

## Abstract from Research Report on Strategic Development of Convention & Exhibition Industry in Macau

- It is now aptly to develop the convention & exhibition industry in Macau.
- The convention & exhibition industry in Macau is anticipated to be developed in 3 different phases:  
1st phase (2008–2010): Beginning development stage or nurturing stage.  
2nd phase (2011–2015): Fast growing stage.  
3rd phase (2016–2020): Mature stage.
- Macau will be developed into a city with full facilities catering for convention & exhibition, business, travel, entertainment and leisure in Asia Pacific region.
- Projected income generated by convention & exhibition services in coming years:

Description (billion MOP)	2008	2009	2010	2015	2020
Direct income	0.368	0.478	0.622	1.548	2.490
Direct income	0.105	0.171	0.268	0.820	1.315
Income from Dinning / Shopping / Entertainment	0.211	0.348	0.546	1.676	2.685
Total:	0.684	0.997	1.436	4.044	6.490

- It is estimated that the convention & exhibition industry will create around 2,500 permanent job opportunities in Macau by 2010.

- Macau should have an established policy to open up its convention & exhibition market. Macau has to attract and assist companies and enterprises from overseas and mainland to enter the market and, at the same time, to encourage and support local companies to participate and compete. During the development process, getting policy support from the Central Government is also imperative.
- Despite having favorable environment for developing the convention and exhibition industry, Macau is in fact a late starter compared with many other cities in the vicinity that have 20 to 30 years of C&E industry development experience. In order to strengthen the competitiveness, it is recommended that the Macau Government should take some special and efficient actions such as implementing policies to promote conventions & exhibitions, setting up specialized government unit for co-ordination and management, establishing “Convention & Exhibition Development Funds”, etc. It is also suggested that relevant government departments should have new measures to accommodate the needs from the industry development. Improvement in city supporting infrastructure is also necessary to cope with industry requirements.
- It is reasonably optimistic that Macau can be developed into one of the convention and exhibition cities in Asia. At the beginning stage (2008–2010), if the Government can establish effective and timely policies and measures in improving supporting infrastructure, marketing and promotion, human resources support and training to accommodate the development kick-off, the future of the convention and exhibition industry in Macau is believed to be promising. 