



澳門會展嘉許獎 2019

# 特刊

SPECIAL EDITION

澳門會議展覽業協會







# 序言 Preface

會展業是澳門發展最快的新興行業之一，也是特區政府實現經濟適度多元的支柱產業之一。隨著“一帶一路”建設深入推進和《粵港澳大灣區發展規劃綱要》正式出台，澳門會展業迎來了更多發展機遇。今年適逢是澳門回歸祖國20週年，受益於長期以來澳門會展相關軟硬件資源和經驗的不斷累積，以及特區政府的大力支持和推動下，澳門會展業進入了穩健且可持續性發展階段，今年8月還榮膺“最佳亞洲會議及展覽城市”。

澳門地方雖小，但擁有交通便利的優勢及世界級的酒店設施和服務，舉辦大型會議的能力可與世界上任何一個城市媲美。國際會議協會(ICC A)於最新發佈的《2018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，在全球城市排名第71位、亞太區域城市排名第17位。根據報告顯示，2018年共有39項在澳門舉行之國際協會會議活動獲ICC A認可，近三年會議數目繼續保持平穩，儘管2018年全球國際協會會議數目有所下調，但本澳仍維持相若成績，反映澳門於國際會議市場繼續保持競爭力。

此外，國際展覽業協會(UFI)日前公佈的《第15版亞洲貿易展覽會研究報告》中，2018年澳門共有27項B2B展覽獲UFI列入統計，估計展覽業收入接近5,540萬美元，淨銷售展覽面積較5年前上升約16%，由2014年的197,400平方米上升至2018年的228,750平方米。且隨著政府致力推動及會展業界保持積極合作，成功競投到2020年度“國際展覽業協會(UFI)亞太區會議”主辦權，這是繼2008年後該會再次在澳門舉辦。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2019」。

今屆嘉許獎續設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。本刊將詳細介紹每個獲獎項目，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！

基於前四屆良好反響，「澳門會展嘉許獎2019」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、亞洲展覽業協會聯盟等單位的支持；以及澳門展貿協會、澳門廣告商會、澳門會展產業聯合商會等協辦單位的鼎力協助，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！

20年同舟共濟，未來，願同舟之人繼續齊心戮力，腳步始終堅定，共同為澳門會展業提質提速發展作出積極貢獻，為澳門經濟實現適度多元發展加速、助力！

The convention and exhibition industry is one of the fastest growing emerging industries in Macao and is also one of the pillar industries for the SAR government to achieve moderate and diversified economy. Along with the construction of the “Belt and Road” initiative and the official launch of the “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”, Macao’s MICE industry has ushered with more development opportunities. This year also marks the 20<sup>th</sup> Anniversary of the Return of Macao to the Motherland. Under the strong support of the SAR government, Macao MICE industry is now at its stable stage with sustainable development. In this August, Macao was presented with the “Best MICE City-Asia” Award.

In spite of a small city, Macao has the advantages of convenient transportation and world-class hotel facilities and services. The ability to hold large conferences is comparable to that of any city in the world. According the International Meetings Market 2018 Report released by the International Congress and Convention Association (ICC A), a number of evaluation results on Macao have once again been affirmed, enabling Macao to rank at the 17<sup>th</sup> and 71<sup>st</sup> in the Asia Pacific and among global cities respectively. As stated in the report, a total of 39 international conferences that were held in Macao in 2018 were accredited by ICC A.

Furthermore, as published in the “Trade Fair Industry in Asia - 15<sup>th</sup> Edition” recently by the Global Association of the Exhibition Industry (UFI), a total of 27 Macao’s B2B exhibitions were included in the UFI statistics and it is estimated that revenue from the exhibition industry reached close to 55.4 million US dollars. With government’s efforts in promoting and industry’s active co-operation, Macao has successfully bidden the hosting of the “UFI – Asia Pacific Conference 2020” again in Macao after 2008.

Following the successful results of previous years, Macao Convention and Exhibition Association will continue to organize again the “Macao Convention and Exhibition Commendation Awards 2019” this year in order to affirm and commend Macao’s competent and promising convention and exhibition projects by uniting industry strength to jointly promote the development of Macao into an “international MICE city”.

The “Macao Convention and Exhibition Commendation Awards 2019” consists of six-award categories, namely the Brand Exhibition Award, Brand Convention Award, Innovative Exhibition Award, Bid Convention Award, Original Convention and Exhibition Award as well as the Creative Event Award to recognize the diversified content of MICE events. This special edition will introduce the award winners in details by inviting event organizers to share their experiences. Moreover, we would like to take this opportunity to pay tribute to all industry practitioners for their committed hard work and contributions.

The “Macao Convention and Exhibition Commendation Awards 2019” is honored to be supported by the Macao Foundation, Macao Trade and Investment Promotion Institute, Macao Government Tourism Office, Macao Chamber of Commerce, Macau Economic Association, China Convention and Exhibition Society, and Asian Federation of Exhibition & Convention Associations (AFECA) and co-organized by Macau Fair & Trade Association, the Association of Advertising Agents of Macau and Macau Federal Commercial Association of Convention & Exhibition Industry. We would like to express our heartfelt gratitude 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.

With 20 years of ceaseless effort and hard work paid, it is hoped that all industry peers will continue to contribute co-operatively as well as in assisting the moderate and diversified development of the Macao’s economy.





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澳門特別行政區政府

Macao SAR Government

中央人民政府駐澳門特別行政區聯絡辦公室

Liaison Office of the Central People's Government in the Macao SAR

##### 支持機構 Sponsor:

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Macao Trade and Investment Promotion Institute

##### 主辦機構 Organizer:

澳門會議展覽業協會

Macao Convention & Exhibition Association

##### 承辦機構 Coordinator:

活力澳門推廣週組織委員會

Dynamic Macao Promotion Week Organizing Committee

## 18 品牌展覽獎 Brand Exhibition Awards

### 第七屆澳門國際旅遊(產業)博覽會

#### 7<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

### 第十四屆亞太婚慶博覽

#### 14<sup>th</sup> Asian Wedding Celebration Expo 2019

##### 主辦機構 Organizer:

婚慶同業商會

Wedding Industry Commercial Association

### 澳門休閒科技展

#### 2018 MGS Entertainment Show

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Macau Gaming Equipment Manufacturers Association

## 32 品牌會議獎 Brand Convention Awards

### 2019 中國(澳門)傳統醫藥國際合作論壇

#### 2019 Traditional Medicine International Cooperation Forum

##### 主辦機構 Organizer:

中華人民共和國澳門特別行政區政府

Government of the Macao Special Administrative Region  
of the People's Republic of China

中華人民共和國國家中醫藥管理局

State Administration of Traditional Chinese Medicine  
of the People's Republic of China

##### 承辦機構 Coordinator:

粵澳合作中醫藥科技產業園

Traditional Chinese Medicine Science and Technology Industrial Park  
of Co-operation between Guangdong and Macao

### 世界旅遊經濟論壇·澳門2018

#### Global Tourism Economy Forum·Macao 2018

##### 主辦機構 Organizer:

世界旅遊經濟研究中心

Global Tourism Economy Research Centre



## 42 創新展覽獎 Innovative Exhibition Award

銀娛呈獻：Hello Kitty Hello Again

GEG presents: Hello Kitty Hello Again

承辦機構 Coordinator:

澳匯展覽有限公司

MACEXPO Exhibition Co. Ltd.

## 62 原創會展獎 Original Convention and Exhibition Awards

第三屆中國汽車及船舶用品(澳門)展覽會

2018 China (Macau) Automotive and  
Shipping Equipment Fair

主辦機構 Organizer:

南光國際會議展覽有限公司

Nam Kwong International Conference and Exhibition Co., Ltd.

澳門國際創新節

Macau International Innovation Festival

承辦機構 Coordinator:

中國澳門廣告展覽有限公司

China-Macao Resources Advertising & Exhibition Co., Ltd.

## 48 會議競投獎 Bid Convention Awards

第28屆國際人工智能聯合會議

The 28<sup>th</sup> International Joint Conference on  
Artificial Intelligence

主辦機構 Organizer:

澳門博覽集團有限公司

Macau Expo Group Limited

第二十二屆國際比較文學大會

The 22<sup>nd</sup> General Congress of ICLA

主辦機構 Organizer:

澳門博覽集團有限公司

Macau Expo Group Limited

康復國際亞太區會議 2019

Rehabilitation International Asia and  
Pacific Regional Conference 2019

主辦機構 Organizer:

澳門扶康會

Fuhong Society of Macau

## 72 創意盛事獎 Creative Event Awards

2018 澳門光影節

Macao Light Festival 2018

主辦機構 Organizer:

澳門特別行政區政府旅遊局

Macao Government Tourism Office

第八屆澳門購物節

The 8<sup>th</sup> Macau Shopping Festival

主辦機構 Organizer:

澳門國際品牌企業商會

Macao International Brand Enterprise Commercial Association

## 80 鳴謝 Acknowledgements





# 獲獎名單 The Awards

## 卓越會展大獎 Outstanding Exhibition Award

活力澳門推廣週

Dynamic Macao Business and Trade Fair

## 品牌展覽獎 Brand Exhibition Awards

第七屆澳門國際旅遊(產業)博覽會

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

澳門休閒科技展

2018 MGS Entertainment Show

第十四屆亞太婚慶博覽會

14<sup>th</sup> Asian Wedding Celebration Expo 2019

## 品牌會議獎 Brand Convention Awards

2019 中國(澳門)傳統醫藥國際合作論壇

2019 Traditional Medicine International Cooperation Forum

世界旅遊經濟論壇·澳門2018

Global Tourism Economy Forum·Macao 2018

## 創新展覽獎 Innovative Exhibition Award

銀娛呈獻: Hello Kitty Hello Again

GEG presents: Hello Kitty Hello Again



## **會議競投獎 Bid Convention Awards**

**康復國際亞太區會議 2019**

**Rehabilitation International Asia and Pacific Regional Conference 2019**

**第28屆國際人工智能聯合會議**

**The 28<sup>th</sup> International Joint Conference on Artificial Intelligence**

**第二十二屆國際比較文學大會**

**The 22<sup>nd</sup> General Congress of ICLA**

## **原創會展獎 Original Convention and Exhibition Awards**

**第三屆中國汽車及船舶用品(澳門)展覽會**

**2018 China (Macau) Automotive and Shipping Equipment Fair**

**澳門國際創新節**

**Macau International Innovation Festival**

## **創意盛事獎 Creative Event Awards**

**2018 澳門光影節**

**Macao Light Festival 2018**

**第八屆澳門購物節**

**The 8<sup>th</sup> Macau Shopping Festival**



# 會長獻辭

## Chairman's Message

會展業是推動澳門經濟適度多元發展的重要抓手之一，也是建設粵港澳大灣區的一大重點產業。中共中央、國務院印發的《粵港澳大灣區發展規劃綱要》明確指出：「以會議展覽及其他專業服務為重點，構建錯位發展、優勢互補、協作配套的現代服務業體系」，以及「支持澳門培育一批具有國際影響力的會議展覽品牌」。

與鄰近城市相比，澳門會展業起步雖較遲，但起點高，且發展迅速，在中央政府及特區政府支持，以及業界共同努力下，至今取得了亮麗成績。會議方面，2018年共有39項在澳門舉辦的國際會議獲國際會議協會(ICC)認可，在亞太地區及全球城市分別排名17及71位。

展覽方面，2018年澳門共有27項B2B展覽獲國際展覽業協會(UFI)列入統計，估計展覽業收入接近5,540萬美元，淨銷售展覽面積較5年前上升約16%。此外，澳門展覽市場錄得5.2%的升幅，升幅排名在亞太地區處前十位內，該增長百分率亦高於亞太區區域性平均增長的4.8%，反映澳門的展覽市場表現理想，相信隨著基礎設施建設的不斷完善及區域合作的持續深化，澳門會展業在未來將踏上新台階。

澳門會議展覽業協會主辦的「澳門會展嘉許獎」今年踏入第五屆，過往已頒發多個不同獎項予表現出色及具發展潛力的會展項目，而今屆有14個項目獲得嘉許，本人在此表示祝賀，並期望會展業界今後能培育更多優質的會展品牌，在大灣區，以至國際上發光發熱。

MICE industry is one of the important players in promoting the moderate and diversified development of Macao's economy and is also a key industry for the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. It is clearly stated in the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" issued by the Central Committee of the Communist Party of China and the State Council "to focus on conferences, exhibitions and other professional services to build a modern service system in relation to dislocation development, complementary advantages, and collaborative support as well as in cultivating a number of conference and exhibition brands with international influence."

Compared with neighboring cities, Macao's MICE industry started relatively late, but at a high starting point with rapid development. Under the support of both the Central and Macao SAR governments together with the joint efforts of the industry, remarkable results have been achieved. In terms of conferences, a total of 39 international conferences that were held in Macao in 2018 were accredited by the International Congress and Convention Association (ICCA), enabling Macao to rank at the 17<sup>th</sup> and 71<sup>st</sup> in the Asia Pacific and among global cities respectively.

With regards to exhibitions, a total of 27 Macao's B2B exhibitions were included in the statistics of the Global Association of the Exhibition Industry (UFI) in 2018. It is estimated that revenue from the exhibition industry reached close to US\$55.4 million, and the net sales of exhibition area is about 16% higher than 5 years ago. In addition, the Macao exhibition market recorded a 5.2% increase, ranking as one of the top ten in the Asia Pacific region. The growth rate is also higher than the regional average growth of 4.8% in the Asia Pacific region, reflecting the excellent performance of the Macao exhibition market. With the constant improvement of the infrastructural construction and continuous deepening of regional co-operation, Macao's convention and exhibition industry will certainly embark onto a new level in the future.

The annual Macao Convention and Exhibition Commendation Awards, organized by the Macao Convention and Exhibition Association, is entering its fifth year this time. During the past four years, a number of awards were presented to outstanding MICE events of different categories which were recognized as exceptional and with high potentiality. This year, a total of 14 events will be commended. I would like to take this opportunity to convey my sincere congratulations to all winners and hope that the MICE industry can cultivate more high-quality convention & exhibition brands in the future, make them shine in the Greater Bay Area and even internationally.



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

今年2月，《粵港澳大灣區發展規劃綱要》正式出台，為大灣區城市群的發展指明了方向。澳門會展業界應把握這一時機，主動參與粵港澳大灣區及「一帶一路」建設，更好地融入國家發展大局。

區域合作一直是會展業界的重要課題。近年來，同業們積極「走出去」拓展市場，探索新的合作模式，包括透過「一會展兩地」、「一程多站」及「巡迴辦展」等深化與灣區城市的合作，取得了不俗的成績，有的合作項目更在本次活動中獲得嘉許。

「立足澳門，服務灣區」是會展業界未來的發展趨勢，業界要善用「澳門所長」，提供「灣區所需」，可充分利用澳門的制度、軟硬件設施及服務國際化等自身優勢，以及進一步發揮「精準聯繫」的對接功能，從「+澳門」的角度出發，與不同城市開展如餐飲、特色金融、中醫藥和時尚服飾等主題和形式多樣的會展活動，共同推動會展業朝國際化、專業化、市場化及高端精品的方向邁進。

最後，祝賀14個獲得嘉許的會展項目，期望業界能把握粵港澳大灣區帶來的難得機遇，再接再厲，更上一層樓。



▲ 評審委員會 Judging Panel

The "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" was officially launched in February this year, providing a clear direction for the development of city cluster in the Greater Bay Area. The Macao convention and exhibition industry should seize this opportunity and take the initiative to participate in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area and the "Belt and Road" initiative to better integrate into the overall development of the country.

Regional cooperation has always been an important topic for the MICE industry. In recent years, the industry has been actively "going out" to expand the market and explore new modes of collaboration which includes strengthening co-operation with Greater Bay Area cities through "One Fair-Two Venues", "One Trip, Multi-Stops" and "Touring of Exhibitions" etc. of which have achieved satisfactory results. Some of the co-operative projects will even be commended in this year's Macao Convention and Exhibition Commendation Award.

"To base in Macao and serve in the Bay Area" is the future development trend of the Macao's MICE industry. The industry should make good use of "Macao's strength" and provide "the need for the Bay Area" through fully utilizing Macao's system, software and hardware facilities and internationalized services so as to further play the function of being a precise contact and to carry out from the perspective of "+Macao" various forms of exhibitions and activities in different cities based on themes like catering, featured finance, traditional Chinese medicine and fashion apparel to promote the MICE industry towards the direction of internationalization, specialization, marketization and high-end products.

Last but not the least, I would like to congratulate this year's 14 award-winners for their outstanding performances. I hope that the industry will be able to grasp the opportunities brought by the Guangdong, Hong Kong and Macao Greater Bay Area and continue to persist advancing onto a higher level.





**卓越會展大獎**

**Outstanding Exhibition Award**

**活力澳門推廣週**

**Dynamic Macao Business and Trade Fair**

▪ **指導機構 Organizer :**

**澳門特別行政區政府**

**Macao SAR Government**

**中央人民政府駐澳門特別行政區聯絡辦公室**

**Liaison Office of the Central People's Government in the Macao SAR**

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**Macao Convention & Exhibition Association**

**承辦機構 Coordinator :**

**活力澳門推廣週組織委員會**

**Dynamic Macao Promotion Week Organizing Committee**



# 活力澳門推廣週

## Dynamic Macao Business and Trade Fair



### 展會簡介

活力澳門推廣週是由澳門特別行政區政府、中央人民政府駐澳門特別行政區聯絡辦公室為指導機構，澳門貿易投資促進局為支持機構，澳門會議展覽業協會主辦，澳門特別行政區政府經濟局、澳門特別行政區政府旅遊局、中國-葡語國家經貿合作論壇（澳門）常設秘書處等機構協辦，活力澳門推廣週組織委員會承辦的大型綜合性商業貿易展覽。活力澳門推廣週作為會展平台積極推進澳門“一中心，一平台，一基地”建設，即世界旅遊休閒中心、中國與葡語國家商貿合作服務平台和以中華文化為主流、多元文化共存的交流合作基地，促進澳門與內地實現優勢互補及經濟發展的深度融合。

自2009年5月起，“活力澳門推廣週”在上海、重慶、北京、河南鄭州、吉林長春、江蘇南京、福建福州、廣西南寧、安徽合肥、內蒙古呼和浩特、湖北武漢、山東濟南、貴州貴陽、陝西西安、浙江杭州、四川成都、遼寧瀋陽、湖南長沙、山西太原、江西南昌、廣東江門、雲南昆明、福建廈門、廣東深圳、福建泉州、海南海口、天津、廣東肇慶、廣東廣州及江蘇常州等城市進行了31站巡迴展覽。



## About the Event

Advised by the Macao SAR Government and the Liaison Office of the Central People's Government of the Macao Special Administrative Region, supported by the Macao Trade and Investment Promotion Institute, Dynamic Macao Business & Trade Fair (The Fair) is proudly organized by the Macao Convention & Exhibition Association, co-organized by the Macao Economic Bureau, Macao Government Tourism Office, Permanent Secretariat of Forum for Economic and Trade Co-Operation between China and Portuguese-Speaking Countries (Macao) and coordinated by the Dynamic Macao Promotion Week Organizing Committee. The Fair serves as a MICE platform to promote Macao as "One Centre, One Platform and One Base" (a world centre of tourism and leisure, a commercial and trade co-operation service platform between China and Portuguese-speaking countries, and a base for exchange and co-operation

where Chinese culture is the mainstream and diverse cultures coexist), so as to facilitate developments based on mutual advantage and complementarity on economic development of Macao and mainland China

Since its inception in May 2009, The Fair has toured 31 stops in mainland China. It was successfully held in Shanghai, Chongqing, Beijing, Henan Zhengzhou, Jilin Changchun, Jiangsu Nanjing, Fujian Fuzhou, Guangxi Nanning, Anhui Hefei, Inner Mongolia Hohhot, Hubei Wuhan, Shandong Jinan, Guizhou Guiyang, Shannxi Xi'an, Zhejiang Hangzhou, Sichuan Chengdu, Liaoning Shenyang, Hunan Changsha, Shanxi Taiyuan, Jiangxi Nanchang, Guangdong Jiangmen, Yunnan Kunming, Fujian Xiamen, Guangdong Shenzhen, Fujian Quanzhou, Hainan Haikou, Fujian Fuzhou, Tianjin, Guangdong Zhaoqin, Guangdong Guangzhou and Jiangsu Changzhou.



## 打造中小企「走出去」戰略實施典範



2009年，在國際金融危機等不利因素影響下，環球經濟及本澳內在環境發生了變化，為本澳經濟發展帶來考驗。由時任經濟財政司司長譚伯源提出要幫助澳門中小企「走出去」理念，南光集團、派意市場推廣服務有限公司及澳門博覽集團有限公司作為牽頭企業，組辦了「活力澳門推廣週」。

活力澳門推廣週於內地城市巡迴展覽推廣以及舉辦商貿洽談會，不僅讓內地市民更深入、更全面地瞭解澳門多元經濟發展情況，更能近距離體驗澳門中西文化特點及城市活力，同時有效地推動了兩地經貿及文化交流，有利於本澳中小企業招展商貿網路，宣傳企業及產品品牌，為未來在內地市場發展業務建立良好基礎。



「活力澳門推廣週」今年剛好邁進第十個年頭，在這個重要的節點榮獲「卓越會展大獎」嘉許，對組委會而言是鼓勵亦是鞭策，「活力澳門推廣週」每一站的巡迴展覽之所以能夠取得成功，不僅是澳門政府同有關業界的共同努力，也離不開活動舉辦地各方面的大力支持。未來，將繼續致力於推動澳門中小企業與內地企業之交流與合作，透過「活力澳門推廣週」傳遞正能量-澳門是旅遊宜居之地、是多元經濟之城、是中葡商貿平台及世界活力之都。



## Creating a Model for SMEs to Expand Market in China

In 2009, under the influence of adverse factors such as the international financial crisis, the global economy and the internal environment of Macao underwent changes, which represented a test to the economic development of Macao. At that time, Tam Pak Yuen, then-Secretary for Economy and Finance, put forward the idea of helping Macao SMEs “go global”, so Nam Kwong (Group) Company Limited, Prime Marketing & Promotional Services Co., Ltd. and Macau Expo Group Limited, as lead enterprises, jointly organized the Dynamic Macao Business & Trade Fair.

The Fair has been conducting series of business matching seminars in different cities of mainland China, which has enabled mainland Chinese citizens to understand about Macao more comprehensively, experience the Chinese-Western blending cultures and the charm of the city more vividly, meanwhile effectively promotes economic cooperation and intercultural

communication between Macao and mainland China cities. The Fair is beneficial for Macao SMEs to expand the market in China and build the base to promote the enterprises and products.

The Fair marks its tenth anniversary this year. Winning the “Outstanding Exhibition Award” at this important moment serves as both an encouragement and a spur to the Organizing Committee. Its success at every stop does not only attributed to the joint efforts of the Macao SAR Government and the relevant industries, but also to the vigorous support of all parties in each stop. In the future, The Fair will continue to endeavour to promote the cooperation and collaboration between SMEs in Macao and mainland China, and to transmit positive messages to the World that Macao is a tourist-friendly, livable and diversify city, a Sino-Portuguese Trade Centre and a city of vitality.







## 品牌展覽獎

Brand Exhibition Awards

### 第七屆澳門國際旅遊(產業)博覽會

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

### 第十四屆亞太婚慶博覽

14<sup>th</sup> Asian Wedding Celebration Expo 2019

### 澳門休閒科技展

2018 MGS Entertainment Show

- **主辦機構 Organizer :**  
**澳門特別行政區政府旅遊局**  
**Macao Government Tourism Office**
- **主辦機構 Organizer :**  
**婚慶同業商會**  
**Wedding Industry Commercial Association**
- **主辦機構 Organizer :**  
**澳門娛樂設備廠商會**  
**Macau Gaming Equipment Manufacturers Association**

# 第七屆澳門國際旅遊(產業)博覽會

## 7<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”)已成功舉辦七屆,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22,000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 seven times. 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 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 seven years, the exhibition area has expanded from 6,300 m<sup>2</sup> to 22,000 m<sup>2</sup>.

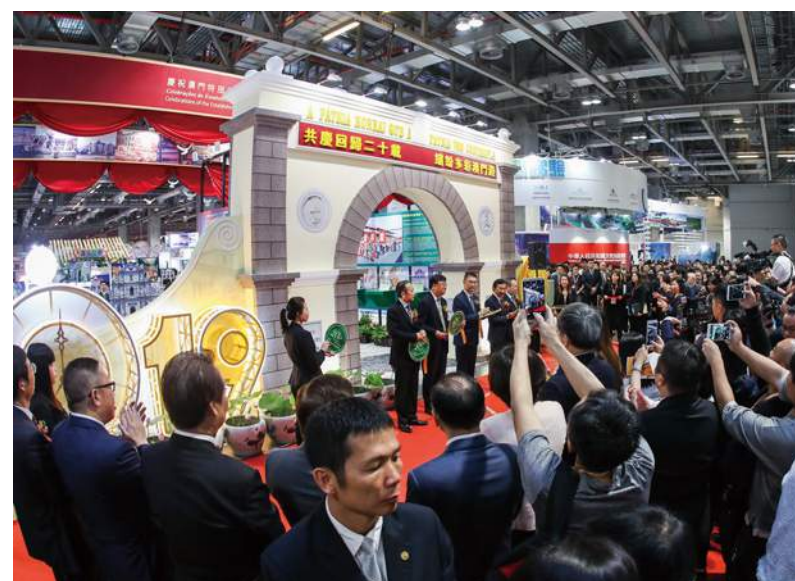
By virtue of exhibitions, to forge the Expo into a platform that fosters Macao's collaboration with our regional and international industry partners, creates business opportunities and moves other tourism-related industries forward. We are also dedicated to connecting and aligning industry operators 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.



# 會展帶動「旅遊+」產業融合發展



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

今年是“雙慶之年”，在這個別具意義的一年，第七屆澳門國際旅遊（產業）博覽會（下稱旅博會）進一步擴大規模，並圍繞澳門旅遊發展、“一帶一路”及粵港澳大灣區旅遊、中葡特色及澳門文創、美食與可持續發展等精彩內容展現澳門的優勢，同時提升商務配對效率，以發揮更大的作用和效益。旅博會再次獲得澳門會展嘉許獎的「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。

旅遊局自2016年首次主辦澳門國際旅遊（產業）博覽會，並由澳門旅行社協會承辦，通過政府及業界的聯動協作，為世界各地業者搭建有效的交流和推廣平台，進一步提升旅博會的專業層面，強化交流合作橋樑的紐帶作用。經過多年的培育和發展，旅博會無論在展館面積、參展單位、展位數量、參展及參會者涵蓋的國家和地區範圍等皆不斷擴大。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，通過旅遊搭台、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。

作為澳門年度國際性旅遊產業的交流和交易平台，旅博會着力發揮優勢，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。

旅博會經過長期的努力，已成為澳門旅遊業界的品牌盛事。未來，旅博會將進一步朝着「澳門品牌」年度國際旅遊展會的方向邁進，拓展跨界別、跨領域、跨地區的旅遊產業合作；將展會形式從傳統的靜態陳列轉向融商務洽談、展後旅遊、文化娛樂等於一體，吸引更多國際參展商，打造旅博會成為澳門品牌國際旅遊展會，激發會展行業和區域旅遊新活力，助力「世界旅遊休閒中心」的建設。



## Leverage conventions and exhibitions to foster integrated development of the “tourism+” industries

In this especially meaningful year of dual celebrations, the 7<sup>th</sup> Macao International Travel (Industry) Expo (hereinafter referred to as “MITE” or the “Expo”) took its scale to a new level and manifested Macao’s strengths by presenting a diverse program that covered tourism development in Macao, along the Belt and Road and across the Guangdong-Hong Kong-Macao Greater Bay Area, unique Sino-Portuguese elements, local cultural and creative industries, gastronomy and sustainable development among other topics. The event strived to facilitate productive business matching for a greater impact and result. The Expo was once again presented the “Brand Exhibition Award” by the Macao Convention and Exhibition Commendation Awards, which bestowed great affirmation and encouragement for our efforts, propelling the Expo to keep moving forward.

The Macao International Travel (Industry) Expo was organized by the Macao Government Tourism Office and coordinated by the Macau Travel Agency Association for the first time in 2016. The collaboration between the government and the industry has led to an effective exchange and promotion platform for industry professionals from around the world, further enhancing the professionalism of MITE and strengthening its role as a bridge for exchange and cooperation. Following years of development, MITE has increasingly expanded in terms of exhibition area, line-up of exhibitors, number of booths, as well as the spectrum of countries and regions where industry delegates and exhibitors came from. By organizing the Expo, 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 Macao’s annual exchange and trading platform for the international tourism industry, MITE endeavors to radiate its strengths and manifest three major functions—exhibition, trade and business negotiation. Tourism organizations and enterprises at home and abroad are invited to showcase a variety of tourism

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

After years of strenuous efforts, the Expo has burgeoned into a signature mega event for Macao’s travel trade. In the days ahead, the Expo will keep moving toward becoming Macao’s annual international travel fair brand, dedicated to expanding tourism cooperation across sectors, fields and regions. The form of the exhibition will be transformed from traditional static display to an integration of business negotiation, post-exhibition tours, culture and entertainment, thus attracting more international exhibitors. We are committed to forging the Expo into Macao’s international travel fair brand that injects new vitality into the MICE industry and regional tourism, supporting Macao’s development into a world centre of tourism and leisure.





# 第十四屆亞太婚慶博覽

## 14<sup>th</sup> Asian Wedding Celebration Expo 2019



### 展會簡介

婚紗展覽在港澳地區也是常有的活動，主要目標為參展商提供銷售服務及產品的平台、且能提供優惠予參展商進行宣傳等的活動。「亞太婚慶博覽」針對澳門於亞太區的特點，以澳門作為平台，為婚慶及相關行業提供一個營銷、推廣及洽談業務的黃金機會。提供最新穎且國際化的婚慶產品、服務、規劃及優惠，資料既集中而又多樣化，可供情侶們選擇及比較。同時亦團結業界，推動本澳及鄰近亞太地區的婚慶業相互合作，建立長久的夥伴關係。冀望能成為業界一個獨一無二的平台，以高質量的宣傳及服務令本次展會成為集旅遊、婚紗攝影、禮品展銷、產業發展以及同業會議於一體的大型盛會。

「亞太婚慶博覽」經過過往十四屆的精心經營，已經打造成為本澳優質的婚禮喜慶品牌展覽，歷屆都致力邀請亞洲各地及本澳知名頂尖的婚攝及婚慶企業參展，務求為一眾新人及情侶們等入場觀眾打造一個全方位的婚禮喜慶展覽。

### 主辦機構

婚慶同業商會成立於2013年，是一個非牟利團體。主要宗旨秉承愛國愛澳精神，為促進澳門婚慶行業的發展，弘揚本澳婚慶文化，以及加強與海內外婚慶業界的聯繫，建立國際橋樑。會員行業包括婚禮策劃、攝影、宴會、花卉、場地佈置等多個範疇。本會未來將努力團結業界專才，凝聚行業力量，打造成為提供專業婚慶服務及資訊的交流平台，促使婚慶行業邁向新時尚，從傳統婚慶元素中融合創新，加強同業的溝通及專業性，展示婚慶行業的多彩魅力。

## About the Event

Wedding gowns exhibitions are frequent activities being held in Hong Kong and Macao on a regular basis with main objectives of providing exhibitors a platform to sell services and products as well as offering discounts for advertising and promotion. The Asia Wedding Celebrations Expo (referred as AWCEXPO) focusing on Macao's characteristics in the Asia Pacific region, uses Macao as a platform to provide a golden opportunity for weddings and related industries to market, promote and negotiate business. Offering the latest, the most innovative and international wedding products, services, plans and offers with diversified and comprehensive information all available in the exhibition for ready-to-wed couples to choose and compare. At the same time, it provides an opportunity for industry to meet and unite together to promote industry cooperation between Macao and the neighboring Asia-Pacific region so as to establish long-term partnership. It is hoped that this Asia Wedding Celebrations Expo through high-quality of publicity and services can become a unique platform in the industry and eventually become a large-scale event integrating tourism, wedding photography, gifts & souvenirs sales, industrial development and industry conferences all together in one big event.

Being held for fourteen times with meticulous planning and execution, the Asia Wedding Celebrations Expo has been developed into a quality wedding and festive brand exhibition in Macao. Throughout the past years, top-notch wedding photographers and wedding companies from Asia and Macao were invited to participate in the expo. Our goal is to create a well-rounded wedding celebration exhibition for the audience, lovers and couples.

## Organizer

Founded in 2013, the Wedding Industry Commercial Association is a non-profit organization. Its mission is to uphold the spirit of patriotism and love of Macao, to promote the wedding industry development and wedding culture of Macao, and to bridge up relationship with local and overseas wedding industry practitioners. Members are from industries of wedding planning, photography, banquets, florists, venue setting, etc. and other

related fields. In the future, the association will strive to unite industry professionals and strength to become a platform for providing professional wedding services and information so as to impel the wedding industry towards a new and trendy direction through integrating innovative and traditional wedding elements to bring in new changes as well as strengthening communication and professionalism in the industry to manifest the fascinating and colorful charms of the wedding industry.





## 精心篩選參展品牌 打造優質展覽



婚慶同業商會 吳文慧 會長

Wedding Industry Commercial Association Ng Man Wai President

「亞太婚慶博覽」由2013年舉辦至今，已成功經營了十四屆。好榮幸是屆可以獲得澳門會議展覽業協會頒發的獎項，也感謝各位評審對是次展覽的肯定，我們會繼續努力，將「亞太婚慶博覽」打造成本澳優質婚禮喜慶品牌展覽。

每次舉辦婚慶展都希望進一步豐富及拓展，今屆除了比以往邀請更多本澳酒店參展外，更邀請了海外婚禮專門店首次參展，為嚮往旅行結婚的情侶們提供全面專業意見，並為大眾提供諮詢平台。「亞太婚慶博覽」的參展品牌均經過精心挑選，服務質素、專業意見及知識有保證，致力為入場觀眾提供婚禮所需的服務及產品，打造一個獨一無二，畢生難忘的婚禮。

澳門本土具有豐富的婚攝資源，例如：特式的建築景物、各有風格的旅遊酒店及教堂選擇。另外，周邊國家和地區的結婚需求亦不斷增長，為澳門婚慶產業帶來了更多的機遇，而「亞太婚慶博覽」舉辦以來已成功為過萬對情侶提供優質的婚慶服務。預計未來數年婚慶市場需求仍持續加強，因此我們對舉辦婚慶博覽抱著積極樂觀的態度。

而今次能獲得品牌展覽獎的殊榮，我們必定會再接再厲，不僅成為準新人籌備婚禮和搜羅婚慶資訊及優惠的首選，同時亦為亞太區婚慶及相關行業提供一個營銷、推廣及洽談業務的黃金機會。



## Selecting Exhibiting Brands and Building a High-Quality Expo

The Asian Wedding Celebration Expo has been held for 14 consecutive years since its inception in 2013. It is a great honor to receive the award from the Macao Convention & Exhibition Association. I would like to express my gratitude to the judges for their recognition of the exhibition. We will continue our efforts to make the Asian Wedding Celebration Expo a branded wedding celebration exhibition of the highest quality in Macao.

Every time we hold a wedding celebration expo, we hope to further enrich and expand upon the previous one. This year, in addition to inviting more local hotels to participate, we invited overseas wedding shops for the first time, which offered comprehensive professional advice to couples who wished to have a wedding tour and a consulting platform to the public. The participating brands at the Asian Wedding Celebration Expo are all carefully selected with guaranteed service quality, professional advice and expertise, and they are committed to giving visitors services and products required for the celebrations and creating unique and unforgettable weddings.

Macao is abundant in resources for pre-wedding photo shoots, such as special architectural scenes, tourist hotels of various styles and churches. In addition, the growing demand for marriage in neighboring countries and regions has brought more opportunities to the wedding celebration industry in Macao. Since its inception, the Asian Wedding Celebration Expo has successfully provided quality wedding services for over 10,000 couples. It is expected that the demand in the wedding celebration market will continue to grow in the next few years, so we are optimistic about the wedding celebration expo.

It is such an honor to be presented the Brand Exhibition Award this year that we will continue to exert ourselves in order to not only become the first choice for newlyweds to make preparations for their weddings and collect wedding celebration information and offers but also provide a precious opportunity for marketing, promotion and business negotiations for the wedding celebration and related industries in the Asia-Pacific region.



# 澳門休閒科技展

## 2018 MGS Entertainment Show



### 展會簡介

澳門休閒科技展2018主題為「創新&互動」，運用澳門獨有的地理優勢，在旅遊休閒娛樂方面串連沿途國家以及中國各個主要城市。展覽面積超過10,000平方米，活動吸引超過162間參展商，入場人次更達15,273，有來自超過54個國家的買家及貴賓共聚交流。為促進亞洲地區娛樂產業的交流，展會還設有專題論壇等系列活動。

澳門休閒科技展作為亞洲地區匯聚科技、遊戲、娛樂、度假、酒店以及相關產品和服務的「一站式」展會，以亞洲科技娛樂產業為依託，憑藉對亞洲尤其是澳門的博彩市場的獨特了解，在過去六年，澳門休閒科技展已經成為了亞太地區最先進、最創新的娛樂產品展會，亦是科技研發以及業界的重要社交平台。

### 主辦機構

澳門娛樂設備廠商會成立於2012年，是由125家科技和娛樂公司組成的非牟利機構。七年以來，商會致力於發展工業，持續貫徹澳門特區政府長期發展目標，將澳門營造成國際創新及科技中心。未來，澳門娛樂設備廠商會將憑藉自身實力，充分發揮綜合優勢，繼續推動和支持澳門特區的經濟發展，從而提升其在粵港澳大灣區中的作用和職能，並把澳門發展成為一個集娛樂、科技和全球旅遊於一體的國際城市。



## About the Event

Innovation & Interaction is the theme of the MGS Entertainment Show 2018 which utilizes Macao's unique geographical advantages to connect countries along the Belt and Road and major Chinese cities in terms of tourism, leisure and entertainment. With an area of more than 10,000 square meters, the exhibition attracted over 162 exhibitors and 15,273 attendants. Buyers and distinguished guests from more than 54 countries gathered together to share and communicate. In order to promote the exchange of entertainment industries in Asia, the exhibition also organized a series of special activities such as a thematic forum.

The MGS Entertainment Show is a one-stop exhibition for technologies, games, entertainment, resorts, hotels and related products and services in Asia. Relying on the technology and entertainment industries in Asia, and the unique understanding of Asia, especially the gambling market in Macao, the MGS Entertainment Show for the past six years has become the most advanced and most innovative exhibition of entertainment products in the Asia-Pacific region, and moreover an important social platform for technological R&D as well as the industries.

## Organizer

The Macau Gaming Equipment Manufacturers Association is a non-profit association founded on June 6, 2012. It was originally set up by a group of aspiring people who devoted themselves to establishing an emerging industry in Macao. Up to now, it has gradually developed into one of the emerging independent trading institutions with the most growth potential in the gaming equipment manufacturing industry not only in Macao and the Asia-Pacific region but also in the world.

As a trade association, the Macau Gaming Equipment Manufacturers Association is committed to promote the commercial development of its member enterprises and has established close cooperative relations with the Macao SAR government and its various departments. The Macau Gaming Equipment Manufacturers Association will continue to implement the proactive and outward-oriented initiatives to facilitate the long-term plan of the diversification of Macao's economy.





## 匯聚休閒科技 推動產業多元發展



澳門娛樂設備廠商會 陳捷 會長

Macau Gaming Equipment Manufacturers Association Jay Chun Chairman

自第一屆MGS舉辦至今，展會一直堅持創意創新理念，無論是展會內容還是展現方式每一處都展現了走在時代前端的戰略眼光。MGS從最初聚焦博彩到如今吸納科技、娛樂、文化、綜合度假村等一站式綜合性展會。今次能夠獲澳門會展嘉許獎的肯定，授予我們「品牌展覽獎」，感到光榮和鼓舞。

MGS作為亞洲首創的多元休閒展覽，一直致力於推動澳門成為世界旅遊休閒中心，為科技產品和相關娛樂產業搭建一個良好的商貿平台，為參展商尋求更多商機，推動其業務及整個行業向前發展。與此同時，MGS實現了展會+旅遊的展會模式，對於活躍本澳旅遊業具有一定的促進作用。一專多能的展會內容，除了吸引博彩企業參展外，加入了更多從事相關產業的參展商和訪客。

未來，MGS會根據時代的發展和本澳發展的實際需求，不斷調整展會的內容，爭取不落人後，敢為人先。當然，我們希望MGS能繼續為本澳經濟的多元發展和產業升級作出貢獻。我們會繼續堅守澳門經濟發展需要多元化的核心理念，並在推動澳門科技，文化，會展等多種產業發展中努力發揮關鍵作用。

## Entertainment Technologies Converged in Macao to Promote Diversified Industrial Development

Since the first MGS Entertainment Show, the exhibition has been adhering to the idea of creativity and innovation. No matter the content of the exhibition or the way of presentation, every part of the exhibition shows the strategic vision of progressing ahead of the curve. Evolving from the initial focus on gambling, MGS now becomes a one-stop comprehensive exhibition absorbing technology, entertainment, culture and integrated resorts. It is a great pleasure and encouragement to receive the recognition of Macao Convention and Exhibition Commendation Awards and to be granted the Brand Exhibition Award.

As the first diversified leisure exhibition in Asia, MGS is committed to promoting Macao to become a world center of tourism and leisure, providing a good trading platform for technology products and related entertainment industries, seeking more business opportunities for exhibitors, and driving forward the development of their businesses with the whole industry. In the meanwhile, MGS

has realized the exhibition mode of "Exhibition + Tourism", which plays a certain role in animating the tourism industry in Macao. The content of the exhibition is specialized in one field while possessing all-round abilities, which has attracted not only gambling enterprises but also more exhibitors and visitors engaged in related industries to participate in the exhibition.

In the future, MGS will constantly adjust the content of the exhibition according to the development of the times, the actual needs of the development of Macao, and strive to not fall behind while daring to be the first. Of course, we hope MGS can continue to make contributions to the diversified development and industrial upgrading of Macao's economy. We will continue to adhere to the core concept of economic diversification of Macao and play a key role in propelling the development of Macao's science, technology, culture, convention and exhibition and other industries.





## 品牌會議獎

Brand Convention Awards

**2019 中國(澳門)傳統醫藥國際合作論壇**  
2019 Traditional Medicine International Cooperation Forum (Macao China)

**世界旅遊經濟論壇 · 澳門2018**  
Global Tourism Economy Forum · Macao 2018



▪ **主辦機構 Organizer :**

**中華人民共和國澳門特別行政區政府**

**Government of the Macao Special Administrative Region of the People's Republic of China**

**中華人民共和國國家中醫藥管理局**

**State Administration of Traditional Chinese Medicine of the People's Republic of China**

▪ **承辦機構 Coordinator :**

**粵澳合作中醫藥科技產業園**

**Traditional Chinese Medicine Science and Technology Industrial Park of**

**Co-operation between Guangdong and Macao**

▪ **主辦機構 Organizer :**

**世界旅遊經濟研究中心**

**GLobal Tourism Economy Research Centre**

# 2019 中國(澳門)傳統醫藥國際合作論壇

## 2019 Traditional Medicine International Cooperation Forum (Macao China)



### 展會簡介

2019年，正值澳門回歸二十周年之際，為順應中醫藥產業化和國際化的發展趨勢和業界需求，推動國際間傳統醫藥產業向更高層次、更寬領域、更高水平融合發展，由澳門特別行政區政府和國家中醫藥管理局共同主辦、粵澳合作中醫藥科技產業園（下稱：產業園）承辦的第五屆「2019中國（澳門）傳統醫藥國際合作論壇」於2019年9月25日至26日在澳門順利舉行，論壇繼續為政府部門、科技機構、行業協會及企業等提供國際交流合作的機會和共融發展的平臺，並藉此契機，對以產業園為載體推動澳門中醫藥產業的發展成果做總結並展望未來發展計劃，作為迎接澳門回歸祖國二十周年、澳門培育新興產業的階段性成果展示之一。

此次論壇，來自中國內地、澳門、歐盟、東盟及葡語系國家和地區的傳統醫藥和大健康產業相關的政府部門、科研機構、行業協會、投融資機構、企業及專家代表約700人參會，圍繞“共享傳統醫藥成果 深化國際交流合作”主題，面對政策支持、發展機遇、技術研發、市場開拓、投融資等方向進行深入研討與交流，旨在推進粵港澳大灣區的生物醫藥特別是中醫藥產業共融發展，促進和深化國際交流合作，拓展海內外資源和發展機遇，為國內外傳統醫藥與健康產業搭建國際交流合作與服務貿易的優勢平台。本次論壇設置了投融資論壇、商貿對接會與科技成果對接會三大分論壇，論壇期間亦設立大健康版塊展示體驗區，重點展現產業園大健康產業示範項目的建設發展成果，並為參會嘉賓提供全新的健康生活體驗機會。



## About the Event

2019 marks the 20<sup>th</sup> anniversary of Macao's return to China. In meeting the development trend of the industrialization and internationalization of Traditional Chinese Medicine while responding to industrial demand, the "2019 Traditional Medicine International Cooperation Forum (Macao China)", co-hosted by the Government of the Macao Special Administrative Region and the State Administration of Traditional Chinese Medicine of the People's Republic of China, was successfully held by GMTCM Park for the fifth time from 25 to 26 September 2019 in The Venetian Macao to promote the development of the international Traditional Medicine industry to a higher level and in a broader scope. The Forum continued to provide opportunities for international exchange and cooperation, and a platform for government agencies, science and technology institutions, industrial associations and enterprises to discuss joint development. The Forum took this opportunity to present an overview of the past achievements made by GMTCM Park as a carrier in promoting the development of Traditional Chinese Medicine in Macao and at the same time, identify the way forward. The Forum was also part of the celebrations of the 20th anniversary of Macao's return to China and demonstrated Macao's phased achievements in cultivating emerging industries.

With the theme of "Sharing Achievements of Traditional Medicine, Deepening International Exchange and Cooperation", the Forum invited more than 700 participants from government agencies, science & technology institutions, industrial

associations, investment & financing agencies, enterprises and expert representatives related to Traditional Medicine and healthcare industries from mainland China, Macao, the European Union, ASEAN and Portuguese-speaking Countries. Attending guests discussed policy support, development opportunities, technology research and development, market expansion, and investment & financing, aiming to promote the inclusive development of biological medicine, in particular Traditional Chinese Medicine, in the Guangdong-Hong Kong-Macao Greater Bay Area, while facilitating and deepening international exchange, bilateral cooperation, resource expansion and development opportunities, thus building a favourable platform for international exchange, cooperation and trade services in the Traditional Medicine and health industries both at home and abroad. In addition, this Forum presented three sub-forums, comprising of a Business Matching Forum, Investment & Financing Forum and Scientific and Technological Achievements Sharing Forum. Moreover, the Forum also set up an area specially for healthcare exhibition and experience, focusing on displaying the achievements of demonstration projects of the healthcare industry and providing new opportunities for participants to experience a healthy way of life.





## 承辦機構

粵澳合作中醫藥科技產業園作為《粵澳合作框架協議》下首個落地項目，於2011年4月正式落地橫琴，由澳門和橫琴共同組建公司進行開發建設與運營管理。

產業園圍繞“國際級中醫藥質量控制基地”和“國際健康產業交流平台”兩個核心目標及打造“中醫藥產業和文化一帶一路的國際窗口”的優勢定位，將分階段實現“創新藥物與健康產品的研發與推廣集群”、“健康產業與文化推廣集群”、“健康技術與產品的國際交流與交易平台”的中長期目標。

2018年10月22日，習近平主席在視察產業園時指出，中醫藥學是中華文明的瑰寶。要深入發掘中醫藥寶庫中的精華，推進產學研一體化，推進中醫藥產業化、現代化，讓中醫藥走向世界。產業園將始終不忘初心，牢記使命，繼續圍繞園區的核心目標和發展定位，充分把握大灣區建設帶來的發展機遇和利好，在國家戰略方向的指引下，積極響應中央賦予澳門建設中醫藥科技產業發展平台的使命，為促進澳門經濟適度多元化發展創造更多有利條件和活力。



## Coordinator

The Traditional Chinese Medicine Science and Technology Industrial Park of Co-operation between Guangdong and Macao, as the first project implemented under the “Framework Agreement on Cooperation between Guangdong and Macao” and jointly developed and managed by companies established by Macao and Hengqin, was officially launched in Hengqin in April 2011.

The GMTCM Park builds on the two core goals consisting of developing an “international quality control base for traditional Chinese medicine” and an “international exchange platform for the health industry”, while positioning itself as an “international window for traditional Chinese medicine industry and culture of the Belt and Road” to realise the medium and long-term objectives of building a “R&D and promotion cluster for innovative medicine and healthcare products”, a “promotion cluster for the health industry and culture”, and an “international exchange and trading platform for healthcare technologies and products” in a phased manner.

On 22 October 2018, President of the People’s Republic of China, Xi Jinping, paid a visit to the GMTCM Park and pointed out that TCM is a treasure of the Chinese civilisation, adding that the GMTCM Park needs to further explore its essence, promote the integration of industries, universities and research institutes, and advance in TCM industrialisation and internationalisation, towards establishing TCM in the global market. The GMTCM Park has always committed to its original aspiration and stayed true to its mission, while maintaining focused on its core objectives and development orientation, to fully seize the development opportunities and benefits brought by the construction of the Greater Bay Area. Under the guidance of the national strategy, the GMTCM Park proactively responds to its mission entrusted by the Central Government to Macao to serve as a platform for development of the TCM science and technology industry, thereby creating more favourable conditions and vitality to promote an adequately diversified economic development in Macao.





# 世界旅遊經濟論壇・澳門2018

## Global Tourism Economy Forum • Macao 2018



### 展會簡介

「世界旅遊經濟論壇」(「論壇」)是以中國為焦點、致力推動全球旅遊可持續發展的國際平台。自2012年於澳門首辦至今,「論壇」充分利用澳門作為中國南方門戶的地理優勢、在亞洲地區的戰略位置,以及在區域旅遊經濟發展中的領導地位,擔當連接中國與世界各國政府及業界持份者的橋樑,開拓廣泛、具成效的旅遊推廣、投資和合作機會。

作為多功能的平台,「論壇」不單雲集各國旅遊及相關產業的政府官方領導、業界領袖、專家學者和相關行業夥伴,討論有關全球旅遊經濟面對的機遇和挑戰;更提供最佳條件,讓旅遊及相關行業持份者,探索和把握中國的國際和區域合作政策,通過商務配對及雙邊會議等活動,拓展業務,並締結廣泛和創新的合作夥伴關係。

### 世界旅遊經濟論壇承辦單位:世界旅遊經濟研究中心

「世界旅遊經濟研究中心」(「研究中心」或「中心」)於2011年在澳門成立,以響應世界各地對剖析及掌握亞洲旅遊業發展趨勢與局面的殷切需求。「研究中心」是一個獨立和非牟利國際組織。「中心」總部策略性地選址在粵港澳大灣區中心城市之一的澳門,是基於澳門立足於亞洲旅遊經濟發展的最前線,旅遊經濟蓬勃發展,國際競爭力不斷提升,全力朝著發展成為「世界旅遊休閒中心」的目標邁進。

「中心」把握澳門的獨特地利,緊貼亞洲旅遊發展趨勢,利用自身建立的調研及交流平台,跟各地政府相關部門和旅遊相關持份者分享亞洲旅遊發展,為世界帶來的正面影響。中心以獨有和開放的態度,定期綜合分析來自世界權威機構的研究報告及數據,為區域以至世界旅遊的可持續發展,提供前瞻性的參考意見及方案。



## About the Event

The Global Tourism Economy Forum (GTEF) is a leading international-exchange platform designed to promote the sustainable development of the global tourism industry with a focus on China. Established in 2012 and located in Macao, the southern gateway of China, the GTEF leverages Macao's strategic position in Asia and its prominent position in the region's burgeoning tourism economy to connect local and international governments and industry players to bring about wide-ranging and rewarding opportunities in tourism promotion, investment and cooperation.

As a multi-purpose platform, GTEF not only brings together governments, industry leaders, experts, and academics to elaborate on new ideas and challenges in the global tourism economy, it also provides an ideal environment for stakeholders to better understand and benefit from China's international and regional policies and to network and engage in business-matching and privately-scheduled meetings leading to new business partnerships.

## Coordinator of GTEF: GLobal Tourism Economy Research Centre

To meet the world's needs of analytical insight and research regarding the trends and situations in Asian tourism, the Global Tourism Economy Research Centre was established in Macao in 2011. As an independent, non-profit international research organization, the GTERC has a special purview on travel and tourism development in Asia. The Centre is strategically based in Macao, a key city in the Greater Bay Area, with a flourishing tourism industry that is boosting its international competitiveness to become a World Centre of Tourism and Leisure.

Its unique geographic location advantageously allows the Centre to closely follow Asia's latest developments in tourism and to use its research and exchange platforms to share ideas with governmental bodies and travel and tourism related stakeholders on how Asia's development will positively impact the globe. The Centre's progressive and unique approach to aggregating and analyzing research from global authoritative bodies seeks to deliver solutions and advance ideas that will lead to the sustainable development of travel and tourism, in the region and around the world.



## 展示旅遊變革實力 重塑澳門旅遊形象



世界旅遊經濟研究中心 何超瓊 主席

Global Tourism Economy Research Centre Pansy Ho Chairperson

世界旅遊經濟論壇 何超瓊 副主席兼秘書長

Global Tourism Economy Forum Pansy Ho Vice Chairman and Secretary-General

「世界旅遊經濟論壇」（簡稱「論壇」）再次獲澳門會議展覽業協會嘉許，本人及團隊非常感謝業界的廣泛認同及支持。2018年恰逢「中歐旅遊年」，第七屆「論壇」有效把握作為旅遊年的官方合作夥伴，以中國「一帶一路」倡議出發，就全球旅遊經濟議題及粵港澳大灣區機遇的關鍵，邀請歐盟為合作夥伴地區，以及廣東省為主賓省展開討論。

第七屆「論壇」以「新時代戰略夥伴 新動力互利共贏」為題，全面探討中國與歐盟在「2018中國—歐盟旅遊年」的戰略旅遊合作所產生的效益，以及重點探索粵港澳大灣區的龐大潛在機遇。「論壇」期間，舉行了多場高端對話、討論、雙邊會談、工作坊，以及多個合作項目簽署儀式，更促成了多家中歐旅遊企業的商務對接，締結合作關係。

「論壇」一直旨在聯繫中西，共享旅遊成果。通過合作落實旅遊發展，鞏固及優化澳門的旅遊資源，以推動區域旅遊業增長。旅遊發展的全方位升級，受益者從旅客擴展至整個目的地、社區和區域大眾。通過主辦世界旅遊經濟論壇，澳門展示自身旅遊變革轉型的實力。在澳門不僅會繼續投資，也繼續重塑旅遊產業的面貌。在國家政策支持下，澳門將積極融入粵港澳大灣區的發展，準備迎接新一輪增長；並跟鄰近地區分享我們的經驗，以推動跨領域合作，向全球展示我們的文化和遺產，凝聚澳門市民對國家和民族的自豪感。



## Demonstrating the Strength of Tourism Transformation Reshaping the Image of Macao Tourism

We are extremely grateful for the wide recognition from the industry and its continuous support to Global Tourism Economy Forum (GTEF). And we are very honoured to be recognized again, for the fourth year in a row, by the Macao Convention and Exhibition Association.

As an Official Partner of EU-China Tourism Year 2018 (ECTY 2018), GTEF celebrated the special tourism year in its seventh edition. Spearheading discussions about global tourism economy in the context of China's far-reaching Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area development, the seventh edition of GTEF brought in the European Union (EU) and Guangdong as Partner Region and Featured Chinese Province, respectively. Under the theme "Strategic Partnership in a New Era, Rising Momentum for a Shared Future", GTEF 2018 took a holistic approach to examine the impact of strategic tourism collaboration between the EU and China in the ECTY 2108, and the enormous latent opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area waiting to be explored. A wide range of activities varying from high-level panel discussions, bi-lateral

meetings, workshops, business matching, as well as signing ceremonies for collaborative agreements occurred during the Forum to stimulate partnerships between China and the European Union.

GTEF was founded upon the mission of connecting East-West tourism interests; through our collaboration, we are getting down to real business here, consolidating Macao's potential to become a tourism capital hub in fueling regional tourism growth. With the tourism development upgrades, tourists are not the only beneficiaries but the whole destination, the whole community and all its people. Through GTEF, I hope we have also showcased how Macao itself is another living proof of the transformational power of tourism. In Macao, not only have we continued to reinvest, but to reinvent. Blessed by our national policy, Macao is ready to take on another wave of development, as we continue to integrate into the Greater Bay Area framework, contributing our tourism experience to drive cross-industry collaboration with our neighbors, to share our culture and heritage with the world, and instill a sense of national pride among our people.





# 創新展覽獎

Innovative Exhibition Award

銀娛呈獻：Hello Kitty Hello Again

GEG presents: Hello Kitty Hello Again



· 承辦機構 Coordinator:  
澳匯展覽有限公司  
MACEXPO Exhibition Co. Ltd.

# 銀娛呈獻: Hello Kitty Hello Again

## GEG presents: Hello Kitty Hello Again



### 展會簡介

「銀娛呈獻：Hello Kitty Hello Again」是一個由主辦方「澳門國際盛事促進會」與授權方全球知名品牌「Sanrio」共同策劃的展覽，從現場展區設計及佈置、遊戲設計到周邊商品選擇等，都是由主辦方與授權方及日本團隊共同商討的成果。展覽以著名卡通人物Hello Kitty 誕生45周年為主題，Hello Kitty戴上別具紀念價值的花花紅眼鏡萌爆登場，設計靈感源自日本45週年主題展覽造型。

觀眾穿梭十個不同的「Hello Kitty世界」，重溫所有Hello Kitty身邊的經典元素，藉此喚起觀眾與Hello Kitty的共同回憶，為觀眾傳播更多的歡樂。是次展覽有別於過去純「拍照打卡」的觀展形式，加入多個創新的互動主題裝置及拍攝區，是澳門首個多媒體互動主題展覽，吸引本地市民、中國內地、香港、台灣、日本及韓國等國家和地區的旅客過50,000人次入場。

### 承辦機構

澳匯展覽有限公司(MACEXPO Exhibition Co. Ltd)承辦各類型專業展覽及主題展覽，服務全面而多元化，按客戶要求提供完善而優質的一站式展覽會統籌規劃、管理及執行服務、市場行銷推廣服務等，並一向秉承以實力取勝的服務宗旨。為適應澳門市場發展及拓展公司業務，實行強化會展業務，以促進會展與廣告業務的結合，務求精益求精，致力為客戶提供優質、專業的綜合性服務。



## About the Event

"GEG presents: Hello Kitty Hello Again" is an exhibition jointly organized by the organizer "Macau International Grand Event Promotion Association" and authorized party of the world famous brand "Sanrio". From design and layout of the exhibition, game design to the selection of peripheral products, etc. are the results of discussions between the organizer and the authorized party and the Japanese team. The theme of the exhibition is the 45th anniversary of the birth of the famous cartoon character - Hello Kitty. Hello Kitty wears a commemorative red-frame flowery eyeglasses, which is inspired by the theme of the 45<sup>th</sup> anniversary exhibition in Japan.

The audience shuttled to and fro among the ten different "Hello Kitty Worlds" and re-experienced all the classic elements of Hello Kitty, which evokes their collective memories on Hello Kitty and have brought them a joyful feeling. This exhibition is different from the traditional "photographing and tagging" exhibition format through creating a number of innovative and interactive theme zones and photo-taking zones, making it the first multimedia interactive theme exhibition in Macao. More than 50,000 visitors were attracted including local citizens, from Mainland China, Hong Kong, Taiwan, Japan as well as from South Korea to come and visit.



## Coordinator

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



## 多媒體創新互動 加強觀展體驗



澳匯展覽有限公司 盧德忠 董事總經理

MACEXPO Exhibition Co. Ltd. Lo Tak Chong Managing Director

十分感謝澳門會議展覽業協會給予「Hello Kitty Hello Again」的肯定，是次展覽能獲得「創新展覽獎」，除了感謝授權方的信任及支持，更少不了大眾同事的努力。Hello Kitty是全球知名度及熱度較高的IP角色，她陪伴著許多人走過童年時光，故我們選擇在暑期舉辦全新創作的「Hello Kitty Hello Again」大型互動展覽。

近年來，在澳門特區政府的重點培育下，澳門當地所舉辦的專業展覽及國際會議的數量獲得了顯著的增長，而授權展覽亦在澳門漸漸發展起來。我們自2016年起，先後舉辦了四次授權展覽，吸引了不少本澳市民及旅客購票入場觀展。經過近幾次舉辦授權展覽的經驗及數據支持，今次展覽特別增加打卡位及加入多媒體互動元素，深化觀眾的觀展體驗，令大家樂在其中。

根據數據顯示，有約40%旅客的訪澳目的是觀展，澳門是一個旅遊及會展元素很融合的城市，會展業界可以有效利用澳門每年訪澳旅客資源，吸引旅客觀展。而在近年舉辦授權展覽，對比部分亞洲城市，澳門的參展人數和消費力比較強，相比鄰近地區，澳門較有優勢，故希望創新的授權展覽能在澳門得到良好的發展，並且希望繼續能將本澳創新展覽帶出澳門，讓各地知道澳門也孕育著不少高品質的授權展覽，增加澳門展覽業的知名度。



## Multimedia Innovation and Interaction Improves Exhibition Experience

I would like to thank the Macao Convention & Exhibition Association for its recognition of “Hello Kitty Hello Again” which has won the “Innovative Exhibition Award”. Our appreciation goes to the licensors for their trust and support, and I would also love to thank our colleagues for their efforts. Hello Kitty is a globally recognized and popular IP character, who has accompanied many people through childhood, and hence we chose to hold a newly created large-scale interactive exhibition of “Hello Kitty Hello Again” during the summer.

In recent years, with the vigorous support of the Macao SAR Government, the number of professional exhibitions and international conferences held in Macao has risen sharply, and authorized exhibitions have gradually come to the fore in Macao. We have held four authorized exhibitions since 2016, attracting a great number of Macao residents and visitors. With the support of experience and data derived from the previous authorized exhibitions, this exhibition particularly hiked the number of must-visit places and added

multimedia interactive elements to enrich the experiences of the visitors, bringing them sheer joy.

According to the statistics, some 40% of the visitors to Macao tend to see exhibitions as Macao is a tourist city famous for exhibitions. The convention and exhibition industry can make good use of the visitor resources in Macao every year and attract visitors to the exhibitions. In terms of the authorized exhibitions held in Macao in recent years, compared with some other Asian cities, Macao boasts a larger number of participants with stronger purchasing power. Compared with its neighbouring regions, Macao also enjoys more advantages. Therefore, it is hoped that authorized innovative exhibitions can be well developed in Macao and that the innovative exhibitions in Macao can be brought to the outside world, so that the entire world can be aware of the fact that Macao also breeds a host of high-quality authorized exhibitions. In so doing, we can make Macao’s exhibition industry more visible.





## 會議競投獎

Bid Convention Awards

### 第28屆國際人工智能聯合會議

The 28<sup>th</sup> International Joint Conference on Artificial Intelligence

### 第二十二屆國際比較文學大會

The 22<sup>nd</sup> General Congress of ICLA

### 康復國際亞太區會議 2019

Rehabilitation International Asia and Pacific Regional Conference 2019



▪ **主辦機構 Organizer :**  
**澳門博覽集團有限公司**  
**Macau Expo Group Limited**

▪ **主辦機構 Organizer :**  
**澳門博覽集團有限公司**  
**Macau Expo Group Limited**

▪ **主辦機構 Organizer :**  
**澳門扶康會**  
**Fuhong Society of Macau**

# 第28屆國際人工智能聯合會議

## The 28<sup>th</sup> International Joint Conference on Artificial Intelligence



### 展會簡介

第28屆國際人工智能聯合會議 (IJCAI 2019) 於8月10至16日一連七天在澳門威尼斯人金光會展中心舉行，是繼2013年在北京舉辦後，第二次在中國舉行。IJCAI會議素有人工智能領域“奧林匹克”的美譽，是該領域最頂級的國際學術會議之一，本屆會議吸引約3,500名來自約50個國家及地區的人工智能研究人員及專家與會，共同探討人工智能的現狀與未來。

人工智能的愈趨重要及由此衍生的多個問題將成為今屆會議的一個重要議題。本屆會議設有47場工作坊、34個輔導報告、16場CEO論壇及40多場平行論壇，涉及AI的今天與未來、總結人工智能50年來的發展等不同議題，而今屆提交的論文數量有約4,700篇，當中有850篇已獲接受，為歷屆之最，顯示全球AI社區對IJCAI表現出前所未有的興趣。

今年適逢IJCAI建會50周年，在澳門舉辦可謂別具意義。除會議外，現場還設有面積約5,000平方米的B2B展覽，匯聚領先的科創企業，設有60多個標準展位，分為商品展示區及機器人展示區等區域，有數百個團隊前來展示各式

各樣的機器人，並且同期舉辦多場精彩紛呈的活動。而IJCAI會議的舉辦對澳門構建“智慧城市”，推進澳門在粵港澳大灣區科技創新走廊的發展具有積極意義。

### 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。以舉辦會議、展覽、活動組織及統籌、廣告宣傳策劃及投資為核心業務，具備豐富的會展及廣告宣傳的經驗。

澳門博覽集團有限公司同時也是國際會議協會 (ICCA) 的公司會員，ICCA是目前全球會議界最具代表性的組織，擁有來自全球80多個國家，超過850個的政府組織、會展相關公司、會展中心成為會員；ICCA對會員的要求嚴謹，成為當中的一員顯示公司實力。



## About the Event

The 28<sup>th</sup> International Joint Conference on Artificial Intelligence (IJCAI 2019) was held in the Cotai Expo of Venetian Macao from August 10 to 16 for seven days in a row. It is the second time in China since it was held in Beijing in 2013. The IJCAI conference, known as the "Olympic" in the field of artificial intelligence, is one of the top international academic conferences in this field. The conference attracted about 3,500 AI researchers and experts from about 50 countries and regions to attend the meeting to discuss the current situation and future of artificial intelligence.

The increasing importance of artificial intelligence and many problems derived from it will become a significant topic of this session. There will be 47 workshops, 34 coaching reports, 16 CEO forums and more than 40 parallel forums in this session, covering different topics such as the current and future of AI, summarizing the development of AI in the past 50 years, etc. However, there are about 4,700 papers submitted in this session, of which 850 have been accepted, reaching to its highest in history, showing the unprecedented interest from the global AI community.

This session is regarded as a significant event in Macao as it marks the 50<sup>th</sup> anniversary of the founding of IJCAI. In addition to the conference, there are also B2B exhibitions covering an area of about 5,000 square meters, gathering leading scientific and technological enterprises and more than 60 standard booths, which are divided into commodity exhibition area and robot exhibition area. Hundreds of teams come to show various kinds of robots. Many wonderful activities are held at the same time. And the IJCAI conference is a great step for Macao to build a 'smart city' and to promote itself in the development of science and technology innovation corridor in the Guangdong-Hong Kong-Macao Greater Bay Area.

## 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 17 years. Established in 2001, MEG's core business mainly involves in organizing conference and exhibitions, coordinating events, advertising 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.



## 創下會議多項新紀錄 與會者讚不絕口



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

「第28屆國際人工智能聯合會議」(IJCAI 2019)是澳門目前規模最大的計算機科技類學術會議，創下IJCAI多項新紀錄，包括：付費與會人數最多、分論壇數量最多、贊助費用最多、資助國際學生參會數量最多、以及頂級參會者最多。故今次能獲得「澳門會展嘉許獎2019」之「會議競投獎」，是對我們的認可和鼓舞。

會議競投期間，我們面對着許多其他強勁的對手，但通過發揮澳門的優惠政策，便利的簽證手續，過往舉辦國際會議的良好口碑和便利的交通，最終獲得舉辦資格。顯示澳門會議業經過幾年的發展，業界已具備競投頂級國際會議來澳舉行的能力，而從今次會議的舉辦情況來看，與會者對澳門籌辦會議能力讚不絕口，均認為澳門舉辦國際會議的軟硬件設施已達國際一流水平。

同時，今次會議成功舉辦對澳門亦別具意義，不僅提高澳門國際知名度，而且對澳門構建「智慧城市」，推進「廣州—深圳—香港—澳門」科技創新走廊的建設具有積極意義。

現時國家積極發展大灣區合作，在面對周邊城市會展業的崛起，澳門應在原有的優勢條件下，更應完善配套設備，以及不斷培養優秀的行業人員，我們未來會繼續嘗試與其他城市跨區域合作，創造更多可能性。



## Creating a Number of New Records and Winning Praises from Participants

The 28<sup>th</sup> International Joint Conference on Artificial Intelligence (IJCAI 2019) is now the largest academic conference on computer science in Macao, setting a number of new records in the history of IJCAI, including the largest number of paying participants, the largest number of sub-forums, the most sponsorship fees, the most funded participating international students, and the highest number of top participants. Therefore, the Bid Convention Award of the Macao Convention and Exhibition Commendation Awards 2019 is a recognition and encouragement to us.

During the bidding period, we were faced up with many competitive opponents, but in the end, we won the qualification to hold IJCAI 2019 through preferential policies of Macao, convenient visa procedures, the good reputation acquired from previous international conferences held in Macao, and convenient transportation. It shows that the convention industry in Macao has already had the ability to bid for holding top international conferences after years of development. It can be told from this year's conference that

the participants speak highly of Macao's capacity to organize conferences and that they think Macao's software and hardware facilities for international conferences have reached the world-class level.

Meanwhile, the successful convening of this year's conference is also of great significance to Macao. It has not only enhanced Macao's international reputation but is also conducive to building Macao into a smart city and promoting the construction of the Guangzhou-Shenzhen-Hong Kong-Macao Science and Technology Innovation Corridor.

At present, China is actively making efforts to develop cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area. In the face of the rise of the convention and exhibition industry in neighboring cities, Macao should improve its supporting equipment and continuously cultivate excellent industry personnel, while relying on its original advantages. In the future, we will continue our attempt to carry out cross-regional cooperation with other cities so as to create more possibilities.



# 第二十二屆國際比較文學大會

## The 22<sup>nd</sup> General Congress of ICLA



### 展會簡介

ICLA年會為三年一度的國際型“學術沙龍式”研討會，是一場比較文學領域的“奧運會”，至今已在亞洲、歐洲、美洲舉辦過21屆年會。旨在為促進國際比較文學領域的研究、交流與合作，搭建世界各國語言、文學與文化方面學術溝通的橋樑，成為推動世界比較文學事業發展的重要平台。

第二十二屆國際比較文學大會於澳門大學成功舉行。大會以“世界各地文學與比較文學的未來”為題，吸引逾1,200名專家學者共同就比較文學進行深入探討和交流。會議設有7場全體大會報告、15個分論壇、30多場圓桌會議及分組論壇，並邀請到多位比較文學領域的知名專家學者分享最新的研究成果。

是次“比較文學大會”分別在深圳及澳門兩地舉辦，體現了“一會兩地”的創新合作模式，對加強澳門與粵港澳大灣區合作起到良好的示範作用。

### 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。以舉辦會議、展覽、活動組織及統籌、廣告宣傳策劃及投資為核心業務，具備豐富的會展及廣告宣傳的經驗。

澳門博覽集團有限公司同時也是國際會議協會（ICCA）的公司會員，ICCA是目前全球會議界最具代表性的組織，擁有來自全球80多個國家，超過850個的政府組織、會展相關公司、會展中心成為會員；ICCA對會員的要求嚴謹，成為當中一員顯示公司實力。



## About the Event

ICLA conference is a three-year international "Academic Salon" seminar and an "Olympic Games" in the field of comparative literature. So far, it has been held 21 times in Asia, Europe and America. It aims to promote the research, exchange and cooperation in the field of international comparative literature, build a bridge of academic communication in the language, literature and culture of all countries in the world, and become an important platform for promoting the development of comparative literature in the world.

The 22<sup>nd</sup> General Congress of ICLA was successfully held at the University of Macau. Under the theme of Literature of the World and the Future of Comparative Literature, the conference attracted more than 1200 experts and scholars to conduct in-depth discussions and exchanges on comparative literature. 7 keynote speeches, 15 sessions, and more than 30 workshops in comparative literature are invited to share the latest researches.

The conference was held in Shenzhen and Macao respectively, which embodies the innovative cooperation mode of "one meeting and two places", and plays a good exemplary role in strengthening the cooperation between Macao and the Guangdong-Hong Kong-Macao Greater Bay Area.

## 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 17 years. Established in 2001, MEG's core business mainly involves in organizing conference and exhibitions, coordinating events, advertising 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.



## 開創「一會兩地」新模式



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

很榮幸能獲得本年度澳門會展嘉許獎的「會議競投獎」，因為本次會議除了在籌辦過程中遇到不少挑戰，會議期間還遇上颱風天，但經過團隊的一致努力最終都逐一解決，所以這個獎是對我們的一種肯定和鼓舞。

「第二十二屆國際比較文學大會」能夠競投成功且首次落戶在中國澳門，展現了澳門舉辦國際會議的實力。在面對其他會議競爭對手時，澳門充分發揮了作為「中葡平台」的作用和處於港珠澳大灣區的優勢，並聯合深圳大學共同舉辦本次會議，開創「一會兩地」的創新合作方式，對粵港澳大灣區的科技、文學及學術等方面的合作起到良好的示範作用。「2019國際比較文學學會執委會議暨國際比較文學高峰論壇」已於7月25至29日在深圳舉行。深圳和澳門在歷史、制度、社會文化形態也不同，卻因比較文學連結在一起，也為是次文學大會注入了特別的內涵和意義。

此外，「第二十二屆國際比較文學大會」亦是今年二月《粵港澳大灣區發展規劃綱要》發佈以來，首次以「一會兩地」形式舉行。未來，我們會在國家發展政策下，善用政策優勢，嘗試與不同區合作，進行多元化發展，開創新模式，為澳門會展業帶來更多的機會。



## Creating a New Pattern of Holding One Congress in Two Places at the Same Time

It is a great honor to receive the Bid Convention Award of this year's Macao Convention and Exhibition Commendation Awards. We encountered many challenges in the preparation of the congress, as well as a typhoon during the congress, but we finally overcame these challenges one by one with the concerted efforts of the team. Therefore, this award is a recognition and encouragement to us.

The fact that Macao successfully bade for the hosting of the XXII Congress of the ICLA for the first time demonstrates Macao's capacity to hold international conferences. In the face of other competitors, Macao fully played its role as a Commercial and Trade Cooperation Service Platform between China and Portuguese-speaking Countries and made good use of its advantages of being located in the Guangdong-Hong Kong-Macao Greater Bay Area. It held this congress together with Shenzhen University and created a new cooperation pattern of holding one congress in two places at the same

time, which played a positive role in demonstrating the cooperation of science, technology, literature, academic sector and so on in the Greater Bay Area. The ICLA Executive Council Meeting and International Comparative Literature Forum was held from July 25 to 29 in Shenzhen. Shenzhen and Macao have different historical, institutional and social cultural forms, but they are closely linked to each other due to comparative literature, which also endows the congress with a special connotation and meaning.

The XXII Congress of the ICLA is the first to be held in two places at the same time since the release of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area in February this year. In the future, in line with the national development policies, we will take full advantage of favorable policies and attempt to collaborate with different districts so as to promote diversified development, develop new patterns, and bring more opportunities to the convention and exhibition industry in Macao.



# 康復國際亞太區會議 2019

## Rehabilitation International Asia and Pacific Regional Conference 2019



### 展會簡介

是次會議的主題是「同心協力、構建融和、人人平等、共享發展」，康復國際亞太區會議2019已在6月26日、27日、28日澳門威尼斯人三樓宴會廳舉行，持續3日的會議除了15個專題演講之外，還有27個分題演講和《康復器材及輔具展覽》及《展能藝術展覽》，會議加兩個展覽總佔地10,495平方米。

而是次會議更匯集了1,300多位來自康復國際組織的會員及30多個國家/地區人士參與，本地及來自世界各地超過約250多位國際專家、從業人員、學者和研究人員等，來分享和商討關於殘疾、康復和社會共融的議題。與此同時，我們更邀請到來自世界衛生組織（WHO）及根據聯合國亞洲及太平洋經濟社會委員會（UNESCAP）等國際組織相關代表將出席會議及專題演講，和行政長官崔世安先生出席開幕典禮以作支持，而海迪主席及阿里巴巴公益基金會孫利軍理事長亦擔任了開幕主題演講的講者。

會議也得到各政府部門的支持及參與，當中社會文化司譚俊榮司長也參與了專題演講部分，另外，社會工作局副局長及教育暨青年局副局長亦各有專題演講，多個政府部門也派人員出席會議。教育暨青年局和高等教育局亦資助各校師生，鼓勵澳門師生參加是次會議。而主場館會議語言我們主要以英語進行，並提供中文同聲傳譯，以及即時速錄和國際手語。同時《康復器材及輔具展覽》亦同場舉行，共有71個商戶（來自內地、香港、澳門、台灣及日本等），84個展位參與，而《展能藝術展覽》，更有多達6,000人次的參觀以及展示超過450件殘疾人士的藝術成果。

### 主辦機構

澳門扶康會於2003年5月由一群志願人士創立，是一間非牟利之社會服務機構，致力為智障人士和精神康復者提供多元化服務，轄下現有13個服務單位，於2003年9月開辦的「澳門扶康會寶利中心」，專為輕至中度智障成人提供職業技能發展及就業服務；於2005年7月開辦的「澳門扶康會康盈中心」，專為中至重度智障成人以『生活經驗互動模式』提供訓練、課後和假期延展服務，以及家屬資源服務；於2007年7月開辦的「澳門扶康會怡樂軒」，在社區內提供精神復康外展支援服務及為社區作精神健康教育推廣；於2010年開辦的「澳門扶康會創藝工房」，為殘疾人士提供藝術訓練、推動及發展殘疾人士之文創產品及展能藝術發展；另分別於2012年、2015年、2016年，透過社會工作局第一期及第二期《殘疾人士就業發展資助計劃》的資助申請計劃下，成功開辦【心悅洗衣社會企業】、【喜悅市場社會企業】、【喜悅閣職訓售賣店社會企業】，更於2016年開辦【悅畔灣@南灣•雅文湖畔】社會企業、2017年開辦【悅畔灣@氹仔龍環葡韻】職訓售賣亭及【喜悅閣@旅遊塔站】社會企業，期望透過提供工作平台，創造殘疾人士就業機會，讓殘疾僱員能在受聘情況下參與工作，用自身努力積極融入社會；於2017年開辦的「澳門扶康會朗程軒」，是一所中度或以上程度男性智障人士院舍；於2017年開辦的「澳門扶康會寶翠中心」，是一所為殘疾人士提供職業訓練中心。於2018年開辦的【欣悅展能藝術工作室】，是一所提供展能藝術課程予不同障別人士及銷售殘疾人士文創產品。



## About the Event

The theme of the Conference is “Together, leaving no one behind, in disability inclusive and rights-based progress”. The Conference aims to share good practices and strategic actions among different societies, and discuss the impacts on policy formulation and implementation. The Conference is set in the context of global monitoring of the “Convention on the Rights of Persons with Disabilities”, implementation of the UN new sustainable development agenda, implementation of the Asia and Pacific Decade of Disabled Persons, and RI’s Strategic Goals. The three days Conference, including satellite sessions at rehabilitation facilities and thematic round-workshops. More than 1,300 participants from more than 30 rehabilitation international member states or regional participate in the conference. More than 250 local and international experts, practitioners, academics, and researchers has been gathered, to share and discuss the issues about disability, rehabilitation, and social inclusion. Promoting the rights and interests of people with disabilities and international assistance and cooperation. There are 15 panel speeches and 27 subthemes in three days. By sharing knowledge and experiences, local rehabilitation services will be more inspiring. During the conference, an exhibition of assistive devices for rehabilitation was held with more than 71 exhibitors and 84 booths in total. Alongside with rehabilitation and assistive technology device exhibition, an exhibition of arts and handicrafts of people with disabilities have also take place with more than 6,000 people visited and exhibited over four hundred and fifty’s artworks from Macao and Mainland China. Besides, there were also number of special workshops, which are rich in content and could be a pioneering work in the rehabilitation industry! This meeting is an international event and it is rarely seen to have this opportunity to be host in Macao. We hope to promote Macao as a dynamic city and contain diversity of experiences, from unique cultural heritage to countryside pursuits.

## Organizer

Founded by a group of volunteers in May 2003, the Fuhong Society of Macau is a nonprofit social service organization dedicated to provide diverse services for persons with intellectual disabilities and persons with mental illness in rehabilitation. At present, it operates 13 service units, including: “Fuhong Society of Macau Pou Lei Centre” established in September 2003 and specialized in the development of vocational training and employment service for people with mild and moderate intellectual disabilities; “Fuhong Society of Macau, Hong Ieng Centre”, established in July 2005 and specialized in the training for people with moderate and severe intellectual disabilities in the “Life Experience Interaction Model”, after-class and holiday extended care service and family resource service; “Fuhong Society of Macau Yee Lok Centre” established in July 2007 to provide extended supporting service for mental rehabilitation and promote mental health education in communities; and “Fuhong Society of Macau Creative Art House” established in 2010 to provide artistic training for people with disabilities, promote and develop the cultural and creative products of people with disabilities, and develop the arts with the disabled. Moreover, the organization successfully established the “Happy Laundry Social Enterprise”, “Happy Market Social Enterprise”, “Happy Corner Vocational Training Store Social Enterprise”, under Phase I and Phase II of the Social Welfare Bureau’s financial aid application program “Financial Aid Program for Employment Development of People with Disabilities” in 2012, 2015 and 2016 respectively. Moreover, it sets up the “Happy Shop @ Anim’ Arte Nam Van” social enterprise in 2016, “Happy Shop @ Taipa Houses Museum” vocational training booth and “Happy Corner @ Macau Tower” social enterprise in 2017, expecting to provide a work platform and create the job opportunities for people with disabilities, so that people with disabilities can be hired to work and actively integrate into the society with own efforts. In 2017, the organization established the “Fuhong Society of Macau Long Cheng Centre”, a centre for males with intellectual disabilities of moderate or severe level; and “Fuhong Society of Macau Pou Choi Centre”, a centre provides vocational training for people with disabilities. In 2018, it set up the “Happy Art Studio” to provide the courses related to the arts with the disabled for people with disabilities of different levels and sell the cultural and creative products made by people with disabilities.

## 迎難而上 開創復康議題國際會議範例



澳門扶康會會員大會 飛迪華 主席

General Assembly of Fuhong Society of Macau Fatima Ferreira President

康復國際亞太區會議於2019年舉辦，澳門扶康會前後籌辦了兩年多，得以成功舉辦及收到與會人員一致好評與讚賞，還榮獲澳門會展嘉許獎的「會議競投獎」，我們感到非常開心及驕傲。

康復國際亞太區會議停辦了17年之後在澳門舉辦，加上澳門扶康會之前從未舉辦過這麼大型的國際會議，而且康復議題類會議在澳門亦無範例可借鑒，這對我們來說挑戰就更大了，但熱情也更高。從硬件來說，澳門擁有世界級大型國際會議展覽場地，但在此前提下營造出無障礙的會議環境，我們花了很多功夫，務求讓每位與會者出席康復國際亞太區會議時自在、舒服，我們做到了。相信未來可為舉行同類型會議留下一個借鑒，即使不是康復議題的會議，亦應逐漸打造「無障礙」與會環境，為與會的殘疾人士提供便利舒適的條件，提高來澳與會體驗。

誠然，今次會議的成功離不開政府與社會各界的幫忙。會議不僅提供了交流經驗和信息的平台，為與會者衍生了持續性的成效，亦促進了社會共融發展。澳門正在努力打造「會展之都」，議題偏向於經貿、旅遊及文化教育較多，成功競投到康復國際亞太區會議2019在澳門舉辦正彰顯了展會種類逐漸多元化，亦彰顯澳門舉辦大型和高層次國際會議的能力和實力。



## A Groundbreaking Example of International Conference in Rehabilitation in Face of Challenges

In the future, it could be a reference for similar conferences. Even if they are not on rehabilitation, the barrier-free environment should also be gradually created to provide convenience and comfort for participants with disabilities and enhance their participation experience in Macao.

Admittedly, the success of this conference could not be achieved without the help of the Government and all participating parties. The conference has not only provided a platform for the exchange of experience and information, but also generated continuous results for participants and promoted integrated social development. Macao is striving to build itself into a convention and exhibition city, with topics tending to focus on economy, trade, tourism, culture and education. The successful bidding for the Rehabilitation International Asia & Pacific Regional Conference to be held in Macao in 2019 demonstrates gradually diversified exhibition types, in addition to the abilities and strengths of Macao to host large-scale and high-level international conferences.

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## 原創會展獎

Original Convention and Exhibition Awards

## 第三屆中國汽車及船舶用品(澳門)展覽會

2018 China (Macau) Automotive and Shipping Equipment Fair

## 澳門國際創新節

Macau International Innovation Festival



▪ **主辦機構 Organizer :**  
**南光國際會議展覽有限公司**  
Nam Kwong International Conference and Exhibition Co.,Ltd

▪ **承辦機構 Coordinator :**  
**中國澳門廣告展覽有限公司**  
China-Macao Resources Advertising & Exhibition Co., Ltd.

# 第三屆中國汽車及船舶用品(澳門)展覽會

## 2018 China (Macau) Automotive and Shipping Equipment Fair



### 展會簡介

由中華人民共和國商務部主辦，商務部外貿發展局承辦的第三屆中國汽車及船舶用品(澳門)展覽會秉承“融入壹帶壹路倡議 打造亞洲進出口平臺”的展會定位，依托國內外汽車用品行業和亞太巨大的潛在市場資源，借助展會經貿平臺，發揮“中國製造走出去”和“海外產品引進來”的新型外貿商業模式，匯聚品牌力量，帶動中小企業出口同時拓展進口貿易，有力推動中國汽車船舶用品及汽車改裝配件全面進入全球採購體系，與世界各國汽車船舶產業協調合作、互利共贏、共同發展進步！2018年，展會同期舉辦了兩場專業論壇和四場專業配對會，邀請了千余名來自國內外的專業採購商與參展企業進行現場精準配對。

### 主辦機構

南光國際會議展覽有限公司主營業務範圍包括會議展覽、大型活動、賽事的主承辦，廣告裝潢設計及製作，廣告代理及銷售等。

為貫徹中央關於“支持澳門建設世界旅遊休閒中心、中國與葡語國家商貿合作服務平台，促進澳門經濟適度多元可持續發展”的精神，在澳門特區政府

和中央有關部門的大力支持下，公司連續多年成功舉辦了中國（澳門）國際汽車進出口博覽會、中國（澳門）國際遊艇進出口博覽會和澳門公務航空展，並通過三展連袂形式，打造出了“濠江盛匯”的國際知名品牌，現已分別榮獲國際展覽業協會（UFI）認證。公司所承辦的“活力澳門推廣周”已在內地數十個城市舉辦，成為加強澳門與內地經貿文化交流的品牌展會。此外，公司還先後主承辦了第三屆國際基礎設施投資與建設高峰論壇、太湖世界文化論壇中醫藥發展高級別會議、太湖世界文化論壇第四屆年會、澳門傳統醫藥國際合作論壇、中國（澳門）汽車及船舶用品展覽會、香港國際汽車博覽會、中國葡語國家（瀋陽）商貿投資洽談會、澳門光影節等高端會議、展覽、節慶活動，取得了良好的經濟和社會效益。公司會展搭建團隊承接了多個大型會展搭建服務專案，其中因在2010年上海世博會澳門館搭建服務中的出色表現，獲得了國務院的表彰。

展望未來，在南光集團“根植澳門、聯接內地、拓展海外”發展戰略的指引下，南光會展將積極探索推動澳門會展業發展，積極參與澳門“一個中心、一個平台”建設，為企業自身做優做强做大和促進澳門經濟適度多元發展做出新的貢獻。



## About the Event

Organized by the Ministry of Commerce of the People's Republic of China, The 3<sup>rd</sup> China (Macao) Automotive and Shipping Equipment Fair hosted by the Foreign Trade Development Bureau of the Ministry of Commerce is adhering to the exhibition orientation of "Integrating the Belt and Road Initiative to Create an Asian Import and Export Platform", relying on the domestic and international automotive supplies industry. With the huge potential market resources of Asia-Pacific and the help of the exhibition economic and trade platform, the Fair will play a new foreign trade business model of "Made in China" and "Introduction of Overseas Products", gathering brand power, driving SME exports and expand import trade, and promoting Chinese cars and ship supplies, as well as helping car modification accessories enter the global procurement system in an all-round way to cooperate with the world's automobile and shipbuilding industry, which can accomplish mutual benefits, common development and progress. In 2019, two professional forums and four professional matching sessions were held, more than a thousand professional buyers from domestic and abroad markets were invited to match the scenes with exhibitors accurately.

## Organizer

The principal businesses of Nam Kwong International Exhibition Company Limited cover convention and exhibition, organization of activities and events, advertisement decoration design and production, advertising agency and sale.

Under the strong support of Macao SAR Government and the relevant departments of the Chinese government, it has held consecutively auto shows, Macau Yacht Fair and the Macau Business Aviation Exhibition, all to implement the spirit of "the China Government on Supporting the construction of the World Tourism and Leisure Center in Macao, as well as the construction of the Trade and Cooperation Platform for China and Portuguese-speaking Countries; which both to promote the all-round economy in a moderate and sustainable way". Moreover, Nam Kwong has created an internationally renowned brand of "China Macao Distinguished Gathering" through the three exhibitions, in turn the three exhibitions have been awarded the

three exhibitions, in turn the three exhibitions have been awarded the International Exhibition Industry Association (UFI) certification respectively. The "Dynamic Macao Business and Trade Fair" hosted by the company has been held in dozens of cities in Mainland China, becoming a brand exhibition to strengthen the communication of economic and cultural exchanges between Macao and the Mainland. In addition, the company has successfully hosted and organized high-end meetings, exhibitions and festivals such as the 3<sup>rd</sup> International Infrastructure Investment and Construction Summit Forum, the Taihu World Culture Forum High-level Conference on Chinese Medicine Development, the 4<sup>th</sup> Annual Meeting of the Taihu World Culture Forum, the Macau International Cooperation Forum on Traditional Medicine, and China (Macao) Automotive and Marine Products Exhibition, Hong Kong International Automobile Expo, China Portuguese-speaking Countries (Shenyang) Business Investment Conference, Macau Light and Shadow Festival and other high-end conferences, exhibitions, festivals. All these have achieved good economic and social benefits. The company's exhibition construction team has undertaken a number of large-scale exhibition and construction service projects, which won the commendation of the State Council for its outstanding performance in the construction of the Macao Pavilion at the 2010 Shanghai World Expo. Looking forward to the future, under the guidance of NamKwong Group's development strategy of "Being Rooted in Macao, Connecting the Mainland, and Expanding Oversea", Nam Kwong Exhibition will actively explore and promote the development of Macao's convention and exhibition industry, as well as participating in the construction of "one center and one platform" in Macao, and make contributions to the further development of the enterprise and the moderate and diverse economic development of Macao.



## 發揮優勢 增強經貿聯動效應



南光國際會議展覽有限公司 李家榮 項目經理

Nam Kwong International Conference & Exhibition Co., Ltd. Li Jiarong Project Manager

能夠榮獲澳門會展嘉許獎的「原創會展獎」這項殊榮，我們團隊感到開心與自豪，也激勵了我們努力把展會辦成一個專業性強、知名度高、行業內有影響力的B2B專業展。

隨著展會辦到第三屆，展商的質量和數量也都有顯著的提升。而優質的展商是提高現場配對商貿成功率的重點，越來越多的實力強的企業，乃至汽车配件用品領域內全國TOP10的企業參與中國汽車及船舶用品（澳門）展覽會，對展會的質量和影響力是巨大的提升。

第三屆中國汽車及船舶用品（澳門）展覽會的舉辦響應了國家加快建設粵港澳大灣區的號召，配合國家對外開放新格局，助力“一帶一路”建設，提升了澳門會展業的知名度、美譽度、競爭力。其次，展會邀請到來自中國內地、港澳台、歐洲、東南亞及葡語系國家的眾多專業買家，起到國家間經濟、文化、技術、信息交流的橋梁作用。與車展聚集了大量優勢汽車自主品牌、汽配企業，也增強了汽車產業的經貿發展的聯動效應，也為買家賣家提供氛圍優越的貿易平台，起到了優化投資環境的獨特作用。

未來，我們會把握好粵港澳大灣區建設和一帶一路倡議的契機，依托現有的資源，結合澳門自身的天然優勢（地緣優勢、中葡平台優勢等），在商貿配對方面力求更多的提升。



## Giving Play to Advantages and Enhancing the Synergistic Effects of Economy and Trade

It is such an honor to win the Original Convention and Exhibition Award of the Macao Convention and Exhibition Commendation Awards in which our team rejoices and takes pride. It has inspired us to endeavor to make this B2B fair professional, well-known and influential.

As the fair enters its third year, the quality and quantity of exhibitors have both witnessed a significant increase. High-quality exhibitors are the key factor of improving the success rate of on-site business matching. An increasing number of outstanding enterprises, including the top 10 national automotive accessory companies, participate in the China (Macau) Automotive and Shipping Equipment Fair, which has greatly improved the fair's quality and influence.

In response to the central government's appeal to accelerate the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, the 2018 China (Macau) Automotive and Shipping Equipment Fair aligns itself with the new pattern of China's opening up to the outside world and assists the building of the Belt and Road, which has enhanced the popularity, reputation and

competitiveness of the convention and exhibition industry in Macao. Additionally, the fair invited a great number of trade visitors from Mainland China, Hong Kong, Macao, Taiwan, Europe, Southeast Asia and Portuguese-speaking Countries, serving as a bridge for economic, cultural, technological and informational exchanges among the countries. It gathered plenty of superior self-owned auto brands and auto parts enterprises, which has strengthened the synergistic effects of the economic and trade development in the automobile industry and provided an excellent trade platform for buyers and sellers, thus playing a unique role in optimizing the investment environment.

In the future, we will seize the opportunities brought by the construction of the Guangdong-Hong Kong-Macao Greater Bay Area and the Belt and Road Initiative and make use of Macao's geological advantages and strengths as the Commercial and Trade Cooperation Service Platform between China and Portuguese-speaking Countries, while relying on the existing resources, so as to strive for more improvement in business matching.



# 澳門國際創新節

## Macau International Innovation Festival



### 展會簡介

由澳門電子商務協會、珠海橫琴國家廣告產業園區聯合主辦之「澳門國際創新節」(MII Festival)於2019年6月5至8日期間在澳門科學館舉辦，主題為「凝聚灣區，激發創新」。

本屆澳門國際創新節、澳門國際廣告節邀請了世界各地創新、創意營銷專家齊聚澳門，其中包括IAA世界廣告協會主席、中國廣告協會會長、全國各地廣告協會、HKCPA香港廣告業聯會、TAAA台北市廣告代理商業同業工會、AFAA亞洲廣告聯盟、粵港澳大灣區9+2城市的電子商務協會等代表；平台有：IAA世界廣告大會、AdAsia亞洲廣告大會、CIAF中國國際廣告節、AD STARS釜山國際廣告節、台北國際創意節、LIA倫敦國際獎、IAI國際廣告獎、ECI國際艾奇獎以及多個網絡媒體企業(Google、Facebook、搜狗、旺旺、VPhoto)等。

### 承辦機構

中國澳門廣告展覽有限公司成立於2009年，是一間專註會展統籌的公司，本公司管理層累積了十年以上的廣告、會展經驗，擁有專業的廣告設計、會展策劃團體。團隊中多位管理層擁有“CEM註冊會展經理”及“UFI/EMD高級會展管理”證書，曾統籌過的大型項目有：“澳門通訊展”、“澳門數碼生活嘉年華”、“澳門國際電子展”、“澳門樂活展”、“澳門動漫博覽會”等大型展覽。現統籌的項目有：“澳門國際創新節”、“澳門國際廣告節”、“2021亞洲廣告大會”以上大多展會已得到澳門各政府部門支持。



## About the Event

The Macau International Innovation Festival (MII) was held from 5 – 8 June 2019 at the Macau Science Centre. This international conference is jointly organized by the e-Commerce Association of Macau & Zhuhai Henghai National Advertising Industry Park, the theme is to “Stimulate Innovations, Synergize the Greater Bay Area”.

This year, the MII & MIAF Festivals have invited many international speakers from the technology, innovation & creative businesses. They include the President of International Advertising Association (IAA), Chairman of China Advertising Association of Commerce (CAAC), Advertising Associations across the country, Hong Kong Advertising Industry Association & Hong Kong Commercial Publicity Association (HKCPA), Taipei Advertising Agency Commercial Trade Union (TAAA), Asia Federation of Advertising Agencies (AFAA), Guangdong Hong Kong & Macau Greater Bay Area 9+2 Cities e-Commerce Associations and their representatives, to share their expertise on platforms such as :

IAA International Advertising Conference

AdAsia Advertising Conference,

CIAF China International Advertising Festival

AdStars Busan International Advertising Festival

Taipei International Creative Festival

LIA London International Awards

IAI International Advertising Awards

ECI International e-Commerce Awards

and a number of other renowned online media platforms such as Google, Facebook, Sogou, Want Want, VPhoto etc.



## Coordinator

China-Macao Resources Advertising & Exhibition Co., Ltd., founded in 2009, China-Macao Resources Advertising & Exhibition Co., Ltd. is a company that focuses on exhibitions co-ordination. Our management has over 10 years' experiences in advertising and exhibitions, and owns professional teams in advertising design and exhibition planning.

Many of our management team members possess the “CEM(Certified in Exhibition Management)” and “UFI(Union of international Fairs)/ EMD(Exhibition Management Degree)” certificates, with mega projects co-ordinated include: “COMMUNIC MACAU”, “Macau Digital Life Carnival”, “Macau International Electronics Expo”, “Macau Lohas Expo”, “Macau ACT Expo” and other large-scale exhibitions. Currently our projects which include: “Macau International Innovation Festival”, “Macau International Advertising Festival” and “AdAsia 2021 Macao”, are all supported by various departments of the Macao SAR Government.



## 讓創新科技融入展會 聚焦前沿



澳門國際創新節前身是連續舉辦10年的「澳門通訊展」，也是澳門唯一一個以科技為主題的專業會展活動，匯聚了臨近地區的科技資源和網絡，為緊貼時代發展潮流，澳門通訊展於2017年成功轉型為澳門國際創新節，以「創新」為主題，打造一場科技與商業創新的國際盛會，旨在加強國際交流與合作，聚焦前沿熱點，促進跨行業交流及區域合作發展。

今次憑著「澳門國際創新節」喜獲「原創會展獎」，是對展覽與時俱進轉型升級的肯定，對我們來說倍受鼓舞。當今，創新是現今社會發展不可缺少的重要原素，匯聚科技創新、商業創新及營銷創新，分享世界領先企業發展經驗，這可加速各地區企業交流學習。當年決定這品牌創立時「引入」與「創辦」之間，我們選擇了創辦一個「澳門特色」的創新科技會展活動，運用多年來累積的國際廣告業界及科技業界的人脈網絡，邀請各地業界代表與精英來澳出席，慢慢形成與本地區域的品牌效應。

澳門國際創新節三年來堅持把創新科技融入會議，匯聚創新資源。現場展示方式可啟發業界創新理念，我們使用人工智能全程共享，即時互動，提高與會體驗感，利用會議「小平台」推廣新技術、新創意至「大平台」，引領澳門廣告營銷與科技創意風向標，同時推動澳門企業向創新跨進一大步。

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



## Integrating Innovation and Technology into the Convention and Exhibition Industry Focusing on Cutting-edge Issues

The Macau International Innovation Festival, formerly known as the Communic Macau, has been held for 10 years consecutively. It is also the only professional science and technology themed exhibition in Macao, gathering the scientific and technological resources and networks of the neighboring regions. In order to keep abreast of the development trend of the times, the Communic Macau took the form of the Macau International Innovation Festival in 2017, centering around the theme of "innovation" and serving as an international event for scientific, technological and commercial innovation. It aims to strengthen international exchanges and cooperation, focus on cutting-edge hot topics and promote cross-industry exchanges and regional cooperation.

This time, we won the Original Convention and Exhibition Award at the Macau International Innovation Festival, which bears testimony to the exhibition's advancements along with the times, as well as its transformation and upgrading, and hence it is very uplifting for us. To date, innovation is indispensable in the development of today's society. Bringing together scientific and technological innovation, business and marketing innovation,

and sharing the development experience of the world's leading businesses can expedite the exchange and learning process for enterprises in various regions. When we decided whether to "introduce" or "create" a brand, we chose to create an innovation & technology exhibition with "Macao characteristics" by harnessing the networks of the international advertising industry and the technology industry that we had established over the years. Later, we invited industry representatives and elites from all over the world to attend this event, and thus gradually forming a brand effect in Macao.

Over the past three years, the Macau International Innovation Festival has remained committed to integrating innovation and technology into the convention industry and bringing together innovative resources. The way of on-site presentation can inspire innovative ideas in the industry. We use AI to share the whole process, interact in real time, enhance a sense of involvement in the event, and use such a "small platform" to promote new technologies and new ideas to a "greater platform". In so doing, we can lead Macao's advertising & marketing as well as scientific and technological creativity, while promoting enterprises in Macao to take a giant step forward in innovation.





# 創意盛事獎

Creative Event Awards

2018 澳門光影節  
Macao Light Festival 2018

第八屆澳門購物節  
The 8<sup>th</sup> Macau Shopping Festival



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

▪ **主辦機構 Organizer :**  
**澳門國際品牌企業商會**  
**Macao International Brand Enterprise Commercial Association**

# 2018 澳門光影節

## Macao Light Festival 2018



### 展會簡介

由澳門特別行政區政府旅遊局主辦，民政總署、文化局和體育局合辦的“2018澳門光影節—時光澳遊”於12月2至31日在本澳舉行。本屆光影節首次邀請來自葡萄牙、比利時及澳門本地團隊製作光雕表演，藉此推動澳門光影節邁向國際化，並繼續帶來燈飾裝置及新增虛擬實境（VR）互動遊戲、文創夜市等豐富內容，首設光影美食車及美食夜市，以配合“2018澳門美食年”，同時發揮澳門作為聯合國教科文組織－“創意城市美食之都”的跨領域創意。

“2018澳門光影節—時光澳遊”開幕式由150架無人機列陣澳門夜空，呈獻無人機光影表演，拼湊出具澳門特色的文字及圖案，邀請市民和旅客一起踏上澳門時光之旅。整個光影節主題以時間為主軸，結合澳門美食、人文、建築和文創等元素，展現澳門中西文化交融的精髓，刻劃澳門人的成長印記及回憶，帶領觀眾展開“時光澳遊”。本屆光雕表演分別於大三巴牌坊、玫瑰堂及北帝廟進行，而氹仔街市設有流動性投影表演。

### 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

Organized by Macao Government Tourism Office (MGTO) and co-organized by Civic and Municipal Affairs Bureau, Cultural Affairs Bureau and Sports Bureau, "Macao Light Festival 2018 – Time Travel in Macao" is staged in Macao from 2nd to 31st December. For the first time, we invited production teams from Portugal, Belgium and Macao to design and produce mapping shows which is an entirely new idea to deliver with the hope to transform the Macao Light Festival into an international event. Besides interactive games and light installations showcasing the gastronomic culture of Macao, a virtual reality game, Cultural and Creative Night Market as well as "Food Truck x Light" in parallel with the "2018 Macao Year of Gastronomy" and Gastronomy Night Market also debut as new highlights to deliver the cross-field creativity of Macao as a UNESCO Creative City of Gastronomy. The opening ceremony of the "Macao Light Festival 2018 – Time Travel in Macao" featured a drone show for the first time with 150 drones floated in the night sky and lined up into characters and patterns manifesting the characteristics of Macao, welcoming residents and visitors to embark upon a dazzling journey across time in Macao. Revolving around the concept of time, the Festival weaves up local elements of gastronomy, humanity, architecture, culture, creativity and other realms. The event not only manifests the city's East-meets-West cultures, but also portrays nostalgic stories and childhood memories of Macao people, leading spectators onto a glittery journey across time and space in Macao. This year, mapping shows are staged at the Ruins of St. Paul's, St. Dominic's Church and Pak Tai Temple together with an itinerant projection show at the Taipa Municipal Market.

## 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.



## 提升社區魅力 凸顯「美食之都」 打造品牌盛事



澳門特別行政區政府旅遊局 文綺華局長

Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office

「2018澳門光影節」獲得澳門會展嘉許獎的「創意盛事獎」，是對我們工作的莫大肯定和鼓勵，我們將不斷優化光影表演，致力將澳門光影節打造成為國際性的年度澳門品牌盛事，提升澳門作為國際旅遊城市的品牌形象，以配合落實澳門特區五年發展規劃中有關形成旅遊休閒大業態及推進文化旅遊的發展方向，助力澳門建設「世界旅遊休閒中心」。

旅遊局於2015年首次舉辦澳門光影節，期望活動能夠吸引旅客到澳門不同的區份，提升社區旅遊的吸引力，透過融合澳門的歷史文化及文創等元素，讓市民及旅客從光影藝術的角度欣賞澳門和了解澳門的歷史文化，助力拓展文化旅遊，藉以豐富旅客體驗及延長旅客逗留時間，同時為商戶帶來經濟效益。

為加強澳門「創意城市美食之都」的推廣和認知，並全面配合聯合國教科文組織創意城市網絡的宗旨，「2018澳門光影節」構思了不少的新元素，首次引入多項新體驗，串連多個新地點，並且配合「2018澳門美食年」，在內容及路線上進一步增加美食元素，包括路線覆蓋範圍擴大、首設光影美食車和美食夜市，發揮澳門“創意城市美食之都”的跨領域創意；同時，亦首次邀請來自葡萄牙、比利時及澳門本地的光影製作團隊分別設計及製作3個不同的光雕表演，以推動本地與海外的光影創作交流，使澳門光影節走向國際化。

旅遊局自推出澳門光影節以來，十分重視其活動成效，每年均進行成效評估，根據「2018澳門光影節」的媒體成效研究報告，整個活動的認知度達98.1分，屬優良水平，而活動整體滿意度為71.7分，屬中上水平，顯示了活動的成效。

澳門光影節已經成功舉辦了四屆，未來，旅遊局將不斷汲取經驗及聽取各界的意見，作出成效評估和檢討，持續改善及提升光影節的質素。旅遊局與每年的製作團隊都希望創作更加具互動性、新鮮及豐富的節目內容，當中融合澳門的歷史文化，以提高光影節的藝術欣賞價值，務求將澳門光影節打造成為澳門的年度品牌盛事。



## Enhancing the Charm of the Community, Highlighting the Creative City of Gastronomy, and Building a Branded Event

It is a strong recognition and encouragement for our endeavors in receiving the Creative Event Award for Macao Light Festival 2018 in the Macao Convention and Exhibition Commendation Awards. We will strive to forge the Macao Light Festival into Macao's annual signature event and internationally prestigious brand of its kind through continuous optimization of the light artistry, endeavoring to build the image of Macao as an international tourist city, in support of the development direction mapped out by the Five-Year Development Plan of the Macao Special Administrative Region to push forward cultural tourism and create a paradigm shift towards mega integration across the tourism industry, in turn advancing the city's transformation into a world centre of tourism and leisure.

The Macao Government Tourism Office organized the first edition of the Macao Light Festival in 2015, with the hope to attract visitors into different districts of Macao and enhance the charm of community tourism. Merging the art of light with a palette of Macao's historic, cultural and creative elements, the event enables residents and visitors to appreciate the beauty of Macao and understand local history and culture from angles shaped by light artistry. Through the Light Festival, we hope to foster cultural tourism development, enrich visitors' experience and extend their length of stay in Macao, while boosting the economic benefit brought to local businesses.

To further promote and raise public awareness of Macao's status as a UNESCO Creative City of Gastronomy in full support of the mission of the UNESCO Creative Cities Network, Macao Light Festival 2018 was enriched with a multitude of new elements, introducing a range of new experiences and connecting a string of new locations. In line with the 2018 Macao Year of Gastronomy, new gastronomic elements were incorporated into the event programme and routes, including the widened coverage of the routes and the launch of "Food Truck x Light" and Gastronomy Night Market, to deliver the cross-field creative power of Macao as a UNESCO Creative City of Gastronomy. For the first time, we also invited production teams from Portugal, Belgium and Macao to design and produce three different projection mapping shows,

promoting exchange between local and overseas light artists and bringing the Macao Light Festival onto the global stage.

Since the launch of the Macao Light Festival, the Macao Government Tourism Office has attached great importance to the effectiveness of the event and conducted annual evaluations. According to the report on media effectiveness evaluation of Macao Light Festival 2018, the level of awareness for the event reached 98.1 marks at an excellent level, while the overall level of satisfaction reached 71.7 marks at an above-average level. The results revealed the positive impact of the event.

The Macao Light Festival was successfully held in the past four editions. In the future, the Macao Government Tourism Office will continue to learn from the experience and listen to opinions from different circles, while conducting effectiveness evaluations for reflection to keep enhancing the quality of the Festival. We look forward to joining hand with production teams every year to tailor a more interactive, innovative and diverse programme blended with Macao's history and culture, to advance the artistic and aesthetic value of the Festival, with our dedication to transform the Macao Light Festival into one of Macao's annual event brands.



# 第八屆澳門購物節

## The 8<sup>th</sup> Macau Shopping Festival



### 展會簡介

澳門購物節由2011年開始，連續第八年以打造全城購物優惠為理念的大型活動。第八屆澳門購物節主題以「澳門購物節·真購意思」為口號，吉祥物為「Olá, 澳萊」，吸引超過217,899人次參加MOMEplay遊戲，32,582人參加全城購物大抽獎，2,839人參加終極大抽獎刺激零售消費超過澳門幣503,000,000元，合共送出接近71,999份獎品，總值超過澳門幣9,000,000元，讓市民及旅客感受至尊購物體驗及澳門購物節濃厚的節日盛事氣氛。

澳門購物節活動舉辦為期一個月，聯合24個主辦單位致力打造為年度「必玩」盛事，向旅客和市民展現澳門多元化的旅遊、購物和玩樂元素，展現澳門與別不同的魅力。

### 主辦機構

澳門購物節籌備委員會由24個成員組成，澳門國際品牌企業商會擔任第八屆澳門購物節籌委會主席，澳門旅遊零售服務業總商會及澳門零售管理協會擔任副主席，聯同澳門百老匯、新濠天地、DFS旗下澳門T廣場、澳門銀河、工銀澳門、澳門漁人碼頭國際投資股份有限公司、美獅美高梅、澳門美高梅、澳門通股份有限公司、澳門旅遊塔會展娛樂中心、新八佰伴百貨、澳門壹號廣場、彩虹集團、新濠影滙、四季名店、威尼斯人購物中心、巴黎人購物中心、金沙廣場、星際酒店、永利澳門、永利皇宮共同組成。



## About the Event

The Macau Shopping Festival started since 2011 and has been developed as the largest event for 8 consecutive years with the concept of creating shopping discounts throughout the city. The theme of the 8th Macau Shopping Festival is “Macau Shopping Festival · Make Shopping Fun” and the mascot is “Olá”. The festival has attracted over 217,899 admissions to participate in the MOMEplay games, 32,582 people participated in the city shopping lottery with 2,839 participants joining the ultimate lottery which had stimulated retail sales of over MOP 503 million, and together sent out nearly 71,999 prizes worth more than MOP 9 million. These have enabled local public and visitors to experience the fantastic shopping experience and the festive atmosphere of the Macau Shopping Festival.

The Macau Shopping Festival is held for a period of one month. Together with 24 organizers, it is committed to creating an annual “must play” event to showcase the diverse tourism, shopping and play elements of Macau to visitors and citizens, and to showcase Macau's unique charm.

## Organizer

The Macau Shopping Festival Organizing Committee consists of 24 members. The Macao International Brand Enterprise Commercial Association serves as the Chairman of the 8th Macau Shopping Festival Organizing Committee, whereas the Macau Association of Retailers & Tourism Services and Macau Retail Management Association both serve as the Vice Chairmen together with members from the Broadway Macau, City of Dreams, T Galleria of DFS, Galaxy Macau, ICBC Macau, Macau Fisherman's Wharf International Investment Ltd., MGM Cotai, MGM Macau, Macau Pass, S.A., Macau Tower Convention & Entertainment Centre, New Yaohan, One Central Macau, Rainbow Group, Studio City, the Shoppes at Four Seasons, the Venetian Shopping Center, the Parisian Shopping Center, Sands Cotai Central, StarWorld Hotel, Wynn Macau, and Wynn Palace, etc.



## 打造購物目的地 為「盛事之都」添名片



澳門國際品牌企業商會 蕭婉儀 主席

Macao International Brand Enterprise Commercial Association Terry Sio President

每年的12月，澳門會有多場盛事輪番登場，其中「澳門購物節」經過多年的努力，已逐漸打成為全城購物盛事。澳門購物節創辦於2011年，其時全球正遭遇經濟危機，澳門零售業亦遭受了嚴重打擊，於是澳門國際品牌企業商會、澳門旅遊零售服務業總商會及澳門零售管理協會便牽頭組織籌辦了此活動，發展至今獲得政府及社會的認可，且今次獲得澳門會展嘉許獎的「創意盛事獎」，是對我們工作的肯定與鼓勵，堅定了我們未來把澳門打造成購物目的地的信心。

零售業是推動澳門經濟邁向適度多元的重要基礎，亦是構建世界旅遊休閒中心的重要元素，對促進本地旅遊業、豐富非博彩元素、提升澳門城市形象起到積極作用。購物節對促進本澳零售業及旅遊業的發展尤其顯著，第八屆澳門購物節刺激零售消費額總共超過五億，同時增加了澳門旅遊吸引力。澳門購物節一直致力於把世界級購物體驗帶給粵港澳大灣區及全球旅客，吸收過往經驗，於第八屆開始提早一個月舉行開幕禮，藉預早宣傳帶動全城效應，吸引更多遊客於12月來澳享受購物樂趣，同時新增「精美澳門」市集活動，邀請中國最有影響力時尚博主擔任活動形象大使加強宣傳推廣，結合便捷的電子化支付，此外還舉辦系列活動提升社區消費氣氛，帶動社區經濟發展等，配合特區政府建設「世界旅遊休閒中心」的發展方向。



## Creating a Shopping Destination to Add Another Business Card to the “Capital of Events”

Every year in December, Macao witnesses a number of events, of which the “Macao Shopping Festival” has gradually become a city-wide shopping event after years of efforts. The Macao Shopping Festival was founded in 2011 when the world was reeling from an economic crisis and Macao’s retail industry was also hit hard. As a result, the Macao International Brand Enterprise Commercial Association, the Macao Association of Retailers & Tourism Services and the Macao Retail Management Association took the lead in organizing this event, which has so far been recognized by the government and society. This time we won the “Creative Event Award” of the Macao Convention and Exhibition Commendation Awards, which is a recognition and encouragement to our work, cementing our confidence in building Macao into a shopping destination in the future.

The retail industry serves as not only a pivotal bedrock for bolstering Macao’s economy to move towards moderate diversification, but also plays a vital role in building Macao into a world tourism and leisure centre, which contributes to boosting local tourism, enriching non-gambling sectors and

enhancing the image of Macao. The Macao Shopping Festival has been particularly significant in propelling the development of retail and tourism in Macao, with the 8th Macao Shopping Festival spurring a total of more than 500 million retail expenditures and improving the attractiveness of Macao’s tourism. The Macao Shopping Festival remains committed to bringing world-class shopping experiences to the Guangdong-Hong Kong-Macao Greater Bay Area and global visitors. It learned from past experience by holding the opening ceremony one month earlier this time, whereby improving its popularity across the city via early publicity and attracting more tourists to enjoy shopping in Macao in December. Meanwhile, it added a new bazaar “Join Me Macau”, inviting China’s most influential fashion bloggers to act as ambassadors for the event, in a bid to enhance publicity and promotion. Combined with convenient e-payment, it also held a host of events to improve the consumption vibes of the community, in an effort to promote the economic development of the community and move towards the “World Tourism and Leisure Centre” championed by the Macao SAR Government.





# 鳴謝 Acknowledgements

## 支持單位 Supporting Organizations :

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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 徐達明 Mr. Choi Tat Meng 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 - Deputy Council Chairperson & Secretary General

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澳門會議展覽業協會秘書長 林子賢 Mr. Windus Lam Macao Convention & Exhibition Association - Secretary General



