

澳門會展
嘉許獎

Macao Convention and Exhibition
Commendation Awards 2020

2020

SPECIAL EDITION 特刊



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序言 Preface

因具有強力的經濟拉動效應，澳門會展業逐步發展成為助推特區政府實現經濟適度多元發展的優勢產業之一。近年來，澳門會展業的辦展規模及展會成效均穩步提升，所創造的增加值總額由2015年的13.7億澳門元上升至2018年的35.2億澳門元，升幅近1.6倍。國際會議協會（ICCA）發佈的《2019年國際協會會議市場年度報告》顯示，澳門躍升至全球國際會議城市第48位，在亞太區域排名第12位。目前，澳門已有9個展覽會獲國際展覽業協會（UFI）認證。

今年是澳門會展業固本培元的一年，受新冠疫情影響，從二月疫情開始直至六月，上半年本澳幾乎所有國際會議及大型展覽均因此取消或延期，對業界衝擊相當之大。澳門會展業界紛紛危中尋機，積極尋求「疫」勢發展之道，已有本地展覽於五月底率先透過網絡首次嘗試「雲展會」，進入下半年，更有大型國際性展會透過互聯網技術實現線上線下互動，而多個曾受疫情影響之會展項目亦得以陸續重啟，帶動整個會展產業鏈由低谷逐步重拾信心，顯示出澳門會展業的活力、潛力及生命力。

為鼓勵業界「疫」境求進的精神，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」，繼上屆嘉許獎的成功舉辦，澳門會議展覽業協會再接再厲，繼續舉辦「澳門會展嘉許獎2020」。今屆嘉許獎共設七大獎項，在上屆基礎上新增「會展優質服務獎」（設五至八個獎額），此亦為歷屆獎額最高之獎項。冀透過該獎項，將嘉許獎勵的範疇擴大輻射至整個會展產業鏈，以鼓勵更多的企業參與會展業大軍，促進本澳會展業全面發展，共同打造澳門優質會展品牌形象，提升整體產業之競爭力。

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，為澳門會展業發展建言獻策，共同見證會展產業鏈互惠共贏的發展歷程及成果，並藉此向所有在會展產業鏈努力耕耘的業界同仁致敬！

相信隨著更多新技術不斷普及應用，以及業界對未來發展有更清晰及深刻的思考及規劃，在疫情漸趨平息下，必可將澳門會展業推上全新層次。祈整個會展產業鏈同仁繼續攜手同心，為推動澳門經濟多元發展貢獻力量。

Thanks to its powerful economic stimulation effect, the MICE industry in Macao has gradually evolved into one of the advantageous industries spurring the Macao SAR Government to achieve moderately diversified economic development. In recent years, the exhibition scale and outcome of Macao's MICE industry have seen steady progress, with the total added value created rising from MOP 1.37 billion in 2015 to 3.52 billion in 2018, up nearly 1.6 times. According to the International Meetings Market 2019 Report released by the International Congress and Convention Association (ICCA), Macao has jumped to 48th place among international convention cities in the world and ranks 12th among Asia-Pacific cities. At present, nine exhibitions in Macao have been certified by the Global Association of the Exhibition Industry (UFI).

This year as affected by the COVID-19 pandemic, almost all international conferences and exhibitions in Macao were cancelled or postponed from February to June. At the end of May, some local exhibitions launched "Online Exhibitions" for the first time and afterwards followed by many other international conferences and exhibitions being held to interact via both online and offline. Also, a number of MICE events impacted by the pandemic were gradually resumed, leading the entire industrial chain to gradually regain confidence from the trough demonstrating the vigor, potential and vitality of Macao's MICE industry.

Endeavors will be made to incentivize the industry to strive for progress amid the pandemic, to recognize and commend Macao's prospective and potential MICE events, and jointly promote the development of Macao into an "international MICE city". Following the successful holding of the last awarding ceremony, the Macao Convention & Exhibition Association has made continuous efforts to continue holding the "Macao Convention and Exhibition Commendation Awards 2020". This year's awards consist of a total of seven categories, with the addition of the "MICE Quality Service Award". It is hoped that, with this award, the scope will be extended to the entire industrial chain, so as to encourage more industry partners to participate and jointly create a high-quality exhibition brand image of Macao, and sharpen the competitive edge of the industry as a whole.

In addition to introducing each award-winner in details, this booklet will also invite the organizer / co-organizers to share their valuable experiences and suggestions concerning the mutual beneficial development process and achievements of the industrial chain. We would like to take this opportunity to pay tribute to all the personnel in the industry for their meticulous work.

It is believed that with the continuous popularization and application of new technologies, as well as clearer and more in-depth thinking and planning for the future development of the industry, the MICE industry in Macao will certainly elevate to a new level as the pandemic gradually subsides. May the entire industrial chain continue to work together and contribute to the diversified development of Macao's economy.



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China Travel Service (Macao) Ltd.

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Sands Shopping Carnival

主辦機構 Organizer:

金沙中國有限公司

Sands China Ltd.

► 濠江盛“惠”「開心購物節」

**China Macau Distinguished Gathering
“Happy Shopping Festival”**

承辦機構 Coordinator:

南光國際會議展覽有限公司

Nam Kwong International Conference & Exhibition Co., Ltd.

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Prime Marketing & Promotional Services Co., Ltd.

公關禮儀 / 活動統籌

Public Relations / Event Management

► 微中市場發展顧問有限公司

MicroChina Marketing & Consultant Company Limited

會議展覽專業觀眾登記服務

Professional Visitors Registration

► 眾合招聘顧問服務

People For People Recruitment and Consulting Services

會展策劃 / 活動統籌

Exhibition Planning / Event Management

► 達域廣告有限公司

David's Marketing Communications Ltd.

媒介策劃 / 推廣宣傳

Media Planning / Marketing Communications

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MGM

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保安服務

Security Service

會長獻辭

Chairman's Message

2020年，新冠肺炎疫情肆虐全球，國際經濟受到嚴重衝擊，世界各地的會展活動紛紛停擺，澳門會展業亦不能倖免，今年上半年澳門只舉辦了152項會展活動，按年大幅減少582項，不少會展活動暫停或延期舉行。

慶幸在特區政府果斷有力的防控措施，以及行之有效的聯防聯控機制下，疫情在澳門得以受控，澳門會展業已按下重啟鍵。全國各地已恢復辦理內地居民赴澳旅遊簽註，預料澳門將舉辦更多優質會展項目，會展業將進一步向著專業化及市場化邁進。

國家現正構建「雙循環」的新發展格局，即以國內大循環為主體，國內國際雙循環相互促進的新發展格局。這將為會展業帶來龐大的發展機遇，澳門會展業具有國際化的特點，近年來在競投國際會議方面取得了不錯的成績。待全球疫情有所緩和後，還將引進更多優質大型國際性會展項目。與此同時，隨著粵澳合作的持續深化，澳門會展業界将更加主動積極參與粵港澳大灣區建設，發揮外聯內引的作用。

澳門會議展覽業協會主辦的「澳門會展嘉許獎」今年踏入第六屆，今屆除嘉許表現出色及具發展潛力的會展項目外，更特別增設了「會展優質服務獎」，藉以鼓勵會展產業鏈中的相關產業。今屆共有13個會展項目及企業獲得嘉許，本人在此表示祝賀！

In 2020, the COVID-19 pandemic is raging across the world and is severely impacting the global economy. Convention and exhibition activities around the world have been suspended and Macao's MICE industry is no exception. During the first half of this year, only a total of 152 convention and exhibition events were held in Macao, i.e. a sharp decrease of 582 events as compared with 2019 with quite a number of MICE events either being suspended or postponed.

Fortunately, under the decisive and effective prevention and control measures taken by the Macao SAR government together with the proven joint prevention and control mechanism, the pandemic has been brought under control in Macao and its convention and exhibition industry has started to recover again. All parts of the country have resumed the travel-entry applications for mainland residents to visit Macao. It is expected that Macao will host more high-quality convention and exhibition events, and the industry will further move forward towards professionalization and marketization.

The country is now constructing a new development pattern of "dual circulations" in which domestic economic cycle plays a leading role while international economic cycle remains its extension and complement each other. This will bring huge development opportunities to the MICE industry of which Macao has its internationalized characteristics. In recent years, remarkable results have been achieved in bidding international conferences. When the pandemic is alleviated, more and more high-quality large-scale international exhibition events will be introduced to Macao. At the same time, as co-operation between Guangdong and Macao continues to deepen, Macao MICE industry needs to actively participate in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area and play the role of stimulating internal circulation and attracting external support.

The annual Macao Convention and Exhibition Commendation Awards, organized by the Macao Convention and Exhibition Association, is entering its sixth year this time. In addition to commending MICE events of those with outstanding performances and high potentiality, the new "MICE Quality Service Award" is particularly added to encourage practitioners of other related industries in the MICE industry chain. This year a total of 13 MICE events or enterprises will be commended and awarded.

I hereby would like to convey my sincere congratulations to all winners who are well deserved for their efforts and contributions paid to the Macao MICE industry.



會長獻辭 Chairman's Message



澳門會議展覽業協會 宋曉冬 會長

Macao Convention & Exhibition Association Song Xiao Dong Chairman



理事長之言 President's Message

新冠肺炎疫情對澳門經濟的衝擊，突顯了澳門經濟結構仍較為單一，特區政府決心推動經濟適度多元。會展業具有產業孵化功能，能透過「會展平台」促進不同產業的發展。

《施政報告》指出：特區政府其中一個政策思路是加強旅遊業和會展業對其他行業的帶動作用，而旅遊＋會展將是重要的發展方向。為此，澳門會展業將透過舉辦不同類型的體育盛事，包括：引進UIM世界水上摩托錦標賽、落戶國際F1水上運動中心及聯合舉辦2021澳門水上表演活動等，以推動會展旅遊業的發展。

此外，會展業具有招商引資的功能，未來要引進更多以產業為主題的展覽項目，加強會展業與其他產業聯動發展。這亦是會展業界需要思考的問題，如何透過「產業會展」，更好地協助特色金融、中醫藥、文化創意，以及創新科技等領域的發展。

今年共有13個會展項目及企業獲得嘉許獎殊榮，本人致以熱烈祝賀，期望獲獎企業能再接再厲，透過持續提升服務質素，發掘更多具發展潛力的會展項目，推動澳門會展業朝專業化及市場化的方向邁進。

澳門會議展覽業協會 何海明 理事長

Macao Convention & Exhibition Association Alan Ho President



▲ 評審委員會 Judging Panel

The impact of the COVID-19 pandemic on Macao's economy highlights a point that Macao has a relative single economic structure. The Macao SAR government is determined to promote a moderately diversified economy. The convention and exhibition industry possesses the function as industry incubation which helps to promote the development of different industries through the "conference and exhibition platform".

As pointed in the "Policy Address" that one of the policy concepts of the Macao SAR government is to strengthen the leading role of both the tourism and MICE industries in other industries so that tourism + convention and exhibition will be an important development direction. In view of this, the Macao MICE industry will promote the development of convention & exhibition as well as tourism by organizing different types of sports events. These include the introduction of the UIM Aquabike Class Pro World Championship, the establishment of the International F1 Aquatic Sport Center, and the co-hosting of the 2021 Macao Water Show to achieve synergistic effect.

In addition, the convention and exhibition industry has the function of attracting investment and businesses. In the future, more industry-themed exhibition projects will be introduced to strengthen the joint development of the convention and exhibition industry with other industries. This is also a question that the industry needs to ponder about, i.e. "How to better assist the development of featured finance, traditional Chinese medicine, cultural creativity, and innovative technology industries through conventions and exhibitions by industry themes?"

This year, a total of 13 convention and exhibition events and enterprises are commended. I would like to extend my warm congratulations to all winners. I hope that the awarded enterprises can continue their efforts and explore more MICE events with high potentials through continuous improvement of service quality in order to promote the Macao's convention and exhibition industry towards the direction of professionalization and marketization.



品牌展覽獎 Brand Exhibition Award

- ▶ 澳門國際文化美食節
Macau International Culture and Food Festival

承辦機構 Coordinator:

漢彩廣告企劃設計有限公司

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澳門國際文化美食節

Macau International Culture and Food Festival

展會簡介

「澳門國際文化美食節」於2010年創辦，發展至今已舉辦十一屆，其規模及影響力逐年遞增。在澳門特區政府及社會各界的關注和支持下，活動參展展位總數從第一屆的70多個，發展至今已超過100個，整體入場人次從13萬拓展至超過20萬，逐漸成為澳門地區綜合性的品牌節慶活動。

「2020澳門國際文化美食節」以「慶佳節 振經濟 再起航」為主題，自9月25日至10月4日一連十日在澳門漁人碼頭勵駿大道及古羅馬表演場外圍舉行，參展展位共101個。活動秉持「美食匯聚、物美價廉」的原則，薈萃各地特色美食，配合現場精彩的節目表演、有趣的遊戲互動、精美的打卡裝飾和豐富的獎品贈送，既為到場旅客及市民提供一個集餐飲、零售、展示、旅遊觀光的美食文化盛宴，又為本澳中小企業，特別是餐飲、零售等行業提供了廣闊的營商平台與環境。「2020澳門國際文化美食節」的成功舉辦助力宣揚了澳門美食文化，豐富了澳門「美食之都」內涵。

承辦機構

一年一度的「澳門國際文化美食節」由澳門旅遊零售服務業總商會、澳門中小型餐飲業商會、澳門會展產業聯合商會、澳門鮮魚行總會、澳門繁榮促進會、澳門旅遊業議會、澳門的士聯誼會聯合舉辦，並由漢彩廣告企劃設計有限公司作為承辦機構，每年圍繞「美食」及「文化」兩大特色元素策劃不同主題，致力於打造環球美食薈萃、盡顯多元文化、活動繽紛精彩的品牌節慶活動，已成為澳門的文化與美食盛事。

About the Event

Macau International Culture and Food Festival was founded in 2010 and has been held for 11 years. Its scale and impact are increasing year by year. Under the attention and support of the Macao SAR government and different sectors of the society, the total number of exhibition booths increases from about 70 in the first session to more than 100 up to now, and the total number of visitors increases from 130,000 to more than 200,000. The Macau International Culture and Food Festival successfully turns into a regional comprehensive and representative festival activity of Macao.

The 2020 Macau International Cultural and Food Festival, focused on the themes of celebrating the festival, invigorating the economy, and start sailing again, was held from 25th September to 4th October 2020 at the Macau Fisherman's Wharf, along with the outside of the grand avenue and the Rome performance arena, with 101 booths in total. It provides characteristic and inexpensive foods from all over the world, together with ornate decorations, brilliant performances, and fascinating interactive games with plenty of prizes. It brought not only a feast for both local people and tourists to enjoy a collection of restaurants and retail, exhibition, and food culture, but also created a broad platform of doing business, especially for SMEs in Macao. The success of the 2020 Macau International Cultural and Food Festival propagated and enriched the food culture of Macao.



Coordinator

Annual Macau International Culture and Food Festival was jointly hosted by Macau Association of Retailers & Tourism Service, Association of Macau Small and Medium Enterprises of Catering, Macau Federal Commercial Association of Convention & Exhibition Industry, Ou Mun Sin U Hong Chong Wui, Ou Mun Fan Veng Chôk Chôn Vui, Travel Industry Council of Macau, Macao Association of Taxi, and Hon Color Advertising, Planning and Design Limited as the organizer. Each year, different themes of the two characteristic elements, food and culture, are planned to create a multicultural fusion into an annual cultural and culinary event in Macao.





區域聯動

「一展多站」望成未來趨勢

感謝澳門會議展覽業協會及業界一直以來對「澳門國際文化美食節」的關注與支持，並頒授「品牌展覽獎」這一殊榮予以褒獎與肯定。未來，我們將不斷探索，以更成熟、優質的行業活動豐富澳門會展行業發展的內涵，引領會展行業的服務體驗升級與不斷創新發展，為中小企發展創造機遇。

與此同時，為響應澳門獲聯合國教科文組織評定為「創意城市美食之都」榮譽稱號，我們期待與國內另外三個「美食之都」：順德、成都、揚州以及本地伙伴攜手合作，進一步融合各地美食與不同文化元素，展開新的嘗試，發揮協同效應，助力宣揚澳門美食文化的同時，促進澳門經濟多元發展，助力建設澳門成為「世界旅遊休閒中心」。

「澳門國際文化美食節」已連續舉辦11年，特別注重在提升入場人次、篩選優質參展商、整體活動創新發展等方面的不斷完善與改良，以確保活動的可持續發展，為參展的本澳中小企特別是餐飲、零售等行業提供優質的營商平台與環境，創造更多的社會及經濟效益。

「2020澳門國際文化美食節」創新採用「一展兩地」的合作模式，於2020年10月國慶黃金周期間，在珠海市橫琴新區勵駿龐都廣場開設「澳門國際文化美食節（橫琴站）」，八日共吸引逾10萬人次進場。隨著港珠澳大橋的開通，其地理位置能吸引和帶動更多粵、港、澳三地的商貿往來，加之澳門與大灣區內地九個城市融合發展，內地消費市場潛力巨大，「一展兩地」、「一展多站」等模式有望成為未來的發展趨勢。

有鑒於此，國際文化美食節將再接再厲，深化「一展兩地」品牌活動；繼續優化粵、港、澳會展聯動，推動資源流動與區域創新，將會展市場做強；逐步依託品牌效應與區位優勢，形成合力，面向粵港澳大灣區，全力將「澳門國際文化美食節」打造成為大灣區會展盛事活動。

澳門國際文化美食節籌委會 葉榮發 主席

The Preparatory Committee for the Macau International Culture and Food Festival
Yip Wing Fat Chairman

“One Event, Multiple Stations” Based on Regional Cooperation Is Expected to Set a Future Trend

I would like to thank the Macao Convention & Exhibition Association (MCEA) and the MICE industry for their long-lasting care and support for the Macau International Culture and Food Festival. Receiving the Brand Exhibition Award is a great honor and acknowledgement. Going forward, we will continue to explore how to spur the development of Macao's MICE industry with activities that are more mature and of higher quality, upgrade the services of the MICE industry, boost its innovative development, and create opportunities for the development of SMEs.

Meanwhile, with Macao designated as a UNESCO Creative City of Gastronomy, we are looking forward to cooperation with the other three Chinese cities of gastronomy, namely Shunde, Chengdu and Yangzhou, as well as our local partners, to integrate different features of gastronomy and cultural aspects from different regions. By making new endeavors through cooperation, we expect to promote the local gastronomic culture, propel the diversification of the local economy, and support the development of Macao into a World Center of Tourism and Leisure.

Now into its 11th year since its inception, the Macau International Culture and Food Festival has been improved, particularly in terms of the number of visitors, the quality of exhibitors, and the innovativeness of activities to ensure their sustainability, provide local SMEs, especially catering and retail sectors, with a quality business platform and environment, and deliver greater socio-economic benefits.

The 11th Macau International Culture and Food Festival innovatively adopts a model of “one festival, two places”. During the October 2020 golden week, the national holiday, the Macau International Culture and Food Festival (Hengqin Station) was opened in front of the Legend Ponto Square in the Hengqin New Area of Zhuhai city, attracting over 100,000 visitors in eight days. With the Hong Kong-Zhuhai-Macao Bridge opened to traffic, the favorable geographical location of Hengqin will bring more frequent business exchanges between Guangdong, Hong Kong and Macao. Thanks to the integrated development of Macao and the nine cities in the Greater Bay Area and the huge potential of the consumption market on the Chinese Mainland, models such as “one event, two places” and “one event, multiple stations” are expected to set a future trend of development.

In this sense, the Macau International Culture and Food Festival will offer more signature activities based on the “one event, two places” model, continue to optimize cooperation between Guangdong, Hong Kong and Macao, accelerate the flow of resources, encourage regional innovation, expand the MICE market, and develop itself into a grand MICE brand in the Guangdong-Hong Kong-Macao Greater Bay Area by virtue of brand effects and its favorable geographical location.





創新展覽獎 Innovative Exhibition Awards

- ▶ **變變變！MOVE 生物體驗展・澳門站**
MOVE! into the Wildlife Exhibition
- ▶ **金沙物美嘉年華**
Sands Shopping Carnival
- ▶ **濠江盛“惠”「開心購物節」**
China Macau Distinguished Gathering “Happy Shopping Festival”

主辦機構 Organizer:

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

主辦機構 Organizer:

金沙中國有限公司
Sands China Ltd.

承辦機構 Coordinator:

南光國際會議展覽有限公司
Nam Kwong International Conference & Exhibition Co., Ltd.
澳門網絡傳媒發展有限公司
Macao E-Media Development Company Limited



變變變! MOVE 生物體驗展 · 澳門站

MOVE! into the Wildlife Exhibition

展會簡介

全球累積過50萬人次參觀的「變變變! MOVE生物體驗展」經過台北、高雄、香港及上海等站點，這次來到澳門站啦!

本次展覽由日本銷售量超過300萬冊的《動態圖鑑MOVE》轉化而成，是一檔結合「教育Education」與「娛樂Entertainment」的最新「Edutainment」寓教於樂型展覽。

展覽共打造出五個區域，包含水上行忍者雙冠蜥蜴居住的「神奇叢林」、盔甲兵團子蟲身處的「小小花園」、游泳健將企鵝逃離鯊魚的「生存海洋」、考驗獅子狩獵技巧的「奇蹟草原」與趣味多變的「生物特徵」。

可以讓大家跳脫書本框架，一起變身，成為生物才可以學到更多!

主/承辦機構

「變變變! MOVE 生物體驗展·澳門站」是由澳門中國旅行社股份有限公司（主辦）及幻想家娛樂製作有限公司（承辦）合力打造的寓教於樂型版權展覽。

主辦機構：

澳門中國旅行社股份有限公司成立於1961年，創下粵澳旅遊合作先河，成為溝通兩岸四地民眾交流的橋樑，曾兩次榮獲澳門特區政府頒發「旅遊功績勳章」，經營業務涵蓋會展服務（包括會展策劃、公關禮儀、預定酒店、往來機車船票、車輛使用等），以及旅遊、證件、客運、商品零售、中國法律業務等多個範疇。

承辦機構：

幻想家娛樂製作有限公司成立於2014年，主要業務為會議展覽及活動策劃、公關媒體宣傳、廣告企劃、活動統籌、場地佈置、燈光音響、影像製作、平面設計及多媒體動畫製作等，致力於為客戶提供專業、優質的一站式會展活動策劃及管理服務，近年投入文化創意產業並成功舉辦多個熱門IP展覽。

About the Event

The “MOVE! into the Wildlife Exhibition” is here in Macau after its success in Taipei, Kaohsiung, Hong Kong and Shanghai.

“MOVE! into the Wildlife Exhibition” takes a unique approach, inviting you to get to know the lives, become one of them, and get a personal grasp of the stories behind them. There are a total of five designed area to experience the exhibition: “Small Garden”, “Wonder Jungle”, “Survival Ocean”, “Miracle Savanna” and “Gear Center”, you can “become” different creatures, emulating their traits and skills and seeing the world through their eyes in different designed area.

By experiencing life as a creature, you will find out how interesting it can be to live together with other living creatures on earth. Let’s MOVE into the wildlife!

Organizer / Coordinator

“MOVE! into the Wildlife Exhibition” is a copyright exhibition featured with education and entertainment jointly organized by China Travel Service (Macau) Limited (Organizer) and Seer Entertainment Production Limited (Coordinator).

Organizer:

China Travel Service (Macau) Limited. Established in 1961, the Company set a precedent for Guangdong-Macao tourism cooperation and became a bridge for the communication between the people of the Cross Strait Four-Regions. CTS has been awarded the “Medal of Tourism Merit” twice by the Macao SAR Government. Its business covers MICE services (including exhibition planning, public relations etiquette, hotel reservations, air/ferry tickets reservations, vehicle booking, etc.), tourism, travel documents, passenger transportation, merchandise retail, and Chinese legal business etc.

Coordinator:

Seer Entertainment Production Limited. Founded in 2014, Seer is a Macau based entertainment company, focusing on MICE and event planning, public relations media promotion, advertising planning, event coordination, venue layout, lighting and sound, image production, graphic design and multimedia animation production, etc. It is dedicated to providing customers with professional and high-quality one-stop MICE planning and management services. In recent years, the Company has invested in the cultural and creative industry and successfully hosted many popular IP exhibitions.





版權展覽具前景 促辦展模式多元

首先，十分感謝澳門會議展覽業協會對「變變變！MOVE生物體驗展・澳門站」的肯定，能獲選為「創新展覽獎」感到十分榮幸，這是對我們的褒獎及鼓舞。展覽的成功絕對不只是一方的努力，而是得益於版權方、主辦單位、承辦單位、贊助商及各合作單位的同心協力，將日本原著的展覽呈現給澳門市民及旅客。

「變變變！MOVE生物體驗展」曾到過不同地方展出，我們觀察並吸取了不同地方的辦展經驗，將展覽優化成更切合澳門的規模及佈局。是次澳門站展覽是以《動態圖鑑MOVE》為藍本轉化而成的教育娛樂展覽，特別適合親子同遊，跳脫書本框架，透過新奇有趣的親身體驗模式，讓大小朋友學習不同生物特徵、不同生存環境的同時，充分感受「Edu-tainment」寓教於樂型展覽的樂趣。

此外，我們更肩負起社會責任，為學校、家長會、慈善團體的學生組織多次包場活動，讓更多人可以體驗及享受此次展覽的豐富內容，為澳門居民及旅客提供休閒娛樂好去處。

是次展覽將日本品牌引入澳門市場，促進了國際版權商與本地企業的合作，助推本澳版權展覽的國際化及專業化，同時，亦促進了澳門本地不同行業（展覽業，旅遊業，教育界等）之間的合作，集合澳門各界資源，發揮各自優勢，互惠互利。版權展覽在澳門具有創新優勢，是次展覽提供了一個有益的參考及示範，相信可為澳門的休閒娛樂展覽帶來新合作模式及發展方向之思考及啟發。

澳門政府近年重點推動展覽業及文化創意產業，成效顯著，可見在澳門舉辦版權展覽有市場前景，各類創新主題的活動亦更有發展空間及更趨多元化。未來，我們將會積極構思不同的原創展覽內容，為澳門帶來更多不同類型、更優質、更創新的展覽，讓廣大市民感受更多元的娛樂及展覽體驗，為澳門吸引更多遊客，助力澳門發展成為「世界旅遊休閒中心」。

The Outlook for Copyright Exhibitions Promotes the Diversification of Exhibition Modes

First of all, I would like to thank the Macao Convention & Exhibition Association (MCEA) for its recognition of "MOVE! into the Wildlife Exhibition". It is a great honor to be selected for the "Innovative Exhibition Award", which is a commendation and encouragement to us. The success of the exhibition is definitely not only attributed to the efforts of one party, but also the concerted efforts of copyright owners, hosts, organizers, sponsors and partners to present the exhibition of an original Japanese work to local residents and visitors.

"MOVE! into the wildlife" has been to different places for exhibitions, and we have observed and learned from the past experience to optimize the size and layout of the exhibition so that it can better suit Macao. The exhibition in Macao is an educational and entertainment exhibition based on "Move: the Dynamic Encyclopedia". It is especially ideal for parents and children to visit and explore out-of-book knowledge. Through the novel and interesting personal experience model, visitors of all ages can learn various biological characteristics and different living environments, while fully experiencing the fun of "Edu-tainment". In addition, we assume our social responsibility by reserving the whole event for students from schools, parent-teacher associations and charitable organizations multiple times, so that more people can experience and enjoy the rich content of the exhibition, providing an ideal place for leisure and entertainment for residents and tourists in Macao.

The exhibition has introduced Japanese brands into Macao's market, promoted cooperation between international copyright dealers and local businesses,

facilitated the internationalization and specialization of licensed exhibition in Macao, and also boosted cooperation among different local industries (exhibition industry, tourism, education, etc.). Thus, it brings together the resources of all walks of life in Macao and gives full play to their respective advantages, generating mutual benefit. Licensed exhibition enjoy an innovative advantage in Macao, and this licensed exhibition serves as a beneficial reference and demonstration. It is believed that it will spur thinking and inspiration for the new cooperation mode and development orientation of Macao's leisure and entertainment exhibitions.

In recent years, the Macao SAR Government has focused on bolstering the exhibition industry and the cultural and creative industry, yielding remarkable results. It is fair to say that there are market prospects for holding copyright exhibitions in Macao, and there is more room for development and diversification of events on various innovative themes. In the future, we will actively ponder varying original exhibition content, so as to introduce more innovative exhibitions of different types and higher quality to Macao and enable the general public to experience a greater variety of entertainment and exhibition events. In doing so, we can attract more tourists to Macao and help Macao develop into a "World Center of Tourism and Leisure".





金沙物美嘉年華

Sands Shopping Carnival

展會簡介

金沙中國於2015年與澳門中華總商會啟動扶持本澳中小微企业的計劃。2020年，新冠肺炎疫情為全球經濟帶來前所未見的沖擊，金沙中國深明中小微企业在疫情下經營困難，不忘初心牽頭推動「以大帶小」的理念，於8月7-9日期間在澳門威尼斯人金光會展D及E館逆市舉辦首個匯聚國際品牌及本澳中小微企业商品，且集吃、喝、玩、樂於一身的全澳最大規模消費折扣展「金沙物美嘉年華」，為本澳中小微企业及金沙零售商戶提供免費展銷平台，助拓商機，冀有效刺激本地經濟，帶動內銷，促進經濟復甦，並以最大優惠回饋澳門市民及遊客。

「金沙物美嘉年華」成功招商518個展位；近260家本澳中小微企业參展，當中包括多家從未參與展銷活動的小微企、澳門青創企業、澳門製造企業等，涵蓋文創、澳門老店、特色美食及葡語國家產品等不同行業，全力配合及響應澳門特區政府「齊消費，促經濟」的復甦政策。

活動籌辦時間僅四個月，金沙中國團隊上下一心，社會各界一呼百應，眾志成城，幸獲中聯辦、經濟局、旅遊局、博彩監察協調局、貿易投資促進局及中華總商會等機構全力支持。一連三天的夏日消費休閒盛會反應熱烈，共吸引超過10萬人次參與。

主辦機構

金沙中國有限公司（簡稱「金沙中國」）是澳門最大規模的綜合度假村發展商、業權持有人及經營商，為旅客提供酒店、零售、餐飲美食、會議展覽及娛樂消閒設施。金沙中國旗下物業共提供近13,000間酒店客房及套房、165萬平方呎（15萬平方米）會議展覽場地、約150種不同餐飲選擇，以及超過850間豪華和中端市場的零售商店。

About the Event

In 2015, Sands China joined hands with the Macao Chamber of Commerce to launch a programme to support small, medium and micro enterprises in Macao. In 2020, the COVID-19 pandemic brought unprecedented shock to the global economy and Sands China fully understands the difficulties faced by local SMEs in their operations. We have not forgotten our original aspirations and are committed to taking the lead to support local SMEs. From August 7 to 9, Sands China organised the largest shopping event of its kind in Macao – the Sands Shopping Carnival, at Hall D and E of The Venetian Macao. It provided a free business platform for local SMEs and Sands retailers to help expand business opportunities and effectively stimulate the local economy, drive domestic sales, promote economic recovery, and give back to Macao citizens and tourists with large consumer discounts.

In support of the Macao SAR government's Consume for the Economy initiative, the Sands Shopping Carnival successfully recruited 518 booths. Besides the participation of Sands retailers, nearly 260 SMEs, micro-suppliers, Macao young entrepreneurs, and Made-in-Macao companies participated, including some that had never joined a trade fair. Participating businesses represented diverse industries such as cultural and creative, old Macao stores, food and beverage, and products from Portuguese-speaking countries.

With the joint efforts of the Sands China team and all sectors of the community, it took only four months to make the Sands Shopping Carnival happen. The event was fully supported by the Liaison Office of the Central People's Government in the Macao SAR, the Macao Economic Bureau, the Macao Government Tourism Office, the Macao Trade and Investment Promotion Institute (IPIM), the Macao Gaming Inspection and Coordination Bureau, and the Macao Chamber of Commerce.

The three-day family-friendly fun event attracted more than 100,000 visits.

Organizer

Sands China Ltd. is the leading developer, owner and operator of integrated resorts in Macao.

Providing a complementary mix of hotel, retail, dining, MICE and entertainment facilities, the combined Sands China portfolio of properties features nearly 13,000 hotel rooms and suites, 1.65 million square feet (150,000 square metres) of meetings and convention space, approximately 150 different dining options, and over 850 luxury and mid-market retail shops.





以大帶小 會展項目助振社區經濟

非常榮幸由金沙中國主辦，澳門中華總商會協辦的「金沙物美嘉年華」榮獲由澳門會議展覽業協會主辦的「澳門會展嘉許獎2020」之「創新展覽獎」，這是對我們團隊很大的肯定和鼓勵。金沙中國植根澳門十六年，多年來憑著一應俱全的設施和專業優秀的服務團隊為本澳居民和旅客帶來精彩多樣的娛樂及會展盛事。

金沙中國於2015年與中華總商會啟動扶持本澳中小微企业的計劃，持續推行了多項工作計劃。我們深明中小微企业在疫情下面對經營困難，扶持項目必須符合內銷經濟的實際所需。此外，考量過去為澳門旅遊業貢獻良多的零售業，疫情期間所面臨的重大經營壓力，雙方最終促成首個匯合國際品牌及本澳中小微企业商品、全澳最大規模消費折扣展「金沙物美嘉年華」，並取得三天引客十萬的佳績。

2020年是充滿挑戰和困難的一年，我們堅持與澳門社區並肩同行，致力推動「以大帶小」的理念，發揮帶頭作用，讓本澳社區特別是中小微企业的發展得以同步延展。「金沙物美嘉年華」承載著我們對澳門作出的長期投入及承諾，同時代表著公司對本澳各界「疫」境自強的信心，以及我們助力提振本澳經濟的決心。

金沙中國具有舉辦大型會展活動的豐富經驗，在疫情下，是次嘉年華活動全面按照有關當局指引實行了一系列防疫措施以保障公眾健康及安全，包括探測體溫、佩戴口罩、提供消毒洗手液以及憑澳門健康碼綠碼入場等；採用全新營運模式，首次使用無接觸的線上參展商管理系統，以減低病毒傳播的風險；採取網上預約入場機制，以便控制及管理入場人數；同時，積極推行綠色會展，帶頭響應減少一次性塑膠餐具的產生和使用。

是次嘉年華活動，以支持澳門特區政府「齊消費，促經濟」的政策為目標，配合第二輪消費卡的使用，匯聚本地中小微企业及國際品牌產生聯動效應，為其提供免費展銷平台，更為居民增添休閒娛樂的選擇，達至刺激消費，保就業，提振本澳經濟的多贏局面，具歷史性及開創性意義。

金沙中國有限公司 王英偉 總裁

Sands China Ltd. Wilfred Wong President



展會簡介

為響應特區政府「協同奮進，變革創新」的發展理念，配合特區政府經濟政策，創新展會服務模式，協助中小企緩解疫情帶來的經營壓力，提振消費，刺激經濟，由澳門會議展覽業協會主辦，南光國際會議展覽有限公司、澳門網絡傳媒發展有限公司共同承辦了澳門首個線上展覽——濠江盛“惠”「開心購物節」。展覽期望以創新的形式，為中小企設立一個網上平台，開啟多元展示方式，透過策劃不同類型的主題活動，幫助澳門中小微企轉型升級，為參展商戶帶來收益。

本次展覽共吸引了參展商戶約五百家，參展產品總數超過四千件，進入展會主會場人數超過38.5萬人次，交易訂單超過五萬宗，交易金額近澳門幣兩千萬元。

承辦機構

濠江盛“惠”「開心購物節」由南光國際會議展覽有限公司及澳門網絡傳媒發展有限公司共同承辦，以嶄新形式呈現本澳首個線上展覽。

南光國際會議展覽有限公司（簡稱「南光會展」）2008年7月註冊成立於澳門，隸屬於南光文創，業務範疇多元，主要從事各類大型展覽、會議、活動、賽事等的承辦及運營；文化創意產業及會展產業相關延伸業務等。南光會展聯合內地中央企業，成功打造了汽車展、遊艇展、公務航空展三展聯袂的「濠江盛匯」品牌。三展均榮獲國際展覽業協會（UFI）認證，公司亦為UFI組織成員。

澳門網絡傳媒發展有限公司，是澳門一家領先的創新型科技公司，其獨立開發及運營的「澳覓APP」是澳門首家集吃喝玩樂、優惠搜索、並支援雙幣支付（澳門幣和人民幣）的生活電商平台。澳覓APP於2016年6月上線，開展外賣、團購、超市、休閒娛樂、美容美髮等業務，為消費者提供值得信賴的本地商家推薦、優惠資訊、消費指南、O2O閉環交易等服務。

濠江盛“惠”「開心購物節」

China Macau Distinguished Gathering “Happy Shopping Festival”



南光國際會議展覽有限公司 許偉杰 項目經理

Nam Kwong International Conference & Exhibition Co., Ltd.
Dave Hoi Project Manager

「宅經濟」激活新消費 探索會展產業轉型升級

作為本澳首個線上展會——濠江盛“惠”「開心購物節」以創新的形式，為中小企設立網上平台，開啟多元展示方式，引導線上、線下融合，透過策劃不同類型的主題活動，幫助澳門中小微企轉型升級，探索澳門會展產業新形式。本次展會獲得澳門會議展覽業協會頒授的「創意展覽獎」，是對展會的肯定，更是對團隊的鼓舞。

2020年伊始，一場新冠肺炎疫情席捲全球，世界各國及地區紛紛頒佈出入境限制措施，訪澳遊客銳減，沉重打擊本澳經濟。疫情令許多計劃舉辦的展會相繼延期或取消，不少本澳中小微企的發展受到強大衝擊。疫情期間，雖然澳門市民在出行上受到限制，但對購物的需求並未減少，「開心購物節」順勢而上，通過科技賦能，透過搭建網上展示平台，以互聯網科技連接消費者和商家，幫助本地中小微企拓寬銷售管道，以「宅經濟」激活新消費，實現市民們在家抗疫、開心購物兩不誤。

透過展會，我們探索到澳門展覽行業未來的發展機遇，挖掘到創新會展服務新模式，在疫情防控常態化的背景下，成功轉危為機，促進會展產業轉型升級，加深澳門中小微企對電子商務的認識和運用，在促進經營方式和業務轉型，提高市場競爭能力的同時，培養市民嶄新的消費習慣，助力澳門多元經濟向好發展。

未來，我們將對展會進一步提質擴容，帶領團隊搭建跨境電商新平台，借助粵港澳大灣區建設契機，融入國家發展大局，為本澳中小微企業開拓更廣闊的市場機遇。



“Stay-at-Home Economy” Stimulates New Consumption Explore the Transition and Upgrading of the MICE Industry

As Macao's first online exhibition, the China Macao Distinguished Gathering “Happy Shopping Festival” innovatively builds for SMEs an online platform to demonstrate themselves by various means and guides them toward an online-merge-offline business model. By planning different types of activities, its aim is to assist local SMEs in their business transition and upgrading, and to explore for Macao's MICE industry a new form of business. The Innovative Exhibition Award granted by the Macao Convention & Exhibition Association (MCEA) represents a recognition of the event, as well as a great encouragement to the team behind the scenes.

As the COVID-19 pandemic has wreaked havoc across the globe since the beginning of 2020, travel restrictions have been imposed by countries and regions worldwide, resulting in a sharp reduction in the number of tourists to Macao, and in turn, dealing a heavy blow to the local economy. The outbreak of the pandemic has also led to the postponement or cancellation of many planned exhibitions and conventions, causing enormous impact to the development of quite a number of local SMEs. Despite these travel restrictions due to the pandemic, the shopping needs of local residents remain undiminished. Supported by technology, the “Happy Shopping Festival” was thus born, connecting consumers to sellers via an online exhibition platform, to help local SMEs expand their channel of sales, stimulate new consumption based on the “stay-at-home economy”, and offer local residents a happy shopping experience as they stay at home during the pandemic.

Thanks to the festival, we have figured out where the future development opportunities of the local MICE industry lie, as well as an innovative model of MICE services. As the pandemic control measures remain in place, it is important to turn this crisis into opportunities, particularly by promoting the transition and upgrading of the MICE industry, deepening the understanding of local SMEs of e-commerce and its application, advancing the transition of operational methods and business, stimulating market competition and encouraging local residents to develop a new habit of consumption, to support the development of the local economy toward diversification.

Going ahead, we will remain committed to improving the quality and expanding the scope of exhibitions and conventions, building cross-border e-commerce

platforms together with our team, and by virtue of the opportunities from the development of the Guangdong-Hong Kong-Macao Greater Bay Area, integrating into the larger picture of national development, to explore for Macao's SMEs a wider range of market opportunities.





About the Event

Co-organized by Nam Kwong International Conference & Exhibition Co., Ltd. and Macao E-Media Development Company Limited, China Macau Distinguished Gathering "Happy Shopping Festival" presents the first online exhibition in Macao in a brand new style.

Nam Kwong International Conference & Exhibition Co., Ltd. ("Nam Kwong Conference & Exhibition" for short) was registered and established in Macao in July 2008 and is affiliated to Nam Kwong Culture and Creativity Industry Co., Ltd. It boasts a wide range of business scope, covering the organization and operation of large-scale exhibitions, conferences, events and competitions as well as business related to the cultural & creative industry and the MICE industry. Nam Kwong Conference & Exhibition, together with central enterprises in Mainland China, has successfully created the brand of "China Macau Distinguished Gathering", which is composed of three exhibitions, namely the Macao Auto Show, Macao Yacht Show and Macao Business Aviation Exhibition. All three exhibitions have been certified by the Global Association of the Exhibition Industry (UFI) and the company is also a member of the UFI.

Macao E-Media Development Company Limited is a leading innovative technology company in Macao. Its independently developed and operated application Aomi is the first lifestyle & e-commerce platform in Macao that integrates the search for food, amusement and special offers, and supports dual-currency payment (MOP and RMB). Aomi was launched in June 2016, engaged in business including takeaway services, group buying, supermarkets, leisure and entertainment, hairdressing & beauty, etc. It makes recommendations on reliable local shops, and provides preferential information, consumer guides, O2O closed-loop transaction and other services.

Coordinator

China Macau Distinguished Gathering "Happy Shopping Festival" is jointly organised by Nam Kwong International Conference & Exhibition Co., Ltd. and Macao E-Media Development Company Limited. The event is the first Macao local online exhibition presented in a brand new form.

Nam Kwong International Conference & Exhibition Co., Ltd. (Nam Kwong Conference & Exhibition for short), founded and registered in Macao in July 2008, is affiliated to Nam Kwong Cultural and Creative. Nam Kwong Conference & Exhibition is mainly engaged in the organizing and operation of all kinds of large-scale exhibitions, conferences, activities, and events; relevant extension business of cultural creative industry and exhibition industry. Nam Kwong Conference & Exhibition cooperated with the state-owned enterprises in mainland China to successfully launch the brand of "Distinguished Gathering" in the forms of exhibitions on land, sea and air (i.e., Auto Show, Yacht Fair and Business Aviation Exhibition). The "China Macau Distinguished Gathering" - Macao Auto Show, Macao Yacht Fair and Macao Business Aviation Exhibition were certified by the Union of International Fairs (UFI) in 2015 and 2016, respectively, and Nam Kwong Cultural and Creative became a member of the UFI organizations.

"Macao E-Media Development Company Limited" is a leading innovative technology company in Macao. It's independently developed and operated "Aomi APP" was launched in June 2016. It is the first integrates food, entertainment, preferential search, and supports dual currency payments (MOP and RMB) Life e-commerce platforms. "Aomi APP" has a diversified business scope like delivery, group buying, online supermarket, entertainment and other different business. It provide trustworthy local business, preferential information, consumer guide, O2O closed-loop transactions and other services.

Sands China plays a leading role in assisting local SMEs MICE events to help revitalize community economy

It is a great honour that the Sands Shopping Carnival, organised by Sands China Ltd. and co-organised by the Macao Chamber of Commerce, has won the Innovative Exhibition Award in the Macao Convention and Exhibition Recognition Awards 2020 hosted by the Macao Convention and Exhibition Association. This is a great affirmation and encouragement for our team.

Sands China has been rooted in Macao for 16 years. During that time, with our well-equipped and state-of-the-art infrastructure and professional service team, we have brought spectacular and diverse entertainment and exhibition events to Macao residents and tourists.

Sands China jointly launched our local SMEs support programme with the Macao Chamber of Commerce in 2015 and we have implemented a number of related plans thereafter. We fully understand the operating difficulties local SMEs are facing under the pandemic, and our support measures have to fulfil the actual needs of the domestic economy. As we reflected on the major operating pressures faced by the retail industry – an industry that has contributed a great deal to Macao's tourism industry in the past – the Sands Shopping Carnival was born. It was the largest sales event of its kind, and it converged international brands with products from local SMEs and attracted 100,000 visits in three days.

The year 2020 has been one full of challenges and difficulties. Sands China insists on continuing its support to local SMEs and walks side by side with the community. We are committed to playing a leading role in assisting local SMEs to expand their development. The Sands Shopping Carnival was an example of carrying out our long-term commitment to Macao, and at the same time represents the

company's confidence in the self-improvement of all sectors in Macao in the pandemic environment, and our determination to help boost the local economy.

Sands China has rich experiences in organizing large-scale MICE events. In light of the pandemic, several sanitisation and safety protocols were in place throughout the carnival to ensure a safe, healthy, and worry-free environment for all, including temperature checks, mandatory wearing of face masks, hand sanitisers, and strict implementation of the Macao 'health code' system at the entrance, among other measures. The carnival also adopted a crowd management system and an exhibitor management system for the first time as a new operation model. Exhibitors used contactless online methods to reduce the risk of virus transmission. In order to properly manage crowd flow, participants were highly encouraged to make an online reservation in advance. We also promoted the concept of green meetings, taking the initiative to reduce the production and use of disposable plastic tableware.

The Sands Shopping Carnival marked an event of historical and revolutionary significance that brought satisfaction to the government, local enterprises and the general public. It has achieved the government's Consume for the Economy objective and encouraged the use of the second round of e-consumption vouchers. It brought together a rare convergence of products from local SMEs and international brands to create a synergistic effect, in which exhibitors were given a free platform to create more business opportunities. It provided local residents and tourists with more entertainment and leisure options, achieving a win-win situation that stimulated consumption, secured employment and boosted the local economy.





會議競投獎 Bid Convention Awards

- ▶ 2019 亞太開發性金融機構協會CEO論壇
ADFIAP International CEO Forum 2019
- ▶ 國際中小企論壇 - 澳門 2019
SME World Forum - Macao 2019



2019 亞太開發性金融機構協會CEO論壇

ADFIAP International CEO Forum 2019

展會簡介

「2019 亞太開發性金融機構協會CEO論壇」於2019年10月17-19日在澳門巴黎人酒店順利舉行。會議吸引約二十多個國家、逾百多位開發金融機構及國家開發銀行的行長、董事長、總經理等高層代表參會，不僅對開發性金融機構如何更好地推動地區經濟增長具有重要作用，也對正在促進經濟適度多元的澳門別具意義。

2019 亞太開發性金融機構協會CEO論壇由亞太開發性金融機構協會主辦，澳門貿促局、澳門銀行公會及澳門會議展覽業協會支持，並獲國際會議協會（ICCA）認可。會議主題為“開發性金融機構的未來之路Powering the DFI 4.0 Journey”，匯聚亞太區的開發性金融機構探討未來發展途徑和方法。

希望透過是次會議把可持續發展的目標和相關問題，互相交流意見和分享經驗，同時希望眾人都可從分享者個人及專業意見中獲益。

承辦機構

澳門博覽集團有限公司——您可信賴的會展伙伴

澳門博覽集團有限公司成立於2001年，是立足澳門、面向亞太的專業展覽公司及會展服務機構，以舉辦會議及展覽、活動組織及統籌、廣告宣傳策劃及投資為核心業務，具備豐富的會展及廣告宣傳經驗。本公司為澳門會議展覽業協會發起及創會會員。

專業團隊精神

本公司有完善的組織架構，設有市場拓展部、會展服務部、會展競投部、設計部、工程部、行政部及財務部等，各部門既能獨立完成工作，發揮所長，亦十分著重團隊合作，相互支援，為客戶提供一站式服務。

優質客戶服務

本公司匯集展會主辦/承辦及活動策劃之經驗，為客戶提供高質素的業務組織服務。因了解為客戶提供最優質服務的重要性，公司有專業客戶服務支援隊伍，隨時預備提供全方位的服務，以滿足客戶的需要。



About the Event

The “ADFIAP International CEO Forum 2019” was successfully held on October 17-19, 2019 at The Parisian Macao. The conference attracted over 100 high-level representatives from more than 20 countries.

Now on its fifteenth year, this international conference for chief executive officers of ADFIAP member-institutions has gained prominence and relevance as an effective platform for best practice and ideas exchange, relationship-building, and business cooperation. In light of the discussions, knowledge and experiences shared, and conclusions made in the high-level Global Sustainable Finance Conference in Karlsruhe, Germany on July 11-12, 2019 where ADFIAP is a co-organizer, this CEO Forum in Macao followed through with a sharp focus on transforming current development finance institutions (DFIs) into the fourth generation development banks as well as provide a unique opportunity for delegates to co-create the future of development banking.

The ADFIAP International CEO Forum is organized by the Association of Development Financing Institutions in Asia and the Pacific, supported by the Macao Trade & Investment Promotion Institute, The Macau Association of Banks, and Macao Convention & Exhibition Association, and is recognized by the International Congress and Convention Association (ICCA).

It is with this background that consider the theme of the CEO Forum, “Powering the DFI 4.0 Journey” very appropriate and relevant. And all ADFIAP members, partners, and other stakeholders joined and met in Macao, shared, and be part of this history-making event to innovate, transform and lead the DFIs into the future.



Coordinator

MEG was established in 2001 with the sole purpose of providing expertise to the conference and exhibition industry. Over the years, MEG's reputation for quality and reliability has grown and they are now ranked amongst the top conference managers in Asia. In Hong Kong and Macao, they are the leading organizers and managers of large international conferences and exhibitions. The results speak for themselves - since 2001 over 100 international events have been successfully organized.

MEG's management team consists of skilled, flexible and highly professional personnel, experienced in all aspects of marketing, travel and administration. Aided by state-of-the-art technology, the team knows how to make an event work, whatever the problem, whatever the deadline. With us, you have the widest range of services at your disposal.





會議競投 週期長效益廣

非常感謝澳門會議展覽業協會，給會展業創造了一個頒獎盛會。榮獲「會議競投獎」是對「2019 亞太開發性金融機構協會CEO論壇」成功舉行，以及對我們團隊工作的巨大肯定，亦激勵我們繼續努力競投更多優質的國際性會議來澳門舉辦。

是次論壇的主題為「開發性金融機構的未來之路」，旨在匯聚亞太區的開發性金融機構，就開發性金融機構發展的途徑和方法進行探討，這對亞太地區開發性金融機構如何推動和促進本國經濟和地區經濟發展具有重要作用，對於本澳發展特色金融具有重要意義。

年會是眾多國際組織最重要的活動。舉辦國際會議，可為承辦城市帶來眾多經濟及社會效益。但會議競投週期較長，從申辦到舉辦一個國際會議需花兩三年時間，有的會議更長達五六年，需要本地的社團、會議公司、會議型酒店以及政府部門聯合，投入大量的精力及其資源，組成小而精的競標委員會，按照主辦方的要求，提交競標檔，進行競標說明，最終經歷場地考察等繁雜的手續，方能取得國際會議的主辦權。澳門貿易投資促進局對成功競投來澳舉行的ICCA會議項目提供20萬元特別資助，這項措施也提高了本澳機構競投國際會議的興趣。

疫情對全球市場經濟造成了不可估量的影響。在未來一段時期內，疫情時期的防疫措施還將延續，控制風險將成重中之重。自疫情在全球範圍蔓延以來，全球廣泛採取封鎖措施，導致線下會展活動紛紛延期或取消。雖然目前國內各地的會展活動陸續放開，但全球疫情防控仍未結束，對線下大型聚會帶來的影響還無法徹底消除。

但危中有機，疫情亦為會展技術的發展帶來了重大機遇，例如計算機領域的眾多新技術，以及人工智能、5G、混合會議、會議互動等。疫情加快了會議技術領域的發展，而技術的革新勢必將推動會展業發展進入新階段。

澳門博覽集團有限公司 江世波 會議總監

Macau Expo Group Limited Andrew Jiang Director

MICE bidding featured with long period and wide-spread benefits

We would like to express our sincere thanks to the Macao Convention & Exhibition Association for presenting such a good award-giving event for the MICE industry. "Bid Convention Award" is not only highlighting the successful hosting of the "ADFIAP International CEO Forum 2019" but also standing for the recognition of our team's work. It will also encourage us to continually bid for more hosting rights for high-quality international conventions.

The theme of this year's conference is "Powering the DFI 4.0 Journey", and it focused on the issue of transforming current DFIs into the fourth generation development banks. This High-Level Forum is exclusively dedicated to the leadership of national DFIs and will provide a unique opportunity to co-create the future of development banking.

Annual convention is usually the most important event of the international organization. Holding such conventions can also bring numerous economic and social benefits to the host city. However, the bidding process for these conventions is often featured with long period. Generally speaking, It takes two to three years from bidding to hosting an international convention. Some can last as long as five or six years. Meanwhile, it demands enormous joint efforts and resources from local associations, MICE companies, hotels, and government departments to form a small and sophisticated bidding committee to carry out the complicated procedures, such as submitting bidding files and briefing the bidding instructions according to the requirements of the organizer, and

conducting site inspections, etc. to finally obtain the hosting rights. Thanks to Macau Trade and Investment Promotion Institute for providing a special subsidy of MOP 200,000 for the successful bidding of ICCA MICE projects to be hosted in Macao, it has also increased the interest of local companies in bidding for the hosting rights for international conventions.

However, the outbreak of the COVID-19 pandemic has brought about an immeasurable impact on the global economy. In the near future, the pandemic prevention measures shall prevail, and the risk control will be the top priority. The extensive blockade measures adopted worldwide as a result of the globally-spread pandemic would lead to the postponement or cancellation of offline MICE activities. Although at present, the MICE activities in many parts of China have come back to normal, the global prevention and control would still continue. Therefore, the impact on large-scale offline gatherings cannot be completely eliminated.

However, opportunities do exist in the crisis. The pandemic has brought major opportunities for the development of MICE technologies, such as artificial intelligence, 5G, hybrid conferences, and MICE interaction technologies etc. The pandemic has accelerated the development of MICE technologies, and the technological innovation will surely push the development of the MICE industry into a new stage.





國際中小企論壇 - 澳門 2019

SME World Forum - Macao 2019

展會簡介

由澳門中小企業協進會及國際中小企業聯合議會（ICSB）主辦，滙業財經集團策劃的國際中小企論壇於2019年12月11日至13日首次在澳門舉行，以「**中小企與創業精神 - 引領世界前進**」為題，雲集超過400多位來自世界各地的企業家、中小企業東主、政界領袖、研究人員、教育工作者和各專業範疇的領袖，一同分享創新構思。

論壇分十一個主題，與會者於各分論壇中深入討論及分享了關於粵港澳大灣區、金融科技、智慧城市、5G、物聯網、企業人文精神、供應鏈與環球貿易、人工智能與自動化、女企業家精神、中小企支援旅遊與酒店業發展及教育對中小企繁盛發展的重要性等重要議題。

國際中小企論壇的第一天，舉辦了一個名為MACAO Says YES的青年企業家訓練營。來自澳門各大學的學生、學者和青年企業家，進行了為期一整天的互動學習。

為期三天的國際中小企論壇圓滿結束，證明澳門這個城市商機處處，企業家們應當抓緊發展機遇。

主辦機構

澳門中小企業協進會是於1998年5月成立的非牟利組織，致力協助澳門中小微企拓展市場、尋找商機，並提升企業的競爭能力，以應對瞬息萬變的市場環境，把握機遇。本會有近1,000名成員，由區宗傑先生擔任理事長。

本會為業界提供商務資訊、商業配對、法律諮詢、外文翻譯及商事顧問等各種服務。此外，為提升業界競爭能力和促進技術交流，本會亦定期舉辦不同類型的主題論壇和研討會，邀請本地或鄰近地區的專家學者傳授經驗和相關知識。

與此同時，為準確把握海內外市場與鄰近地區的無限商機，本會也積極組織會員出訪交流，拜會各地的官商機構及中小微企，了解營商環境及政策措施的最新變化，並向成功企業借鏡取經，藉此啟發本地企業家的營商理念，持續加強他們的競爭能力。

About the Event

The Small and Medium Enterprises (SME) World Forum, organized by the Macao SME Association, the International Council for Small Business (ICSB) and co-organized by Delta Asia Financial Group, was held from 11 to 13 December, 2019. With the theme of **SMEs and Entrepreneurship – Leading the Way Forward**, the inaugural SME World Forum in Macao assembled over 400 representatives including entrepreneurs, small business owners, policy makers, researchers, educators and empathetic world leaders from around the world to share creative and innovative ideas.

The Forum covered 11 themes. Participants took part in business immersion and networking and explored important issues such as opportunities in the GBA, Fintech, Smart City, 5G, IoT, Humane Entrepreneurship, Supply Chain and Global Trade, Artificial Intelligence and Automation, Women Entrepreneurship, Tourism and Hospitality Development powered by SMEs and the Role of Education on SMEs Prosperity.

An entrepreneurial boot-camp called MACAO Says YES organized took place on the first day of the conference as a kick-off of the Forum. The program brought together the youth and students from Macao universities, academicians, as well as young entrepreneurs for a full day of interactive sessions.

The three-day event concluded successfully. It has showcased that Macao is a leading place for growth and entrepreneurship and there are plenty of business opportunities waiting to be captured.

Organizer

The Macao SME Association (the Association) is a non-profit-making organisation established in May 1998 which endeavours to assist small, micro and medium enterprises to expand their markets, explore business opportunities and enhance their competitiveness in order to seize any future opportunities. There are around 1,000 members in the Association, with Mr. Stanley Au Chong Kit being the Chairman.

Apart from being a platform for exchange of business information, the Association also provides services on business matching, legal advisory, translation and commercial consultation. The Association regularly organizes different thematic forums and seminars, and invites experts and scholars to share their experiences and latest findings.

Meanwhile, to explore business opportunities in both neighbouring and overseas markets, we actively organize overseas exchange tours, to visit local government, business organisations and SMEs so as to better understand the latest changes of the business environment and policy initiatives, and benchmark successful enterprises to inspire and strengthen local entrepreneurs' competitiveness.





會展帶動高端旅客 助力經濟多元

澳門中小企業協進會過去二十年的工作受到中國內地、澳門特區、乃至國際社會的廣泛認同，並於2018年獲邀加盟國際中小企業聯合議會 (ICSB)，雙方共同促成「國際中小企論壇 - 澳門2019」於2019年12月澳門回歸廿週年之際蒞澳舉辦。該論壇取得勝於預期之成效，贏得社會各界認可並獲澳門會議展覽業協會頒發之獎項，可謂與有榮焉。

成立於1955年的ICSB是國際上最具規模和實力的中小企業組織之一，每年在不同國家舉辦國際中小企論壇，至今已辦64屆。該論壇成功在澳門舉辦，吸引世界各地知名學者專家出席並擔任講者嘉賓，可大大提升澳門作為會展城市的國際知名度，以及本澳中小企的品牌聲譽。

該論壇對澳門會展業起到正面激勵和帶動作用，亦證明在澳門會展硬件設施及軟件配套的支持下，澳門民間團體有潛力和實力舉辦大型國際性會展活動。相信隨著澳門會展業的不斷發展，專業會展機構有能力舉辦更具規模及影響力的會展活動，同時引進不同類型的優質會展項目落戶澳門，持續豐富及壯大澳門的會展業市場。

2020年疫情來襲，以及國家政策的改變（例如逐步推行人民幣數字化等），澳門的支柱產業受到衝擊，故更有必要加快經濟多元化發展步伐。會展業因具有良好的經濟拉動效應，有利於促進產業多元化，尤其在帶動高端旅客來澳方面，更有明顯優勢，而與會展業密切相關的零售、酒店、餐飲、休閒娛樂等各行業，甚至乎博彩業均可得益於高端旅客數量的增長，形成良性循環及多贏發展局面。

對於澳門會展業未來發展，希望可在保持硬件設施優質及充足的基礎上，進一步加強軟件配套建設，致力成為多元化發展的有力引擎。本會也將一如既往地協助本地中小企業增強營商理念及自身競爭力，以更好地參與澳門經濟適度多元發展的進程。

澳門中小企業協進會 區宗傑 理事長

The Macao SME Association Stanley Au Chairman

MICE attract high-end tourists to support economic diversification

Over the past two decades, the Macao SME Association has received extensive recognition from the Mainland, the Macao SAR, and the international community. In 2018, it was invited to join the International Council for Small Business (ICSB). As a joint effort of the two parties, the SME World Forum – Macao 2019 was held in Macao in December 2019 as Macao celebrated the 20th anniversary of its return to the motherland. The outcomes of the forum were beyond expectation, which received wide acknowledgement from all walks of life, including honorary awards from the Macao Convention & Exhibition Association (MCEA).

The ICSB, founded in 1955, is one of the largest and most powerful organisations devoted to small businesses internationally. The SME World Forum is held annually in different countries, and to date a total of 64 sessions have been organised. The successful organisation of the forum in Macao, which attracted prominent scholars and experts from around the world as speakers and guests, is expected to significantly improve the international reputation of Macao as a MICE city and local SME brands.

The SME World Forum plays an active role in driving the development of Macao's MICE industry. It is also testimony to the potential and strength of local civil societies to hold large international MICE activities with the support of Macao's MICE facilities and supporting services. As the local MICE industry continues to grow, it is believed that more MICE activities of a larger scale and with greater

influence will be organised by professional MICE organisations. Meanwhile, different types of quality MICE projects will also be launched in Macao to continuously expand the local MICE market.

In 2020, Macao's pillar industries were hit hard by the COVID-19 pandemic, as well as changes in national policies (e.g., the digitalisation of RMB). It is all the more imperative now to step up the diversified development of the local economy. The MICE industry that has a key role to play in promoting economic growth can contribute to industrial diversification, particularly by attracting high-end tourists to Macao. Other industries closely associated with the MICE industry, such as the retail, hotel, catering, leisure, entertainment and gambling industries, will benefit from such an increase in the arrival of high-end tourists, thus making possible a virtuous circle and win-win development.

As for the future development of Macao's MICE industry, it is expected that supporting services can be further strengthened while the quality and sufficiency of hard facilities can be ensured, in order to support the diversified development of the local economy. The Macao SME Association will remain committed to assisting local SMEs in their efforts to improve business management and competitiveness so as to better participate in the process of Macao's moderate economic diversification.



承辦機構 Coordinator:

澳門博覽集團有限公司
Macao Expo Group Limited

主辦機構 Organizer:

澳門中小企業協進會
The Macao SME Association



原創會展獎 Original Convention and Exhibition Award

- 健康滿FUN復SHOW嘉年華
Healthy and Fun Carnival

主辦機構 Organizer:

銀河娛樂集團

Galaxy Entertainment Group

convention

exhibition commendation



健康滿FUN復SHOW嘉年華

Healthy and Fun Carnival

展會簡介

為響應政府「齊消費，促經濟」政策，「健康滿Fun復Show嘉年華」於2020年5月16日至6月21日（逢星期六、日）於「澳門百老匯™」舉辦。是次活動由銀河娛樂集團主辦、澳門中華總商會協辦及澳門國際盛事促進會承辦，展位數量達70個，受惠中小企業機構有116間。活動設有美食區、零售區及遊戲區，旨在為各商戶提供一個商機平台。是次活動亦推出「齊購共賞，促進二次消費計劃」，所有參加嘉年華的市民均可於現場免費領取本澳商戶優惠券傳單，不但可於嘉年華享受現場商戶的優惠折扣，更可於社區的商戶實體店再次享受優惠，從而促進社區經濟，為商戶帶來可持續的商機。此外，為了讓參展商及市民安心參與嘉年華，大會實施了一系列的防疫措施，務求為市民提供安全放心的購物環境。

主辦機構

銀河娛樂集團（「銀娛」或「集團」）是全球首屈一指的度假城、酒店及博彩企業，主要在澳門發展及經營一系列綜合度假城、零售、餐飲、酒店及博彩項目。集團於香港聯合交易所上市，並為恒生指數成份股。

作為澳門三家獲得博彩批給合同的營運商之一，銀娛一直以成功打造嶄新、觸目及屢獲殊榮的項目、產品及服務見稱，並以「傲視世界 情繫亞洲」的服務理念，於澳門經營三個旗艦項目：包括位於路氹的「澳門銀河™」、「澳門百老匯™」；以及位於澳門半島的澳門星際酒店。

集團擁有的尚待開發之土地為澳門博彩營運商之中最大。隨著位於路氹的新里程落成後，銀娛在路氹的度假城版圖將倍增至超過二百萬平方米，成為全球其中一個規模最大並集度假城、娛樂及會展設施於一身的多元化綜合旅遊度假勝地。銀娛亦正就一幅面積達2.7平方公里、位於澳門毗鄰之橫琴的土地計劃發展一個世界級的時尚休閒度假城，此度假項目將與銀娛在澳門的業務相輔相成，同時令集團在同業中脫穎而出，並支持澳門發展成為世界旅遊休閒中心的願景。

銀娛致力為顧客提供世界級的獨特度假體驗，並矢志為其經營業務之社區建立可持續發展的未來。

更多關於集團的詳情，請瀏覽<http://www.galaxyentertainment.com>



About the Event

In response to the Macao SAR Government's policy of "spurring domestic consumption and boosting the local economy", the Healthy and Fun Carnival was held at Broadway Macau every weekend from May 16 to June 21, 2020. The event was organized by Galaxy Entertainment Group, co-organized by the Macao Chamber of Commerce and contracted by the Macau International Grand Event Promotion Association. A total of 70 booths were set up and 116 small and medium-sized enterprises benefited from the event. During the event, a cuisine area, a retail area and a game area were available to provide business opportunities for all vendors. For consumers, the event launched a reward scheme called "Shop and Enjoy Together to Stimulate Secondary Consumption", offering all local residents participating in the carnival free coupons and leaflets, which could be used for a discount at the on-site booths as well as in local physical stores, so as to promote the local economy and help small businesses grow sustainably. In addition, a series of pandemic control measures was implemented to ensure that the exhibitors and the local residents could enjoy the carnival without any safety concerns and create a safe and secure shopping environment for everyone.

Organizer

Galaxy Entertainment Group ("GEG" or the "Group") is one of the world's leading resorts, hospitality and gaming companies. It primarily develops and operates a large portfolio of integrated resort, retail, dining, hotel and gaming facilities in Macao. The Group is listed on the Hong Kong Stock Exchange and is a constituent stock of the Hang Seng Index.

GEG is one of the three original concessionaires in Macao with a successful track record of delivering innovative, spectacular and award-winning properties, products and services. Underpinned by a "World Class, Asian Heart" service philosophy, GEG operates three flagship destinations in Macao: on Cotai, Galaxy Macau™, Broadway Macau™, and on the Peninsula, StarWorld Hotel.

The Group has the largest undeveloped landbank of any concessionaire in Macao. When The Next Chapter of its Cotai development is completed, GEG's resorts footprint on Cotai will double to more than 2 million square meters, making the resorts, entertainment and MICE precinct one of the largest and most diverse integrated destinations in the world. GEG is also planning to develop a world class, lifestyle leisure resort on a 2.7 square kilometer land parcel on Hengqin adjacent to Macao. This resort will complement GEG's offerings in Macao, and at the same time differentiate it from its peers while supporting Macao in its vision of becoming a World Centre of Tourism and Leisure.

GEG is committed to delivering world class unique experiences to its guests and building a sustainable future for the communities in which it operates.

For more information about the Group, please visit www.galaxyentertainment.com





疫情下持續「以大帶小」 銀娛助中小企拓商機

銀河娛樂集團（下稱「銀娛」）十分榮幸，能夠藉著「健康滿Fun復Show嘉年華」，獲得「澳門會展嘉許獎2020」之「原創會展獎」。一直以來，銀娛深信中小企業是推動本澳經濟適度多元發展的重要力量，始終秉持「取諸社會，用諸社會」的理念，積極支持特區政府「以大帶小」的方針，致力善用自身資源協助中小企發展。

「健康滿Fun復Show嘉年華」響應澳門特區政府的「齊消費，促經濟」政策，旨在協助本地中小企於疫情下拓展商機，從而促進及帶動內銷。此外，活動亦是疫情期間首個大型活動，在充分的防疫措施安排下，讓許多市民能夠安心地參與，為當時的市況帶來了活力，亦為疫情防疫新常態下的展會活動，提供有益示範及參考。

是次嘉年華活動為期6個周末，有利市民大眾靈活參與，消除短期展覽帶來的局限性；並為逾100個本地中小企帶來經濟效益，助其推廣品牌，共建多贏；更首次採用展商輪換模式，讓參展的商戶類型更多元化。

此外，活動設有美食區、零售區及遊戲區等，適合不同年齡層的觀眾，成為周末親子活動的好去處，例如，家長可陪同小朋友玩攤位遊戲，增加遊戲樂趣，加強家庭互動增進感情。我們認為家庭樂是相當重要的元素之一，家庭旅客是其中一個主要客群，集合多重元素的展覽深受市民歡迎，相信這會是未來展會發展的其中一個方向。

現時澳門正在積極融入粵港澳大灣區的國家發展大局，配合多個大型基建及交通樞紐的落成，令澳門更有條件舉辦區域性及國際性的會展活動。銀娛的路氹新項目聚焦在大型國際會展業務，主要針對會議、展覽與大型活動、娛樂休閒及適合家庭旅客的設施。我們相信，新項目將成為亞洲嶄新的會展娛樂地標，助力吸引更多國際會展、大型國際體育賽事落戶澳門，提高本澳市場的競爭力。

GEG Continues to Support “Large Business Leading Small Business” Model & Help SMEs Explore Business Opportunities Amid Pandemic

Galaxy Entertainment Group (“GEG”) is honored to win the “Original Convention and Exhibition Award” of the “Macao Convention and Exhibition Commendation Awards 2020” with the “Healthy and Fun Carnival”. GEG has always been convinced that SMEs are an important force in promoting Macao’s moderately diversified economic development. Adhering to the business philosophy of “what is taken from the community is to be used for the good of the community”, GEG actively supports the Macao SAR Government’s direction of “Large Businesses Leading Small Businesses”, and is committed to making the best use of its own resources to assist SMEs’ development.

In response to the Macao SAR Government’s policy of “spurring domestic consumption and boosting the local economy”, the “Healthy and Fun Carnival” aims to help local SMEs explore business opportunities in the face of the pandemic, so as to promote and drive domestic sales. Moreover, the event is also the first large-scale event in the context of the pandemic. With adequate anti-epidemic measures, the public could participate in it safely, which brought vitality to the market at that time and provided useful demonstration and reference for other exhibition activities as epidemic prevention becomes the new normal.

The carnival lasted for 6 weekends to facilitate the flexible participation of the general public and eliminate the limitations of short-term exhibitions. It brought economic benefits to over 100 local SMEs, assisting them in popularizing their brands and building win-win partnerships. It also adopted the exhibitor rotation mode for the first time to attract more diversified exhibitors.

In addition, a cuisine area, a retail area and a game area were available during the carnival, suitable for attendees of different ages, making it a good place for parent-child activities on weekends. For example, parents could play games with their children at booths to increase the fun and enhance family interaction. We believe that family fun is a very important element as family travelers are one of our main customers. Exhibitions of multiple elements are well received by local residents, and we believe it will be one of the directions for the future development of the MICE industry.

At present, Macao is actively participating in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area to integrate into national development. With the completion of a number of major infrastructure projects and transportation hubs, Macao is better equipped to host regional and international conventions and exhibitions. GEG’s new project at Cotai focuses on large-scale international exhibition business, mainly targeting conventions, exhibitions, mega events, leisure and entertainment, and facilities suitable for family travelers. We believe that the new project will become a brand new exhibition and entertainment landmark in Asia, help attract more international conventions, exhibitions and large-scale international sports events to Macao, and enhance its market competitiveness.





創意盛事獎 Creative Event Award

- ▶ 美獅鋒味搖滾美食節
MGM Chef Nic Gastronomusic Fest

主辦機構 Organizer:

美高梅

MGM

convention

exhibition commendation



美獅鋒味搖滾美食節

MGM Chef Nic Gastronomusic Fest

展會簡介

「美獅鋒味搖滾美食節」是由美高梅與謝霆鋒創立的品牌「鋒味」，於2019年11月30日至12月1日，假美獅美高梅一樓露天平台舉行的首個原創及突破傳統的跨界盛會，集美食、音樂、娛樂與文化藝術元素於一身的跨感觀體驗。

「美獅鋒味搖滾美食節」將美獅美高梅的廚房轉化成為國際廚藝文化交流平台，Chef Nic謝霆鋒帶領「鋒味」團隊與美獅美高梅眾星級主廚，以及澳門本土品牌帶來耳目一新的饕餮盛宴。觀眾不僅能品嚐各地特色美食，是次盛會更集合了亞洲音樂力量，以音樂動感與觀眾打成一片，跨感觀體驗即時昇華。

「美獅鋒味搖滾美食節」以激發超乎想像的味覺和聽覺交流，與美高梅不斷為澳門打造創新娛樂體驗的決心，產生聲色香味俱全的共鳴，充分展現了澳門「創意城市美食之都」的魅力，並為澳門作為世界旅遊休閒中心注入更多新穎多元的旅遊元素。

主辦機構

作為一家以心建澳、以人為本的企業，美高梅非常重視文化藝術，是文化旅遊的領航者。自2007年澳門美高梅開業以來，美高梅一直以「原創及創新」藝術和娛樂為核心，積極開創多元互動的新時代體驗，打造高素質的盛事，助力澳門創立文化旅遊品牌，繼續發展成為全球旅遊目的地。

是次「美獅鋒味搖滾美食節」的舉辦場地美獅美高梅，設有近1,400間客房及套房、亞洲首個動感劇院、偌大的會議空間、頂級水療設施、零售商店、餐飲配套，以及美高梅首間國際酒店別墅「雍華府」為賓客提供極致豪華體驗。美獅美高梅的視博廣場天幕在2019年1月19日被評為最大的懸跨網架式結構玻璃屋頂（自支撐），是中國澳門首個建築及結構範疇的健力士世界紀錄™榮譽，同時是澳門最大型及首座巨型綜合建築榮獲三星級中國綠色建築設計標識證書。

About the Event

"MGM Chef Nic Gastronmusic Fest" was the first-ever festival that encompassed music, gourmet foods and great entertainment presented by MGM and Chef Nic, a gourmet brand founded by Nicholas Tse, on November 30 and December 1, 2019 at MGM COTAI's Roof Terrace.

"MGM Chef Nic Gastronmusic Fest" doubled as an international exchange platform, where Chef Nic and his team joined master chefs of MGM COTAI and the city's most sought-after brands to spark off each other in a culinary exploration. The event also featured live music performance by Nicholas Tse and an A-list cast of performers.

This one-of-a-kind "fork n' roll" festival offered the audience a brand-new multisensory experience, and became another innovative event in Macao that reaffirms the city's unique charm as a UNESCO Creative City of Gastronomy. The event also contributed more diversified tourism elements to cement Macao's reputation as the capital of cultural tourism.

Organizer

As a human-centric enterprise striving to contribute to Macao, MGM attaches great importance to arts and culture, and is the pioneer in cultural tourism. With innovative art and entertainment at the core of the brand since the opening of MGM MACAU in 2007, we are committed to bringing creative and diversified entertainment experiences to our guests, which ultimately helps to develop Macao's cultural tourism as the city grows as a global tourist destination.

MGM COTAI, where "MGM Chef Nic Gastronmusic Fest" took place, offers approximately 1,400 hotel rooms and suites, Asia's first dynamic theater, meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI became the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macao, China. MGM COTAI is also the largest property and the first mega-size complex project in Macao to achieve the China Green Building Design Label Three-Star Certification.





美高梅 品牌策劃副總裁 廖穎琦

Catarina Lio Vice President of Brand Marketing of MGM

創新盛事項目 助建新業態

「美獅鋒味搖滾美食節」與藝人品牌（謝霆鋒與鋒廚團隊）合作，開創音樂美食創意交流平台，打造跨感觀體驗及跨界盛會，助力澳門創立文化旅遊品牌及催生新業態產業鏈。很開心獲得「澳門會展嘉許獎2020」之「創意盛事獎」，證明澳門市場、觀眾及會展業界對新穎、多元的會展元素有足夠的包容性及接納度，並樂見其成，令我們更有信心在創意項目上多做功課及嘗試，為澳門市場及觀眾帶來更多新興娛樂休閒體驗。

澳門會展市場在過往十多年的發展當中，逐步形成特定節奏，即每個月均有不同類型的盛事活動舉辦，例如會展項目、節慶活動、演唱會、大型賽事等。策劃是次音樂美食節，則希望能在特定節奏中有所創新：首先是引入「創意美食+搖滾音樂」的創意組合，將美食與音樂這兩種均可令人回味深遠、回憶長存的元素，利用名人品牌效應，疊加及融合於一體；其次是場地選擇，兼具室內與室外優勢的平台式場地，突破傳統美食節及戶外音樂節的慣有模式，重構新主題及新模式。

至於是次搖滾美食節對澳門會展業的推動作用，一是可考慮持續推動創意美食活動，助參與者尤其是本地中小餐飲品牌瞭解市場，激發美食創作靈感；二是戶外音樂會形式，可為澳門音樂娛樂文化業界提供更多參與機會及展示平台；三是培養會展團隊，以應對新挑戰，如創新會展項目必然涉及新的合作團隊及工作流程，需在實踐中提升能力及積累經驗。

是次搖滾美食節為付費入場，兩日活動期間錄得超過6千人次（本地市民及遊客各佔一半），多個社交平台上有逾61萬關注度，可見澳門市民及遊客對會展付費有較高接受度，關鍵之處是在提供值回票價的優質內容及服務基礎上，給予觀眾更超值的體驗和收穫。未來，我們將繼續致力於拓展具「執行性」的創意項目，助力澳門打造創意美食之都及創意娛樂文化交流平台。

Creative Events Breed New Business Forms

In collaboration with an artist brand (Nicholas Tse and Chef Nic team), MGM Chef Nic Gastronomusic Fest provided a platform for creative exchange of music and food, creating cross-sensory experiences and cross-sector events. It aims to help Macao create its cultural tourism brand and develop its industrial chain of new business forms. We are delighted to be awarded the "Creative Event Award" from "Macao Convention and Exhibition Commendation Awards 2020", which proves that Macao's market, its visitors, and its MICE industry are sufficiently inclusive and receptive to the novel and diverse MICE elements. Also, we are delighted to see its success, which renders us more confident to work harder and pilot creative projects, so as to bring more emerging entertainment and leisure experiences to the Macao market and its audiences. Over the past decade or so, Macao's MICE market has gradually set its unique pace, and varying types of events are held monthly, such as exhibitions, festivals, concerts, large-scale competitions and so on. By curating this Gastronomusic fest, we hope to make some innovation in a specific realm: first, we introduce the creative mix of "creative food + rock music", both of which can leave the visitors a profound aftertaste and long-lasting memories by making use of the celebrity brand effect. Second, as to site selection, we fully exploit indoor and outdoor venues and break through the modes of traditional food festivals and outdoor music festivals, thus carving out a new theme and model. The Gastronomusic Fest has become a boost to the local MICE industry in

various ways. Firstly, it sets as an example for future creative gastronomy events, which would encourage the industry to host more similar events to support participating brands, especially local small and medium-sized catering brands where they get to understand the market and be inspired. Secondly, outdoor concerts as such offer more participation opportunities and display platforms for the music, entertainment, and cultural industries in Macao. Last but not least, it trains exhibition teams to encounter new challenges; for example, it helps the teams to acquire the necessary skills and experiences required for hosting innovative exhibitions, which always inevitably involve new collaborations and workflows.

The Gastronomusic Fest was a paid event. The two-day event attracted a visitation of more than 6,000 (half of them were residents and the other half tourists) and over 610,000 interactions recorded on various social media platforms. It is fair to say that both residents and tourists are highly receptive to the paid exhibitions and events. The key is to provide these audiences with even better experiences and rewards on top of the quality contents and services included with admission, so they would truly think that the ticket is well worth the price. In the future, we will continue to be committed to develop more "doable" creative programs to help reinforcing Macao's title of "Creative City of Gastronomy", as well as a hub for creative entertainment and cultural exchange.





會展優質服務獎 MICE Quality Service Awards

- ▶ 派意市場推廣服務有限公司
Prime Marketing & Promotional Services Co., Ltd.
- ▶ 達域廣告有限公司
David's Marketing Communications Ltd.
- ▶ 微中市場發展顧問有限公司
MicroChina Marketing & Consultant Company Limited
- ▶ 綜合保安有限公司
Chong Hap Security Company Limited
- ▶ 眾合招聘顧問服務
People For People Recruitment and Consulting Services

公關禮儀 / 活動統籌
Public Relations / Event Management

媒介策劃 / 推廣宣傳
Media Planning / Marketing Communications

會議展覽專業觀眾登記服務
Professional Visitors Registration

保安服務
Security Service

會展策劃 / 活動統籌
Exhibition Planning / Event Management



派意市場推廣服務有限公司 公關禮儀 / 活動統籌

Prime Marketing & Promotional Services Co., Ltd. Public Relations / Event Management

公司簡介

派意市場推廣服務有限公司是一間從事國際會議展覽、活動統籌、市場推廣和廣告公關的專業策劃公司，總部位於澳門。自一九九二年創立以來，公司憑著專業的理念、創新的設計，以及敏銳的市場觸覺、富實效的傳播策略、高度的統籌能力、強大的資源網絡，為政府機構、專營公司、中外企業以及商務組織等提供優質、熱誠、到位的服務，包括籌辦國際性質研討會、商務會議、展覽會，統籌及管理文化 / 娛樂活動、市場推廣及品牌宣傳等，贏得了客戶的支持及良好聲譽。

派意成立至今，始終秉持務實、高效之作風，不斷求變，致力推動業務多元化。「內地與澳門關於建立更緊密經貿關係的安排」（CEPA）實施後，2005年1月，派意成為澳門首家成功取得「澳門服務提供者證明書」的會展公司，同年3月，於北京成立的獨資會展公司隆重開幕，進一步拓展了市場發展空間。

派意承辦會展以嚴謹、細緻、高效著稱，從客戶角度出發，注重會展商業及交流價值的實現，善於發揮各方之協同效力，在場館佈置、展廳設計、展台搭建、酒店預計、交通安排、翻譯服務、紀念品訂製的各個環節，均展示出高度的策劃、組織及執行能力，同時派意與國際會展協會、澳門眾多商業機構以及社會團體保持的友好關係，使招商招展更具成效。

派意擁有一支具有廣闊國際視野以及豐富實踐經驗的專業團隊，通過系統化管理，高效率的流程來進行全面統籌以及妥善協調，由周到的禮賓安排、新穎的設計意念、精緻的會場佈置、嚴謹的人流控制和安全評估，到全方位的現場監管及協作，至臻完美的方案策劃，力求達致最佳成效。

大型會展項目案例

- 博鰲亞洲論壇國際科技與創新論壇大會
- 中國—葡語國家經貿合作論壇（澳門）部長級會議（2003, 2006, 2010, 2013, 2016）
- 慶祝澳門回歸祖國20周年大會暨澳門特別行政區第五屆政府就職典禮
- 慶祝澳門回歸祖國15周年大會暨澳門特別行政區第四屆政府就職典禮
- 國際基礎設施投資與建設高峰論壇（2012-2019）
- 澳門國際環保合作發展論壇及展覽（MIECF）（2008-2019）
- 美獅美高梅開幕典禮
- 摩珀斯酒店開幕典禮



Company Profile

Prime is a marketing and promotional company that focuses on international conventions, exhibitions and event management, marketing and promotional services. Since its establishment in 1992, Prime has demonstrated its success through professionalism, innovative ideas, creative design, market instinct, effective communication strategies, high level management and an incredible network of resources. Prime serves a wide range of customers, including government departments, licensed companies, sino-international corporations and business organizations. By providing high-quality and premium services, which include international conventions. Business conferences, exhibition and event management, cultural / entertainment activities, as well as marketing, branding and promotional events, Prime has well established a great reputation among many of its customers.

Prime organizes conventions and exhibitions based on a strict, detailed, high-efficiency and customer-centered attitude, putting an emphasis on the importance of exchange in value. Prime specializes in the collaborations between venue decoration. Exhibition hall design, stage setup, hotel booking, transportation arrangement, translation and souvenirs ordering services. By demonstrating a high level of management, organization and skills, Prime has maintained an excellent relationship with international convention and exhibition associations and social groups in Macao.

Prime is made up of a team of professionals with international perspectives and rich experiences in their specialized area. Through systematic management, efficient logistics, comprehensive management and collaboration, Prime strives for perfection in all aspects, ranging from excellent guests planning, innovative ideas and concepts, gorgeous venue decoration, monitoring of visitor flow, safety plan and on-site management and co-ordination.

Work on MICE

- The Boao Forum for Asia International Science, Technology and Innovation Forum
- The Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Year 2003, 2006, 2010, 2013, 2016)
- The 20th Anniversary Celebration of Macao's Return to the Motherland and the Inauguration Ceremony of the Fifth-term Government of the Macao Special Administrative Region
- The 15th Anniversary Celebration of Macao's Return to the Motherland and the Inauguration Ceremony of the Fourth-term Government of the Macao Special Administrative Region
- International Infrastructure Investment and Construction Forum (Year 2012-2019)
- Macao International Environmental Co-operation Forum & Exhibition (MIECF) (Year 2008-2019)
- Grand Opening Ceremony for "MGM COTAI"
- The Grand Opening Ceremony of "Morpheus"



拓寬國際視野 把握會展業發展機遇

派意市場推廣服務有限公司成立近30年，一直以來不斷改進，希望為客戶提供最優質的服務。好高興獲得本年度的「會展優質服務獎」，是次獲獎是各位評審對派意的肯定，亦是同事們的努力成果，我們將再接再厲，繼續提昇服務質素，與會展業界攜手並進，共同將澳門打造成為國際會展之都。

派意於1992年成立，主要業務以廣告設計，宣傳推廣為主，4年後開展公關及活動統籌業務。1999年開始接觸會展範疇並報讀ICCA會展課程，是澳門最早一批接觸會展業的公司。2004年政府施政報告指出要扶持會展業發展，我們抓緊機遇，不斷求變，由初期提供宣傳推廣為主，轉型為會展統籌為主，直至今天成為專業會議組織者（PCO）。

在轉變的過程中，我們有幾點分享：一是不斷求變，不可墨守成規，固步自封，要因應市場需求拓展業務；二是抓緊機遇，機會是留給有準備的人，1999年開始報讀會展課程以自我增值，當2004年澳門政府著力扶持會展業時，我們才能第一時間把握機會，發展新業務；三是國際視野，立足澳門的同時，更於2005年利用CEPA在北京成立分公司，十五年來在北京市場略有成績，下一步要放眼世界，拓寬思維及機遇；四是專業團隊，會展項目涉及不同崗位，專業的團隊及良好的默契能事半功倍，因此，我們著重團隊的培訓，鼓勵同事參加各類課程，裝備自我，迎接挑戰。

澳門會展業一直穩步向前，辦展模式亦在不停轉變，今年因新冠疫情導致各地入境政策受限，展會活動短期內轉型為「內銷」；會展數字化是未來的趨勢，借助5G、VR、大數據、人工智能等新技術，推動國際會議由線下參會轉變為線上線下同步進行，打破地域限制。

我們對會展新趨勢持積極態度，並努力提升相關方面的知識，維持高質素的服務。希望未來有更多國際會議落戶澳門，業界亦應把握時代發展的機遇，融入大灣區的發展。

派意市場推廣服務有限公司 潘耀榮 副總經理

Prime Marketing & Promotional Services Co., Ltd.
Irwin Poon Deputy General Manager

Seizing the Development Opportunity in the MICE Industry with International Horizons

Prime Marketing & Promotional Services Co., Ltd. has been continuously improving itself to provide customers with the best-quality services since its establishment nearly 30 years ago. We are very happy to be the winner of the "MICE Quality Service Award", which is the recognition of our contributions to the industry and the reward to the efforts of our colleagues. It will also spur us to persist in our efforts to improve the quality of our services and to march forward jointly with the partners in the local MICE industry to build Macao into an international MICE center.

Established in 1992, the Company focused mainly on advertising design, publicity and promotion. Four years later, it started to carry out businesses of public relations and event management. In 1999, we started to get access to the MICE industry and took the courses of International Congress and Convention Association (ICCA), which made us one of the first local companies to have access to the MICE industry. Since the Policy Address in 2004 pointed out that the Government would support the development of the MICE industry, we seized the opportunity to transform our services from publicity and promotion to MICE coordination. And today, we have become a professional conference organizer (PCO).

In the transforming process, we have obtained a few thoughts and feelings to share: First, to constantly make progress and strive for change, instead of sticking to original rules and prior achievements, in order to expand business in response to the market demand; Second, to seize opportunities to develop new business as quickly as possible, because opportunities are left to those who are prepared. If

we did not take the ICCA courses in 1999, we would not be able to be involved in the MICE industry in 2004 when the Macao government started to support it; Third, to broaden the international horizons to expand our thinking and opportunities. Headquartered in Macao, we also established a branch in Beijing in 2005 by taking the advantage of CEPA. And we have gained a lot in the Beijing market in the past 15 years. Our next step is to look to the world; Fourth, to build a professional team involving different positions, because professional team and good teamwork can multiply the effectiveness of our efforts. Therefore, we highlight team training and we encourage our colleagues to participate in various courses to equip themselves better.

The MICE industry in Macao has been moving forward steadily, and the MICE hosting style is also constantly changing. This year, the blocking policies of various regions as a result of the COVID-19 outbreak have transformed MICE events from "outbound" to "inbound", from "offline" to "online", and made the digitalization a future trend in the new future. With the help of the new technologies such as 5G, VR, big data and artificial intelligence, international conferences and conventions would be transformed from offline to "both online and offline" participation, which would simply break the geographical restrictions.

We take a positive attitude towards such new trends in the MICE industry, and strive to improve our knowledge and maintain our high-quality services. We hope that more international conferences and conventions could be hosted in Macao in the future, so that our industry could seize the opportunities of the times and integrate into the development of the Greater Bay Area.





Company Profile

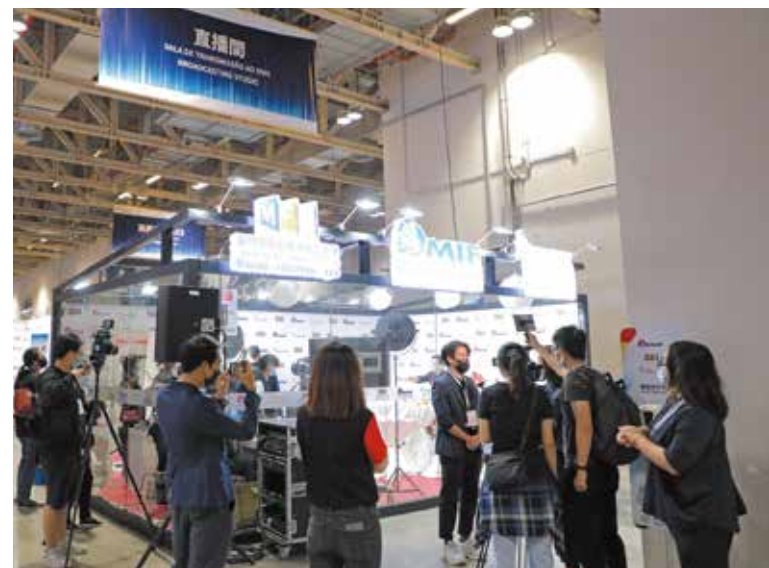
David's Marketing Communications Ltd. established in 1996, is an experienced Macao-based advertising & marketing company. As one of the founding members of the Association of Advertising Agents of Macau (AAAM) and the Macao Convention & Exhibition Association (MCEA), David's Marketing Communications Ltd. has not only witnessed the development of the advertising industry before and after Macao's return to China, but also grown together with Macao's MICE industry. It is well known that the MICE industry has an economic effect on stimulating other peripheral industries, and the advertising industry is one of them. The continuous development of Macao's MICE industry provides new opportunities and puts forward new demands for the advertising industry.

According to the trends of the MICE industry, David's Marketing Communications Ltd. provides customized and professional marketing plans for exhibitions of different themes, and continuously improves its professional skills and executive abilities. With media planning as the core, the company has rich resources and professional advantages in traditional advertising media such as newspapers, magazines, TV & radio, outdoor billboards, buses and taxis, as well as emerging advertising media, such as network, social media and live streaming. At the same time, the company is widely engaged in the areas of graphic designs, publication editing & publishing, activities planning, public relations & short video production, etc. which basically cover the service needs related to MICE marketing and promotion, as well as the exhibition planning in the field of culture and art.

The content and forms of advertising and marketing services have always been changing, while our original intention and our service tenet – "To Communicate Wholeheartedly with Integrity and Innovation" remain the same. In the future, David's Marketing Communications Ltd. will continue to improve professional strengths and make unremitting efforts to provide better services for all industries, including the MICE industry, to help customers "reach as far as they can go".

A glimpse of participation in events approved by UFI

- 2005 - 2020, Macao International Trade and Investment Fair (MIF), Advertising and Promotion
- 2012 - 2019, Macao International Environmental Co-operation Forum & Exhibition (MIECF), Advertising and Promotion
- 2009 - 2020, Dynamic Macao Business and Trade Fair, Stage Coordination
- 2018 - 2020, Macao Franchise Expo, Local and Overseas Media Promotion
- 2017 - 2020, Portuguese Speaking Countries Products and Services Exhibition (Macao) (PLPEX), Advertising and Promotion
- 2012 - 2019, China (Macao) International Automobile Exposition, Advertising & Promotion and Public Relations
- 2012 - 2019, China Macao International Yacht Import & Export Fair, Advertising and Promotion
- 2012 - 2019, Macau Business Aviation Exhibition, Advertising and Promotion



▲ 為第25屆MIF提供直播間策劃及執行服務



「澳門會展嘉許獎2019」頒獎典禮及晚宴

“2019 Macao Convention and Exhibition Commendation Awards” Presentation Ceremony & Annual Dinner

2019年12月5日



達域廣告有限公司

媒介策劃 / 宣傳推廣

David's Marketing Communications Ltd. Media Planning / Marketing Communications

公司簡介

達域廣告有限公司成立於1996年，是澳門一家資深的廣告行銷傳播公司。作為澳門廣告商會（AAAM）、澳門會議展覽業協會（MCEA）創會成員，本公司不僅親歷了回歸前後的廣告業發展，更與澳門會展業一齊成長。眾所周知，會展業對周邊行業有經濟拉動效應，廣告行業正是其中一環。而澳門會展業的不斷發展，又為廣告業提供新機遇，提出新要求。

本公司因應會展業發展趨勢，為不同主題類型之展會活動，提供量身定制的專業宣傳推廣方案，不斷提升業務能力及執行力，以媒介策劃為核心，從報刊雜誌、電視電台、戶外廣告牌、巴士的士等傳統廣告媒介，以至網絡、社交媒體、線上直播等新興廣告媒介均具資源及專業優勢；與此同時，更廣泛涉及廣告設計、刊物編印、活動策劃、公關接待、短視頻編制等多個領域，業務範疇基本可涵蓋與會展宣傳推廣相關的服務需求，以至文化藝術範疇的展覽策劃。

廣告行銷服務的內容及形式一直在求新求變，唯全人秉持「全心傳意、創見創新」這一服務宗旨的初心始終不變。未來，本公司將繼續精進專業實力，努力不懈，為包括會展業在內的各行業提供更優質服務，護航客戶“達致遠之域”。

部分曾參與之UFI認證會展項目

- 2005年至2020年，澳門國際貿易投資展覽會（MIF），宣傳推廣
- 2012年至2019年，澳門國際環保合作發展論壇及展覽（MIECF），宣傳推廣
- 2009年至2020年，活力澳門推廣周，舞台協調
- 2018年至2020年，澳門國際品牌連鎖加盟展（MFE），本地及海外媒體宣傳
- 2017年至2020年，葡語國家產品及服務展（PLPEX），宣傳推廣
- 2012年至2019年，中國（澳門）國際汽車博覽會，媒體宣傳及公關接待
- 2012年至2019年，中國（澳門）國際遊艇進出口博覽會，宣傳推廣
- 2012年至2019年，澳門公務機展，宣傳推廣



達域廣告有限公司 汪爾達 董事總經理

David's Marketing Communications Ltd.
David Vong Managing Director

與時並進 為會展業提供創新多元方案

達域廣告有限公司成立至今，即將邁向第25個年頭，自2005年參與澳門國際貿易投資展覽會（MIF）開始的十餘年時間裡，逐步累積與會展業相關的業務經驗，多年來，服務質素及團隊實力廣獲客戶及業界的肯定和支持。對於是次獲選澳門會議展覽業協會頒發之「會展優質服務獎」，公司團隊深感榮幸和鼓舞，這亦將是我們繼續創新及前進的一大動力。

本公司在不斷鞏固媒介策劃領域核心競爭力的基礎上，一直致力於拓展優質的多元化業務，並因應會展業發展新趨勢，為客戶提供具前瞻性及建設性的創新解決方案。尤其在會展業受疫情衝擊之下，本公司更加大傳統媒體及互聯網資源整合性力度，線上線下宣傳推廣併發，為本澳會展業進一步突破傳統展會框架，革新辦展理念，作出有益示範及積累可貴經驗。

其中，本公司有幸參與第25屆澳門國際貿易投資展覽會（MIF）宣傳推廣工作，受疫情因素採用線上線下融合方式，為展會提供傳統媒介發佈、微信公眾號/Facebook等社交平台宣傳、線上直播間策劃方案及協調執行、拍攝宣傳短片等服務，為MIF的成功舉辦錦上添花，工作成效受到認同。

疫情之下有「危」亦有「機」，自當兢兢業業迎接挑戰，作為會展產業鏈的其中一員，本公司亦需藉此一「疫」重新思考未來走勢，從而實現自我充值及增值，為下一階段發展進程做好準備。

作為複合型產業，會展業可產生1:9的經濟拉動效應，帶動搭建、物流運輸、公關宣傳推廣、旅遊、酒店及餐飲等多個周邊行業協同發展，利於澳門推動多元經濟。而廣告業作為會展產業鏈的其中一環，可為本澳展會活動提供本地、內地乃至海外的廣告宣傳推廣服務，提高其境內外曝光率及關注度，以此吸引更多潛在買家及目標群體，兩者可謂相輔相成，互惠共贏。

為應合中央對粵港澳大灣區政策和把握機遇，本公司已於去年在橫琴成立分公司，以拓展業務商機。未來，本公司將一如既往地秉持「前瞻、創新、多元」的發展理念，與時並進地豐富服務內容及形式，提升團隊專業實力，以應合時勢發展，為會展業提供更為適時及優質的服務，助力業界啟動互動行銷時代新航向。



Keeping up with the Times Providing Innovative and Diversified Solutions for the MICE Industry

David's Marketing Communications Ltd. is about to enter its 25th year. Over the past ten years since its participation in the 10th Macao International Trade and Investment Fair (MIF) in 2005, it has gradually accumulated business experience in the MICE industry and its service quality and team capability have been widely recognized and supported by customers and the industry. We are delighted and honored to be selected for the MICE Quality Service Award by the Macao Convention & Exhibition Association, which will be the biggest driving force for our continued innovation and progress.

On the basis of continuously consolidating the core competitiveness in the field of media planning, the company has been committed to developing high-quality and diversified business and providing forward-looking and constructive innovative solutions for customers in response to the new trends of the MICE industry. Especially with the impact of the epidemic, the company has made greater efforts in integrating traditional media, digital media and carrying out online & offline promotions, so as to set up useful demonstrations and accumulate valuable experience for the MICE industry to further break through its traditional framework and rethink the concept of organising exhibitions.

The company had the opportunity to participate in the advertising promotion of the 25th MIF. Due to the epidemic, an integration of online and offline exhibitions was adopted to provide services such as traditional media advertising, promotion on WeChat, Facebook and other social media platforms, planning and execution of a live streaming room and shooting of promotional videos, which is the icing on the cake and recognized by our customers and the industry.

Both challenges and opportunities in the epidemic, and we have to meet the challenges conscientiously. The whole MICE industrial chain also needs to take the epidemic as an opportunity to rethink the future trend, so as to realize self-improvement and make adequate preparations for the next stage of development.

As a compound industry, the MICE industry can generate a 1:9 economic effect, driving construction, logistics, transportation, public relations, advertising and promotion, tourism, hospitality, catering and other peripheral industries to develop jointly, which is conducive to Macao's diversified economy. As a part of the MICE industrial chain, the advertising industry can provide advertising promotion in Macao, Mainland China and overseas countries for Macao's exhibitions, so as to improve their exposure and gain more attention both domestic and overseas, and attract more potential buyers and target groups, which can be regarded as complementary and mutually beneficial.

Cater to the policy of Guangdong-Hong Kong-Macao Greater Bay Area and seize the chance, the company established a branch in Hengqin last year to expand new business opportunities. In the future, we will, as always, adhere to being "Forward-looking, Creative and Diversified", keep up with the times to enrich the content and forms of services, and enhance the professional strength of the team, in order to adapt to the development of the times, provide more timely and quality services for the MICE industry, and help the industry explore a new direction in the interactive marketing era.



▲ 邀請資深廣告傳媒人參加公司團建，為團隊充電增值



▲ 為國際車展提供舞台統籌策劃及協調執行服務



微中市場發展顧問有限公司 會議展覽專業觀眾登記服務

MicroChina Marketing & Consultant Company Limited Professional Visitors Registration

公司簡介

微中市場發展顧問有限公司自1998年成立以來，一直致力在澳門推動資訊科技以及多媒體設計的發展，服務範圍包括銷售線索跟蹤和管理、商業配對和觀眾預約、線上收款和現場IT支援等全方位的服務。

作為本地其中一名領先的IT服務供應商，我們專業的服務團隊為本地舉行的大小型會議及展覽提供全球領先的數據庫管理和觀眾登記服務。觀眾只需透過線上或線下登記系統作預先登記，便可以領取到個人的入場證件；系統並可依據客戶的要求，記錄與會者的興趣及出席資料等詳細數據作分析用途。

本公司於2000年開始為本地會議展覽提供服務，從最初提供網站製作、參展商展位製作等開始參與，直至2007年引入國際化的登記系統於澳門國際貿易投資展覽會（MIF）提供登記服務，為澳門最早期使用系統化作專業會展登記服務的本地公司。

隨著近年大數據的市場分析要求日漸提高，登記服務已成為專業會議展覽不可缺失的其中一部份。當登記服務與公關、宣傳部門、參展商及承辦單位等互相配合合作時，更可大大提高展會的合作成功機率。

透過使用合適的資訊科技，如SMS確認碼、電子門卷及RFID等，與會者可以最便捷的方式提升觀察及參與展會的整個體驗。主辦方亦因應專業觀眾數據庫的建立，從而對展會的成效作出更精準的支持分析，以便優化來屆的組展安排。

部份曾參與之會展項目：

- 澳門國際貿易投資展覽會（UFI）
- 澳門國際環保合作發展論壇及展覽（UFI）
- 亞洲國際博彩娛樂展會（UFI）
- 澳門國際品牌連鎖加盟展（UFI）
- 澳門娛樂展



Company Profile

Since its founding in 1998, MicroChina Marketing & Consultant Company Limited has been committed to the development of information technology and multi-media design in Macao. The service scope of the company includes tracking and management of sales, business matching, visitor reservation, online money collection and on-site IT support.

As one of the leading local IT service providers, our professional service team provides database management and visitor registration services for a variety of conventions and exhibitions held in Macao. Visitors can get their admission permits through pre-registration in an online or offline registration system, which, based on the requirements of clients, can record the interests of participants and capture detailed attendance information for analysis purposes.

Our company began to provide services for local conventions and exhibitions in 2000, such as production of websites and exhibition booths. In 2007, our company introduced an international registration system to provide registration services for the MIF, becoming one of the first local companies to have applied systems for registration purposes to professional conventions and exhibitions. With big data-based market analysis requirements having tightened in recent years, registration services have become an indispensable part of professional conventions and exhibitions. When applied appropriately by public relations

and publicity departments, exhibitors and organizers, registration services can greatly improve the chance of success in reaching cooperation during exhibitions and conventions. Application of suitable information technologies such as SMS verification codes, e-tickets and RFID can create for participants a better participation experience, and do so more conveniently. Hosts of events can also benefit from the building of databases of trade visitors, with which they can come to a more precise understanding of the effectiveness of such events and better prepare for future editions.

A glimpse of participation in events involved

- 🏆 Macao International Trade and Investment Fair (UFI)
- 🏆 Macao International Environmental Co-operation Forum & Exhibition (UFI)
- 🏆 Global Gaming Expo Asia (UFI)
- 🏆 The Macau Franchise Expo (UFI)
- 🏆 MGS Entertainment Show



創新技術 助力「智慧會展」



微中市場發展顧問有限公司多年來與會展業界精誠合作，為會展活動提供資訊科技解決方案：展覽會設備租賃、數據庫管理、人流監控和觀眾登記等相關服務，積極參與本澳會展業發展進程。非常榮幸獲選由澳門會議展覽業協會主辦的「澳門會展嘉許獎2020」之「會展優質服務獎」，這是對我司長期為會展業界提供的服務及其成效的肯定，亦鼓勵我們持續提升服務質素及團隊專業能力，以更好地為澳門會展業健康發展添磚加瓦。

作為澳門最早期使用系統化作專業會展登記服務的本地公司，我司自2007年開始引入國際化的登記系統，並一直致力於保持技術領先。基於多年為本澳會展業服務的經驗積累，我司認為再先進的技術亦需要因地制宜，因此，在經過不斷實踐之後，已於近年得以將過往國外的登記系統進行優化，除了加入最新資訊科技元素外，更以本地中葡文化的特點改進細節內容，成功開發了一套適合本地會展的登記服務系統。

對IT服務供應商而言，除良好設備外，人才亦是關鍵競爭力之一。一個大型會展需有近百名員工參與其中，才可完成整套登記程序、現場人流統計管理等服務。每年我司會以大約七成的有經驗員工帶領新入職的同事，在確保服務質素的同時，不間斷進行人才培訓，以應對科技的快速發展，為會展業界提供更優質的技術支援。

得益於專業數據庫的建立，會展項目主辦方可對展會的成效及未來發展規劃作出更有針對性的分析及決策。未來，除了引進新的資訊科技應用，我司亦將不斷提升自主研發的能力及實力，希望進一步強化專業觀眾登記服務，助澳門會展業界精準把握發展航向，加快信息化、數字化步伐；祈與業界全仁一齊迎接信息時代的新挑戰，共同為「智慧會展」的發展前景提供助力。

微中市場發展顧問有限公司 畢志榮 行政/技術總監

MicroChina Marketing & Consultant Company Limited
Ringo Bi Administrative / Technical Director



Innovation and Technology Contributing to Smart MICE

For past decades, MicroChina Marketing & Consultant Company Limited has been cooperating sincerely with the MICE industry to provide IT solutions for various MICE activities ranging from equipment lease, database management, crowd monitoring to audience registration etc. And the Company has been actively participating in the development of the MICE industry in Macao. It is indeed our honor to be awarded with the "MICE Quality Service Award" of the "Macao Convention and Exhibition Commendation Awards 2020" organized by the Macao Convention & Exhibition Association (MCEA). This Award stands for an affirmation of our long-term service and effectiveness, which will encourage us to continually improve our service quality and our professionalism and then to better contribute to the healthy development of the local MICE industry.

Our Company introduced an international registration system in 2007, which made us the earliest local company to adopt systematic professional exhibition registration services and helped us maintain the technological leadership in the market. Based on years of accumulated experience in serving the local MICE industry, we believe that even the most advanced technology needs to be localized to adapt to the practical situations. Therefore, after continuous practice, we have optimized the registration system in recent years. In addition to adding the latest information technology elements, we have also improved the system in terms of local bilingual characteristics (Chinese and Portuguese), making it a successful registration service system that meets local needs.

For IT service providers, in addition to equipment, talent is also one of the key sources for the competitive advantage. In terms of a large-scale exhibition, a team of a hundred people is needed to complete the entire set of registration procedures, on-site traffic statistics and management services etc. Our Company arrange the experienced staff (70%) to train the newly-recruited in delivering the services every year. This best-practice not only ensures the quality of service, but also brings the opportunity to cope with the rapid

development of the technology so as to provide better technological support for the MICE industry.

Thanks to the establishment of a professional database, the exhibition organizers can conduct more targeted analysis on the effectiveness of the exhibition, and facilitate the decision-making process in future development plans. In the future, in addition to the introduction of new IT applications, our Company will continue to improve our independent R&D capabilities and strengths. We hope to further strengthen professional audience registration services in order to help the industry accurately grasp the development direction and accelerate the pace of informatization and digitization of local MICE industry; We also hope to join hands with the colleagues of the industry to meet the new challenges of the IT era and to jointly contribute to the development of "Smart MICE".





綜合保安有限公司 保安服務

Chong Hap Security Company Limited Security Service

公司簡介

綜合保安有限公司於2000年在澳門註冊成立，至今已有20年。以“專業操作、忠誠可靠、優質服務”為公司成立的宗旨。亦在香港品質保證局考取ISO9001:2015合格證書。隨著社會不斷發展，人身安全和財物的保全尤為重要，因此，本公司的服務每年不斷地更新及優化，為保安人員提供持續的專業培訓，包括：緊急事故應變處理、保護要人技術、自衛術、救急知識、滅火知識、新法例認知、顧客服務和禮儀等等……

本公司的服務範圍包括各種大小類型的保安護衛服務工作，如：

- 👉 長期項目保安策劃及管理服務；
- 👉 長短期之保安守衛服務；
- 👉 長短期之私人護衛服務；
- 👉 各類大小型地盤工地管理保安服務；
- 👉 各種大小型會展會議活動保安策劃及執行服務；
- 👉 各類安檢設備租用服務；

本公司是長期客戶為大型度假村，娛樂綜合體，娛樂場，高級酒店，高級商廈，大型商場等等。

另外本公司承接會展會議活動的保安工作已有18年之久，為早期開始承接會展活動的保安公司之一，每年間承接的會展會議活動由數十個至過百個不等，當中很多是國際性的大型活動。本公司承接的每一個項目都會悉心策劃，現場考察，作出危機風險評估，就每個活動特性而編制保安工作計劃及部署，設定緊急應變措施，人群入場程序或人群控制方案，罪件事故預防方法，意外事件處理方法，挑選精英人員擔任不同的崗位等等。本公司有十幾年的會展活動實戰操作，對於各類型大小活動的保安工作經驗豐富，定能為各尊貴的客戶提供優質的服務！



Company Profile

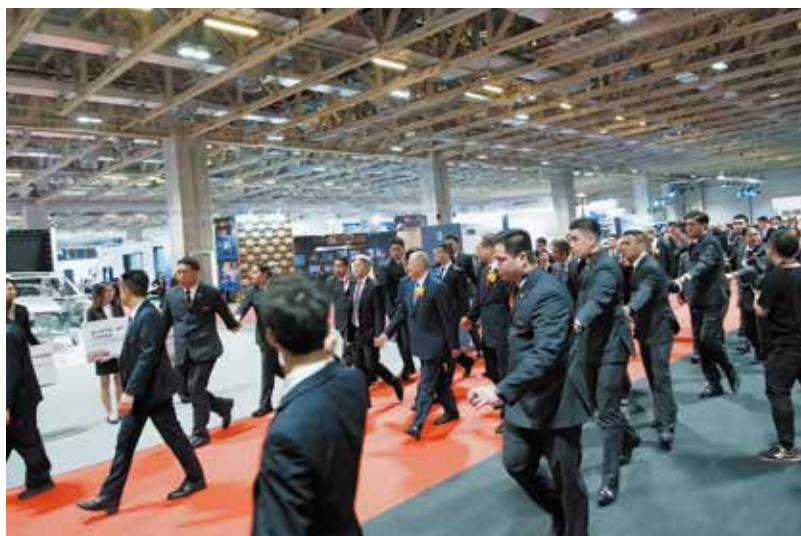
Chong Hap Security Company Limited was incorporated in Macao in 2000, it has been 20 years. "Professional operation, Loyalty and Reliability, High-quality service" is the purpose of the company's establishment. Company obtained the ISO 9001:2015 certificate from the HKQAA (Hong Kong Quality Assurance Agency). With the continuous development of society, personal safety and property preservation are particularly important. Therefore, Company's services continue to be updated and optimized each year, to provide continuous professional training for security personnel including Emergency response, VIP escorting, Self-defense, First Aid, Fire safety, Cognition of new legal, Customer service and etiquette, etc...

Company's service scope includes various types of security guard services, such as:

- 👉 Security services of planning and management for permanent project;
- 👉 Long- and Short-Term Security Services;
- 👉 Long- and Short-Term Private Security Services;
- 👉 Security and management services for various types and scale construction site;
- 👉 Security services of planning and implement for various types and scale MICE event;
- 👉 Rental services for various types of Security equipment.

Company's long-term client are Large Resorts, Entertainment Complexes, Casinos, High-end hotels, High-end Commercial buildings, Large shopping malls...etc.

In addition, our company has undertaken security work of MICE Event for 18 years, which is one of the companies that started to undertake the security work for MICE event in the early days. There are dozens to more than a hundred MICE Events undertaken each year, many of which are international large-scale events. Every project undertaken by the Company will be carefully planned, on-site inspection, and crisis risk assessment will be made. Company will plan and deploy for the different characteristics of every event, make emergency response measures, Crowd admission procedures and control plan, Crime prevention methods, Incident handling methods and select elite personnel for different positions...etc. There is more than ten years practical experience of security operations for various types and scale MICE event, Company will surely be able to provide the high-quality services to all distinguished clients.





不斷精進 為會展安全保駕護航

綜合保安有限公司成立至今廿載，追溯承接會展相關業務的年資亦近十八載，從最開始作為旅遊塔會展中心保安，到現今與多個本澳會展場館和展覽公司達成長期合作，參與各類型會展項目的規模從本地中小型活動，發展到國際級會展項目，多年來見證了澳門會展業逐步成長壯大的歷程，能參與其中同樣受益匪淺。

會展保安與其他場所（例如商場、銀行等）保安在工作細節要求上有諸多不同之處，大型展會期間每日累計數以萬計的入場人次，嘉賓及公眾的人身安全、財務安全、用火用電安全、貨物進出、入場安檢、證件查驗、會場秩序、交通疏導、託管服務等等，每個工作細節均需做好事前預案部署及演練，而臨場突發/機動事件處理則更需要經驗積累及考驗應變能力。

隨著澳門會展業的發展提升至更高層次，會展保安服務的質素亦需同步提升。公司領先購入保安安檢系統及工具，注重人員專業技能培訓，不斷完善危機處理機制，與主辦方保持良好溝通及配合，力求為會展安全順利舉辦保駕護航。

會展業的發展對保安行業的拉動效應明顯，公司為會展業務預留三分之一的人手安排，並做好人手調配與成本之間的平衡，以應對不斷提升的專業要求及業務需求。展望本澳會展業未來發展，如能進一步強化硬件配套設施（例如澳門是否有望在橫琴新建世界級大型會展場館），以豐富展會主題及模式，承辦更具規模及專業化的國際性展會，提升澳門會展業的品牌影響力。

澳門會展業的持續健康發展，可為保安服務提供更多參與機會。與此同時，保障展會盛事活動的安全，才能更好地展示澳門作為會展城市的軟實力，以及作為“世界旅遊休閒中心”的城市形象，帶動更多會展周邊行業一齊共贏發展。

綜合保安有限公司 陳建英 執行董事

Chong Hap Security Company Limited
Ernest Chan Executive Director

Constantly Improving to Ensure the Safety of Exhibitions

Twenty years since its establishment, Chong Hap Security Company Limited has been undertaking convention and exhibition-related business for nearly 18 years. Starting with providing security services for the Macau Tower Convention & Entertainment Centre, Chong Hap has now reached long-term cooperation with a number of convention and exhibition venues and exhibition companies in Macao, participating in various types of convention and exhibition projects on a scale from small and medium-sized local events to international-level ones. Over the years, Chong Hap has witnessed the growth and development of Macao's MICE industry and has benefited greatly from participating in it.

Exhibition security is much different from that in other venues (such as malls, banks, etc.) in terms of job details and requirements. During a large-scale exhibition, there will be tens of thousands of visitors entering the venue every day. From the personal safety of guests and the public, property security, fire and electrical safety, goods in and out, entrance security checking, identity checking, venue order, and traffic dispersion to hosting services, every single detail of the work requires advance planning, deployment and drilling, while the handling of on-the-spot emergencies/incidents requires an accumulation of experience and strain capacity.

With Macao's MICE industry reaching a higher level, the quality of security services for the industry needs to be improved accordingly. Our company has taken the lead in purchasing security check systems and tools, paying attention to personnel's professional skills training, constantly improving crisis management mechanisms, maintaining good communication and cooperation with organizers, to ensure the safe and smooth holding of events.

The development of the MICE industry exerts an obvious pulling effect on the security industry. To cope with the increasing professional requirements and business needs, the company has reserved one-third of its manpower for the MICE business and has made a good balance between manpower deployment and cost. Looking into the future development of Macao's MICE industry, if the

hardware facilities can be further strengthened (for example, whether Macao can build a world-class convention and exhibition venue in Hengqin), the themes and modes of exhibitions can be enriched so that Macao will be able to host international exhibitions of a larger scale and higher professionalism, enhancing the brand influence of Macao's MICE industry.

The sustainable and healthy development of Macao's MICE industry can provide more participation opportunities for security services. Meanwhile, ensuring the safety of exhibition events and activities is the way to better showcase Macao's soft power as a convention and exhibition city, as well as its image as a "World Center of Tourism and Leisure", and to drive the win-win development of more exhibition-related industries.





眾合招聘顧問服務 會展策劃 / 活動統籌

People For People Recruitment and Consulting Services Exhibition Planning / Event Management

公司簡介

自二零零二年八月成立至今，眾合招聘顧問服務主要為客戶提供專業的活動慶典及會議顧問、公關禮儀及人力資源等一站式服務。服務對象包括個人企業、公司、政府機構、社團和商協會單位。

服務範圍

我們為客戶提供一站式的軟硬件服務：籌備慶典、展覽及會議策劃等，當中包含嘉賓與傳媒邀請及追蹤回覆服務、提供公關禮儀及工作人員、文字翻譯及即時翻譯人員、即時翻譯系統設備、設計及印刷項目、場地佈置、燈光、音響及LED設備、攝影與錄影服務及宣傳推廣活動等。此外，也為客戶提供境外出團服務，組織嘉賓出訪參觀考察等。

這18年來，我們的客戶超過200間，所舉辦各類型大小活動或盛事涵蓋甚廣，計有會議、研討會、論壇、高峰會、各種主題開幕儀式、周年慶典、平頂及動土儀式、慈善跑及慈善晚會、婚宴、文化藝術展覽、就職典禮、境外出訪考察及參觀、頒獎典禮、產品發佈儀式/服務宣傳推廣、揭幕/揭牌儀式、圖片展、音樂會、戶外宣傳及攤位推廣、宗教祈福大法會、建築設計比賽等。

摘錄部分曾參與之大型會展盛事活動

- 第11至25屆澳門國際貿易投資展覽會（MIF）（UFI）之會議、論壇、推介會及簽約儀式
 - 為500多場論壇及會議提供一站式會議服務
- 2012至2019年，澳門國際品牌連鎖加盟展（MFE）（UFI），開幕式、論壇、簽約儀式、交流晚宴
- 第8至17屆，世界華商高峰會
 - 每年與會人數超過1,000人
- 2016年、2017年、2019年，社保推廣日
 - 每年超過300名市民參與
- 2018至2019年，工銀澳門慈善跑
 - 每年超過1,000名市民及運動員參賽



創新多元業務 共創澳門會展城市形象

眾合招聘顧問服務已經深耕行業十八載，非常高興獲選「澳門會展嘉許獎2020」之「會展優質服務獎」，多年在會展行業內的努力耕耘有幸得到業界認同，將是我司繼續為會展行業提供更優質服務的信心及動力。

我司一直致力為客戶提供一站式軟硬件服務，涵蓋專業會展統籌、公關禮儀及活動執行等多元化的業務範疇，至今已經為超過200間機構的各類大小型會展盛事活動提供相關服務。憑著多年從業經驗積累，以及對工作的認真投入、優秀的團隊合作、良好的時間觀念和卓越的活動執行能力，我司的專業服務得到客戶的信任及支持，逐步建立行業口碑及自身品牌。

以澳門國際貿易投資展覽會（MIF）為例，我司已經連續15年為MIF的500多場活動（包括會議、論壇、推介會及簽約儀式等）提供一站式服務，展覽前兩個月已需開始跟進客戶的各項需求，並提供各項軟硬件服務，會期中包含各個大小會議規模由幾十至過千參與者不等，均需因應不同主題及類型而提供相對應的專業服務，以配合各項活動順利有序進行。

想客戶所想、令客戶滿意，是我們不斷精益求精的方向，善於把握工作細節及溝通技巧，創新多元業務，提出有創意及建設性的方案，迎合市場需求，才能始終立於行業發展前列。

中西合璧的文化底蘊、先進的會展業的軟硬件設施，這些有利條件足以支撐澳門舉辦國際大型活動，在持續提升服務質素的同時，我司亦有志引入更多國際性會議及展覽活動在澳舉行，助推澳門會展業向前發展。

未來，我司將繼續緊密參與會展業發展進程，為本澳會展業界提供更為多元及優質的服務，力求達致多贏局面，共同打造澳門作為會展城市的品牌形象。

眾合招聘顧問服務 黃玉詩 董事總經理

People for People Recruitment and Consulting Services
Joyce Wong Managing Director



Company Profile

Incorporated in August 2002, People For People Recruitment & Consulting Services (PFP) has been providing professional one-stop services on events, public relations and human resources planning and management, serving clients from firms, corporations, government entities, social organizations and business chambers.

Scope of Business

PFP offers one-stop services with software and hardware support to clients, helping them plan and manage events like ceremonies, exhibitions, conferences, incentive programs and much more. We follow through all the details ranging from guests and media invitations with R.S.V.P. services, provision of well-trained event helpers, translation and SI services, graphic design and production, venue decorations, lighting, audio-visual and LED effect management, photo and video recording services and, advertising and promotions. Moreover, we help to organize outbound business trips and meetings for clients.

In these 18 years of business, we have helped over 200 clients host different kinds of small, medium, big and mega events like seminars, conferences, forums, opening ceremonies in a variety of themes, anniversary celebrations, ground digging and flat-top ceremonies, charity run and shows, weddings, arts & culture exhibitions, inauguration ceremonies, overseas business visits and incentive programs, awards ceremony, product launch and promotions, kick-off ceremonies, music shows, road shows, competitions and religious events.

Below are some of our jobs in past years

- 🏆 Meetings, forums, presentations and signing ceremonies management in the 11th to 25th Macao International Trade and Investment Fair (MIF)(UFI)
 - One-stop event services for a total of 500+ forums and meetings.
- 🏆 Opening ceremonies, meetings, signing ceremonies and business matching dinner for Macao Franchise Expo (MFE)(UFI) from Years 2012 to 2019
- 🏆 The 8th to 17th World Summit of Chinese Entrepreneurs
 - Attendance of more than 1,000 delegates from all over the world
- 🏆 Promotion Day of Social Security Fund in Years 2016, 2017 and 2019
 - Participation of over 300 residents each year
- 🏆 ICBC Charity Run in Years 2018 and 2019
 - Participation of over 1,000 residents and athletes each year





Innovating Diversified Business and Building Macao into a Convention and Exhibition City

People for People Recruitment & Consulting Services has been in the industry for 18 years, and it is a great pleasure to be selected for the “MICE Quality Service Award” from “Macao Convention and Exhibition Commendation Awards 2020”. Our years of hard work in the MICE industry is fortunate to be recognized by the industry, which will render us confident and motivated in continuing to offer better services for the MICE industry.

We have been committed to providing customers with one-stop software and hardware services, covering a wide scope of business, such as professional exhibition coordination, public relations etiquette, event planning, and more. So far, we have provided related services for various exhibition events, large and small, for more than 200 organizations. With years of experience, meticulous work, excellent teamwork, schedule awareness and impressive execution ability, our professional service has won the trust and support of our customers, gradually winning a repute and creating a brand image in the industry.

Take the Macao International Trade and Investment Fair (MIF) as an example, we have provided one-stop service for more than 500 MIF events for 15 consecutive years (including conferences, forums, promotion meetings, signing ceremonies, etc.). Two months before an exhibition, we need to follow up on the needs of customers and provide various software and hardware services. Normally,

there will be a number of large and small meetings, drawing dozens to over 1,000 participants. It is necessary to provide corresponding professional services as per different themes and types, in a bid to ensure the smooth and orderly progress of various activities.

We keep thinking for our customers to meet their needs; we are also proficient at managing work details, communicating, innovating diversified business, and seeking creative and constructive solutions to meet the needs of the market. As such, we can always stand at the forefront of the development of the industry. Such favorable conditions as a mix of Chinese and Western cultures, sophisticated software and hardware facilities for the MICE industry can surely help Macao hold large-scale international events. While continuously improving our service quality, we are also determined to introduce more international conferences and exhibitions to Macao and propel the development of Macao's MICE industry.

In the future, we will continue to partake in the development of the MICE industry, provide more diversified and high-quality services for the MICE industry in Macao, strive to achieve a win-win outcome, and jointly build the brand image of Macao as a convention and exhibition city.





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支持單位 Supporting Organizations :

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Macao Foundation

澳門旅遊局

Macao Government Tourism Office

澳門經濟學會

Macau Economic Association

亞洲展覽會議協會聯盟

Asian Federation of Exhibition & Convention Associations (AFECA)

澳門貿易投資促進局

Macao Trade and Investment Promotion Institute

澳門中華總商會

Macao Chamber of Commerce

中國會展經濟研究會

China Convention / Exhibition / Event Society

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

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Mr. Windus Lam Macao Convention & Exhibition Association - Secretary General



**澳門會展
嘉許獎**

Macao Convention and Exhibition
Commendation Awards 2020

2020



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