



(Press Release)

**“Macao Convention and Exhibition Commendation Awards 2018”
aiming to become an annual grand event is launched in August**

Since the successful launch of the event in 2015, the "Macao Convention and Exhibition Commendation Awards" has gradually evolved into an annual grand event for the local MICE industry and serves as a platform in uniting the industry to share, exchange and cooperate with an aim to fully develop the vision of Macao MICE industry.

In view of the favorable response from the industry and communities, the “Macao Convention and Exhibition Commendation Awards 2018” will be launched again this year with new elements added, i.e. the "Creative Event Award" which is designed to recognize the outstanding performance on festival events, covering from event planning, activity content & format, marketing strategies, etc., of which can combine creative elements with characteristics of Macau as well as to match with the development trend of the market, injecting new vitality into the Macao MICE industry and to provide good demonstration and successful experience for the industry. There will be a total of six awards, namely the Brand Exhibition Award, Brand Convention Award, Innovative Exhibition Award, Bid Convention Award, Original Convention and Exhibition Award plus the new Creative Event Award. Each category will consist of 1 to 3 awards.

The "Macao Convention and Exhibition Commendation Awards 2018" is open to all Macao MICE industry peers by means of self-nomination and recommendation by others so as to broadly invite local MICE candidates to participate. The judging panel, comprising of industry representatives, MICE industry experts and scholars, will decide the deserving award winner. Any exhibition and convention events (including bid conventions) that were held in Macao between 1 October 2017 and 30 September 2018 are eligible to participate. For those who are interested, please visit the MCEA's website at www.mcea.org.mo to download the entry forms. Upon completion of the entry form, please email or deliver it to MCEA Secretariat together with all required information. The submission deadline is on 8 October 2018

The “Macao Convention and Exhibition Commendation Awards 2017” is organized by Macao Convention and Exhibition Association (MCEA) and co-organized by Macau Fair & Trade Association, the Association of Advertising Agents of Macau and Macau Federal Commercial Association of Convention & Exhibition Industry. Supporting organizations include Macao Foundation, Macao Government Tourism Office, Macao Trade and Investment Promotion Institute, Macao Chamber of Commerce, Macau Economic Association, China Convention and Exhibition Society, and Asian Federation of Exhibition & Convention Associations (AFECA).

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