

活力澳門 歡樂購物 Experiencing Dynamic Macao

“活力澳門商貿推廣週·上海”將於5月8-10日在上海舉行。是次活動適逢迎接澳門回歸十周年，具有獨特深遠的意義。在金融風暴影響經濟發展的背景下，推廣週將推動本澳中小企業開拓內地市場，展現澳門城市、經濟及文化活力。推廣週將使國內民眾深入了解澳門的多元經濟及中西文化，展示澳門經濟適度多元發展的現狀。

The “Dynamic Macao Business and Trade Fair, Shanghai” is to be held in Shanghai between 8 and 10 of May. The 10th Anniversary of the Handover of Macao also sprinkles another level of uniqueness on the Promotion Week. It will initiate expansion of local enterprises in the Mainland market in the time of global economic downturn, as well as present the urban, economic and cultural vigour of the city. It will thoroughly reflect the diverse economy and the Sino-European culture of Macao, showcase the appropriately diversified development.



集展覽、展銷、論壇、商業配對及推廣活動於一身的推廣活動 Exhibitions, Sales, Forum, Business Matching and Promotional Events under One Roof

“活力澳門商貿推廣週·上海”由展覽、展銷、論壇、商業配對及推廣活動五大內容組成。將組織赴上海參加推廣週的澳門業界，與邀請來的當地業界面對面展開貿易洽談，尋找合作商機；專題展區和企業展區將全面向八方來客推廣；展場內，還將設有豐富多彩的推廣活動，包括中西文化表演、時裝表演、抽獎遊戲、本土文化長廊展示等，讓觀眾感受澳門特色，體驗澳門城市活力。

“Dynamic Macao Business and Trade Fair, Shanghai” combines exhibitions, sales, forum, business matching and promotional events. Exhibitions of Macao will be organised for face-to-face meetings with respective industries of Shanghai, so that opportunities can be yielded. Broad promotions will be carried out in Thematic or Corporate expo areas. Under the roof, various promotional events, such as dance, fashion showcases, lucky draws and local culture exhibitions, will also be held, so that the audience can feel the uniqueness and energy of Macao.



中國最大經濟金融中心 - 上海

Shanghai: The Largest Economic and Financial Center of China

上海乃中國最大經濟及金融中心，國際企業採購亞太區總部集中地，家樂福、麥德龍等國際大型零售企業亞太區總部均設於此。上海的城市化水平和人均收入均居全國首列，人口1858萬人，2007年，上海GDP總值為12,188.85億元人民幣，人均GDP為8949美元。GDP總量近10年保持全國第七位。上海港是世界上最大的港口。2010年，世界博覽會將在上海舉行。

“活力澳門商貿推廣週·上海”乃澳門首次在上海主辦的大型綜合性商業展覽活動，藉此全面推廣本澳回歸十週年多元經濟發展情況及城市形象，提供平台讓觀眾採購澳門優良產品，加深上海市民對澳門品牌的認識，進一步促進澳門與上海乃至長三角地區的區域經貿合作關係，預計將有超過5萬人次入場參觀。

Being the largest economic and financial center of China, Shanghai is the Asian Headquarters of Merchandise for numerous global enterprises, including Carrefour and METRO China. The city is also ranked first within the country in terms of urbanisation and individual income. Shanghai has a population of 18.58 million, that made a total GDP of more than 1,218 billion Yuan in 2007, which implied 8949 US dollars GDP per capita. The GDP value has been ranked 7th for 10 consecutive years. The city also has the Shanghai Harbour, the largest in the world. The World Expo 2010 will also be held in Shanghai.

“Dynamic Macao Business and Trade Fair, Shanghai” is the first largest commercial exhibition ever held by Macao in Shanghai. The event aims to fully promote the diversified economic development and the image of Macao built over the past 10 years of Chinese administration. It also helps provide a platform for trade of local products, and offer information of local brand names to Shanghai citizens; therefore, regional economic and trade partnership between Macao and Shanghai, as well as the Changjiang Delta, can be further enhanced. The event is expected to attract 50,000 visitors.



活動場地 - 上海展覽中心

Exhibition Venue : Shanghai Exhibition Center

上海展覽中心占地9.3萬平方米，地處繁華的靜安區中心地段，北倚南京西路，南臨延安中路和延安路高架，具有上海少有的地理條件優勢，曾組織和舉辦數百個國內外展覽會和各種大型活動。

上海展覽中心的中央大廳及序廳是整個建築區域內最豪華、顯目的建築，佔地5424平方米，內外交通四通八達，屆時將作為“活力澳門商貿推廣週·上海”之主場館。

Located at the center of the prosperous Jing-an District, Shanghai Exhibition Center covers an area of 93,000m². It touches Nanjing Road West on its north, and reaches Yanan Road Central as well as Yanan Flyover on its south, that marks the geographical advantage of the venue. Hundreds of domestic and international events have been held at the venue.

Taking 5424m² of space, the Central Hall and the Introductory Hall is the most glamorous and attractive structure of the entire Shanghai Exhibition Center, along with their remarkably convenient transportation. They will be home of “Dynamic Macao Business and Trade Promotion Week, Shanghai”.



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