南光（澳門）職業介紹所有限公司及其相關業務，於 2016 年 1 月重組成立的成為南光（集團）有限公司所屬二級公司（簡稱南光文創）。

南光文創的主要業務範圍包括文化創意產品研發、推廣和銷售、會議展覽推廣、承辦活動、賽事、廣告裝潢設計及製作、投資管理產業園、項目投資、人員培訓、技術服務等。以發展澳門會展業經濟為目標，大力推廣澳門會展品牌，在行業內大力扶持中小企業，與澳門會展業一起發展。

### About the Event

The “2017 Asia Carnival” was held along the street of the Macau Tower Convention & Entertainment Centre from 8 December 2017 to 8 January 2018. To align with the traditional mode of “One Year One Theme”, this was the first time in bringing in a duo exhibition. The entire theme of the pavilion has created a new exhibition paradigm, i.e. to provide an emotional experience and a spiritual journey for the soul in the form of an exhibition. The content is made up like music notes, and every node is like individual melody and through the creation of space, together with sound and vision to form the details of the work.

As a successful type of cultural and emotional experience exhibition in mainland China, the organizer was able to introduce it to Macao and had invited local culture & creativity associations and communities to participate. Taking into local culture and the favorites of local audience, the exhibition was modified to become a Macao belonging duo exhibition. By means of cultural resonance and collision of creativity, this can promote exchanges between the Chinese and Macao cultural and creative industries of which a commercial and exchange platform can be provided to the youth, micro, small & medium enterprises of the cultural and creative industry as well as freelancers. In addition to enriching general public's recreational life, foreign tourists can also be attracted by the unique experience of this exhibition such that the development of tourism and leisure industry can also be promoted.



### Coordinator

Nam Kwong Culture & Creativity Industry Co., Ltd was established in January 2016 based on the foundation of the Nam Kwong International Conference & Exhibition Centre through restructuring of related businesses of Nam Kwong International Conference & Exhibition Co., Ltd., Nam Kwong Exhibition Engineering Co. Ltd, CIEC (Macao) International Convention and Exhibition Co., Ltd. and Nam Kwong Employment Agency so as to become a second tier company under the Nam Kwong (Group) Co., Ltd.

The main business of Nam Kwong Culture & Creativity Industry Co., Ltd. includes cultural and creative product development, promotion and sales, conference and exhibition promotion, organizing MICE events and contests, advertising and decoration design and production, investment & management of industrial park, projects investment, HR training, technical services and so forth. With the objective in developing the economy of Macao's MICE industry, we will heavily involve in promoting Macao's convention and exhibition brands, strongly supporting small and medium-sized enterprises within the industry, and growing together with Macao MICE industry.



## 創新體驗 助推「盛事之都」



南光文化創意產業有限公司 王文強 助理總經理  
Nam Kwong Culture Creativity Industry Co., LTD Hugo Wang Assistant General Manager

非常榮幸能獲得本次「澳門會展嘉許獎 2018」之「創意盛事獎」，尤其是作為新增獎項的首次獲獎，我們倍感殊榮。作為南光集團下屬南光文化創意產業公司，自成立3年以來我們一直致力於堅持南光集團「用最好的回報社會」使命，積極參與促進澳門經濟產業多元化，做好會展和文創產業，為澳門會展文創業界做好表率。

正因為此，我們一直在努力尋找和開創一些新的創意項目，從國內外引入澳門，探究各種創新創意的項目模式落地及商業發展的可能性，於是就有了「亞洲嘉年華」這樣的項目。在澳門文創項目開拓不易，有了業界標杆「澳門會展嘉許獎」的肯定和鼓勵，我們會繼續努力開拓。

今次為期一個月的2017亞洲嘉年華，在美麗的海邊旅遊塔下吸引眾多遊客和澳門本地年輕人紛紛來參觀打卡，全新的沉浸式體驗展和互動式交流展的方式，都是國內非常潮流流行的原創商業主題展模式，不僅讓眾多參觀者體驗樂趣頗多，也給澳門本地文創業者實地考察學習舉一反三，親臨實地親身體驗這個大實驗室。社會各界人士及媒體及業界都給予我們本次活動充分的肯定，同時對於將來本地原創IP體驗展很好的做了一個拋磚引玉的作用。未來會繼續引進更多國內外優秀項目，為澳門年青創業者帶好頭。👏

## Innovative Experience Helps in Promoting the "Capital of Events"

We are very honored to receive the "Creative Event Award" of the "Macao Convention and Exhibition Commendation Awards 2018", especially being the first one to win in this newly added category. As a subsidiary of the Nam Kwong (Group), Nam Kwong Culture & Creativity Industry Co., Ltd has been committed to following the mission of Nam Kwong Group, i.e. "Using the best to reciprocate the society" since its establishment three years ago and has actively participated in promoting the diversification of Macao's economy, doing well in the MICE and cultural & creative industries so as to set a good example.

In view of this, we have been striving hard to source and create some new creative events from mainland and abroad to introduce to Macao, exploring the project models of various innovative ideas and the feasibility for commercial development, so here comes the event of the "2017 Asia Carnival". However, it is not easy to carry out cultural and creative events in Macao. Now with the

recognition and encouragement of the "Macao Convention and Exhibition Commendation Awards" as industry benchmark, we will continue to explore and bring in more creative and interesting events to Macao.

Held along the beautiful shore outside Macao Tower, the "2017 Asia Carnival" lasted for one month and had attracted many tourists and local young people. This new type of exhibition providing immersive experience and interactive exchanges is very popular in China. It does not only let visitors experience so much fun, but also gives local cultural & creative practitioners a chance for onsite learning and experiencing in person this big laboratory. Different sectors of the society, media, and industry peers have given us full recognition on this event; whereas at the same time we have done a good job for future original IP experience by introducing more amazing projects from mainland and overseas and this will bring a good start to young entrepreneurs in Macao. 🍀





# 鳴謝 Acknowledgements

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## 支持單位 Supporting Organizations :

澳門基金會 Macao Foundation

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

澳門旅遊局 Macao Government Tourism Office

澳門中華總商會 Macao Chamber of Commerce

澳門經濟學會 Macau Economic Association

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

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

## 協辦單位 Co-organizers :

澳門展貿協會 Macau Fair & Trade Association

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

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

## 評審委員會成員 Members of Judging Panel :

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

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

澳門展貿協會副理事長兼任秘書長 鄧敏華 Ms. Flora Tang Macau Fair & Trade Association - Secretary General

澳門廣告商會副理事長 鍾靜儀 Ms. Jenny Chung The Association of Advertising Agents of Macau - Vice President

澳門會展產業聯合商會會長 胡錦漢 Mr. Harry Wu Macau Federal Commercial Association Of Convention & Exhibition Industry - President

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

澳門會議展覽業協會副理事長 汪爾達 Mr. David Vong Macao Convention & Exhibition Association - Vice President

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**澳門會展  
嘉許獎**

Macao Convention and Exhibition  
Commendation Awards 2018

2018





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