

1 September 2020

Dear Macao MICE Industry Peers,

“Macao Convention and Exhibition Commendation Awards 2020”

As one of the emerging industries that have been developing rapidly in Macao over the past decade, the convention and exhibition industry has steadily improved in scale and effectiveness. Last year, Macao has successfully raised her rankings up to the 48th and 12th among international conference cities globally and in the Asia-Pacific region respectively. However as affected by the COVID-19, from the beginning of the pandemic in February up to June, almost all international conferences and large-scale exhibitions in Macao during the first half of 2020 have been cancelled or postponed of which has created a considerable impact on the industry.

2020 is a year for Macao's MICE industry to consolidate and rejuvenate its foundations. In every difficult moment there are opportunities, especially the availability of the widely used, rapid and stable 5G new technology which brings new opportunities for the industry to advance forward and breakthrough. It is believed that as more new technologies continue to be popularized and promoted together with the gradually slowing down of the pandemic, Macao's MICE industry will undoubtedly be enhanced to another new level.

In order to commend and reward industry peers' effort and contribution as well as to reinforce industry strength, the “Macao Convention and Exhibition Commendation Awards 2020” organized by Macao Convention and Exhibition Association (MCEA) will be launched again this year. There are seven categories of awards this year which includes the newly added “MICE Quality Service Award” together with the existing awards of the Brand Exhibition Award, Brand Convention Award, Innovative Exhibition Award, Bid Convention Award, Original Convention and Exhibition Award and Creative Event Award. It is hoped that through the addition of this new award, the scope of categories can be extended to the entire industry chain to encourage more companies to participate and jointly build the brand image of Macao's high-quality events and enhance the competitiveness of the overall industry.

All members of the MICE industry are cordially invited to participate. Attached please find an overview introduction and entry forms of this event. Interested participants please submit the required information to the Secretariat on or before 2 October 2020. For enquiries, please contact our Secretariat at Tel: (853) 2871 4079, Fax: (853) 2871 7453 or email to secretariat at secretariat@mcea.org.mo

Yours Truly,

Macao Convention and Exhibition Association (MCEA)