

澳門經濟 MACAO IMAGE 澳門



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PLPEX shop window reveals more products
from Portuguese-speaking Countries



澳門貿易投資促進局
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本期《澳門經貿之窗》回顧澳門自1999年12月20日回歸祖國二十載的社會發展，並透視本澳未來的經濟狀況及前進方向。澳門特別行政區成立二十年以來，多元產業的發展繁榮蓬勃，隨之帶動本澳會展業高速躍進；而本澳會展業對於促進中國與葡語國家之間的貿易合作，漸顯關鍵的作用。

澳門特區政府致力將澳門打造成世界旅遊休閒中心，吸引世界各地遊客，協力構建中國與葡語國家商貿合作服務平台。“一國兩制”施政方針的成功落實，並配合澳門於粵港澳大灣區核心引擎的發展定位，助力灣區轉化成全球創新科技樞紐，以及新興產業的搖籃。此外，澳門金融產業持續發展，特別在融資租賃、中國和葡語國家之間的人民幣清算和財富管理等多方領域展開合作，協力推動本澳經濟邁向多元。

2019年為中華人民共和國成立70周年暨澳門回歸祖國20周年，適逢第五屆澳門特別行政區政府就職。新任的行政長官賀一誠曾於2004年至2009年間擔任澳門行政會成員，自2009年起就任澳門立法會議員，並於2013年至2019年間出任本澳立法會主席一職。賀一誠將在未來五年的行政長官任期內，繼續為澳門效力，領導本澳抓緊自大灣區和“一帶一路”倡議躍起而來的發展機遇，持續實踐澳門經濟適度多元。

本期《澳門經貿之窗》專訪澳門貿易投資促進局主席劉關華。劉關華向本刊表述貿促局為本澳會展業投入的相關工作，並表示會展業的發展對於刺激本澳經濟適度多元尤其重要。

2019年7月，“中國與葡語國家企業經貿合作洽談會—聖多美—2019”在聖多美和普林西比舉行。本刊採訪了當時出席洽談會的澳門代表團成員，受訪的企業家皆表示，洽談會為本地企業帶來投資新商機。

本期《澳門經貿之窗》總結2019下半年圓滿舉辦的大型展會，例如“粵澳名優商品展”、“澳門國際品牌連鎖加盟展”、“澳門國際貿易投資展覽會”和“葡語國家產品及服務展(澳門)”等。同時，著重介紹貿促局為投資者提供的服務及支持協助，並講述本地受惠企業的成功故事。PI

In this issue of *Macao Image*, we review the two decades since the return of Macao to China on 20 December 1999, looking into the economic development of the city and its prospects for growth in the years to come.

Twenty years since its establishment, the Macao Special Administrative Region (SAR) has created prosperity by diversifying into new businesses, rapidly building up its meetings, incentives, conventions and exhibitions (MICE) industry, and functioning increasingly as the facilitator of trade between China and the Portuguese-speaking Countries.

The Government of the Macao SAR is striving to make the city into what is officially called a World Centre of Tourism and Leisure, meaning a draw for tourists from around the world, and a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

The application of the “One country, two systems” principle has been hailed as a success. The city is poised to become an important engine to turn the Guangdong-Hong Kong-Macao Greater Bay Area, also known as the Greater Bay Area, into a global hub for innovation and high technology, and a cradle for emerging industries.

The development of a finance industry to focus on the aspects of business where Macao has an edge is helping make the economy more diverse – in particular, co-operative ventures in financial leasing, renminbi clearing between China and Portuguese-speaking Countries, and wealth management.

In 2019, the 70th anniversary of the founding of the People's Republic of China coincided with the 20th anniversary of reunification and the inauguration of

the fifth-term Government of the Macao SAR, headed by Chief Executive Mr Ho Iat Seng. Mr Ho was a member of the Executive Council from 2004 to 2009. He was elected in 2009 to the Legislative Assembly and presided over the assembly from 2013 to 2019.

Mr Ho is set to serve a five-year term, leading a city brimmed with potential for development arising from the Greater Bay Area and “Belt and Road” initiatives, and from the continuing process of diversifying its economy.

This issue features an exclusive interview with Mrs Irene Va Kuan Lau, President of the Macao Trade and Investment Promotion Institute (IPIM). Mrs Lau spoke to *Macao Image* about what the Institute has been working on, focusing especially on the development of the MICE industry in Macao, which is one of the most important ways of making the economy more diverse.

Macao Image also interviewed Macao delegates to the Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries, held in July 2019 in São Tomé and Príncipe. Entrepreneurs that attended say the Meeting showed Macao enterprises new opportunities for investment.

We look into the success of big events held in Macao in the second half of 2019, including: the Guangdong & Macao Branded Products Fair, the Macao Franchise Expo, the Macao International Trade & Investment Fair, and the Portuguese-speaking Countries Products and Services Exhibition (Macao).

And this issue also highlights the success of companies in Macao that have benefited from the development of its economy and the support IPIM gives to investors in the city. PI

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澳門代表團參加 “中國國際進口博覽會”

澳門特別行政區政府於 2019 年 11 月 5 日至 10 日前往上海參與“第二屆中國國際進口博覽會”，行政長官崔世安、經濟財政司司長梁維特和社會文化司司長譚俊榮出席了活動的開幕典禮。

代表團一行介紹了澳門為吸引世界各地遊客而制定的“世界旅遊休閒中心”定位，以及“中國與葡語國家商貿合作服務平台”角色等。

澳門展區設於國家貿易投資綜合展中國館內，以“澳門薈”為名，透過播放影片和虛擬實景，讓觀眾認識澳門的景點和體驗城市特色。

由經濟財政司司長梁維特擔任團長、澳門貿易投資促進局組織一行逾百人的澳門企業家代表團，於 11 月 4 日至 7 日赴上海出席“第二屆中國國際進口博覽會”。貿促局於會場的“食品及農產品展區”及“服務貿易展區”內分別設置展館，共組織 42 家從事澳門製造和代理葡語國家的食品及飲品、會計及翻譯服務之本澳企業參展。

Macao SAR representatives attend China International Import Expo



The Government of the Macao Special Administrative Region (SAR) took part in the 2nd China International Import Expo (CIIE), which was held in Shanghai from 5 to 10 November 2019.

Mr Chui Sai On, Chief Executive of the Macao SAR Mr Leong Vai Tac, Secretary for Economy and Finance; and Mr Alexis Tam Chon Weng, Secretary for Social Affairs and Culture, attended the opening ceremony.

The delegation promoted Macao's position as a World Centre of Tourism and Leisure, a policy to make the city a draw for visitors from around the world, and the city's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

The Macao SAR Government set up an exhibition area called the Macao Hub in the China Pavilion of the

Country Pavilion for Trade and Investment, to introduce Macao to the audience with videos about the city's special attractions and experience them in virtual reality.

Led by Mr Leong Vai Tac, Secretary for Economy and Finance of the Macao SAR, the Macao Trade and Investment Promotion Institute (IPIM) organised a delegation of hundreds of representatives from local companies to attend the expo from 4 to 7 November in Shanghai. IPIM set the Pavilions at the “Food and Agricultural Product Zone” and the “Services and Trade Zone”. The exhibition was joined by a total of 42 local companies selling Made-in-Macao products and agencies of food and beverage products from Portuguese-speaking Countries, as well as Macao enterprises engaged in accounting and translation services.

《亞洲貿易展覽會研究報告》展示澳門會展業成長

國際展覽業協會（UFI）公布了《第 15 版亞洲貿易展覽會研究報告》，總結了 2018 年亞洲會議展覽業的整體發展情況。

報告指出，亞洲一些發展成熟的展覽市場在 2018 年錄得穩健成長。其中，澳門錄得 5.2% 升幅，升幅排名為亞太區前

10 名，增長率更高於亞太區區域平均增長 4.8% 的水平。

UFI 檢視了 2018 年在澳門舉辦的 27 場 B2B 展覽，估算澳門全年會展業收入達 5,540 萬美元，而淨銷售展覽面積亦比 5 年前上升了近 16%，達 228,750 平方米。

Report on Asian trade fair market notes growth of Macao MICE industry

The 15th edition of the Trade Fair Industry in Asia annual report, published by the Global Association of the Exhibition Industry (UFI), summarised the progress of the meetings, incentives, conventions and exhibitions (MICE) industry in Asia in 2018.

The report says some well-developed trade fair markets in the Asia-Pacific region grew steadily in 2018, among them the Macao market, which grew by 5.2 percent, putting it in the top 10. The Macao market excelled, the

average rate of growth in the regional market for trade fairs having been only 4.8 percent in 2018.

The UFI took into account 27 business-to-business exhibitions held in Macao in 2018. Its report estimates that the revenue of the MICE industry in Macao reached US\$55.4 million in 2018, and that the size of exhibition space the industry sold rose to 228,750 square metres, marking a growth of 16 percent compared to five years ago.



中央再推出粵港澳大灣區建設 惠澳政策措施

中央政府於 2019 年 11 月 7 日宣布推出 15 項惠澳政策措施，助力促進粵港澳大灣區建設。措施於粵港澳大灣區領導小組會議翌日公佈。

澳門特別行政區行政長官崔世安表示，特區政府將致力促進落實各項優惠政策措施。他表示，政策將有助加快大灣區建設進程，亦能更便利澳門居民融入大灣區其他城市就業、就學和居住，同時加強區內人流、物資、財務之間的交流，為各種專業服務提供支持。

崔世安於 11 月 6 日出席了粵港澳大灣區領導小組會議，期間稱澳門可助力粵港澳大灣區發展，以及深化與區內各市之間的聯繫。

Central Government rolls out further measures to help Macao play its part in the Greater Bay Area

The Central People's Government has announced 15 policy measures it will take to help Macao contribute to the development of the Guangdong-Hong Kong-Macao Greater Bay Area, also known as the Greater Bay Area. The Central Government announced the measures on 7 November 2019, a day after a meeting of the Leading Group for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area.

Mr Chui Sai On, the Chief Executive of the Macao SAR, said the Government of the Macao Special Administrative Region (SAR) would make the utmost effort to put the measures into effect. Mr Chui added that the measures would accelerate the progress of the city-cluster initiative and make it more convenient for Macao people to work, study and live in other cities in the Greater Bay Area. He said the measures would spur more frequent exchanges of people, goods and capital in the Greater Bay Area, and support the provision of professional services.

Mr Chui attended the meeting of the Leading Group for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area on 6 November. He said Macao would help develop the Greater Bay Area and foster connections with its partner cities.



“齊齊葡—葡語國家及澳門產品特色市集”於2019年11月舉行
The “Let’s Hang Out – Lusophone and Macao Products Bazaar” was held in November 2019

“齊齊葡”帶動新展商參與市集

“齊齊葡—葡語國家及澳門產品特色市集”（“齊齊葡”）於 2019 年 11 月 1 日至 3 日假三盞燈休憩區及光復街舉行，是次“齊齊葡”共 27 間企業參加，其中超過 4 成為新展商。

“齊齊葡”透過葡語國家食品展銷、歌舞表演、葡語國家傳統烹飪

示範和特色工作坊等，全面展示葡語國家文化。

“齊齊葡”由澳門貿易投資促進局、澳門社區經濟發展促進會及澳門中區南區工商聯會共同主辦，以及中國—葡語國家經貿合作論壇（澳門）常設秘書處和中國與葡語國家企業家聯合會協辦。

Bazaar for products of the Portuguese-speaking Countries draws new vendors

“Let’s Hang Out – Lusophone and Macao Products Bazaar” was held from 1 to 3 November 2019 at the Rotunda de Carlos da Maia and in Rua da Restauração on the Macao Peninsula. Roughly two-fifths of the 27 vendors were new to the event.

The bazaar advertises the culture of the Portuguese-speaking Countries by offering for sale the food they produce, singing and dancing, demonstrations of cooking and art workshops.

The bazaar was organised jointly by the Macao Trade and Investment Promotion Institute (IPIM), the Macao Association for Promoting Community Economic Development, the Industry and Commerce Federation of Macao Central and Southern District, and co-organised by the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), and the Entrepreneurial Federation of China and Portuguese-speaking Countries.



澳門自回歸祖國20年來，經濟轉型成效出眾

Macao has excelled in transforming its economy since its return to China 20 years ago

回歸祖國二十載 澳門經濟騰飛

Two decades down the road to prosperity, Macao marches on

2019年12月，是澳門回歸祖國20周年的重要時刻。經過20年，澳門在發展為世界旅遊休閒中心的路上取得一定成就。對很多人而言，澳門的魅力在於擁有現代化的綜合度假村，珍貴的文化遺產以及多元融合的飲食文化。

澳門中華總商會會長馬有禮指出，

OVER the last 20 years, Macao has excelled in transforming itself into a World Centre of Tourism and Leisure. In December 2019, Macao celebrated the 20th anniversary of the establishment of the Macao Special Administrative Region (SAR) when Portugal returned the city

to China. To many, the appeal of Macao lies in the entertainment provided by its gleaming modern resorts, the charm of its heritage from a past era, and its vibrant culture, including its cuisine which comes from various origins.

This is the result of years of



中國內地經濟蓬勃發展，在這些年間助力推動澳門經濟結構多元。他認為：“澳門回歸二十年來，無論是經濟還是社會，都發生了翻天覆地的變化。”

自1999年開始，澳門特別行政區政府一直致力發展本地旅遊業，更於2001年就博彩經營權牌照進行國際公開競投，以引入更多國際投資者。翌年，特區政府所發出的博彩經營權牌照，至今仍由六家博彩運營商所持有。

馬有禮表示：“賭權開放是澳門迎來經濟發展黃金時期的一個重要里程碑。”

2003年7月，中央政府推行“港澳個人遊”政策，讓內地居民以個人的方式前往澳門，令訪澳旅客人次大幅上升。

restructuring the economy, spurred by the economic boom in Mainland China, in the view of Mr Ma Iao Lai, President of the Macao Chamber of Commerce. “Macao has experienced drastic improvements in its economy and society since the handover,” Mr Ma said in an interview with *Macao Image*.

The Government of the Macao SAR has concentrated on developing tourism in the city since 1999. In 2001 the Macao SAR Government heralded the introduction of competition in the Macao gaming market by inviting bids for new gaming licences in an international

public tender. It granted the new licences the year after, and the licences are still held by the six present concessionaires. “Liberalisation of the gaming sector was a milestone on the road to the golden age of Macao,” Mr Ma said.

Tourism was given another fillip in July 2003, when the Mainland China authorities began issuing visas for some Mainland Chinese to visit Macao and Hong Kong as individuals instead of only as members of tour groups, so increasing the flow of visitors.

That year, Macao and the Central People’s Government concluded

同年，澳門特區政府與中央政府簽訂《內地與澳門關於建立更緊密經貿關係的安排》(CEPA)，推進兩地服務貿易自由化，以及提高兩地貨物流通。

自 2004 年以來，國際一流的綜合度假村在澳門如雨後春筍般湧現，提供博彩配套以及高端購物中心等娛樂服務，旨在擴大本澳客源，吸引中國內地以外的旅客，為隨後的經濟發展打好根基。據官方數據顯示，澳門本地生產總值由 2000 年的 539.4 億澳門元飆升至 2018 年的 4,446.7 億澳門元。

平台角色

中央政府在 2015 年頒佈了《推動共建絲綢之路經濟帶和 21 世紀海上絲綢之路的願景與行動》，明確澳門在“一帶一路”發展中可發揮的作用。藉著“一帶一路”發展的優勢，澳門一直致力增強與葡語國家的人文交流，促進與葡語國家的經濟貿易以及基礎設施的投資往來，構建成為中國與葡語國家商貿合作服務平台。

澳門特區政府於 2016 年 4 月公佈《澳門特別行政區五年發展規劃 (2016-2020 年)》，藉以保持澳門經濟穩定增長，完善產業結構，並加強澳門與中國內地，以至世界各地之間的交流合作。

而中央政府於 2019 年 2 月公佈的《粵港澳大灣區發展規劃綱要》(以下簡稱《綱要》) 賦予了澳門另一特殊角色，將澳門列為大灣區建設的四個中心城市之一，推進大灣區建設成為全球創新中心以及新興產業的搖籃。《綱要》亦明確了澳門作為世界旅遊休閒中心以及中國與葡語國家商貿合作服務平台的發展定位。

互惠互利

馬有禮認為：“除了在產業方面的合作發展，澳門應該更積極地在粵港與葡語國家之間的法律、會計、金融等不同的專業層面上，發揮更大的平台服務作用。”他表示，中國內地多個省市包括江蘇、廣東、浙江、北京、重慶等已經與葡語國家開展商貿合作，澳門可以進一步發揮中葡雙語、低稅制、外匯管制自由等營商優勢，積極對接不同省市的需求。



“除了在產業方面的合作發展，澳門應該更積極地在粵港與葡語國家之間的法律、會計、金融等不同的專業層面上，發揮更大的平台服務作用。”

“Macao should leverage its distinctive characteristics as a place to link Guangdong, Hong Kong and Portuguese-speaking Countries, stepping up collaboration not only in industry but also regarding legislation, accounting and finance, in order to play a more active role as a platform.”

澳門中華總商會會長馬有禮
Mr Ma Iao Lai, President of the Macao Chamber of Commerce

the Closer Economic Partnership Arrangement (CEPA), which made trade between Mainland China and Macao freer and so helped increase their trade in goods and services.

Gleaming integrated resorts have been springing up around the city since 2004, offering not only entertainment but also diversions other than gaming, including shopping in high-end shopping centres. The purpose is to attract tourists from places other than Mainland China. The new resorts were the basis of the rapid growth in the economy that followed, and which has persisted.

Official data indicate that the gross

domestic product of Macao leapt to MOP444.67 billion in 2018 from MOP53.94 billion in 2000.

Role as a platform

In 2015, China issued the Vision and Actions on Jointly Building the Silk Road Economic Belt and 21st Century Maritime Silk Road outlining the part Macao now plays in the “Belt and Road” initiative. Macao has been taking the opportunities provided by the development scheme to increase cultural exchanges with the Portuguese-speaking Countries and between people, with a view to fostering greater economic engagement with the Lusophone countries through trading with and investing in them, particularly in infrastructure. The eventual goal is to make Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

In April 2016 the Government of the Macao SAR published the “Five-Year Development Plan of the Macao SAR (2016-2020)”. The purpose of the plan is to ensure the Macao economy keeps growing steadily, improve the industrial structure of the city, increase exchanges and co-operation between Macao and Mainland China and increase exchanges and co-operation between Macao and the rest of the world.

The “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”, announced in February 2019, also gives Macao a special role to play, identifying it as one of the four core cities in the Greater Bay Area. The plan envisages Macao as an important engine for transforming the Greater Bay Area, into a global hub for innovation and high technology, and a cradle for emerging industries. The plan envisages Macao becoming two things: what is officially called a World Centre of Tourism and Leisure, meaning a draw for tourists from around the world and

《綱要》亦建議澳門在“一國兩制”框架下，在金融業務上充分發揮其獨特優勢。澳門大學工商管理學院大西洋銀行金融學講座教授蘇育洲亦表示，澳門在財富管理等金融領域具有充分的競爭優勢。“由於澳門投資選擇相對較少，很多人都把資金放在銀行，澳門的經濟發展需要更多元化的投資產品來推動。”

《綱要》提出在澳門建立以人民幣計價結算的證券市場，擴闊大灣區企業的集資渠道。有見及此，特區政府早已委託國際顧問公司研究證券市場的可行性。談到澳門在此的優勢，蘇育洲強調：“澳門享有低稅率和良好的信譽。”

另外，綠色債券發展建設也在澳門嶄露頭角，中國銀行澳門分行於2019年發行了第一批綠色債券。蘇育洲說：“博彩公司也加入了以綠色債券集資的熱潮，澳門其中一家博彩機構早前發行了為期3年的綠色債券，以澳門元計價結算，相信是為了建設新的項目融資。”

中醫藥基地

透過落實《綱要》，促進區內的資金和勞動力跨境流動，受惠的科研項目也可推行資金跨境轉移，澳門大學中藥質量研究國家重點實驗室便是其中一個例子。馬有禮表示：“中醫藥產業是不容忽視的新興力量。”他認為澳門的中藥質量研究國家重點實驗室及世界衛生組織傳統醫藥合作中心，對中醫藥產業現代化以及開拓海內外中醫藥市場具有戰略意義。他補充道：“澳門應利用現有的中醫藥產業及中葡平台等獨特優勢，強化中國內地與葡語國家的連繫。”

澳門的其他科研成果還包括：澳門大學模擬與混合信號超大規模集成電路國家重點實驗室和智慧城市物聯網國家重點實驗室，以及澳門科技大學月球與行星科學國家重點實驗室。

基建落成

為推動經濟適度多元，由2014年開始，珠海橫琴口岸與澳門蓮花口岸已實施24小時通關，供行人及車輛通行。立法會議員崔世平對《澳門經貿之窗》表示：“此舉大大加強了澳門與中國內地的聯繫，不僅為旅客，也為貨物流通帶來便利。”

a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

For the common good

“Macao should leverage its distinctive characteristics as a place to link Guangdong, Hong Kong and Portuguese-speaking Countries, stepping up collaboration not only in industry but also regarding legislation, accounting and finance, in order to play a more active role as a platform,” Mr Ma said. He said Jiangsu, Guangdong, Zhejiang, Beijing and Chongqing were among the places in Mainland China that trade with Portuguese-speaking Countries. “Macao can fill the gap with our Chinese-Portuguese bilingualism, low taxes and freedom from foreign exchange controls,” he said.

The Outline Development Plan for the Greater Bay Area calls for Macao

to make use of its advantages in the business of finance accorded by the “One country, two systems” principle.

Mr Jacky Yuk-Chow So, BNU Chair Professor of Finance at the Faculty of Business Administration at the University of Macau, told *Macao Image* that these advantages gave Macao a competitive edge in some aspects of finance, such as wealth management. “Investment options are scarce here, and most people keep their money in the bank. That’s all you’ve got,” Professor So said. “We need to have a greater variety of investment assets to push the economy forward.”

The Greater Bay Area plan calls for a securities market in Macao that is priced in renminbi and the clearing is done in renminbi, allowing entities in the area to raise funds in the city. The Macao SAR Government has commissioned international consultants to study the feasibility of such a securities market. “We have a favourable tax regime and credibility among investors,” Professor So highlighted.

Green bonds are another option Macao is trying. The Macao branch of the Bank of China issued its first green bonds in 2019. “Gaming companies are also joining the rush to raise funds through green bonds,” Professor So said. “One casino issued green bonds in the currency of Macao with a tenor of three years, with the purpose, I believe, of paying for construction projects.”

Base of traditional Chinese medicine

The Greater Bay Area plan envisages smoother flows of capital and labour across internal borders, so money for scientific research can be moved around easily. One classic outcome of such arrangements is the State Key Laboratory of Quality Research in Chinese Medicine at the University of Macau. “The Chinese traditional medicine industry is gaining traction,” Mr Ma said. He believes the State



“澳門的經濟發展需要更多元化的投資產品來推動。”

“We need to have a greater variety of investment assets to push the economy forward.”

澳門大學工商管理學院大西洋銀行金融學講座教授蘇育洲
Mr Jacky Yuk-Chow So, BNU Chair Professor of Finance at the Faculty of Business Administration at the University of Macau



“輕軌不僅為出行人士提供多一個選擇，更能促進澳門會展業的發展。”

“The light rail will not only give locals and visitors another transportation option, but also help boost the city’s MICE industry.”

立法會議員崔世平
Mr Chui Sai Peng, Member of the
Macao Legislative Assembly

另外，中央政府於2015年12月決定，將澳門特別行政區海域面積明確為85平方公里，劃歸澳門特區管轄，以推動海洋經濟領域活動，為會展業、航運及物流業發展締造機會。

自1999年回歸以來，澳門在完善交通基建上走過了幾個重要的里程碑。例如，港珠澳大橋於2018年10月開通，讓訪澳人士可乘車跨越珠江口，由香港國際機場到達澳門只需要約30分鐘車程，有助澳門吸引高端旅客。

港珠澳大橋通車一年來，大橋使用率仍有很大的增長空間，崔世平對大橋的前景感到樂觀：“大橋發展具前瞻性，可容納更大的遊客流量。”他亦指大橋硬件設施已經完善，將有更多私家車獲批使用，隨著邊檢部門持續優化有關程序，未來通關能力將進一步加強。

此外，澳門輕軌落成，也讓居民及旅客出行更為便利，而且輕軌未來將經由蓮花大橋接駁中國內地的廣珠城際鐵路。崔世平表示：“輕軌不僅為出行人士提供多一個選擇，更能促進澳門會展業的發展。”

Key Laboratory of Quality Research in Chinese Medicine and the World Health Organization Collaborating Centres for Traditional Medicine will be a great help in modernising Chinese traditional medicine and making it acceptable around the world.

“Macao could connect better with the Portuguese-speaking Countries, with its prowess in Chinese traditional medicine and its function as a China-Portuguese-speaking Countries Platform,” Mr Ma said.

Other notable outcomes are the establishment of two research laboratories at the University of Macau, one is the State Key Laboratory of Analog and Mixed-Signal VLSI, and the other is the State Key Laboratory of Internet of Things for Smart City and the establishment at the Macau University of Science and Technology of a State Key Laboratory of Lunar and Planetary Sciences.

Infrastructures inaugurated

In order to promote the city’s moderate economic diversification, since 2014 the checkpoint where the island of Hengqin is connected to Macao by the Lotus Bridge has been open around the clock to vehicular and pedestrian traffic. Mr Chui Sai Peng, member of the Macao Legislative Assembly, told *Macao Image*: “The move greatly improved connectivity between Macao and Mainland China and facilitated mobility not only for travellers but also merchandise.”

The Central People’s Government gave the Macao SAR Government jurisdiction of more than 85 square kilometres of coastal waters in December 2015. This allows for maritime economic activity, giving opportunities to develop the meetings, incentives, conventions and exhibitions (MICE) industry, the shipping industry and the logistics industry.

Since the establishment of the Macao SAR in 1999, Macao has passed several

milestones on its way to improving its transport infrastructure. The Hong Kong-Zhuhai-Macao Bridge opened in October 2018, allowing visitors to cross the Pearl River Estuary by motor vehicle and come straight to Macao from Hong Kong International Airport in about 30 minutes, so raising hopes that wealthier visitors will come that way.

The amount of traffic using the bridge was still low a year later, but Mr Chui is bullish about the prospects. “The bridge is set to handle more traffic to Macao,” he said. He expects more permits for private cars to use the bridge to be available soon. “The hardware is here,” Mr Chui said. He thinks smoother arrangements for getting through customs will let people cross internal borders more quickly.

The Light Rapid Transit (LRT) elevated railway is set to make getting around Macao easier. In the near future, it will even allow passengers change onto the Guangzhou-Zhuhai Intercity Railway, part of the high-speed railway network in Mainland China, by crossing the Lotus Bridge. “The light rail will not only give locals and visitors another transportation option, but also help boost the city’s MICE industry,” Mr Chui said.

MICE upgrades

The development of the MICE industry in Macao is a priority of the Macao SAR Government, for the purpose of making the economy more diverse.

Mr Fong Ka Chio, member of the Macao Legislative Assembly, thinks the industry has improved tremendously. “MICE events in 2007 received little response, owing to a lack of synergy,” Mr Fong told *Macao Image*. He had expected MICE business to grow in tandem with tourism, attracting foreign buyers and sellers. But official figures indicate that only 13 percent of visitors in 2007 came for business meetings or exhibitions.

The Macao SAR Government

會展產業升級

發展會展業是特區政府的首要工作之一，助力澳門實現經濟適度多元。

立法會議員馮家超認為，澳門會展業在回歸以來取得了豐碩成果。他向《澳門經貿之窗》表示，會展業應與旅遊業同步發展，以吸引海外買家和賣家，但早期在缺乏協同效應的條件下，2007年舉辦的會展項目反應並不理想。官方數據亦顯示，2007年的訪澳旅客中，只有13%為了參加會展項目而訪澳。

然而，自2014年開始，政府提出“會議為先”的發展策略，希望透過會展業發展帶動旅遊業及周邊行業增長，此舉很快便取得顯著的成果。據官方數據顯示，2018年，澳門共舉行了1,427場會展活動，較4年前增長35.3%。

馮家超相信：“我們已在正確的發展路上，澳門曾舉辦容納二萬人的大型會展活動，有充足的場地設施，可為商務客提供數千間客房，讓他們在活動結束後直接回房休息。對澳門而言，這是獨一無二的優勢。”

馮家超指出港珠澳大橋能吸引高消費旅客來澳，進一步推動會展業增長。他表示：“大橋不僅縮短了由香港國際機場往來澳門的時間，還能帶動香港境內的經濟活動，這絕對是雙贏的局面。”

遠大前景

回歸二十周年，在經濟適度多元的驅動下，澳門可望成為金融中心。馬有禮指出，鑑於人力及土地資源缺乏等制約因素，要達到這目標澳門仍需努力，而經濟適度多元政策要建基於澳門現有的資源和對外交往的優勢，作為經濟發展的動力。

他期望中國與葡語國家商貿合作服務平台綜合體落成後，將大力促進中國內地及葡語國家的經貿及文化等領域的交流。該大樓將用作舉辦“中葡論壇（澳門）部長級會議”及葡語國家產品的展覽等。

馬有禮強調：“我們應充分把握《粵港澳大灣區發展規劃綱要》及“一帶一路”建設的機遇，落實並發揮好平台優勢，走出具有澳門特色的經濟多元、可持續發展道路。”

另外，特區政府正致力將澳門構建為智慧城市，推進互聯網與各行業融合發展，把智慧城市建設納入發展規劃中，讓澳門更具競爭力，以及加強小城與周邊地區的互利合作。■

announced in 2014 that it would give “priority to conventions”, using MICE events in Macao to spur growth in tourism and other businesses. This approach began to show results soon after. Official figures indicate that 1,427 MICE events were held in Macao in 2018, 35.3 percent more than four years before.

“We’re heading in the right direction,” Mr Fong said. “We have held sizeable MICE events, attended by up to 20,000 participants. Macao has a lot of venues that are able to provide thousands of rooms for guests, so that they can return directly to their hotels after an event. This is a competitive edge for Macao.”

Mr Fong expects the Hong Kong-Zhuhai-Macao Bridge to boost the MICE industry by making it easier for

high-spending visitors to attend events in Macao. “The bridge not only shortens the trip from Hong Kong International Airport to Macao, but also stimulates economic activity on the Hong Kong side,” he said. “It’s a win-win situation.”

Bright outlook

Two decades after the establishment of the Macao SAR, the city is set to become a financial hub, now that diversification of the economy is in full swing. But Mr Ma is cautious, saying: “It won’t be easy.” He thinks the inevitable lack of land and labour in a place as small as Macao makes it advisable for the city to make use of its current resources and strong ties to the world and its institutional advantages to sustain the growth of its economy.

Mr Ma expects the Service Complex for Trade Co-operation between China and Portuguese-speaking Countries to give trade and cultural exchanges between China and the Portuguese-speaking Countries a big shove. The centre is designed to accommodate the Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries and exhibitions of Portuguese-speaking Countries’ products. “Macao should seize the opportunities given by the Greater Bay Area and the ‘Belt and Road’ initiative,” he said. “We should perform our strategic role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries to lay out new paths towards a diverse economy that will be unique to Macao.”

The Macao SAR Government is speeding-up the process of making Macao a smart city, to help industries make full use of the Internet. The Government considers a suitable, well drawn-up plan for making Macao a smart city crucial if Macao is to become more competitive and have better collaboration with its neighbours. ■



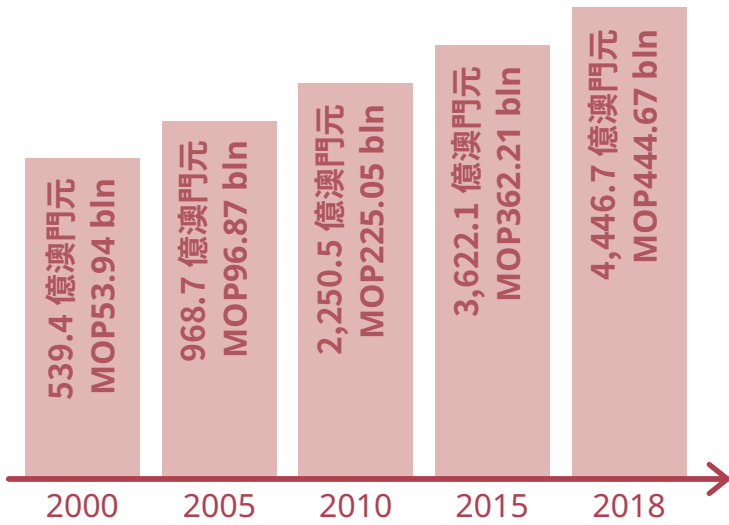
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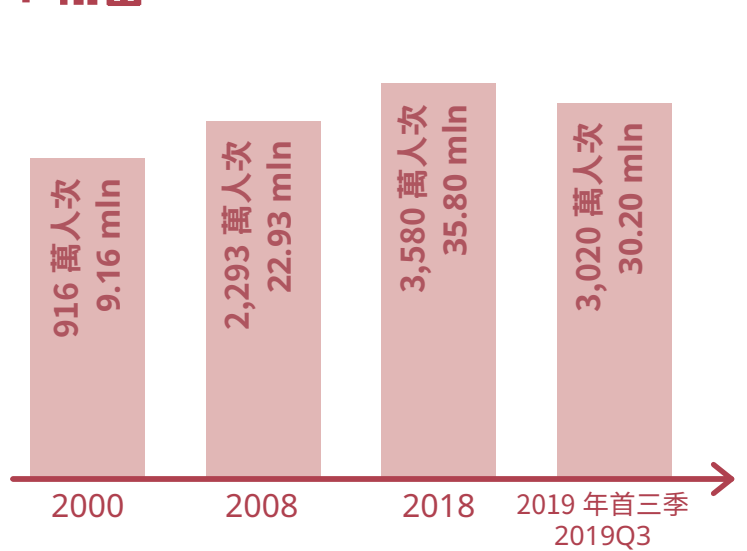
立法會議員馮家超
Mr Fong Ka Chio, Member of the
Macao Legislative Assembly



本地生產總值
GDP



旅客入境人數
Visitors

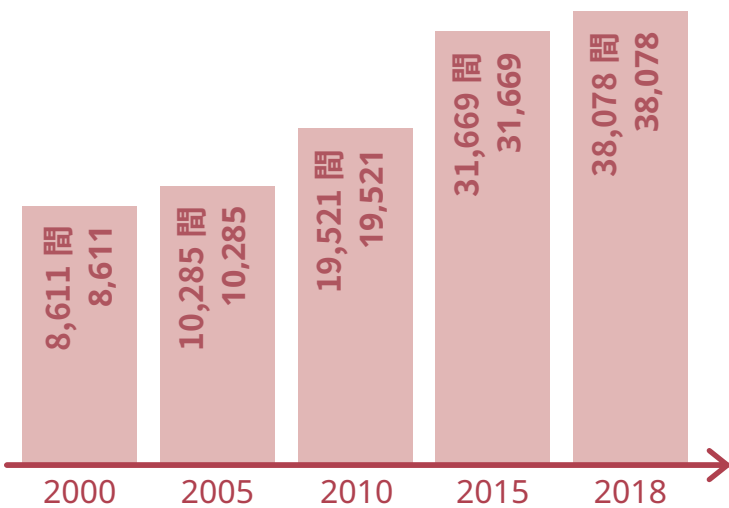


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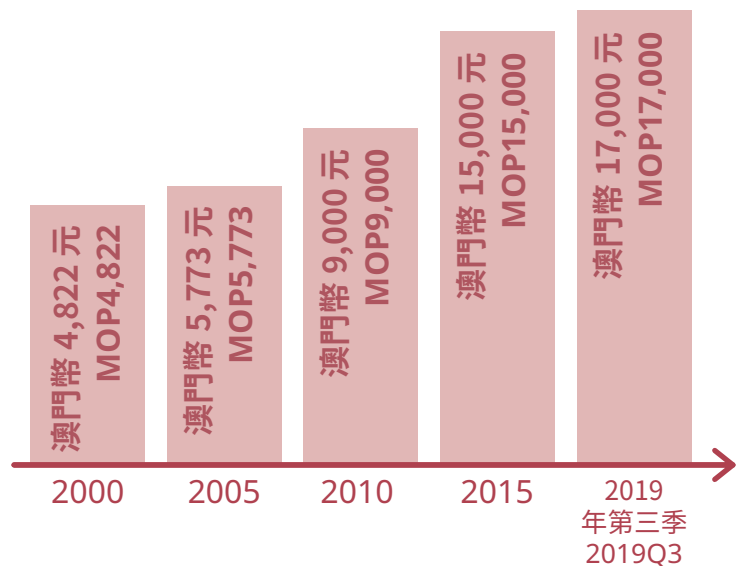
失業率 2019 年第三季
Unemployment rate 2019Q3



酒店房間
Hotel rooms



月入中位數
Median monthly income



澳門貿易投資促進局

成立**二十五**周年



25^o Aniversário do

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25th Anniversary of

Macao Trade and Investment Promotion Institute (IPIM)



澳門貿易投資促進局
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第五屆特區政府新班子

The fifth-term Macao SAR Government principal officials

相片 Photo: 新聞局 Government Information Bureau

新一屆澳門特別行政區政府目光遠大

New Macao SAR Government eyes broad horizons

澳門新任行政長官賀一誠將貫徹“協同奮進、變革創新”的施政理念，堅信澳門的經濟能做到更多元化。賀一誠於2019年12月20日就職，作為第五屆澳門特區行政長官，他將致力透過發展相關產業以“擴展綜合旅遊業”。

在2019年8月25日的行政長官選舉中，賀一誠獲400張有效選票中的392票高票當選，並於9月11日由中央政府任命為新一屆行政長官。獲委任後，他強調會堅定不移地落實澳門特別行政區基本法，確保本澳實踐“一國兩制”，並表示在他的五年任期內，會貫徹“澳人治澳”和“高度自治”的原則。

另外，賀一誠指出，他將帶領澳門積極投入國家發展策略，助力澳門融入粵港大灣區以及“一帶一路”倡議等。

旅遊及博彩業是澳門經濟體中的龍頭產業，隨著現有博彩經營權於2022年屆滿，賀一誠表示，這正是優化行業表現的機會，並根據法律加強監督。在確定當選新任行政長官時，他即強調修改《博彩法》將是他上任後其中一項重點工作。

他亦相信澳門能發展更多吸引旅客的

STAYING true to his campaign motto of “Unity and Effort, Change and Innovation”, Mr Ho Iat Seng, the new Chief Executive of the Macao Special Administrative Region (SAR), believes the city can do more to diversify its economy. Mr Ho took office as the fifth-term Chief Executive on 20 December and has called for “an expansion of integrated tourism” by boosting related industries.

Mr Ho won the Chief Executive election with 392 out of 400 valid votes on 25 August 2019 and was appointed to the post by China’s State Council on 11 September.

After his appointment, Mr Ho stressed he would faithfully execute the Basic Law of the Macao SAR and ensure that the “One country, two systems” principle is properly implemented in the city. He added that he is determined to implement the principles of “Macao people governing Macao” and a high degree of autonomy during his five-year term.

Mr Ho said he would pro-actively

integrate Macao into national development strategies, pushing forward with the city’s participation in the Guangdong-Hong Kong-Macao Greater Bay Area and in the “Belt and Road” initiative.

The tourism and gaming industries are the cornerstone of Macao’s economy. But as the casino licences expire in 2022, Mr Ho sees an opportunity to improve the sector’s performance and strengthen its legal supervision. In his comments after being confirmed as the new Chief Executive, Mr Ho emphasised that the amendment of Macao’s gaming law framework would be one of his key tasks now he was in office.

Mr Ho also said that he believed the city can further diversify its tourism attractions to appeal to more visitors. To accommodate the ongoing growth, he vowed to “continue optimising” the city’s border crossing infrastructure to make life easier for those coming to visit.

旅遊產品，而為適應增長，將持續優化澳門口岸的基礎設施，讓遊客更易於往來。

扶助中小企


賀一誠表示，上任後，他的首要任務是完成澳門有史以來第一個城市總體規劃，以確保澳門新城填海區的發展，及有序完善現有基建。為了改進公共交通網絡，他表示將完成澳門區的輕軌鐵路系統，以讓旅客可經由輕軌穿梭於路氹各大綜合度假村和拱北邊檢區域。

除了吸引更多遊客來澳，新任行政長官亦會重點讓本地企業和創業人士“走出去”，首先是要融入鄰近橫琴島新項目，助力橫琴成為國際性休閒旅遊目的地。

面向國際方面，賀一誠承諾加強澳門作為世界旅遊休閒中心和中國與葡語國家商貿合作服務平台的戰略作用，並充分利用澳門和葡萄牙的歷史，文化和語言聯繫，培養中葡雙語人才，協助推進“一帶一路”倡議。

新任行政長官亦表示給予本地中小企更大力度的支持，對於針對改善人力資源短缺的問題，指出特區政府有意推行獎勵計劃，吸引在海外升學或居住的合資格本地居民回流澳門，將技術廣泛應用至各項工作，加快城市發展。

他強調，有必要推廣本地製造的優質商品，以維持本澳傳統商業生態；同時呼籲大膽投資於新興產業，例如金融業發展。

第五屆澳門特區政府主要官員包括：行政法務司司長張永春、經濟財政司司長李偉農、保安司司長黃少澤、社會文化司司長歐陽瑜、運輸工務司司長羅立文、廉政公署專員陳子勤、審計署審計長何永安、警察總局局長梁文昌、海關關長黃文忠以及檢察院檢察長葉迅生。 

Supporting SMEs

According to Mr Ho, his first priority is to finish drafting Macao's first ever urban masterplan, in order to ensure not only the optimum development of the city's new reclaimed areas but also an orderly upgrade of existing infrastructure.

As part of an improvement to the public transportation network, Mr Ho added, the completion of the Macao peninsula route of the city's Light Rapid Transit (LRT) railway system is expected to allow visitors to travel more easily between the integrated resorts in Taipa and Coloane and the Gongbei border.


In addition to bringing in more tourists, the new Chief Executive also pledges to get local companies and entrepreneurs to expand their outbound businesses, starting with joining or creating projects on neighbouring Hengqin Island – an area earmarked to become an international leisure and tourism destination.

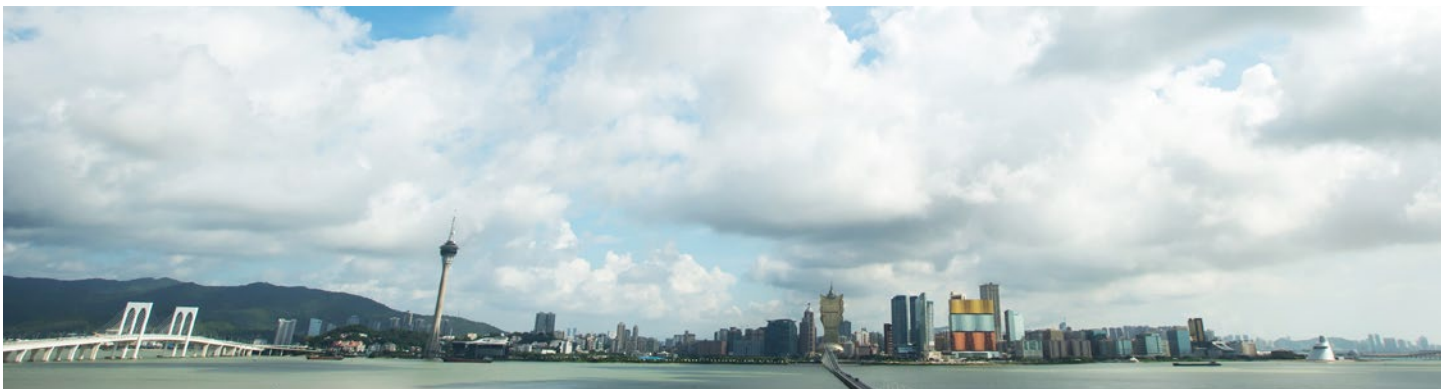
In terms of the city's international development, Mr Ho reiterated his intention to strengthen Macao's strategic roles as a World Centre of Tourism and Leisure, and as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. Mr Ho aims to make the most of the Macao-Portugal historical, cultural and linguistic ties to train more Chinese-Portuguese bilingual talents and contribute to the construction of

the “Belt and Road” initiative.

The new Chief Executive also said that more resources will be allocated to improving support for Macao's small and medium-sized enterprises (SMEs), particularly to help improve a chronic shortage of human resources. His agenda calls for incentives to motivate qualified residents who are currently studying or living abroad, to return to Macao for their career development, and bring with them their technologies and knowledge to help the city move ahead.

The Chief Executive stressed the need to promote locally made, quality products to preserve Macao's traditional businesses while calling for bold investments to be made in emerging sectors such as the financial sector.

The team for the fifth-term Macao SAR Government comprises: Mr Cheong Weng Chon as the Secretary for Administration and Justice; Mr Lei Wai Nong as the Secretary for Economy and Finance; Mr Wong Sio Chak as the Secretary for Security; Ms Ao Ieong U as the Secretary for Social Affairs and Culture; Mr Raimundo do Rosário as the Secretary for Transport and Public Works; Mr Chan Tsz King as the Commissioner Against Corruption; Mr Ho Veng On as the Commissioner of Audit; Mr Leong Man Cheong as the Commissioner General of the Unitary Police Service; Mr Vong Man Chong as the Director-General of the Macao Customs Service; and Mr Ip Son Sang as the Public Prosecutor-General. 



澳門特區政府第五任行政長官與 第五屆政府主要官員及檢察長



行政長官賀一誠

賀一誠，祖籍浙江，1957年6月出生於澳門。
2004年澳門特別行政區第二屆行政會委員、經濟發展委員會委員、科學技術暨革新委員會委員。
2009年至2013年任澳門特別行政區第四屆立法會間選議員、副主席，同時辭任澳門特別行政區行政會委員職務。
2014年至2017年任澳門特別行政區第五屆立法會間選議員、主席。
2018年起任澳門特別行政區第六屆立法會間選議員、主席，於2019年7月5日辭任間選議員、主席。
2000年起歷任第九、十、十一、十二屆、十三屆全國人民代表大會代表、常務委員會委員，2019年4月向第十三屆全國人民代表大會常務委員會辭去第十三屆全國人民代表大會代表職務。

1999年獲澳督頒授工商業功績勳章。2001年獲澳門特區政府頒授工商業功績勳章。2009年獲澳門特區政府頒授金蓮花榮譽勳章。

2019年8月25日當選澳門特別行政區第五任行政長官。

2019年9月4日國務院總理李克強主持召開國務院第三次全體會議，決定任命賀一誠為澳門特別行政區第五任行政長官，於2019年12月20日就職。

Mr Ho Iat Seng, Chief Executive

Mr Ho Iat Seng was born in Macao in June 1957 and his ancestral home is in Zhejiang.

In 2004, he was appointed as a member of the second-term Executive Council for the Macao Special Administrative Region Government, a member of the Economic Development Council and a member of the Science, Technology and Innovation Council.

He was an indirectly returned member and Vice-President of the fourth Legislative Assembly of the Macao SAR between 2009 and 2013, having resigned from the position as a member of the Executive Council of the Macao SAR.

He was an indirectly returned member and President of the fifth Legislative Assembly of the Macao SAR between 2014 and 2017.

Starting from 2018, he was an indirectly returned and President of the sixth Legislative Assembly of the Macao SAR and on 5 July 2019, he resigned from the positions as an indirectly returned member and President.

Since 2000, Mr Ho had been the deputy to and member of the Standing Committee of the 9th, 10th, 11th, 12th and 13th National People's Congress (NPC). In April 2019, he tendered his resignation to the Standing Committee of the 13th NPC, resigning as a deputy to the 13th NPC.

In 1999, Mr Ho was awarded the Industrial & Commercial Merit Medal by the Governor of Macao. In 2001, he was awarded the Industrial & Commercial Merit Medal by the Government of the Macao SAR. In 2009, he was awarded the Honourable Medal of Golden Lotus Flower by the Government of the Macao SAR.

On 25 August 2019, he was elected the fifth-term Chief Executive of the Macao SAR.

On 4 September 2019, Premier Li Keqiang chaired the 3rd Plenary Session of the State Council, appointing Mr Ho Iat Seng as the fifth Chief Executive of the Macao SAR. He was sworn into office on 20 December 2019.

The fifth-term Chief Executive, the Macao SAR Government principal officials and Public Prosecutor-General



行政法務司司長張永春

1966 年出生於北京，北京外國語大學文學學士、澳門大學法學院法律學士。回歸前曾擔任物業登記局局長、司法事務局局長，2000 年至 2014 年擔任法務局局長，2014 年 12 月至 2019 年 12 月擔任廉政公署廉政專員。曾為司法援助委員會主席、公共行政改革諮詢委員會委員、法律改革諮詢委員會委員。

Mr Cheong Weng Chon, Secretary for Administration and Justice

Mr Cheong Weng Chon, born in Beijing in 1966, received a Bachelor of Arts Degree and a Bachelor's Degree in Law from Beijing Foreign Studies University and from the University of Macau, respectively.

He was an assistant to the Registrar and the Notary Public, Registrar of the Real Estate Registry and Director of the Judicial Affairs Bureau. He served as Director of the Legal Affairs Bureau from November 2000 to December 2014. He held the post of Commissioner Against Corruption of the Commission Against Corruption from December 2014 to December 2019.

He was President of the Legal Aid Commission, member of the Public Administration Reform Consultation Committee and member of the Law Reform Consultative Committee.



經濟財政司司長李偉農

1969 年出生於福建。先後取得澳門理工學院電腦文憑、澳門大學公共行政學學士學位、中文法學學士學位，以及社會科學碩士學位。1992 年開始服務公職，曾於前澳門政府印刷署的行政及財政處和出版印務單位工作，歷任資訊技術員、助理、處長，以及局長；後出任民政總署管理委員會副主席一職；市政署成立，即出任市政

管理委員會副主席至 2019 年 12 月。

曾任澳門貿易投資促進局投資委員會非常務委員、澳門屠宰場有限公司董事長，以及經濟發展委員會社區經濟發展政策研究組成員。

Mr Lei Wai Nong, Secretary for Economy and Finance

Mr Lei Wai Nong was born in Fujian Province in 1969. He received a diploma in computer studies from the Macao Polytechnic Institute and a Bachelor's Degree in Public Administration, Bachelor's Degree in Law (Chinese Language) and Master's Degree in Social Science from the University of Macau.

He started to serve as a civil servant in 1992. He once worked in the Division of Administration and Finance and the publishing and printing affairs divisions of the Printing Authority of the former Portuguese administration of Macao, holding the posts of information technician, assistant, head of Division and Administrator. Later, he served as Vice-President of the Administrative Committee of the Civic and Municipal Affairs Bureau and Vice-President of the Administrative Committee of the Municipal Affairs Bureau until December 2019.

He was a non-permanent member of the Investment Committee of the Macao Trade and Investment Promotion Institute, President of the Macao Slaughter House Ltd. and member of the specialised group for studying community economic development policies of the Economic Development Council.



保安司司長黃少澤

1968 年出生於廣東。北京大學法學學士及法學博士。
曾擔任司法警察司高級技術員、法院及檢察官公署司法參事及實習司法官，1997 年 7 月起擔任澳門檢察官公署檢察官，1998 年 11 月擔任司法警察司副司長，1999 年 12 月代任司法警察局局長，2000 年 3 月被確定任命為檢察院助理檢察長，2000 年 11 月被任命為司法警察

局局長。

經行政長官提名，於 2014 年 11 月 30 日獲中央人民政府任命為澳門特別行政區第四屆政府保安司司長，同年 12 月 20 日宣誓就職。
經行政長官提名，於 2019 年 12 月 1 日獲中央人民政府任命為澳門特別行政區第五屆政府保安司司長，同年 12 月 20 日宣誓就職。

Mr Wong Sio Chak, Secretary for Security

Mr Wong Sio Chak was born in Guangdong Province in China in 1968. He received a Bachelor's Degree in Law and a Doctorate in Law from Peking University.

Mr Wong was a senior technician at Macao's Judiciary Police, judicial auditor of the Court and of the Public Prosecutions Office and a trainee magistrate. He assumed the post of a prosecutor at the Public Prosecutions Office of Macao starting from July 1997 and the post of Deputy Director of the Judiciary Police in November 1998. He was appointed as the Acting Director of the Judiciary Police in December 1999. In March 2000, he was appointed as Assistant Prosecutor-General of the Public Prosecutions Office on a permanent basis. In November 2000, he was appointed as Director of the Judiciary Police.

Nominated by the Chief Executive, he was appointed by the Central People's Government as the Secretary for Security of the fourth-term Government of the Macao SAR on 30 November 2014, and he was sworn in on 20 December of the same year.

Nominated by the Chief Executive, he was appointed by the Central People's Government as the Secretary for Security of the fifth-term Government of the Macao SAR on 1 December 2019, and he was sworn in on 20 December of the same year.



社會文化司司長歐陽瑜

1968 年出生於廣東。1992 年取得華南理工大學計算機及應用專業學士學位，2001 年取得澳門大學科技學院軟件工程碩士，以及福建華僑大學法律系比較法學碩士。

1994 年任司法警察局高級技術員；2001 年任身份證明局計劃暨組織處處長；2002 年任身份證明局居民身份資料廳廳長；2007 年任身份證明局組織暨資訊廳

廳長；2010 年任身份證明局副局長；2014 年至 2019 年任身份證明局局長。

2015 年至 2019 年任退休基金會監察委員會主席；2016 年至 2019 年任澳門女公務員協會副會長。

Ms Ao Ieong U, Secretary for Social Affairs and Culture

Ms Ao Ieong U, was born in Guangdong in 1968. She received a Bachelor's Degree in Computer Science and Application from the South China University of Technology in 1992. She obtained a Master's Degree in Software Engineering from the Faculty of Science and Technology of the University of Macau in 2001 and a Master's Degree in Comparative Jurisprudence from the Faculty of Law of Huaqiao University of Fujian.

She was a senior technician at the Judiciary Police in 1994. She was appointed as head of the Division of Planning and Organisation of the Identification Services Bureau in 2001 and head of the Department of Residents Identification of the Bureau in 2002. She was appointed as head of the Department of Organisation and Information of the Bureau in 2007. She was appointed as Deputy Director of the Bureau in 2010. She held the post of Director of the Identification Services Bureau from 2014 to 2019.

She was President of the Monitoring Committee of the Pension Fund from 2015 to 2019. She was Vice-President of the Macao Female Civil Servant Association from 2016 to 2019.



運輸工務司司長羅立文

1956 年出生於澳門。土木工程學士，並完成土力學研究生課程。自 1979 年起加入政府工作至 1990 年，歷任工務運輸司技術員、廳長、副司長、司長，曾任土地委員會主席、交通高等委員會主席、體育委員會成員、澳門國際機場專營公司董事局助理，並於 1990 年至 1999 年，按自由職業制度從事土木工程工作。自 1999 年 12 月至 2014 年

12 月擔任澳門駐里斯本經濟貿易辦事處主任，同時兼任澳門駐布魯塞爾歐盟經濟貿易辦事處主任及澳門駐世界貿易組織經濟貿易辦事處主任。自 2014 年 12 月起任澳門特別行政區運輸工務司司長。社會服務方面，曾任澳門基本法起草委員會委員、澳門特區籌備委員會委員、立法會議員、中葡土地小組葡萄牙代表團成員、土木工程實驗室大會主席、土地基金諮詢委員會委員、文化委員會委員、澳門商業銀行監事會成員。

Mr Raimundo Arrais do Rosário, Secretary for Transport and Public Works

Mr Raimundo Arrais do Rosário was born in Macao in 1956. He received a Bachelor's Degree in Civil Engineering and completed a postgraduate programme in soil mechanics.

He joined the civil service in 1979, and worked for the former Portuguese administration of Macao until 1990, as a technician, department head, Deputy Secretary and Secretary of the Secretariat for Transport and Public Works. He was also the Chairman of the Land Committee and Traffic Committee, as well as a member of the Sports Committee and the assistant to the board of directors of the Macao International Airport Company Ltd. From 1990 to 1999, he was engaged in civil engineering on a freelance basis. From December 1999 to December 2014, Mr Raimundo do Rosário was the Director of the Macao Economic and Trade Office in Lisbon, the Macao Economic and Trade Office to the European Union in Brussels, and the Macao Economic and Trade Office to the World Trade Organization. Since December 2014, he has been the Secretary for Transport and Public Works of the Macao SAR.

Regarding social services, Mr Raimundo do Rosário was a member of the Drafting Committee of the Basic Law of Macao SAR, member of the Preparatory Committee of the MSAR, member of the Legislative Assembly, and member of the Portuguese delegation of the Sino-Portuguese Land Group. He was also the Chairman of the General Assembly of Civil Engineering Laboratory, member of the consultative committee on land funding, member of the consultative committee on cultural affairs, and member of the supervisory committee of BCM Bank (Banco Comercial de Macau, S.A.).



廉政公署廉政專員陳子勁

1970 年出生於香港。法律學士學位，首屆澳門法院及檢察院司法官培訓課程學員，首屆司法官培訓中心進階課程學員。1997 年 7 月被任命為澳門檢察院檢察官，2000 年 3 月被任命為澳門檢察院助理檢察長，曾被派駐檢察院駐終審及中級法院辦事處。

其他職務包括：1998 年至 2004 年澳門大學法學院任教，參與回歸後連續四屆

澳門法院及檢察院司法官培訓工作，2006 年至 2008 年法律及司法培訓中心司法官培訓課程教學委員會委員，2012 年起檢察官委員會委員，2015 年被任命為法律改革委員會委員，2017 年起被任命凍結制度協調委員會委員，2019 年 2 月被任命為第五任行政長官選舉管理委員會委員。

Mr Chan Tsz King, Commissioner Against Corruption

Mr Chan Tsz King was born in Hong Kong in 1970 and obtained a Bachelor's Degree in Law. He graduated from the first training course for training magistrates of Macao courts and the Public Prosecutions Office. He attended the first advanced course of the Magistrate Training Centre.

He was appointed as a prosecutor and Assistant Prosecutor-General of the Public Prosecutions Office of Macao in July 1997 and in March 2000, respectively, and he was stationed in the Prosecutorial Office at the Court of Final Appeal and the Court of Second Instance.

Other duties and work include: teaching at the Faculty of Law at the University of Macau between 1998 and 2004; and participating in four magistrate training courses organized by Macao courts and Public Prosecutions Office after the handover of Macao to the People's Republic of China. He was a member of the pedagogical council of the magistrate training course of the Legal and Judicial Training Centre between 2006 and 2008. He has been a member of the Prosecutors' Committee since 2012 and he was appointed as a member of the Law Reform Council in 2015; he has been a member of the Asset Freezing Coordination Commission since 2017. In February 2019, he was appointed as a member of the Electoral Affairs Commission for the fifth Chief Executive Election.



審計署審計長何永安

1962年澳門出生。修畢葡語教師課程、華務司技術學校翻譯課程、公共行政學士課程、國際關係碩士課程和外國語言學及應用語言學博士課程。

1999年6月由澳葡政府委派負責協助候任行政長官籌設其辦公室及參與過渡期政府最後的交接工作。

澳門特別行政區第一、二屆政府行政長官辦公室主任、行政會秘書長，兼任粵

澳合作聯絡小組澳方組長、勳章、獎章和獎狀提名委員會協調員及政府駐澳門廣播電視股份有限公司的代表。

2009年12月20日起任澳門特別行政區第三、四屆政府審計長。

Mr Ho Veng On, Commissioner of Audit

Mr Ho Veng On was born in Macao in 1962. He completed the Programme for Portuguese Language Teachers and the translation programme of the former Technical School of the Secretary for Chinese Affairs. He has a Bachelor's Degree in Public Administration, a Master's Degree in International Relations and a Doctor's Degree in Foreign Linguistics and Applied Linguistics.

In June 1999, he was appointed by the former Portuguese administration of Macao to assist the then Chief Executive-elect with setting up the Chief Executive's Office; and participated in the final transitional work.

In the first-term and second-term governments of the Macao SAR, Mr Ho was the Chief-of-Office of the Chief Executive's Office and the Secretary-General of the Executive Council, and concurrently held the posts of leader of the Macao delegation of the Macao-Guangdong Cooperation Liaison Group, co-ordinator of the Committee of Nomination of Medals and Honorary Titles and the Government's delegate at public broadcaster, TDM (Teledifusão de Macau, S.A.).

He has been the Commissioner of Audit in the third and fourth Government of the Macao SAR since 20 December 2009.



警察總局局長梁文昌

1964年出生於澳門。取得澳門保安部隊高等學校警務科學學士、科技大學法學碩士學位及保安部隊高等學校第三屆指揮及領導課程。

1988年起加入治安警察廳工作；1995年至2003年期間分別擔任澳門治安警察局特警隊防暴大隊隊長、指揮部輔助組指揮官及特警隊副指揮官；2003年任警察總局情報分析中心聯絡辦公室主任；

2005年任澳門治安警察局特警隊指揮官；2013年任澳門治安警察局行動廳廳長；2014年1月任警察總局局長助理；2014年12月擔任澳門治安警察局局長。

Mr Leong Man Cheong, Commissioner General of the Unitary Police Service

Mr Leong Man Cheong was born in Macao in 1964. He received a Bachelor's Degree in Police Sciences from the Academy of Public Security Forces of Macao and a Master's Degree in Law from the Macau University of Science and Technology and completed the third command and leadership programme, organised by the same academy.

In 1988, Mr Leong joined the Public Security Police Force of Macao. He held the posts of team leader of the anti-riot squad of the Special Duties Unit of the Public Security Police Force of Macao, Commander of the auxiliary team of the Command Department and the Deputy Commander of the Special Duties Unit between 1995 and 2003. In 2003, he was appointed as head of the liaison office of the Intelligence Analysis Centre of the Unitary Police Service. He was appointed as Commander of the Special Duties Unit of the Public Security Police Force of Macao in 2005. He assumed the posts of head of the Operations Department of the Public Security Police Force of Macao in 2013 and of Assistant to the Commissioner General of the Unitary Police Service in January 2014. He was appointed as Commissioner of the Public Security Police Force of Macao in December 2014.



海關關長黃文忠

1966 年出生於澳門，澳門保安部隊高等學校警務科學學士學位。

於 1989 年加入水警稽查隊工作；1995 年晉升為副警司，於 1999 年晉升至警務總長，期間曾擔任情報處處長、行動處處長及行動管理廳廳長；於 2001 年海關成立後，分別擔任知識產權廳廳長、口岸監察廳廳長、海關顧問、助理海關關長及副海關關長。

Mr Vong Man Chong, Director-General of the Macao Customs Service

Mr Vong Man Chong was born in Macao in 1966. He received a Bachelor's Degree in Police Sciences from the Academy of Public Security Forces of Macao.

In 1989, he joined the marine police inspection team. He was promoted to Deputy Superintendent in 1995 and Chief Superintendent in 1999. During the period when he carried out his duties, he assumed the posts of head of Intelligence Division, head of Operation Division and head of Operation Management Department. Since the establishment of Macao Customs Service in 2001, he has assumed the posts of head of Intellectual Property Department, head of Border Post Customs Surveillance Department, Consultant of Macao Customs Service, Assistant Director-General and Deputy Director-General.



檢察院檢察長葉迅生

1964 年出生，祖籍廣東陽江。法學士和國際公法碩士；1991 年至 1993 年赴葡科英布拉大學修讀葡語和葡國法律課程。1994 年於澳門統計暨普查司司長辦公室任職；1995 年於澳門勞工暨就業司任職；1995 年 12 月任澳門法院司法參事；1996 年任司法培訓中心實習司法官；1998 年任澳門檢察院檢察官；1999 年 12 月任澳門特區初級法院法官；2011

年任澳門特區初級法院合議庭主席；2013 年任澳門特區初級法院及行政法院院長；2013 年任澳門特區第五屆立法會選舉管理委員會主席；2014 年任澳門特區第四屆行政長官選舉管理委員會委員；2014 年 12 月任澳門特區檢察院檢察長。

Mr Ip Son Sang, Public Prosecutor-General

Mr Ip Son Sang was born in 1964, of a family from Yangjiang, Guangdong Province. He obtained a Bachelor's Degree in Law and a Master's Degree in International Law. From 1991 to 1993, he studied Portuguese language and Portuguese law at the University of Coimbra, Portugal.

Mr Ip worked in the office of the Secretary of Statistics and Census of Macao in 1994, and in the Labour and Employment Services Bureau of Macao in 1995. He became a judicial auditor in the courts of Macao in December 1995, a magistrate trainee in the Judicial Training Centre in 1996, and a prosecutor of the Public Prosecutions Office of Macao in 1998. He became a judge of the Primary Court of the Macao SAR in December 1999, Collegial Panel President of the Primary Court of the Macao SAR in 2011, and the President of the Primary Court and of the Administrative Court of the Macao SAR in 2013. Mr Ip was appointed as President of the Electoral Affairs Commission for the election of the fifth Legislative Assembly of the Macao SAR in 2013. He was also a member of the Electoral Affairs Commission for the fourth Chief Executive Election in 2014. He assumed the post of Prosecutor-General of the Public Prosecutions Office of the Macao SAR in December 2014.

資料來源/ Source

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2019央企支持澳門中葡平台建設高峰會簽署了多份合作項目

A number of co-operation agreements are signed at the 2019 Summit on Chinese Central SOEs Supporting Macao as Co-operation Platform between China and Portuguese-speaking Countries

“2019央企支持澳門中葡平台建設高峰會” 2019 Summit on Chinese Central SOEs Supporting Macao as Co-operation Platform between China and Portuguese-speaking Countries

由澳門特別行政區政府、國務院國有資產監督管理委員會主辦，澳門特別行政區政府經濟財政司承辦、中央人民政府駐澳門特別行政區聯絡辦公室支持的“2019 央企支持澳門中葡平台建設高峰會”於10月16日在澳舉行，逾400名來自中央部委、中央企業、葡語國家企業、本地企業和商協會等部門及機構的代表參與。會上，來自中國內地、葡語國家及澳門地區的部門和機構簽署了11份涉及基建、科研及人才培養等多個領域的合作項目。

行政長官崔世安、國務院國有資產監督管理委員會黨委書記、主任郝鵬、中央人民政府駐澳門特別行政區聯絡辦公室主任傅自應、佛得角工商業與能源部部長 Alexandre Monteiro、國家開發銀行副行長劉金分別致辭和作主題發言。

崔世安致辭時表示，澳門正充分發揮“中國—葡語國家經貿合作論壇”

ORGANISED by the Macao Special Administrative Region (SAR) Government and the State-owned Assets Supervision and Administration Commission of the State Council (SASAC), co-ordinated by the Secretariat for Economy and Finance of Macao SAR, and supported by the Liaison Office of the Central People's Government in the Macao SAR, the “2019 Summit on Chinese Central SOEs Supporting Macao as Co-operation Platform between China and Portuguese-speaking Countries” was held on 16 October in Macao.

More than 400 representatives from Central Government's ministries and departments, state-owned enterprises (SOEs), Portuguese-speaking Countries enterprises, Macao companies and commercial associations attended the summit. A total of 11 agreements on co-operation in infrastructure, research and talent training were signed among departments and organisations from Mainland China, Portuguese-speaking

Countries (PSC) and Macao.

Mr Chui Sai On, Chief Executive of the Macao SAR; Mr Hao Peng, Party Committee Secretary and Chairman of the SASAC; Mr Fu Ziyang, Director of the Liaison Office of the Central People's Government in the Macao SAR; Mr Alexandre Monteiro, Minister of Industry, Trade and Energy of Cabo Verde; and Mr Liu Jin, Executive Vice President of the China Development Bank, delivered addresses and keynote speeches respectively.

In his speech, Mr Chui said that the Macao SAR Government, the Macao city is now giving full play to the multi-lateral economic co-operation mechanism of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), while pragmatically carrying out the Strategic Plans for Economic and Trade Co-operation proposed in the past editions at the same time. The city is also constantly nurturing the economic co-operation and exchange between Mainland China, Macao


多邊經貿合作機制的的作用，積極落實歷屆《經貿合作行動綱領》，更好利用設於澳門的論壇常設秘書處和培訓中心，持續促進中國內地、澳門與葡語國家經貿合作交流。同時，透過中國與葡語國家商貿合作服務平台發展委員會統籌指導，繼續積極調動特區經濟、文化、旅遊、教育等領域的優質資源，在優化和完善稅務減免、人才培訓等系列優惠措施的基礎上，研究推出更多配套政策，著力增強中葡平台的服務功能，致力推動中國內地、澳門與葡語國家共同發展。

郝鵬致辭時表示，中央企業將充分發揮澳門中葡平台優勢，在共建“一帶一路”上深化新合作；充分發揮澳門創新優勢，在打造粵港澳大灣區科創引擎上深化新合作；充分發揮澳門特色產業優勢，在促進澳門經濟適度多元發展上深化新合作；充分發揮中央企業優勢，在促進澳門長期繁榮穩定上深化新合作。

傅自應致辭時指出，中葡平台是發揮澳門獨特優勢，深化國際經貿合作的重要橋樑，是中國內地、澳門和葡語國家共建“一帶一路”的重要平台，是澳門融入國家發展大局、促進經濟適度多元發展的重要抓手。中央企業是中國與葡語國家經貿合作和中葡平台建設的重要力量。

Alexandre Monteiro 發言時表示借助澳門中葡平台，有助佛得角深化與中國的貿易和產能的合作。佛得角未來將建立海洋經濟合作特區，希望成為中國在西非以及中太平洋的重要戰略合作伙伴，也希望成為澳門重要合作伙伴。

劉金發言時表示，開發銀行將發揮自身優勢，為中央企業參與澳門中葡平台建設提供全方位金融支持，推動澳門構建高水平雙向開放新格局。

是次高峰會主題是“邁進合作新時代 共拓發展新機遇”，開幕式上，分別圍繞“央企‘+澳門’攜手合作，高質量參與葡語國家和‘一帶一路’基礎設施建設”、“善用澳門特色金融服務，助力央企拓展葡語國家市場”以及“有機結合澳門特點與央企優勢，打造粵港澳大灣區科創引擎”三議題進行綜合討論，與會者踴躍發表真知灼見。 

and Portuguese-speaking Countries by making good use of the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries and the training centre. In addition, with the coordination support and guidance of the Committee for Development of the Commercial and Trade Cooperation Service Platform between China and Portuguese-speaking Countries, Macao keeps enhancing the use of its quality resources in economic, cultural, tourism and educational domains, improving the city's tax incentive mechanism, human resources training and other motivation measures, studying into launching more supporting policies, maximising the efficacy of the China-PSC platform, in an effort to achieve common development of Mainland China, Macao and Portuguese-speaking Countries.


According to Mr Hao, the state-owned enterprises will fully utilise Macao's China-PSC platform to deepen and reach co-operations with "Belt and Road" countries and regions; based on Macao's economic diversification and development, make good use of Macao's featured industries' competitiveness to intensify and build new collaborations in the development the core technology engine of the Guangdong-Hong Kong-Macao Greater Bay Area; give full play to the upper hand of state-owned enterprises and enhance Macao's long-term prosperity and stability with fortified and new co-operation.

Mr Fu mentioned in his address that the China-PSC platform is a significant bridge for Macao to demonstrate its competitive edges and strengthen international economic and trade co-operation. It is also an important stage for Mainland China,

Macao and Portuguese-speaking Countries to jointly construct the "Belt and Road", a crucial leverage for Macao to integrate itself in the country's momentum and foster its moderate diversification of economic development. State-owned enterprises are undoubtedly the cornerstones for the economic collaboration between China and Portuguese-speaking Countries and the construction of China-PSC platform.

In his speech, Mr Monteiro expressed his hope to intensify the collaboration in trade and energy resources between Mainland China and Cape Verde by utilising Macao's China-PSC platform. Planning to build a maritime economic co-operation zone in the future, Cape Verde aims to become China's strategic co-operation partner in Southern Africa and Central Pacific, and Macao's important partner.

According to Mr Liu, China Development Bank will give full play to its competitiveness to provide multi-faceted support for state-owned enterprises to join the development of Macao's China-PSC platform and the building of new grounds of bi-lateral opening up.

The theme of the Summit was "Exploring New Opportunities in the New Era of Co-operation". Three panel sessions were held at the opening ceremony, with participants enthusiastically exchanging views on its specific topics, namely: "Central Enterprises '+Macao' Collaboration for Highly Effective Participation in Infrastructure Development in PSCs and 'Belt and Road' Countries"; "Harness Macao's Featured Finance to Support Central Enterprises' Growth in PSCs"; and "Craft the Greater Bay Area Innovation Engine with Organic Combination of Macao's and Central Enterprises' Competitive Edges". 





“中國與葡語國家企業經貿合作洽談會—聖多美—2019”開幕式
Opening ceremony of the Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries – São Tomé - 2019

中國與葡語國家企業經貿合作洽談會 助本地企業“走出去”拓商機

Entrepreneurs Meeting in São Tomé and Príncipe helps Macao companies venture abroad

“中國與葡語國家企業經貿合作洽談會—聖多美—2019”於7月8日至9日假聖多美和普林西比圓滿舉行，吸引與會者近400人。澳門貿易投資促進局主席劉關華率領一行逾30人的澳門企業家代表團到當地出席洽談會及考察，有代表團成員接受《澳門經貿之窗》訪問時稱，此行收穫豐盛，指出聖多美和普林西比不少行業具發展及投資潛力，且入場門檻不高，適合澳門中小企業參與，以拓展業務及助力聖多美和普林西比發展。

洽談會首次在聖多美和普林西比舉行

洽談會由聖多美和普林西比貿易投資促進局、中國國際貿易促進委員會及澳門貿促局共同主辦，今屆主題為“促進經濟增長 共享繁榮昌盛”，期間簽署了6份協議和備忘錄，內容包括政府與政府間的合作、商協會間的商貿及法律服務、企業捐贈、企業間的金融服務

ALMOST 400 people attended the Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries – São Tomé – 2019, which held successfully on 8 and 9 July in the capital of São Tomé and Príncipe.

Mrs Irene Va Kuan Lau, President of the Macao Trade and Investment Promotion Institute (IPIM), led the party of 30 Macao businesspeople to the Meeting and interacted with their São Toméan counterparts.

Members of the Macao group told *Macao Image* that their attendance had borne fruit. They said they had found the potential for investment in many fields in São Tomé and Príncipe and that these would assist in the country's development. They said the financial bar to investment in São Tomé and Príncipe was set low enough for small

and medium-sized enterprises (SMEs) from Macao to expand there.

Meeting held for its first time at São Tomé and Príncipe

The São Tomé and Príncipe Trade and Investment Promotion Agency, the China Council for the Promotion of International Trade and IPIM jointly organised the Meeting. The Meeting's theme was "Promoting Economic Growth and Sharing Prosperity". During the Meeting, 6 agreements were signed. Among them were agreements on co-operation by governments, co-operation by chambers of commerce in rendering legal and commercial services, business donations and co-operation by companies rendering financial services.



吸引近400名來自葡語系國家的與會者
 Nearly 400 people from Portuguese-speaking Countries attended the meeting in the Portuguese-speaking Countries

合作等。此外，大會亦安排了“中國與葡語國家企業商業配對大會—聖多美—2019”，進行逾 80 場商業配對洽談，內容涉及旅遊、服務、基建、貿易、食品及產品加工、農業及畜牧業等，以及安排與會人士參觀位於聖多美南部的棕櫚油和酒店項目等。

聖多美和普林西比總理 Jorge Bom Jesus 在洽談會開幕式上致辭表示，透過是次平台，供與會人士互相交流及分享經驗，為未來發展道路創設更多條件，共同編制及打開發展藍圖新篇章。他相信有不少與會者是首次到訪聖普，指國家開放門戶，與世界各地的國家及地區共同發展及建立非常友好關係。

澳門貿促局主席劉關華致辭表示，洽談會首次在聖普舉行，中國與葡語國家的多邊合作正朝著更廣更深的方向發展。自 2005 年起，洽談會成功舉辦了 13 屆，共吸引超過 5,000 名中國與葡語國家企業家參加，促成超

The event also included more than 80 business-matching sessions meant to bring together Chinese and entrepreneurs from Portuguese-speaking Countries. The sessions were for entrepreneurs in the businesses of tourism and related services, infrastructure development, trade, the processing of food, and other products, agriculture and, livestock farming and more. Those attending were invited to inspect palm oil and hotel ventures in the south of the island of São Tomé.

At the opening ceremony, Mr Jorge Bom Jesus, Prime Minister of São Tomé and Príncipe, said the Meeting was an occasion for exchanges of information and discussions about development. He said those attending would learn from each other's experiences and contribute to the economic development of his country.

The Prime Minister said he believed many of those attending were visiting São Tomé and Príncipe for the first time. He said his country welcomed representatives from various parts of the world in the hope that they would strengthen ties between São Tomé and Príncipe and each of their countries, and so spur development.

Mrs Irene Va Kuan Lau, President of IPIM, said that as the Meeting was held in São Tomé and Príncipe for the first time, the co-operation between China and Portuguese-speaking Countries was becoming broader and closer.

The Meeting was the 13th in a series which began in 2005. Altogether, the Meetings attracted over 5,000 entrepreneurs from China and Portuguese-speaking Countries, encompassed over 3,400 business-matching

過 3,400 場商業配對，現場簽訂合作協議超過 90 份，有效促進了中國內地、澳門和葡語國家的經貿交流與合作。

深化澳門平台作用

澳門貿促局組織的澳門企業家代表團於 2019 年 7 月 5 日至 13 日赴聖普參加洽談會及考察，助力企業把握中國內地發展機遇，切實發揮澳門的獨特優勢和作用，推進“中國與葡語國家商貿合作服務平台”和“中國與葡語國家金融服務平台”的建設工作。是次澳門企業家代表團成員涉及金融業、製造業、服務業、貿易零售以及基建等。

在聖多美和普林西比期間，澳門代表團參觀了聖多美北部的 Agostinho Neto、Ribeira Palma、Neves 工業區企業，並獲中華人民共和國駐聖多美和普林西比民主共和國大使王衛及經濟商務參贊高金寶接見。王衛表示，洽談會在聖多美和普林西比舉辦，一方面冀為中國及葡語國家帶來更多的啟發，

sessions and were the occasion for the signing of over 90 agreements. IPIM's President Lau said the Meetings had been pivotal in facilitating economic engagement between Mainland China, Macao and the Portuguese-speaking world.

Deepening Macao's platform role

The party of Macao businesspeople were in São Tomé and Príncipe from 5 to 13 July in 2019. Aside from attending the conference, the party tried to get to know the country and engage with their São Toméan counterparts. The efforts of the visitors may help Macao enterprises take opportunities offered by the development of Mainland China and make use of the function of Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking

Countries, and as a Financial Services Platform between China and Portuguese-speaking Countries.

The Macao party included representatives from businesses in the fields of finance, manufacturing, services, trading, retailing and infrastructure. They visited enterprises in the industrial zones of Agostinho Neto, Ribeira Palma and Neves in the north of the island of São Tomé. They were also received by Mr Wang Wei, Chinese Ambassador to São Tomé and Príncipe, and Mr Gao Jinbao, Economic and Trade Counsellor to the Chinese Embassy in São Tomé and Príncipe.

The Ambassador told the visitors from Macao that the latest Meeting on economic engagement between China and the Portuguese-speaking Countries was being held in São Tomé and Príncipe for the first time with the purposes of inspiring China and the Portuguese-speaking Countries,



聖多美和普林西比貿易投資促進局與澳門貿促局簽署協議

IPIM and the São Tomé and Príncipe Trade and Investment Promotion Agency signed an agreement during the meeting

並有利提升聖多美和普林西比在葡語國家以及國際上的能見度，同時通過合作辦會提升相關人員的專業水平及工作能力。他亦指出感受到澳門的活力及創新力所在，並願意與聖多美和普林西比合作的誠意及幫助聖普脫貧的善意，因此他期望未來雙方可有更深入的合作，共同發展壯大。

適合中小企發展

澳門代表團成員之一、至善有限公司國際業務部經理許東昇表示，不少代表團成員是第一次到聖普考察，認為當地不少行業及領域具發展潛力，如旅遊業及農產品出口等。透過洽談會及商業配對大會，至善接觸了當地不少企業及具潛力的項目，包括朱古力廠及小型酒店項目等，投資金額上限約為澳門幣數百萬元，相較於其他葡語國家，投資規模的要求並不高，適合澳門中小企業投資發展。

and to showcase São Tomé and Príncipe to the rest of the Lusophone world. Staging the meeting would also increase the competence of the São Toméans that helped arrange it.

The Ambassador acknowledged the vitality of Macao businesspeople, their ability to innovate, and their willingness to co-operate in efforts to reduce poverty in São Tomé and Príncipe. Ambassador Wang added that he hoped Macao and São Tomé and Príncipe would co-operate more closely and create more opportunities for each to spur the development of the other.

Affordable for SMEs

Among the party of Macao businesspeople was Mr Tony Hoi, International Business Manager of Perfeição Lda. Mr Hoi said he

and many others in the party were visiting São Tomé and Príncipe for the first time. He said they saw potential there for the development, such as tourism and export of farm products.

The Perfeição executive told Macao Image that the business-matching sessions during the Meeting had put his company in touch with enterprises and delivered information about the potential of development projects in São Tomé and Príncipe. These projects included the establishment of a chocolate factory and a small hotel, which would require the investment of only a few million patacas, Mr Hoi said. The financial bar to investment was set lower in São Tomé and Príncipe than in other Portuguese-speaking Countries, making the country a place where Macao SMEs could afford to invest, he added.




至善有限公司國際業務部經理許東昇表示，是次考察讓至善進一步了解聖普的營商環境

Mr Tony Hoi, International Business Manager of Perfeição Lda, says the visit to São Tomé and Príncipe had taught him about the business environment in the country

自2013年成立以來，至善為企業的商貿、投資活動提供一系列諮詢服務，協助中資企業在葡語國家的業務發展。許東昇表示，是次考察讓至善進一步了解聖多美和普林西比的營商環境，亦與當地企業建立聯繫，未來可將聖多美和普林西比項目推介予合適的中國內地及本澳企業，亦會密切關注聖多美和普林西比的最新發展動向。

農產品資源豐富

另一代表團成員誠品有限公司董事總經理湯錦珍表示，是次考察取得豐碩成果，深入認識聖普文化，並指出當地的可及咖啡豆等農產品資源豐富。誠品已與當地3、4家企業建立了聯繫，未來具備合作空間，主要與食品及農產品進出口業務相關，亦帶回了一些咖啡豆樣品回澳參考，商機無限。

誠品於2006年成立，專營咖啡生豆及熟豆、各類咖啡相關器具、茶類及食品等進出口、代理及經銷業務。湯錦珍指出，以咖啡豆為例，在葡語國家中，巴西目前是誠品最大的進口來源國，未來可擴闊貨源至聖多美和普林西比。雖然該非洲國家的咖啡豆資源豐富，但提煉、生產技術有待改善，而誠品在咖啡的相關技術已有多年經驗，可在此方面為聖普提供支援，如未來在人手及政策的條件許可下，或會在當地設立加工廠。 

Perfeição was established in 2013. The company provides business and investment consultancy services, helping Chinese companies penetrate markets in the Portuguese-speaking Countries.

Mr Hoi said visiting São Tomé and Príncipe had taught him about the business environment in the country, so allowing Perfeição to begin building a business network there. He said his company would recommend projects there suitable for companies in Macao and Mainland China, and that it would keep an eye on developments in São Tomé and Príncipe.

Rich agricultural products, resources

Another member of the party of Macao businesspeople was Seng Pan Ltd. Ms Jessica Tong, Managing Director of Seng Pan Ltd. Ms Tong said her visit to São Tomé and Príncipe had taught her about the national culture and had been a rewarding experience. The country produces abundant crops of cocoa and coffee, and Seng Pan had made contact with three or four São Toméan companies which it may be able to work with in importing and exporting food


and other agricultural products.

Ms Tong said she had brought back some samples of coffee beans to test the quality of the products. She thought Macao companies could find plenty of business opportunities in São Tomé and Príncipe.

Seng Pan was established in 2006. The company, involved in import, export, sale and the agency business, trades in fresh and roasted coffee beans, tea, food and the equipment needed for preparing coffee.

Ms Tong told *Macao Image* that Brazil is the biggest source of the coffee beans Seng Pan bought from Portuguese-speaking Countries. She said her company now intended to buy coffee beans from São Tomé and Príncipe.

The Seng Pan executive said São Tomé and Príncipe had abundant coffee crops, but that the techniques for harvesting and processing the beans could be improved, and that her company, with its years of experience, could help the country to improve them.

Ms Tong said Seng Pan might eventually begin processing coffee beans in São Tomé and Príncipe if it could find the right people there to do the work, and if government policy was conducive to making such an investment. 



誠品有限公司董事總經理湯錦珍表示，澳門企業可在非洲國家找到無限商機

Ms Jessica Tong, Managing Director of Seng Pan Ltd, says Macao companies can find plenty of business opportunities in African countries

永利本地中小企採購成果豐碩

WYNN SHARES SUCCESS WITH LOCAL SMES



永利與澳門中華總商會合作舉辦的「2019年永利本地中小企採購合作洽談會」 Wynn partners with the Macao Chamber of Commerce to host the 'Wynn Local SME Procurement Partnership Meeting 2019'



永利開發「永利關愛」微信公眾平台，冀望增加與社區良性互動 Wynn has created the 'Wynn Care' WeChat platform to promote positive social interaction

由2016年至今，永利分別舉辦了多場不同主題的本地中小企採購合作洽談會，並與本澳中小企建立了緊密且長久的合作夥伴關係，有效地帶動澳門城市社區的繁榮發展。近年來，出席永利本地中小企採購合作洽談會人數累計超過1,270人。永利於2019年第三季（七月至九月）之本地採購金額佔總採購金額高達80%，創歷來新高。另外，三類企業如小微企、澳門製造和青創企業採購金額佔本地中小企採購金額近70%，反映本地中小企是永利重要的合作夥伴。

此外，永利2019年下半年開始於「永利關愛」的微信公眾平台上試行「本地有禮」計劃，並在短短兩個多月內已獲得一百多間本地中小企登記，反應熱烈。永利亦會和參與的企業進行推廣活動，定期為微信會員提供獨家尊享優惠。「本地有禮」計劃旨為本澳中小企商戶打造一個高效率的免費宣傳平台，協助他們認識新時代的宣傳和營銷方法，相信平臺將吸引大量微信用戶的關注，繼而增加與潛在客戶的互動及到店內消費的機會，藉此開拓客源市場。

Since 2016, Wynn has organized a number of business-matching sessions across different supplier categories, which also supports the wider social and economic development of Macau. In recent years, Wynn has organized regular local SME procurement partnership meetings, with over 1,270 attendees taking part to date. In the third quarter of 2019 (from July to September), local enterprises accounted for 80% of Wynn's total procurement spending, a historic record. Furthermore, the company's total spending with local SMEs was with the three key categories – Micro Enterprises, "Made in Macao" Enterprises and Young Entrepreneurs, accounting for 70%, reflecting the extent to which local SMEs are important partners for Wynn.

Furthermore, Wynn launched a trial run of the "Local Privileges" program on the "Wynn Care" WeChat public platform during the second half of 2019. This program has received an overwhelming response with over 100 local SMEs having registered in just over two months. Participating companies will also partner with Wynn to organize promotional activities and provide exclusive offers to WeChat members on a regular basis. The "Local Privileges" program aims to provide an efficient and free-of-charge promotional platform for local SMEs. By doing so, it can help them attract attention from the large WeChat user base and thereby open up new source markets by increasing interactions with potential customers and their opportunities to shop at physical stores.



粵澳名優商品展助企業開拓商機 Guangdong & Macao Branded Products Fair aids search for opportunities

由澳門貿易投資促進局、廣東省商務廳聯合主辦的“2019粵澳名優商品展”(2019GMBPF)已於7月26日至28日於澳門威尼斯人圓滿舉行。為期3天的展會吸引大批市民及旅客入場，不少展商認同展會有所成效，而入場市民和旅客紛紛選購心儀商品，滿載而歸。

“2019粵澳名優商品展”展場面積達9,000平方米，逾400個展位，設有“廣東省名優商品展區”、“澳門特色商品展區”、“粵港澳大灣區展區”、“貴州省從江縣展區”、“‘一帶一路’展區”，並新增“粵港澳大灣區青創力量展區”和“樂齡展示區”，而在“‘一帶一路’展區”中亦新增“泰國展區”，為展會帶來更多元化的展銷商品，亦為展商帶來更廣闊的營商平台。

“粵澳名優商品展”已舉辦11屆，今屆展位數目較2018年上升，其中廣東展區共175個展位，澳門展區102個展位，亦有來自泰國、印尼、緬甸及馬來西亞的參展商一同促進粵澳與東南亞地區經貿合作。展會期間舉辦了“粵港澳大灣區商務機構圓桌會議”，讓大灣區11個城市的商務機構共同探討《粵港澳大灣區發

THE Guangdong & Macao Branded Products Fair 2019 (2019GMBPF) was held at The Venetian Macao from 26 to 28 July. The event was jointly organised by the Macao Trade and Investment Promotion Institute (IPIM) and the Department of Commerce of Guangdong Province.

The three-day fair attracted a large number of Macao residents and visitors. Most exhibitors reported good sales, while those attending expressed satisfaction with the products being offered.

The 2019GMBPF covered 9,000 square metres and had more than 400 booths. This year's themed exhibition areas included the Guangdong Province Branded Products Exhibition & Sales Area; the Macao Featured Products Area; the Guangdong-Hong Kong-Macao Greater Bay Area Exhibition Zone; an area for the Macao-Congjiang Co-operation on Trade and Economics Series – Marketing Strategies for Branding and Exhibitions; and

the Belt and Road Exhibition Area.

The 2019 event introduced The Power of Greater Bay Area Youth – Young Entrepreneurs Area and the Seniors Exhibition Area. A Thailand Pavilion was set up in the “Belt and Road” Exhibition Area for the first time. Various exhibition areas displayed diverse offerings and broadened the function of 2019GMBPF as an occasion for doing business.

It was the 11th edition of the GMBPF this year, which had more booths than previous fairs: 175 in the Guangdong Exhibition Area, and 102 in the Macao Featured Products Area. There were also exhibitors from Thailand, Indonesia, Myanmar and Malaysia, jointly fostering economic co-operation and trade among Guangdong, Macao and Southeast Asia.

During the fair, the Roundtable Conference of Guangdong-Hong Kong-Macao Greater Bay Area Commercial Organisations was

展規劃綱要》出台後，如何充分利用澳門與葡語國家營商優勢共拓商機。

為配合貿促局與貴州省從江縣簽署《利用會展業促進外貿流通及推廣發展合作協議》，今年續設“貴州省從江縣展區”，推介從江縣的投資環境及特色產品。此外，展會亦設“打卡點”、VR 互動遊戲、消費抽獎和歌舞表演等，還有亮點活動“粵港澳小廚神”，讓一眾小廚神同場獻技交流。

今屆展會繼續聯同“澳門國際品牌連鎖加盟展 2019” (2019MFE) 同期舉行，推動兩展資源共享，發揮協同效應。為延伸展會成效，主辦單位亦組織及安排客商，參與澳門的社區經濟導覽團，以帶動社區經濟和惠及本澳中小企業，並協助客商加深對澳門投資環境的了解，發掘當地商機。

提升品牌知名度

來自廣東省肇慶市的香滿源食品有限公司表示，他們已經連續 8 年參與這個展會。公司營銷總監梁耀權指：“自第一次參展以來，就有很多市民對我們的產品有高度評價，他們每年都會回購我們的商品，所以展會對我們的品牌推廣有非常好的效益。”

香滿源食品有限公司主營醬油，蠔油和其他中式醬料，目前在澳門市面上仍未流通，每年的“粵澳名優商品展”成為該公司產品銷售至澳門的最佳時機。今屆展會中，該公司更帶來了一台自家研發的煮食爐，“我們打算將這台煮食爐引進澳門餐飲界，未來更會研發，將煮食爐的尺寸縮小至近似微波爐大小的家用版本，讓一般家庭也可以使用。”梁耀權表示，該公司今年亦打算進一步開發澳門市場，希望公司產品能流通於澳門一般超市。

“建立了粵港澳大灣區之後，到肇慶市的港澳旅客也有所增多，我們來澳門經商也變得更容易，亦對產品在港澳提高知名度有非常大的幫助。”梁耀權指出，“粵澳名優商品展”是一個品牌標誌，“我們的產品能在這裡展出，也能讓遊客和居民認同產品的形象。”梁耀權表示未來仍會繼續參與並支持展會，為展會帶來自家創新優質的產品。

吸引新展商

而來自泰國的 Chann by Nabha Foundation 表示，他們第一次參與“粵澳名優商品展”，該公司副總裁執行助理 Nuttapon Laohakunwetit



“他們每年都會回購我們的商品，所以展會對我們的品牌推廣有非常好的效益。”

They have been coming back to the fair for our products, so we think that the GMBPF is beneficial to the promotion of our brand.

香滿源食品有限公司營銷總監梁耀權
Mr Calvin Liang, Marketing Manager
of Flavosource Foodstuffs Co. Ltd.

held, allowing commercial institutions from all 11 cities in the area to discuss how to create fresh business opportunities by using the advantages provided by the commercial environment of Macao and the Portuguese-speaking Countries after the launch of the “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”.

The Exhibition Area of Congjiang County of Guizhou Province also retuned this year to promote Congjiang’s investment environment and signature products, taking its cue from the “Agreement on Promoting Foreign Trade and Development via MICE Industry” signed by representatives of IPIM and Congjiang County. There were check-in points, virtual reality games, lucky draws, and singing and dancing performances. One of the highlights was the Guangdong-Hong Kong-Macao Junior Chefs Culinary Competition, a stage for junior chefs to showcase their craftsmanship.

This year’s GMBPF continued to be hosted

concurrently with the Macao Franchise Expo 2019 (2019MFE), furthering the resource sharing and synergy between the two events. The organiser also arranged guided tours for exhibitors so they could explore Macao’s neighbourhoods, with a view to boosting the local community economy, sharing business with small and medium enterprises, and giving the visitors a better idea of the investment environment in the city.

Promoting established brands

Flavosource Foodstuffs Co. Ltd., a company in the city of Zhaoqing in Guangdong, took part in the GMBPF for eight years in a row. Mr Calvin Liang, Marketing Manager of Flavosource Foodstuffs Co. Ltd. said his company had received positive feedback from citizens ever since it first exhibited there. “They have been coming back to the fair for our products, so we think that the GMBPF is beneficial to the promotion of our brand,” Mr Liang said.

The main products of Flavosource Foodstuffs include soy sauce, oyster sauce and other sauces customarily used in Chinese cuisine. Mr Liang said the annual GMBPF is the best chance for his company to show its products to people in Macao, those products being as yet unavailable in the Macao retail market.

“We intend to introduce a cooking stove for Macao restaurants, and we will try to launch a domestic version of the stove in a size similar to a microwave for general households,” Mr Liang told *Macao Image*. The company showed a cooking stove it has developed, with a view to finding agents to distribute its products in Macao’s supermarkets.

“After the establishment of the Guangdong-Hong Kong-Macao Greater Bay Area, there are more visitors from Hong Kong and Macao coming to Zhaoqing, and it’s easier for us to come to Macao for business purposes,” Mr Liang said. “This really helps a lot in promoting our brand in these cities.”

He said he considered the GMBPF



“相信這個展會能帶給我們一個國際平台，讓更多民眾認識我們，也讓我們有更多機會和其他商戶合作。”

We believe that the fair provides us an international platform, so that more people know us, and we will have more opportunities to start co-operation with other companies.

Chann by Nabha Foundation 副總裁
執行助理 **Nuttapon Laohakunwetit**
Mr Nuttapon Laohakunwetit,
Executive Assistant to the Vice-President
of the Chann by Nabha Foundation

指公司3年前於泰國成立，主要銷售由弱勢社群製作的高質商品。展會為該公司提供拓展海外市場的機會，“相信這個展會能帶給我們一個國際平台，讓更多民眾認識我們，也讓我們有更多機會和其他商戶合作。”

Chann by Nabha Foundation 保留泰國的文化智慧，用高品質的當地天然材料研製身體乳液、沐浴乳和按摩油等個人保養護理用品，為客戶帶來獨有體驗。Nuttapon Laohakunwetit 表示參加展會“主要是推廣產品，同時開發中國內地的潛在合作伙伴。期望透過參展，可進一步發展公司業務。”而“2019 粵澳名優商品展”與“國際品牌連鎖加盟展 2019”同期同場地舉行，更為 Chann by Nabha Foundation 帶來信心，“我們聽說‘國際品牌連鎖加盟展’過去為企業成功配對，即使是新企業，也有配對成功的機會，這大大增添我們拓展業務的信心。”

“2020 粵澳名優商品展”聯同“澳門國際品牌連鎖加盟展 2020”將於2020年7月31日至8月2日舉行。📍

a symbol of branded quality, and that exhibiting at the GMBPF a good way to promote the products his company makes. “Tourists and residents will approve the quality of our products when we can display them here at the fair,” he said.

Mr Liang said his company would keep exhibiting at the GMBPF and supporting the fair, bringing along original, high-quality and novel products.

Introducing new exhibitors


Among those taking part in the GMBPF for the first time was Mr Nuttapon Laohakunwetit, the Executive Assistant to the Vice-President of the Chann by Nabha Foundation from Thailand. Mr Laohakunwetit said the foundation was set up three years ago to sell high-quality goods made by disadvantaged people. Its presence at the fair was the foundation’s first expedition outside Thailand.

“We believe that the fair provides us an international platform, so that more people know us, and we will have more opportunities to start co-operation with other companies,” Mr Laohakunwetit told *Macao Image*.


The Chann by Nabha Foundation embraces Thai culture and wisdom, and uses Thai natural ingredients of high quality to produce body care products including body lotions, shower gels and massage oils unlike any others its customers can buy. Mr Laohakunwetit said the Chann by Nabha Foundation took part in the fair to promote its products and find business partners in Mainland China, with a view to expanding its business. “We expect to further develop our business through this GMBPF,” he said.

The confidence felt by Chann by Nabha Foundation staff was reinforced by the concurrent hosting of the 2019GMBPF and the 2019MFE.


“We’ve heard that MFE did successful matching for companies in the past, even for newly set up businesses,” Mr Laohakunwetit said. That success in business matching encouraged the Chann by Nabha Foundation to press on with broadening its




9,000
平方米
square metres



400+
展位
booths



175
廣東展區展位
Booths in the Guangdong exhibition area



102
澳門展區展位
Booths in the Macao exhibition area

scope, he said.

The 2020GMBPF and 2020MFE will be concurrently held from 31 July to 2 August 2020. 📍



Investor's “One-Stop” Service

投資者“一站式”服務

服務內容

Service Fields

- 澳門投資環境諮詢
Information and advice about the investment environment in Macao.
- 委派專人協助跟進落實在澳投資計劃
Designated staff to follow up on the investment plan in Macao.
- 專責公證員成立公司
Notary service for company registration.
- 協助跟進涉及牌照申領等各項在澳營商行政手續
Follow up with assistance of administrative procedures for set-up of your Macao business (e.g. licence application).
- 提供在澳門投資相關法律事務的諮詢
Legal consultation for investment in Macao.
- 向投資者提供商業配套服務資訊
Business support and service information.
- 提供臨時辦公室及公共辦公設施等支援服務
Provide supporting services such as temporary offices and public office facilities.

聯絡資料

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辦公時間 Office Hours

早上/ Morning: 09:00-13:00 (星期一至五 / Monday to Friday)
下午/ Afternoon: 14:30-17:45 (星期一至四 / Monday to Thursday)
14:30-17:30 (星期五 / Friday)





澳門國際品牌連鎖加盟展探討新技術 Macao Franchise Expo looks into new technologies

“澳門國際品牌連鎖加盟展2019” (2019MFE) 於7月26日至28日假澳門威尼斯人舉行。今年為第11屆MFE，展場面積約6,000平方米，吸引了來自中國內地、巴西、葡萄牙、日本、越南、馬來西亞及港澳台地區等11個國家和地區，近180個參展商參與。現場設置200個展位，

THE Macao Franchise Expo 2019 (2019MFE) was held at The Venetian Macao from 26 to 28 July. The exhibition attracted nearly 180 exhibitors from 11 countries and regions including Mainland China, Brazil, Portugal, Japan, Vietnam, Malaysia, Hong Kong, Macao, and Taiwan.

This year's MFE was the 11th edition.

The exhibition area covered 6,000 square metres and contained 200 booths, displaying a vast array of offerings of enterprises engaging in the food and beverage, retailing, brand agency, consulting and education businesses.

The 2019MFE was organised jointly by the

涵蓋餐飲、零售、品牌代理、顧問服務及教育等服務。

2019MFE 由澳門貿易投資促進局、澳門國際品牌企業商會、澳門連鎖加盟商會、巴西特許經營商會、社團法人台灣連鎖加盟促進協會和香港專利授權及特許經營協會共同主辦，由中國連鎖經營協會、日本特許經營協會支持。MFE 於 2018 年 11 月通過了國際展覽業協會 (UFI) 認證，成為大中華地區首個獲此認可的加盟行業展會。此認證表示 MFE 作為一個國際展會，在國際化、專業化、品牌化營運方面均受充分認可。

為期 3 天的展會入場人次與 2018 年相約，一共進行了超過 180 場洽談配對，簽署了 12 份項目，內容主要包括食品、健康飲品採購、品牌代理、戰略合作協議等。因應粵港澳大灣區城市發展規劃，2019MFE 亦加入大量大灣區元素，設立“粵港澳大灣區商務區”和組織“粵港澳大灣區市場考察”，到訪澳門和中山等，以推動區域合作。另外，為加強發揮澳門中葡平台優勢，今屆“葡語國家展區”進一步擴大，邀請到超過 20 個來自葡萄牙及巴西的展商參展。

今屆 MFE 繼續聯同“2019 粵澳名優商品展”同期舉行。為延伸展會成效，主辦單位一如以往組織及安排參展參會客商，參與澳門的社區經濟導覽團、澳門零售市場考察，與工商聯會及零售商戶等交流，掌握市場營商資訊，發掘社區中的新商機。此外，今年還組織參展參會代表前往中山市，考察當地成功的連鎖品牌企業，並了解於當地已落戶的澳門青創及中山市營商環境。

創融匯研 創科星途

2019MFE 首日舉辦了“國際品牌連鎖加盟商機論壇”，邀請了來自中國內地、葡萄牙、巴西、日本、新加坡及本地的連鎖加盟商協會、公司、金融機構等代表擔任嘉賓，以“創融匯研 連鎖加盟之融資策略”為主題作深入探討；第二環節則以“創科星途 創新驅動發展 創科成就品牌”為題，邀請初創和創科企業分享驅動品牌發展的科技創新方式。除現場人士外，主辦單位亦公佈是次論壇的同步網上直播吸引了逾 41 萬人次觀看。

論壇主講嘉賓之一的巴西特許經營商會國際項目經理 Bruno Amado 表示：“澳門有獨特的葡語平台優勢，是巴西企業進入

Macao Trade and Investment Promotion Institute (IPIM), the Macao International Brand Enterprise Commercial Association, the Macao Chain Stores and Franchise Association, the Brazilian Franchise Association (ABF), the Association of Chain and Franchise Promotion Taiwan and the Licensing and Franchising Association of Hong Kong. The event was supported by the China Chain-Store and Franchise Association and the Japan Franchise Association.

The Global Association of the Exhibition Industry (UFI) made the MFE one of its approved events in November 2018, which meant the expo was the first franchising exhibition in Greater China to gain UFI approval. UFI's approval is significant in many aspects, since it represents the recognition of the expo's internationalisation, professionalism and branding operation.

The organisers say the MFE this year drew about the same number of visitors as the previous year's edition. More than 180 business-matching sessions were held during the three-day event and 12 agreements were signed, involving co-operation in the industries of food, healthy drinks procurement, brand agency and strategic collaboration.

Following the announcement of a development plan for a city cluster in the Guangdong-Hong Kong-Macao Greater Bay Area, the 2019MFE gave special emphasis to the development of the Greater Bay Area. The exhibition featured a Guangdong-Hong Kong-Macao Greater Bay Area Business Zone, and the organisers arranged a tour in Macao and Zhongshan for delegates attending the expo with the aim of enhancing the regional co-operation of the Greater Bay Area.

The “Portuguese-speaking Countries Pavilions” at this year's MFE was expanded, so Macao could better perform its function as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. More than 20 Portuguese and Brazilian exhibitors were invited to the 2019MFE.

This year's MFE continued to be held at



6,000

平方米
square metres



200

展位
booths



180

參展商
exhibitors



180+

商業配對洽談
business-matching sessions



12

簽署合作項目
agreements signed

亞洲市場的入口。而這個展會聚集了很多葡語國家展商，可以增進不同國家之間，還有與澳門之間的商業交流機會。”他更指出巴西有不少企業參展，而商業洽談會則有助他們與澳門及其他國家企業增加聯繫。

主要經營擴增實境 (AR) 技術的起躍創科設計有限公司應邀出席了第二環節的論壇，公司總經理蔣家文表示，澳門特區政府以及其他各界均對青年創業以及創新科技給予很大的支持，讓公司有空間成長。“我們主要是為企業和品牌提供客製化的 AR 互動形式教育方案，幫助品牌營造差異化效果。”參會對於該公司而言，是為讓更多企業了解 AR 所提供的效果，蔣家文說：“AR 產業無論在全球還是澳門，都是非常初創的產業，所以需要讓各位看到我們，讓客戶對我們有信心，知道我們的業務內容，以及 AR 如何為他們的品牌帶來效果。”

咖啡及甜品產業

首次參展的太平洋咖啡指主辦方對於首次參展的商戶均給予大力支持和協助，使一切流程都相對簡易。香港及海外首席執行官岑文輝表示得知 2018 年的展會入場人數非常多，所以設定參展目標為接觸到 20% 的入場人數，並與入場觀眾和商戶有所合作，進一步拓展市場。

太平洋咖啡與澳門的加盟商都有非常緊密的伙夥關係，岑文輝指出，“太平洋咖啡印證了在澳門加盟制度的蓬勃發展。我們亦會繼續與本地社區、博企、大學等不同機構商戶合作，推出更優質創新的咖啡產品和健康食品，給顧客更好的體驗。”

從事甜品業務、同樣是首次參展的 Yum Yum Creates Co., Ltd 來自日本，公司 FC 海外事業部代表楊亞男認為澳門是國際知名城市，深受中西文化交互影響，希望透過展會，讓更多人認識該公司產品。Yum Yum Creates 目前在馬來西亞、印尼和越南已開設加盟店，是次參與 MFE，期望也能打開澳門市場。

公司代表於展會開始前已抵達澳門，亦於澳門各區了解本地文化特色，楊亞男表示：“澳門也有很多賣泡芙的地方，但都沒有我們這類型的，所以這次參展，我們希望可以找到加盟商伙伴，將我們的產品推廣至澳門。”

“澳門國際品牌連鎖加盟展 2020”聯同“2020 粵澳名優商品展”將於 2020 年 7 月 31 日至 8 月 2 日舉行。M



巴西特許經營商會國際項目經理 Bruno Amado
Mr Bruno Amado, International Project Manager of
Brazilian Franchise Association

the same time as the 2019 Guangdong & Macao Branded Products Fair. In a bid to maximise the efficiency of the event, the organisers continued to organise guided tours to Macao's communities and retail markets for exhibitors and delegates. Such tours allowed participants to gain first-hand market information by directly meeting industrial and commercial associations and local retailers, and to explore fresh opportunities in the communities. In addition, some delegates also took part in a visit to Zhongshan, in Guangdong province, in order to gain insight into the city's business environment and to meet with some of the successful local chain enterprises and get to know some of Macao's young entrepreneur projects which have gained a foothold in that city.



起躍創科設計有限公司總經理蔣家文
Mr Kammy Cheong, General Manager of Barra
Creative Technology and Design

Finance joins innotech

The Forum on Chain and Franchise Business Opportunities of International Brands opened on the first day of the 2019MFE, bringing together representatives of trade associations, enterprises and financial institutions in Mainland China, Portugal, Brazil, Japan, Singapore and Macao. The speakers gave insights under the theme of “Financing Analyses – Financing Strategy for Franchising Business”.

Another session of the forum featured the theme “Harnessing Innovation and Technology for Development and Branding”. Representatives from newly established and innovation-driven enterprises related their experiences to the audience.

The organisers said more than 410,000



太平洋咖啡香港及海外首席執行官岑文輝
Mr Jonathan Somerville, Hong Kong and Overseas
Chief Executive of Pacific Coffee Co. Ltd.



Yum Yum Creates Co., Ltd FC海外事業部代表楊亞男
Mr You Anan, FC Overseas Division Leader of Yum
Yum Creates Co. Ltd.

people watched the live streaming of the forum sessions.

One of the keynote speakers of the forum, Mr Bruno Amado, International Project Manager of Brazilian Franchise Association, said: “Macao’s Portuguese language platform makes it easier for Brazilian companies to enter the Asian market. Many representatives of companies from Portuguese-speaking Countries gather at this expo, which greatly enhances commercial exchanges among countries, and also with Macao.”

Mr Amado added that a number of Brazilian companies were taking part in the 2019MFE, and that representatives of these companies attended business-matching sessions meant to put them in touch with companies in Macao and other places.

Barra Creative Technology and Design Ltd., a company that sells services related with augmented reality (AR) technology, was invited to the innotech session of the forum. Mr Kammy Cheong, General Manager of Barra Creative Technology and Design, said the Macao SAR Government and other sectors support young entrepreneurs and innovation to a considerable extent, which enabled his company to grow effectively.

“We provide customised AR interactive education for companies to make their brands stand out,” Mr Cheong said.

Mr Cheong said his company was exhibiting at the 2019MFE to introduce AR technology to a wider audience. “AR is really a new concept to Macao and to the whole world. So, we need to be visible and build customers’ confidence, help them

understand our services and what AR can bring them in return,” he said.

Coffee and pastry


The Pacific Coffee exhibited at the expo for the first time and found the organisers helpful to debutants, making all the processes relatively simple. Mr Jonathan Somerville, Hong Kong and Overseas Chief Executive of Pacific Coffee Co. Ltd., said his company had learned of the multitude of visitors to the previous editions of MFE and set out to reach 20 percent of the visitors this year. Mr Somerville said his company hoped to co-operate with the participants and other companies to explore the market.

Pacific Coffee has strong relationships with its franchisees in Macao. “Pacific Coffee has proved that, in Macao, franchise systems work well,” Mr Somerville said. “We will continue to work with the local community, gaming industries and universities to launch innovative and quality coffee and health food products, in order to provide better customer experiences.”

Yum Yum Creates Co. Ltd. of Japan, a sweets expert company, was another debutant at the MFE this year. Mr You Anan, FC Overseas Division Leader of Yum Yum Creates, said his company was introducing its products to Macao at the MFE because Macao was an international city, a draw for foreign visitors, having a combination of Chinese and Western culture. He said he hoped via the participation in the fair to let more people know about his firm’s brand and products.

Yum Yum Creates makes choux pastry. The company has franchised shops in Malaysia, Indonesia and Vietnam, and now aims to enter the Macao market through the MFE.

Mr Anan said representatives of the company had taken a tour of Macao to learn about the culture of the city before attending the MFE. “There are many shops selling choux but I couldn’t find our type of product,” he said. “We joined the 2019MFE to meet potential franchise partners and bring our special choux to Macao.”

The next MFE will be held concurrently with the 2020 Guangdong & Macao Branded Products Fair from 31 July to 2 August 2020. 



澳門國際貿易投資展覽會是本澳最大型的國際經貿盛會
Macao International Trade & Investment Fair is Macao's largest international trade and economic fair

第24屆MIF發揮會展產業優勢並助新創企業尋找商機

24th MIF provides MICE start-ups with a shot at new opportunities

“第二十四屆澳門國際貿易投資展覽會”（24th MIF）及“2019年葡語國家產品及服務展（澳門）”（2019PLPEX）同期於10月17至19日假澳門威尼斯人舉行。今屆MIF展場面積達24,000平方米，並設置了超過1,500個展位。

兩會三天展期共簽署了85個項目，涉及食品、旅遊、文創、智能管理、產品代理、技術轉移合作等方面；同時進行了逾400場商業配對洽談。

THE 24th Macao International Trade & Investment Fair (24th MIF) and the 2019 Portuguese-speaking Countries Products and Services Exhibition (Macao) (2019PLPEX) were held from 17 to 19 October at The Venetian Macao. The latest edition of the MIF saw more than 1,500 booths occupying 24,000 square metres of exhibition space.

Some 85 agreements were signed at the two events during the three days. There were deals

reached on food, tourism, cultural and creative goods, intelligence analysis management, product agency and technology transfers. Over the three-day events, more than 400 business-matching sessions were held.

The MIF used the theme “Co-operation – Key to Business Opportunities”.

Cabo Verde was the partner country at the Fair and Jiangsu province was its Partner Province. The 16th World Summit of Chinese



85

簽訂合作協議 (與 PLPEX 合計)
signed agreements (including PLPEX)



1,500+

展位
booths



24,000

面積平方米
square metres of exhibition area



400+

商業配對與交流 (與 PLPEX 合計)
networking and business-matching
sessions (including PLPEX)

今屆 MIF 延續“促進合作，共創商機”的主題，邀請到佛得角及江蘇省分別擔任“伙伴國”及“伙伴省”，展會期間舉辦了超過 30 場論壇、推介會及會議，同期還舉辦了“第十六屆世界華商高峰會”。

今屆 MIF 首設“跨境新零售展區”展示新的零售模式、“科創展區”以延續上一屆 MIF 的“智能展區”作科創項目展示，以及“巴西產品館”重點推介巴西商品，吸引不少觀眾駐足了解。

澳門經濟財政司司長梁維特在開幕式上致辭表示，經過 24 年的發展，MIF 無論在規模和質量上都不斷提升，為本地及內地企業攜手“走出去、請進來”搭建橋樑；為中國內地、葡語國家及“一帶一路”沿線國家和地區開展雙向投資和多邊貿易合作提供平台，並為澳門會展業提升質素及加速發展作出貢獻。

中央支持

自 2010 年起，北京每屆均組織不同企業或機構來澳，在 MIF 會場設置“北京館”，讓參展的各地商戶和觀眾更加了解北京的產業發展，同時建立起北京與澳門政府之間的交流平台。

Entrepreneurs was held during the course of the Fair, along with its more than 30 forums, promotional sessions or seminars.

An addition to the 24th MIF was the Cross-Border New Retail Pavilion, which introduced a new retailing model. Also new was the Innotech and Start-ups Zone, a larger version of the Smart Zone that showed off technology innovations in the previous year. The exhibits at the Brazilian Products Pavilion also attracted a number of attendees.

Mr Leong Vai Tac, Secretary for

Economy and Finance of the Macao Special Administrative Region (SAR) Government said at the opening ceremony that the MIF had steadily improved over 24 years, growing in size and quality. Secretary Leong said the Fair continued to help Macao and Mainland Chinese companies to venture around the globe and expand their business and bring in further investment to Macao.

Secretary Leong said additionally that the Fair remained an occasion for companies in Mainland China, Portuguese-speaking Countries and parts of the world covered by the “Belt and Road” initiative to find opportunities for trading and investing. He added that the event contributed to the improvement of the meetings, incentives, conventions and exhibitions (MICE) industry in Macao, speeding-up its development.

Support from the Central Government

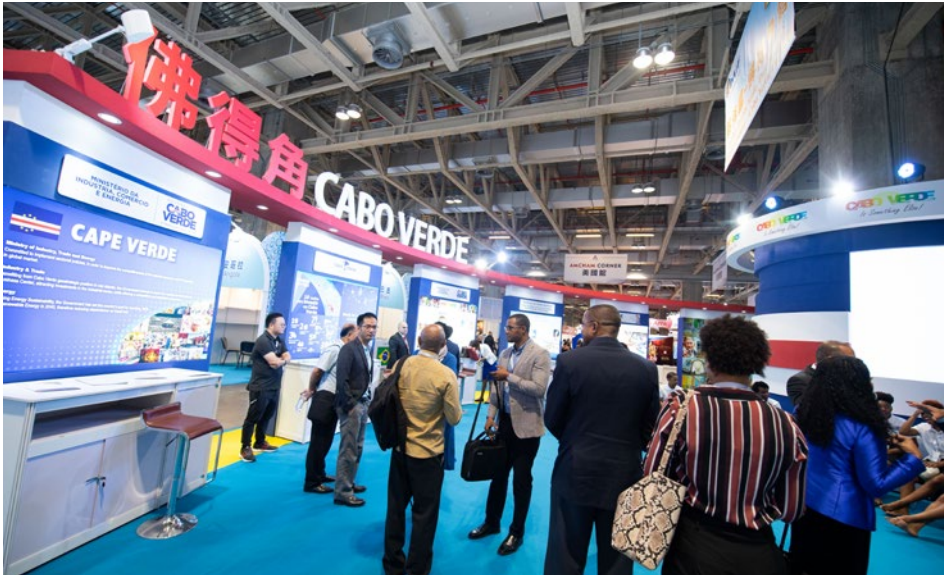
Beijing has been encouraging representatives of Mainland Chinese companies and other institutions to exhibit at MIF since the Beijing Pavilion first became a feature of the Fair, in 2010. Attending MIF can help inform buyers and sellers about how various industries in Beijing are developing and serve as an occasion for interaction between the authorities in Beijing and Macao.

“MIF is an integrated international fair, held in Macao and is a huge platform. We choose Beijing companies in various industries that need to go out, develop and advertise, to participate in the event, at which they can promote their business better,” said Ms Yang Hong, Director of the Hong



本屆 MIF 新增科創展區“科創展區”

The Innotech and Start-ups Zone was a new addition to the MIF



佛得角是24th MIF的伙伴國
Cabo Verde was the partner country at the 24th MIF

北京市人民政府港澳事務處處長楊紅表示：“MIF 為在澳門舉辦的綜合型國際展覽，也是個非常大的平台。北京方面會選一些在北京市裡需要走出來、需要發展和推介的不同領域的企業來參展，讓他們透過這個平台可以更好地推介自己。”

24th MIF 的北京館由不同的企業和政府部門參與組成，並分成 5 個版塊，分別是服務業、科技業、中醫藥產業、金融業以及通州北京城市副中心。展會期間大會安排了北京館的主題日活動推介這 5 個版塊，再直接安排有興趣的企業進行一對一的配對洽談，促成企業間的合作。

北京館陪伴 MIF 走過了 10 年，楊紅回顧這 10 年來，可以看到貿促局策辦展會經驗越加豐富，展會也有很大的轉變。“以往 MIF 的設計是每個地區場館是獨立的封閉式小空間，今年則是開放的一個小區域，感覺就更能有效吸引不同區域間的溝通。”

楊紅認為未來澳門也能充分發揮在會展行業的優勢，作為聞名國際的會展中心。

政府鼓勵

2014 年，澳門政府和中山市政府簽署了《關於合作建設中山翠亨新區的框架協議》，兩地政府將在翠亨新區合作建設約 5 平方公里面積的“粵澳全面合作示範區”，因此，澳門政府全資成立了澳中致遠投資發展有限公司跟進此項目。

Kong and Macao Affairs Division of the Hong Kong and Macao Affairs Office of the People's Government of Beijing Municipality. We choose Beijing companies in various industries that need to go out, develop and advertise, to participate in the event, at which they can promote their business better.”

Various companies and government departments exhibited in the Beijing Pavilion at the 24th MIF. The pavilion was divided into five sections, covering services,

technology, Chinese traditional medicine, finance and the Tongzhou District of Beijing.

One day of the Fair put the Beijing Pavilion under the spotlight, after which representatives of interested companies took part in business-matching sessions, reaching fruitful co-operation deals.

Looking back over the past decade of MIFs, Director Yang remarked on the changes made as the Macao Trade and Investment Promotion Institute (IPIM) gained more experience in putting on events. “In years gone by, every pavilion was a separate, closed space,” she said. “But for the 2019 Fair they have been transformed into open areas, which seems to enhance the flow between different areas.”

Ms Yang believes Macao will become an internationally renowned place for holding meetings and exhibitions once it fully takes advantage of the potential of its MICE industry.

Government Encouragement

The authorities in Macao and the city of Zhongshan agreed in 2014 to make a joint effort to develop the Cuiheng New District in Zhongshan. One such effort is the construction in the Cuiheng New District of the Guangdong-Macao Co-operation Display Zone, which will cover about five square kilometres. The Macao Government formed and funded Parafuturo de Macau Investment



江蘇省是24th MIF的伙伴省
Jiangsu province was the partner province at the 24th MIF



北京市人民政府港澳事務辦公室港澳事務處處長楊紅
Ms Yang Hong, Director of the Hong Kong and Macao Affairs Division of the Hong Kong and Macao Affairs Office of the People's Government of Beijing Municipality

而 2015 年由澳門經濟局設立的澳門青年創業孵化中心，亦於 2017 年正式交由澳中致遠投資發展有限公司營運。現時澳中致遠投資發展有限公司主要負責的項目即這兩項。

公司今年第二次參與 MIF，除了介紹公司和青年創業孵化中心的工作以外，青年創業孵化中心行政總裁林家偉表示，參展最主要的目標是幫助中心的會員增加曝光率，讓更多海內外的買家關注到他們的新創產品或服務。

目前青年創業孵化中心大概有 120 個會員，亦即新創公司，或已有成立公司概念，但目前以個人身份加入的會員。“初創企業未必能夠負擔參展的成本，或是沒有資源和大型企業接洽，透過青年創業孵化中心及參展，他們就可以有更多機會接觸到世界各地的企業，增加合作交流機會。”

林家偉又強調公司與貿促局一直以來都維持良好的溝通和合作關係，而貿促局非常支持初創企業，所辦的其他展會也很鼓勵青年創業孵化中心組織企業參展。

“有參展過的會員都向我們回饋，表示不論對增加曝光或是與其他企業合作交際的機會來說，都非常有成效。我們也會因應每個展會的主題來挑選合適的初創企業參展，盡力協助這些企業的發展。”

25th MIF 與 2020PLPEX 將於 2020 年 10 月 22 日至 24 日舉行。PI



澳門青年創業孵化中心行政總裁林家偉
Mr Carlos Lam Ka Vai, CEO of the Macao Young Entrepreneur Incubation Centre

and Development Ltd. to deal with Macao's contribution to the joint endeavour. In 2015, the Macao SAR's Macao Economic Services set up the Macao Young Entrepreneur Incubation Centre and put Parafuturo de Macau in charge of it in 2017. The main operation of Parafuturo de Macau is now running the centre and developing the Cuiheng New District.

Parafuturo de Macau exhibited at MIF for the second consecutive year, showing what the company does.

After introducing his company and the operation of the Macao Young Entrepreneur Incubation Centre, Mr Carlos Lam Ka Vai,

Chief Executive Officer (CEO) of the Macao Young Entrepreneur Incubation Centre, told *Macao Image*: “Our aim is to help the members of our centre to increase their exposure, so as to draw the attention of buyers to their innovative products or services.”

The Macao Young Entrepreneur Incubation Centre has about 120 members. They are either start-up companies or individuals with plans to start their own businesses.

“It may be difficult for new companies to afford to take part in fairs, or they may not have the resources to do big deals,” the CEO said. “Through our centre, and by taking part in MIF, they can find opportunities to increase their contacts and exchanges and collaborate with companies all over the world.”

Mr Lam said, in addition to the effective communication and co-operation between IPIM and his company, IPIM had always being supportive of start-ups, and had welcomed members of the Macao Young Entrepreneur Incubation Centre that wished to take part in the MIF and other events the Institute organised.

He said members of the Macao Young Entrepreneur Incubation Centre that took part in fairs put on by IPIM had said of such events: “They are effective both in increasing their exposure and creating fresh opportunities for exchanges and co-operation with other companies.” Mr Lam remarked: “We select participating members according to the nature of the fair and try to assist these new companies to grow.”

The 25th MIF and the 2020 PLPEX will be held from 22 to 24 October 2020. PI



企業領導人參與商業洽談會並獲豐碩成果
Business leaders took part in fruitful business-matching sessions



2019年葡語國家產品及服務展（澳門）設達250個展位

The 2019 Portuguese-speaking Countries Products and Services Exhibition (Macao) contained about 250 exhibition booths

PLPEX展示多元葡語國家產品 PLPEX shop window reveals more products from Portuguese-speaking Countries

“2019年葡語國家產品及服務展（澳門）”（2019PLPEX）於10月17至19日假澳門威尼斯人舉行。

本屆PLPEX首設“中葡平台工作展示區”，重點展示中葡平台發展委員會在2016年至2019年，就落實執行“中國—葡語國家經貿合作論壇（澳門）第五屆部長級會議”期間，中央政府提出的多項舉措及“行動綱領”所開展和完成的工作及未來展望。

2019PLPEX展會面積約6,000平方米，設置約250個展位，與同期舉行的“第二十四屆澳門國際貿易投資展覽會”（24th MIF），兩個展會三天內錄得逾七萬入場人次，其中專業觀眾同比增加逾一成。

2019PLPEX首日於展區內舉辦了“葡語國家酒類及食品商機對接會”，不少客商藉此機會前來了解產品，也增加了大眾對葡萄牙各類酒品的認識。

MIF與PLPEX兩展會舉辦了超過30場論壇、會議和推介會等，包括：“第九屆江蘇—澳門·葡語國家工商峰會暨江蘇—澳門—佛得角合作論壇”、“福建—澳門—葡語國家經貿交流會”、“第十六屆世界華商高峰會”和“第五屆中國—葡語國家青年企業家論壇”等，同時還舉行了“世界華人商業與經濟峰會”，展會期間活動多元

THE 2019 Portuguese-speaking Countries Products and Services Exhibition (Macao) was held from 17 to 19 October at The Venetian Macao.

Known as PLPEX, the latest edition of the event saw a special feature: the China-Portuguese-speaking Countries Co-operation Retrospective Exhibition, which showed the work that has been done by the Committee for Development of the Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries from 2016 to 2019, and the work that will be done in the future, as proposed by the Central People's Government and the Action Plan of the 5th Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), known as Forum Macao.

The 2019 PLPEX was held over 6,000 square metres of exhibition space, containing about 250 booths. The event was held concurrently with the 24th Macao International Trade & Investment Fair (MIF), which was also held at The Venetian Macao.

More than 70,000 visitors attended the

latest MIF and PLPEX. The number of trade visitors attending was 10 percent higher than last year.

A feature of the first day of PLPEX was the Portuguese-speaking Countries Wine and Food Business-Matching Seminar. Apart from generally raising awareness of Portuguese wines, the seminar drew many visitors to the show that were keen to learn about the products on display.

There were some 30 forums, conferences or promotional sessions held during the twin events. Among them were the 9th Industrial and Commercial Summit between Jiangsu-Macao and Portuguese-speaking Countries; the Jiangsu-Macao-Cabo Verde Co-operation Forum; the Fujian, Macao and Portuguese-speaking Countries Economic Exchange Networking Session; the 16th World Summit of Chinese Entrepreneurs; and the 5th Young Entrepreneurs Forum of China and Portuguese-speaking Countries. Most notable among the meetings was the World Chinese Business & Economic Summit.

The scope of the range of events on the MIF and PLPEX programmes meant visitors could find out all they needed to know about



“PLPEX 的規模變得更大，而澳門和葡語國家之間的關係也更緊密。”

The scale of PLPEX is bigger now, and the relationships between Macao and Portuguese-speaking Countries are closer.

Ramalhão 商業主管安雅心
Ms Anais Barroso, Chief Sales Officer of Ramalhão

豐富，讓觀眾從各方面了解中國內地和葡語國家各行各業信息。

引進傳統口味

來自葡萄牙辛特拉的傳統烘焙店 Ramalhão 已有 117 年歷史，目前是家族第三代接手經營，並於 2019 年在澳門設店，為澳門居民和遊客帶來葡萄牙辛特拉地區的傳統口味。

Ramalhão 商業主管安雅心表示，她已連續 3 年參加 PLPEX，而在獨立成展之前，她亦參加過兩次 MIF。她指出五年來，展會越來越多元化，“最初參展的可能都是葡萄酒、橄欖油和一般食品等產業，今屆已經有更多元化的產業和不同行業的公司來設置展位了。我認為 PLPEX 的規模變得更大，而澳門和葡語國家之間的關係也更緊密。”

這次參展帶來新品牌 Ramalhão，安雅心希望透過展會，讓公司接觸到更多專業人士。她說：“我們的店可以直接跟客戶對口，而參展，則是想找到像餐廳、酒店、娛樂場和航空公司等，將我們的產品帶到各行各業中，讓更多的顧客在不同場合也能體會到葡萄牙辛特拉的傳統美味。”

various industries in Mainland China and the Portuguese-speaking world.

Taste the tradition

The 117-year-old Ramalhão pastry shop in the Portuguese town of Sintra is now being run by the third generation of the family that founded it.

A branch of Ramalhão opened in Macao in 2019 and is now providing a taste of traditional Portuguese pastry to residents and tourists alike.

Ms Anais Barroso, Chief Sales Officer of Ramalhão, was attending her third PLPEX in 2019. Before the PLPEX became a separate event from MIF, she had taken part in MIF twice.

Ms Barroso said the variety on display had grown since she had first attended the show. “The first exhibitors at PLPEX were only purveyors of Portuguese wine, olive oil and other edibles, but there are now booths belonging to a more diverse range of companies in various industries,” she told *Macao Image*. “I think the scale of the

PLPEX is bigger now, and the relationships between Macao and Portuguese-speaking Countries are closer.”

She hopes exhibiting Ramalhão products at the show will put the business in touch with more buyers.

The Ramalhão branch in Macao serves one purpose. “We can reach the final consumer in our shop,” Ms Barroso said. Exhibiting at PLPEX serves a separate purpose. “We would like to work with businesses such as restaurants, hotels, casinos and airlines,” Ms Barroso said, “so that, through them, our products can penetrate more markets, reaching different consumers in different ways, and introducing them to traditional delicacies from Sintra.”

Touch of modernity

Sardinia Macau Ltd. was another exhibitor at PLPEX. Mr Heiman Sou, General Manager of Sardinia Macau, who founded the company, was born in Macao.

“Many Portuguese have been living in Macao since before the handover in 1999,





“我們是透過貿促局介紹參展的，而成效也非常好。”

We took part in the show with the help of IPIM and the outcome was very good.

葡萄牙嚐鮮一人有限公司總經理蘇希敏
Mr Heiman Sou, General Manager of Sardinia Macau

注入現代特色

另一家參展的本地公司，葡萄牙嚐鮮一人有限公司則是由土生土長的澳門人成立。公司總經理蘇希敏指出：“很多葡萄牙人是回歸前就已經在澳門居住，他們的下一代可能從沒踏足葡萄牙，所以澳門的葡萄牙文化相對而言是比較傳統的。我第一次去葡萄牙就覺得當地的產品與澳門看到的很不一樣，所以就想引進。”

蘇希敏表示，藉由特區政府的青年創業支持政策，澳門對於中葡文化產品的關注等，2016年即成立了葡萄牙嚐鮮一人有限公司，而翌年就參與了 PLPEX。他說：“我們是透過貿促局介紹參展的，成效也非常好。”首次參展其公司就與三家零售商洽談成功，將我們引進的商品上架；“2018年我們也接到一些訂單，整體而言效果是很好的。”

陪伴 PLPEX 走過三個年頭，蘇希敏見證著展會的成長和轉變。他認為與鄰近地方相比，澳門辦會展可能起步比較晚，但一路以來的發展非常迅速。他亦提到，近年明顯感受到澳門政府對於會展業和青年創新創業的支持，相信假以時日，澳門的經濟發展也會更趨多元，不會偏重特定產業。

2020 PLPEX 與 25th MIF 將於 2020 年 10 月 22 日至 24 日舉行。 



and their children may never have been to Portugal, and that's why the Portuguese culture in Macao is relatively traditional,” Mr Sou said. “I found this difference when I first arrived in Portugal, so I would like to introduce modern Portuguese products to Macao.”


The Macao Special Administrative Region (SAR) Government's incentives for young entrepreneurs helped set up Sardinia Macau in 2016 to take advantage of the growth in interest among Chinese for cultural goods from the Portuguese-speaking world.

The company exhibited at PLPEX the following year. “We took part in the show for the first time with the help of IPIM and the outcome was very good,” Mr Sou said. The event put Sardinia Macau in touch with three shops and launched

the products there. “We also received some new trade orders in 2018,” he said. “Overall, the show is beneficial to participants.”

Mr Sou has noticed changes in PLPEX over the past three years. He said Macao had been a late starter in the meetings, incentives, conventions and exhibitions (MICE) business, but was rapidly catching up with its neighbours.

Mr Sou pointed out that in recent years the Macao SAR Government has been increasing the support it gives to the MICE industry, and also to young entrepreneurs, with a view of making the Macao economy more diverse and less dependent on any one big industry.

The 2020 PLPEX and 25th MIF will take place from 22 to 24 October 2020. 



貿促局“一站式”服務助健身連鎖品牌Anytime Fitness打入澳門市場

With IPIM coaching, Anytime Fitness fits into Macao

隨著都市人的健康意識日漸提升，越來越多上班族趕上健身潮流，以舒展筋骨、放鬆身心，而坊間大大小小的健身中心亦應運而生。在澳門貿易投資促進局的投資者“一站式”服務的支援及協助下，最近一個主打 24 小時營運的健身連鎖品牌 Anytime Fitness 亦順利登陸澳門，讓居民

As people in Macao become more aware of their health, increasing numbers of those in sedentary jobs are following the latest trend in fitness: going to the gym to flex their muscles and relax their minds. In response, fitness clubs of various sizes have sprouted all over the city.

Anytime Fitness has arrived in Macao – thanks in large part to the Macao Trade and Investment Promotion Institute (IPIM) “One-stop Service” for investors – allowing residents and visitors alike to exercise at any time. The main selling point of one international chain of health and fitness

及旅客隨時隨地都能夠於這座不夜城做運動！

健身連鎖品牌 Anytime Fitness 於 2002 年在美国成立，目前在全球 30 多個國家及地區設有 4,000 多家門店，包括英國、澳洲、中國內地、香港、日本及新加坡等。Anytime Fitness 澳門區項目負責人蔡金峰接受《澳門經貿之窗》訪問時稱：“24 小時的營運模式適合澳門，因為澳門就是一個不夜城。不少人需要輪班工作，他們深宵下班後，很多健身室已關門，他們想健身也沒有去處。”

開業過程簡化順利

雖然蔡金峰來自新加坡，但他對本澳的營商環境甚為熟悉，在舊城區協助營運兩家經濟型酒店。“不過，我們對整個健身室的開業流程都感到頗為陌生，所以便尋求貿促局投資者‘一站式’服務協助。其實早於 2013 年，我們首次踏足澳門酒店市場時，已使用過相關服務，並取得理想成效。”

由於開設健身中心的申請程序需要經過特區政府多個部門的諮詢或審批，包括消防局、土地工務運輸局、體育局等，對門外漢的蔡金峰而言，步驟十分繁複，但透過投資者“一站式”服務，整個流程大為簡化。“在貿促局的支援下，我們清楚知道每個步驟所屬的審批部門，而且貿促局代表每月都與其他政府部門開會，讓我們知道各部門對申請的要求。整體來說，開業過程變得更加順利，亦為我們節省了很多時間。”

全球通行

蔡金峰表示，整個申請過程為期約半年，獲批後便正式裝修動工，最終 Anytime Fitness 的首家澳門門店於 2019 年 1 月開始試運，並於年中正式開業。健身中心位於大三巴牌坊附近卡爾酒店的地庫，佔地約 3,900 平方呎（約 362 平方米）。“選址在此的原因是該酒店地庫有空置地方，而且健身中心能夠優化酒店配套，為住客提供更多服務。”

目前，Anytime Fitness 澳門區有 500 多位會員，除了澳門區設施，會員亦可到連鎖集團全球 4,000 多家門店健身。“現時每日中午 12 時至 9 時，我們都有駐場員工接受會員登記及查詢。在這辦公時間外，訪客需使用會員卡才可進入。”蔡金峰道。



“在貿促局的支援下，我們清楚知道每個步驟所屬的審批部門。開業過程變得更加順利，亦為我們節省了很多時間。”

With IPIM support, we understood clearly which step required the approval of which department. The whole process was made smoother and it saved us a lot of time.

Anytime Fitness 澳門區項目負責人蔡金峰
Mr Robert Cai, Manager of Anytime Fitness Macau

fitness clubs are already closed, so they have nowhere to go to exercise.”

Smoothly does it

Mr Cai comes from Singapore. Although he was familiar with the business environment in Macao, having helped manage two budget hotels in old neighbourhoods, he was unfamiliar with the procedure for opening a fitness club. “So we had to seek help from the IPIM’s Investors ‘One-stop Service,’” Mr Cai said. “When we first set foot in the hotel market here in 2013, we used the ‘One-stop Service’ and achieved ideal outcomes.”

Opening a fitness club in Macao requires an entrepreneur to obtain the permission of various arms of the Macao SAR Government, and to take the advice they give. Those government departments include the Fire Services Bureau, the Land, Public Works and Transport Bureau, the Sports Bureau, and more.

Mr Cai had little experience of the fitness club business, so he found the procedure complicated. But he credits IPIM’s Investor “One-stop Service” with making the process of getting down to business much easier than it might otherwise have been. “With IPIM support, we understood clearly which step required the approval of which department. Also, IPIM held monthly meetings with other public bodies, which let us know immediately what various departments were advising,” Mr Cai said. “The whole process was made smoother and it saved us a lot of time.”

Global access

The process of obtaining permission to run a fitness club took about half a year. As soon as permission was given, Mr Cai started work on fitting out the premises of the first branch of Anytime Fitness Macau. The branch opened in January for a trial period and got down to business in earnest in the middle of 2019.

The first branch of Anytime Fitness Macau occupies 3,900 square feet (362 square metres) of the basement of the Caravel Hotel, near the Ruins of St Paul’s. “We chose to open the gym in the Caravel

clubs, Anytime Fitness, is that its branches are open around the clock.

Anytime Fitness was set up in the United States in 2002 and now has more than 4,000 franchised branches in over 30 different parts of the world, including the United Kingdom, Australia, Mainland China, Hong Kong, Japan, Singapore and more.

Mr Robert Cai, Manager of Anytime Fitness Macau, told *Macao Image*: “A gym that’s open around the clock is especially suitable for Macao, a city that never sleeps.” Anytime Fitness meets demand that ordinary gyms in the city cannot. “Many people in Macao work shifts,” Mr Cai said. “If they get off work after midnight, many

“一站式”服務繼續助力發展

登陸澳門市場後，Anytime Fitness 並沒有停下擴展步伐。蔡金峰表示，2019 年底於氹洋海洋廣場及路環開設了澳門區第二、三家門店。“氹仔店的面積較大，約 7,900 平方呎，除了放置基本的健身器材，亦會劃出一部分作上堂區域，提供有關健身的團體課程，讓會員跟隨導師學習。”值得一提的是，在這兩家新門店的籌備過程中，他們亦有尋求投資者“一站式”服務的協助。“這是理所當然的，因為有關服務對我們有很大幫助。”蔡金峰說。

展望未來，他計劃澳門區的門店數目可增至 7 間。“品牌的宗旨是為做運動的人士提供便利，所以希望澳門區門店能夠達到一定數量，且毗鄰民居，讓會員有更多選擇，到方便自己的地點運動，而且健身環境舒適，不會太擠逼。”

Hotel because the basement of the hotel was vacant and a fitness club could broaden the range of what the hotel offers,” he said.

Anytime Fitness has currently some 500 members in Macao. Their membership gives them admission to Anytime Fitness branches in Macao and around the world – all 4,000 or more of them. “From 12pm to 9pm every day we have staff here to register members and answer enquiries,” Mr Cai said. “Outside those hours, members can gain access to the gym by using their membership cards.”

'One-Stop Service' continues to boost development

Mr Cai has plans to open two more branches of Anytime Fitness Macau, one in Plaza Oceano in Taipa and the other in Coloane. The second and third branches

were opened by the end of 2019. “The area of the Taipa club will be bigger, with around 7,900 square feet,” Mr Cai said. “Besides the usual fitness equipment, we will have an instruction area there, where we will offer our members group classes.”

In this new endeavour, Mr Cai once again turned to IPIM’s Investors ‘One-stop Service.’ “We have, of course, asked for the help of IPIM because the service helped us a lot,” he noted.

Mr Cai hopes to have seven Anytime Fitness branches in Macao. “The mission of the brand is to make it convenient for people to exercise,” he said. The fourth and subsequent branches will be in or near residential areas. “Thus, our members can have a greater choice and go to a club closer to where they live,” Mr Cai said. “And we can save our clubs from becoming overcrowded.”



Anytime Fitness澳門區有500多位會員
Anytime Fitness has currently more than 500 members in Macao



生於斯，長於斯的澳門品牌 Born and brewed in Macao

成長於到處都可以找到咖啡座的葡萄牙，Nata 葡撻公司工藝麵包和 Cuppa Coffee 創辦人 Cristiana Figueiredo 在澳門這個小城生活了幾年之後，由於深深懷念著這種咖啡座文化，她萌生了自己開咖啡店的念頭。《澳門經貿之窗》來到 Cuppa Coffee，了解到 Cuppa Coffee 和 Nata 葡撻公司工藝麵包立足澳門的過程。

來自葡萄牙的 Cristiana Figueiredo 自 2001 年開始了在澳門定居的生活。當時的小城仍是一個純樸的地方，飲食行業多為提供生活所需。在歐洲生活已久的 Cristiana Figueiredo 相當懷念以往能與好友相聚於咖啡店享受生活的日子，於是在 2008 年在氹仔成立了第一家 Cuppa Coffee。

質量為先

“我們希望店裡所有的產品都有很好的品質監管，所以在成立咖啡店之前，我們先開設了烘焙工廠——Nata 葡撻公司工藝麵包。” Cristiana Figueiredo 認為，可能很多人都誤解了麵包只是單純的麵粉和水，但其實麵包也可能含有多種化學物質、防腐劑、人工色素等，為了向顧客提供另一種健康飲食的選擇，Nata 葡撻公司採用按訂單新鮮製作的營運模式。

每天接單時間至晚上 8 時，烘焙師傅則在半夜工作，“顧客就能在早上收到我們新鮮出爐的食品了。”西方有一句諺語：“人如其食”，Cristiana Figueiredo 對此深感認同，更認為我們都要更注意自己到底吃了些甚麼。“我們自設工廠，每天新鮮製造，所以顧客都能吃到不含防腐劑和添加劑的烘焙產品。”

HAVING grown up in Portugal, where there was a coffee shop on every corner, Ms Cristiana Figueiredo, the founder of the Nata Artisan Bakery and Cuppa Coffee, began missing the Portuguese coffee culture after living in Macao for a few years. So she decided to open her own café in the city. In an interview with *Macao Image*, the entrepreneur explained how she established Cuppa Coffee and the Nata Artisan Bakery, and the progress her enterprises have made.

Hailing from Portugal, Ms Figueiredo arrived in Macao in 2001. Macao was then a simpler place, where food and drink were regarded more as a necessity for sustaining life.

Feeling nostalgic about the time she spent with friends in coffee shops in Europe, Ms Figueiredo opened the first branch of Cuppa Coffee on Taipa in 2008.

Quality comes first

“We wanted all of the products sold at our café to be under a very strict quality control system, so we opened a bakery before the coffee shop, which is Nata Artisan Bakery,” Ms Figueiredo said. She said it is a misconception that bread is just a mixture of flour and water. Some bakers may add chemicals, preservatives and artificial colouring to their products, but the Nata Artisan Bakery is committed to providing customers with healthy food, she noted. Nata Artisan Bakery adopts an operation model

that produces fresh products on demand.

Nata Artisan Bakery's customers can place orders each day until 8pm and the bakers get to work overnight on making various types of bread. “People who have placed orders can get the freshly made bread in the morning,” Ms Figueiredo said.

The entrepreneur agrees with the saying “You are what you eat” and Ms Figueiredo wants everyone to be more aware of the food they consume. “We have our own factory, we make the food every day and we guarantee that our customers can have preservative-and-additive-free bakery products,” she said.

Nata Artisan Bakery has been operating for more than a decade, and in that time its business has changed in step with the development of Macao. The enterprise was only a factory at first, making baked goods for Cuppa Coffee and for wholesale to some supermarkets in Macao. The factory once had its own retail shop but only for a short time while until it became unbearable due to increasing rent, Ms Figueiredo explained.

The bakery continues to make food for retail in Cuppa Coffee branches and has been expanding its business in Macao by selling online and by supplying goods for supermarkets in the city.

Having lived in Macao for 18 years, Ms Figueiredo now regards the city as her home. “Our business is not only for profit-making but also to give back to society in the best

Nata 葡撻公司自成立以來，經營方式在十多年間隨著澳門社會發展而有所改變，初期僅以工廠形式運作，向 Cuppa Coffee 提供自家製作之麵包，同時向超市批發麵包產品，後來曾開設實體店，但由於租金等因素無法維持。輾轉至今，Nata 葡撻公司仍為 Cuppa Coffee 以及一些超市提供產品，同時也擴大業務，開展網上銷售等經營方式。

Cristiana Figueiredo 坦言居澳至今已 18 年，早已將澳門視作自己的家，“我開店並不完全是為了盈利，更多的是在可能的範圍裡回饋社會，提供更好的產品給澳門。曾經有客戶買了我們的麵包，兩天後來店裡投訴麵包發霉了，我們花了很大的力氣才跟他解釋清楚說，天然的食物才會發霉，如果你買回家的新鮮食物放上幾天都不會壞掉，那才是該擔心的情況。”

然而她也表達，縱然道理很簡單，卻不是大家都懂，所以 Nata 葡撻公司更努力地讓更多人知道，了解自己吃了甚麼食物是非常重要的，懂得選擇適合的食物亦然。

同步成長

Cristiana Figueiredo 表示，當 Nata 葡撻公司提供新鮮、健康食品的同時，Cuppa Coffee 則提供了一個舒適的環境，讓顧客可以三五知己相聚或在工餘時放鬆心情等。

首家 Cuppa Coffee 於 2008 年開設，座落於氹仔市中心，主要對象為附近居民。Cristiana Figueiredo 發現有些顧客會因為不懂廣東話的服務員，感到不自在而離開，而 Cuppa Coffee 是一家根植澳門的咖啡店，一定要以本地顧客為主，“這是屬於澳門的咖啡店，所以我也盡力聘用說廣東話的員工。”

走過了 11 個年頭，Cuppa Coffee 在 2019 年開設了第二家分店，選址於商業中心的南灣。Cristiana Figueiredo 表示氹仔店對象為居民和一般遊客，而澳門店則主要為在附近工作的上班族提供餐飲服務。

Cristiana Figueiredo 指出，不論是 Nata 葡撻公司或是 Cuppa Coffee，都不是以快速發展作為目標，而是隨著澳門社會的發展配合轉型。“我們當然希望未來能開設更多的 Cuppa Coffee，也希望有能力開設 Nata 葡撻公司實體店，而不僅僅是工廠。目前我們已經在中國內地、香港、新加坡和馬來西亞登記了 Cuppa Coffee 的品牌，希望可以將這個真正從澳門出發的品牌帶到亞洲其他地方。”



“我們當然希望未來能開設更多的 Cuppa Coffee，也希望有能力開設 Nata 葡撻公司實體店。”

I would love to have more Cuppa Coffee stores and also physical stores for the Nata bakery in future.

Nata 葡撻公司工藝麵包和 Cuppa Coffee 創辦人 **Cristiana Figueiredo**, Founder of Cuppa Coffee and the Nata Artisan Bakery

possible way by providing better products,” she said. “There was once a customer that complained that the bread had mould two days after purchase. I tried really hard to explain that only fresh food gets mouldy. If the food never gets mouldy, that’s what we really need to worry about.”

Ms Figueiredo said she is aware that even simple, clear ideas may not be widely understood. So the Nata bakery is trying to

teach people how important it is to know where the food they eat comes from and to choose the right food.

Brewing better business

Ms Figueiredo said while the Nata Artisan Bakery makes fresh, healthy food, Cuppa Coffee provides comfortable places for people to get together and relax.

The first Cuppa Coffee opened in 2008 in the centre of Taipa and catered to residents of the area. Ms Figueiredo said she found that unless there were native Cantonese speakers among the staff, some customers might feel less than fully at ease and leave.

She acknowledged that Cuppa Coffee is rooted in Macao and serving Macao customers. “This is a Macao café, so I try my best to employ Cantonese speakers,” she explained.

More than 11 years after the first Cuppa Coffee opened, the second opened on the Macao peninsula in 2019, in the business centre of Nam Van. The branch on Taipa is intended more for residents of the area and tourists, while the Nam Van outlet caters mainly to people that work nearby.

Ms Figueiredo said she has eschewed rapid growth for Nata Artisan Bakery or Cuppa Coffee, preferring the enterprises to grow in tandem with Macao. “Of course, I would love to have more Cuppa Coffee stores and also physical stores for the Nata bakery in future,” she said. “We have registered our Cuppa Coffee brand in Mainland China, Hong Kong, Singapore and Malaysia, and I hope we can really bring this Macao brand to other Asian places.”



Cuppa Coffee在2019年開設了第二家分店
Cuppa Coffee opened its second shop on the Macao peninsula in 2019



天元泰和用中草藥製成健康食品
Tin Un Tai Wo uses Chinese herbal ingredients to make health food products

澳門品牌 品質保證 A Macao brand is a mark of quality

隨著社會和科技的發展，人們生活節奏亦越來越緊湊，都市人開始關注養生，亦開始注意自己日常所用產品是否健康無害。

今期《澳門經貿之窗》邀請到兩家澳門品牌公司，分享他們的經營理念。天元泰和集團有限公司成立了接近 10 年，專營保健食品；而屬於新創類別的澳門製皂有限公司則主營身體清潔、皮膚保養方面的用品和一般家庭使用的清潔用品。

2009 年，天元泰和集團有限公司的創辦人發現，台灣一些取材自中草藥製成的健康食品能促進人體健康。為了讓澳門居民和

MORE and more people are becoming conscious of their wellbeing as social trends and technological novelties accelerate the tempo of modern life. Awareness is growing among ordinary people that their day-to-day habits may be harmful to their health or appearance.

Macao Image spoke to executives of two Macao companies in the business of making branded products to share their business philosophies. One of the companies is Tin Un Tai Wo Group Co. Ltd., which has been making health food for almost a

decade. The second company is Macao Soap and Detergent Production Co. Ltd. Along with skin cleansers and other skincare preparations, Macao Soap and Detergent also makes household cleaning products.

In 2009, the founder of Tin Un Tai Wo realised that some kinds of food made in Taiwan with Chinese herbal ingredients could help improve people's health. Tin Un Tai Wo and the Macau Tai Wo Tong Health Food Production Factory were established in 2010 to offer a greater range of health food available to the people of Macao and visitors to the city.

來澳的遊客有健康食品的選擇，於 2010 年成立了天元泰和集團有限公司和澳門泰和堂保健食品生產廠。

當時的澳門較少食品科學方面的專業人士，而泰和堂作為保健食品生產廠，對這方面的人才自然有所需求。設廠初期，公司聘請了一名來自台灣的教授協助研發，及後再培訓其他員工。

公司執行董事施藹晴說：“我們的生產工序也相對成熟，教授已經回台灣了。在離開前他已經將技術傳授予另一名同事，我們也會將生產技術代代相傳下去。”生產廠目前已經有一批技術人員，也會定期教授學徒所需技術，確保產品質素。

紮根澳門 堅持本地生產

作為公司的第二代接班人，施藹晴坦言之前從來沒有想過會接手經營：“家人從來沒有表達希望由我接手。小時候的我已經離澳讀書，只知道家裡有一門生意，但也不甚了解。”然而成為公司的第二代經營者，她認為當中有很深的緣份，“我從小就對營養產品很有興趣，會特別留意營養標籤。”

施藹晴表示，公司希望未來進一步打進中國內地市場，而隨著《內地與澳門關於建立更緊密經貿關係的安排》(CEPA) 條款落實，將為公司帶來更大優勢。

另外，天元泰和參加了不少商業展會，希望能擴展公司業務，其中有部分是由澳門貿易投資促進局主辦的。“貿促局主辦的展會都大大幫助公司擴張網絡，也適時讓我們了解更新的政策資訊。”

接手了 3 年，施藹晴表示，公司和生產廠是家人創立的，而創立之始，長輩就已明言必須堅持所有產品都要澳門製造，“因為我們是澳門人，要打造澳門品牌，我們想讓大家知道澳門生產的保健食品，也有非常好的品質。”

揚名他方 回歸本土

澳門製皂有限公司成立於 2016 年底，2017 年則不斷地研發配方和請人試用，及後於 2018 年帶著各種產品參加不同的展會。澳門製皂有限公司創辦人何文滔表示，該公司成立目標是為研發一種配方，可以做出基本清潔功能又能改善皮膚的身體清潔用品。他接受《澳門經貿之窗》專訪時稱：“我們的產品基本上只含天然原料，沒有香味和添加劑，希望可以達到最天然純粹的

The Tai Wo Tong factory needed people with sufficient qualifications in the science of health food, but at the time such people were hard to find. So Tin Un Tai Wo invited a professor in Taiwan to come to Macao to support its research and development effort and help train its workforce.

Ms Si Oi Cheng, Executive Director of Tin Un Tai Wo, told *Macao Image*: “We are now more familiar with the procedure, and the process is well developed. Although the professor has now returned to Taiwan, he taught the staff all his techniques, which we will pass on.” The factory now has a core of technicians, and arranges regular training sessions for its workforce to ensure that its products meet a high standard.

Proudly made in Macao

Ms Si inherited the enterprise she runs. In the beginning, it never occurred to her that she might have to take over the running of the business, none of her relatives having even hinted that she might be the boss one day. “I left Macao to pursue my studies when I was a youngster,” she said. “All I knew was that that my family ran some sort of company, but I really didn’t understand what its business was.”

These days, Ms Si believes she was fated to take the reins of the enterprise. “I was always interested in nutritional products, even when I was young,” she said. “I used to read the nutrition information on food packaging.”

With a view to penetrating the Mainland Chinese market, Ms Si sought to take advantage of the provisions of the Closer Economic Partnership Arrangement between Macao and Mainland China (CEPA), and they were helpful.

In addition, Tin Un Tai Wo took part in business events that might help expand its business, some of them put on by the Macao Trade and Investment Promotion Institute (IPIM). “IPIM has arranged a number of events, which greatly helps our business in terms of expanding our network and informing us about the relevant policies,” Ms Si said.

Three years have passed since Ms Si took



“貿促局主辦的展會都大大幫助公司擴張網絡，也適時讓我們了解更新的政策資訊。”

IPIM has arranged a number of events, which greatly helps our business in terms of expanding our network and informing us about the relevant policies.

天元泰和執行董事施藹晴
Ms Si Oi Cheng, Executive Director of
Tin Un Tai Wo

the reins of Tin Un Tai Wo and the Macao Tai Wo Tong Health Food Production Factory. Because her family founded the company and the factory, it is set in stone that all products the business makes should be made in Macao.

“We are Macao people and we want to build a Macao brand,” Ms Si said. “We want to let everybody know that Macao health food is as high-quality as products made anywhere else.”

From the outside in

Macao Soap and Detergent was established at the end of 2016. In 2017, the company continuously developed soap formulae and performed a number of trials. The year after, the company showed the products it had developed at various exhibitions.

Mr Martin Ho, the founder of Macao Soap and Detergent, said his company was trying to develop a formula for the perfect



“我們是澳門品牌，當然會希望以本地居民作為銷售對象。”

We are a Macao brand so, sure, we would like to target local people.

澳門製皂創辦人何文滔
Mr Martin Ho, the founder of Macao Soap and Detergent

潔淨功能。”

然而，由於租金成本一直攀升，公司目前仍無法在澳門開設實體店，所以澳門製皂有限公司的商業策略是先在人口眾多的中國內地市場打響名氣，再將這個澳門品牌帶回來紮根。2018年，公司參加了多個中國內地舉行的展會，積極拓展市場，而2019和2020年的重點則是回來澳門，讓更多本地人認識這個品牌。

“我們是澳門品牌，當然會希望以本地居民作為銷售對象，但很多現實狀況令我不得不調整商業定位。”何文滔指，澳門品牌對中國內地市場有很大吸引力，不少消費者知道這個產品是澳門品牌，都會認為是品質的信心保證。

參與不同的展覽會也讓澳門製皂建立起品牌形象，何文滔說：“澳門貿促局邀請我們參與一些展會，而透過這些活動，我們也吸引了很多消費者的注意。”

澳門製皂主營洗衣片、洗髮皂、沐浴皂和其他類別的個人護理產品。何文滔希望日後澳門製皂可以成為代表澳門的個人護理和清潔用品品牌，更可以成就每個家庭的浴室櫥櫃裡都放著我們的產品。

“我們的產品沒有濃郁的香氣，消費者不用擔心過敏的狀況，更可以愉快放鬆的心情使用。”

soap, which would be good for the skin. He said the goal was to create a product that would both cleanse the skin and improve its condition.

“Our products are made only with natural ingredients, without any scents or additive added,” Mr Ho told *Macao Image*. “We want our products to have a pure, natural cleansing action.”

Prohibitively high rents have so far prevented Macao Soap and Detergent from opening a bricks-and-mortar shop in Macao. So the strategy of the company is first to make its brand popular in Mainland China and later to penetrate its home market.

The company exhibited its products at various trade shows in Mainland China in 2018, looking for new markets there. In 2019 and 2020, it is shifting its focus to the Macao market, advertising its products here to make the people of the city better aware of its brand.

“We are a Macao brand so, sure, we would like to target local people,” Mr Ho said. “But there are certain circumstances that made

us adjust our positioning in the market in the initial stage.” He said his brand, being a Macao brand, attracted Mainland Chinese consumers because products bearing Macao brands had a reputation for quality.

Exhibiting at trade shows is now helping Macao Soap and Detergent gradually build a good reputation for its brand in the Macao market. “IPIM invites us to show our products at various events, and we are actually able to attract the attention of consumers,” Mr Ho said.

Macao Soap and Detergent makes mainly laundry soap, shampoo bars, bath soaps and other sorts of personal care products. Mr Ho said his company hoped to make its brand the top brand in Macao for personal care and cleaning products, so that shelves in every house would be lined with its products.

“Our products may not have a powerful fragrance, but consumers need not to worry about allergies when using our products, because they are made of natural ingredients,” Mr Ho said.



參與不同的展覽會也讓澳門製皂建立起品牌形象

Exhibiting at trade shows helps Macao Soap and Detergent build its reputation

澳門貿促局成立廿五載——專訪劉關華主席

IPIM's 25th anniversary: an interview with President Irene Va Kuan Lau

適逢 2019 年是中華人民共和國成立 70 周年暨澳門回歸祖國 20 周年，亦是澳門貿易投資促進局成立 25 周年，澳門貿易投資促進局主席劉關華接受本期《澳門經貿之窗》專訪，介紹貿促局開展的系列工作及未來的發展方向。

在促進澳門適度經濟多元化方面，那些是澳門貿易投資促進局的優先任務？

會展業作為推動本澳經濟適度多元發展的重要新興產業，可在多個方面帶動經濟成效，除了主辦和承辦商得益外，中小企亦可透過參與會展等經貿活動開拓本地及海外新市場。此外，推動會展業發展同時具有帶動相關上下游產業鏈以至澳門整體經濟的拉動效應，包括廣告、物流、餐飲、旅遊、酒店等。

截至 2018 年底，共有 8 個在澳門舉辦的展會獲 UFI 認可。為了爭取更多優質會展項目落戶澳門，2019 年上半年，貿促局透過“會展競投及支援‘一站式’服務”及系列會展專項扶助計劃，引進了 182 個會展項目，包括 126 項會議、47 項展覽、9 項會議及展覽，其中有 133 項已落實或已舉行。

根據統計暨普查局資料，今年第 3 季參加會展的旅客人均消費為 4,319 澳門元，比整體旅客人均消費 (1,532 澳門元) 高出 181%。為了鼓勵會展客商走進社區，2019 年 1 月至 9 月，貿促局引導了超過 24,000 位會展客商到不同社區遊覽及消費，藉以把會展的拉動效應輻射至社區，帶動本地社區經濟發展。

為引進更多對澳門經濟多元有利的投資項目，我們透過投資者“一站式”服務，為投資者在澳門落實項目時提供各方面的協助。另一方面，我們先後在杭州、成都、瀋陽、福州、廣州和武漢設立代表處，協助澳門企業開拓及發展內地市場，同時跟進中國內地企業在澳門的投資項目。



THE Macao Trade and Investment Promotion Institute (IPIM) celebrates its 25th anniversary in 2019, which is also the 70th anniversary of the founding of the People's Republic of China and the 20th anniversary of the establishment of Macao Special Administrative Region (SAR). Mrs Irene Va Kuan Lau, President of IPIM, talks to *Macao Image* about what the institute has been working on, and its future goals.

What are IPIM's major tasks in the endeavour to diversify Macao's economy?

The meetings, incentives, conventions and exhibitions (MICE) industry is one of the most important emerging industries for facilitating the moderate economic diversification of Macao. It could bear economic fruit in multiple areas: while the organisers and co-organisers of events

benefit from it, small and medium-sized enterprises (SMEs) can also explore local and overseas markets through participating in MICE events. Moreover, fostering the MICE industry could also drive the development of the upstream and downstream sectors of the MICE supply chain and the city's economy as a whole, including advertising, logistics, food and beverage, tourism, hospitality and other segments.

As at the end of 2018, a total of eight events and conventions held in Macao were recognised by UFI, the Global Association of the Exhibition Industry. In order to have more quality MICE events held in Macao, the “One-stop Service” for MICE Bidding and Support in Macao and other MICE subsidy schemes provided by IPIM helped the city attract 182 MICE events in the first half of 2019, including

澳門貿易投資促進局作為全面統籌本地會展業發展的專責部門，發展這個行業有哪些優先事項？

貿促局作為推動澳門會展業發展的部門，目前正推動會展業提質發展，積極競投更多國際性及專業會展項目來澳舉行，促進社區經濟。此外，為了進一步助力會展業界抓緊“一帶一路”建設“粵港澳大灣區”等重大發展機遇，聯合業界開展更多“一會展兩地”相關合作，即是把會展活動中的會議和展覽分別安排在不同大灣區城市舉辦，進一步發揮各自比較優勢，例如大灣區內地城市在辦展成本、物流安排及場地配套等較有優勢，澳門則具有制度優勢、國際化服務及完備硬件設施等。這將有助兩地開展更多不同題材、不同形式的項目合作，實現“以會帶展”、“以展帶會”，促進區內會展聯動合作。

展望未來，我們將繼續加強政策引導、優化資源投放、提升服務水平，鞏固並提升品牌項目的成效，爭取更多優質活動在澳門舉行，不斷提升行業的市場化、專業化、國際化程度。同時，會因應會展業的發展需要，適時作出適切的支援。

“推動會展業發展同時具有帶動相關上下游產業鏈以至澳門整體經濟的拉動效應。”

Fostering the MICE industry could also drive the development of the upstream and downstream sectors of the MICE supply chain and the city's economy as a whole.

126 meetings, 47 exhibitions and nine meetings-cum-exhibitions, 133 of which have already been held.

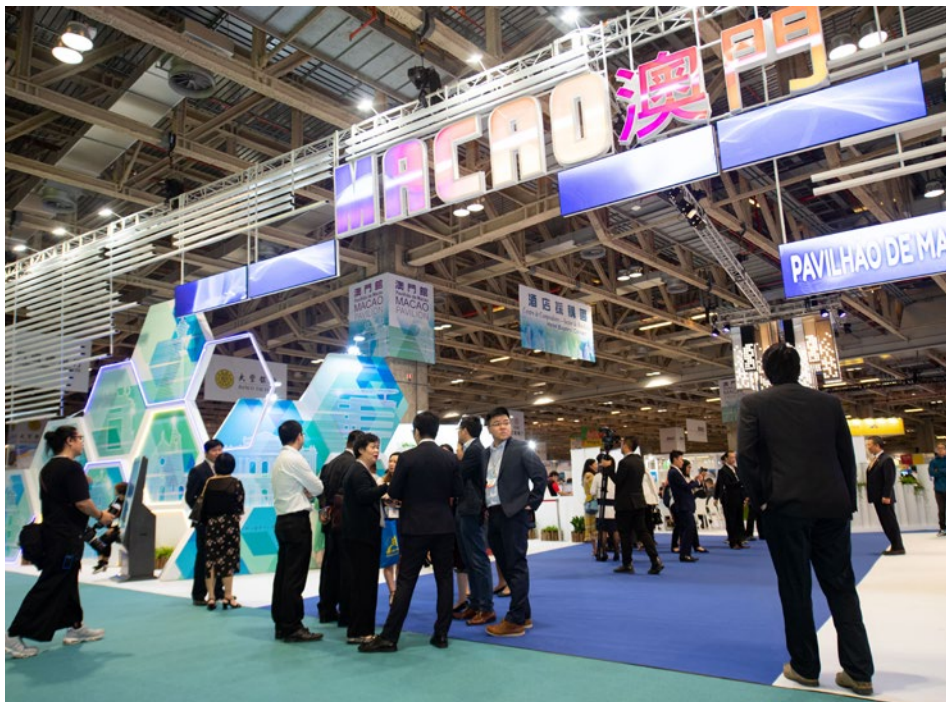
According to the city's Statistics and Census Service, average spending per visitor that participated in MICE events in Macao during the third quarter of this year was MOP4,319, which is 181 percent higher than the overall average spending of a tourist, at MOP1,532. Between January

and September 2019, IPIM led more than 24,000 exhibitors and visitors of MICE events to tour and spend in different neighbourhoods in Macao, so as to extend the economic benefits of MICE events to local neighbourhoods, thus boosting the community economy.

To attract more investment projects that are beneficial to Macao's moderate economic diversification, IPIM also provides the Investor's "One-stop Service", which gives all types of support so that investors can implement their projects in Macao. Additionally, IPIM has set up representative offices in the Mainland Chinese cities of Hangzhou, Chengdu, Shenyang, Fuzhou, Guangzhou and Wuhan, assisting Macao companies to explore the Mainland Chinese market while following-up with Macao projects by Mainland Chinese firms.

IPIM has been designated by the Macao SAR Government as the department responsible for nurturing the local MICE industry. What are your priorities in order to develop this industry?

As the department of the Macao SAR Government responsible for the development of Macao's MICE industry, IPIM is now carrying out work to enhance the quality of the industry and to attract more international and professional MICE events to Macao, thus facilitating the community's economy. Moreover, further helping the MICE industry to grasp the opportunities arising from the "Belt and Road" Initiative and the development of the Guangdong-Hong Kong-Macao Greater Bay Area, IPIM will work with the industry to start a co-operation model to support "one event in two places". This means different parts of a MICE event – a meeting and an exhibition – can be held in different cities in the Greater Bay Area, so as to play to the strengths of each city. For instance, the Greater Bay Area cities in Mainland China have advantages in terms of exhibition costs, logistics and access to venues, while Macao has an advantage



共有8個在澳門舉辦的展會獲國際展覽業協會(UFI)認可

A total of 8 events and conventions held in Macao have been recognised by the Global Association of the Exhibition Industry (UFI)

哪些元素讓澳門對國際會議和展覽帶來吸引力？

根據業界反映和我們所收集到的信息，在澳門舉辦會展活動的吸引點主要有3方面：硬件設施方面，澳門擁有世界級大型國際會議展覽場地，目前會展場地面積已超過19萬平方米，酒店客房數目逾38,800間，加上澳門罕有的旅遊休閒酒店群設計，會場與酒店是緊緊相連在一起，對於會展組織者而言，較容易作統籌安排。

軟件配套方面，本地會展接待能力的水平也正逐步與國際接軌，目前已具備舉辦大型國際會議的豐富經驗，可承辦數千甚至過萬人的大型會議活動。

會展客源方面，澳門依托“一中心、一平台”定位優勢，每年訪澳旅客達3千多萬人次，加上澳門與葡語國家有著緊密且廣泛的聯繫，結合歸僑、僑眷等資源優勢，可進一步連結歐盟、東盟以及“一帶一路”等國家，為會展組織者提供多樣化的會展客源市場，以提高活動的成效。

港珠澳大橋的開通對澳門發展會展業有何幫助？

隨著港珠澳大橋已於2018年10月正式通車以及有關配套服務的不斷完善，有助澳門加速融入粵港澳大灣區發展，也有利於區域間產業的多向合作。對澳門會展業而言，是機遇與挑戰並存的，因為鄰近地區在競合的過程中會不斷加快生產要素（人流、物流、資金流和信息流）的互相流通，這正可轉化為推動澳門會展業提質發展的新動能。

舉個例子，目前經港珠澳大橋從香

“貿促局目前正推動會展業提質發展，積極競投更多國際性及專業會展項目來澳舉行。”

IPIM is now carrying out work to enhance the quality of the industry and to attract more international and professional MICE events to Macao.



貿促局積極引導會展客商到不同社區遊覽及消費

IPIM regularly takes exhibitors and visitors of MICE events to tour and spend in different neighbourhoods in Macao

in terms of its economic system, the international standards of its services industry and all-round hardware. This co-operation model could help the two sides collaborate in MICE events in different topics and formats, but also contribute to the realisation of the strategy "exhibition in the conference" and "conference in the exhibition", thus encouraging the regional development of the MICE industry.

Looking forward, we shall continue to strengthen policy guidance, optimise resource allocation, improve service levels, and consolidate and enhance our brand promotion efforts, thus attracting more quality MICE events to Macao and enhancing the market-level professionalism of the local MICE industry and making it more international. IPIM will also provide suitable support in accordance with the development needs of the MICE sector.

What is it about Macao that attracts international meetings and exhibitions?

From the feedback of the industry and other opinions we have gathered, there are three major reasons for hosting a MICE event in Macao. The first is the hardware

facilities. Macao has many world-class MICE facilities for international events, with an aggregate 190,000 square metres of MICE space, as well as boasting over 38,800 hotel rooms. With the unique design of Macao hotels and resorts, in which MICE venues are linked to hotels, it is easier for MICE event organisers to make arrangements and coordinate their events while in the city.

The second is software, in which the MICE services in the city have gradually reached international standards. The city also has experience of hosting large-scale international meetings and can now host meetings of several thousand or even more than 10,000 participants.

The third is the source markets of MICE visitors. Leveraged its role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, and in the policy of developing into a World Centre of Tourism and Leisure, Macao receives 30-plus million visitors a year. With close and extensive connections with the Portuguese-speaking Countries, as well as the city's ties with returned overseas Chinese and their relatives, the city could further consolidate

港國際機場到澳門只需要大約 30 分鐘車程，為來澳參會參展的旅客、與會客商及專業觀眾等，提供了更便捷的方式和更新穎的體驗，有效發揮區域聯動效應，促進客源互引。故此，本局已於香港國際機場及港珠澳大橋澳門口岸設置服務點，為蒞澳參會的客商提供服務。另外，隨著澳門未來兩年亦陸續有大型酒店項目及會展配套設施落成，相信透過港珠澳大橋更有助區內開展更多會展項目合作。

有何計劃加強澳門的平台角色？

我們通過線上、線下一系列服務有序落實建設澳門“中葡平台”的“三個中心”，即“葡語國家食品集散中心”、“中葡經貿合作會展中心”和“中葡中小企業商貿服務中心”。

“中葡經貿合作會展中心”方面，我們在澳門的主要經貿展會中，加入更豐富的葡語國家元素，如“澳門國際貿易投資展覽會”(MIF)自 2016 年起邀請一個葡語國家及一個中國內地省市作為伙伴國和伙伴省，加強中國內地與葡語國

its relationships with the European Union, members of the Association of Southeast Asian Nations and the countries along the Belt and Road. These can all provide multiple diverse sources of visitors for MICE events held in Macao, thus ensuring the effectiveness of events in the city.

How can the opening of the Hong Kong-Zhuhai-Macao Bridge help Macao's MICE industry?

The opening of the bridge in October 2018 and the constant improvement of the bridge's services can help accelerate integration of Macao with the Guangdong-Hong Kong-Macao Greater Bay Area, as well as facilitate all-round industrial co-operation within the region. This brings challenges and opportunities for the Macao MICE industry. By boosting regional competition and collaboration, there will be more exchanges and flows of people, goods, capital and information, which should provide new momentum for

enhancing the quality development of the Macao MICE industry.

For instance, the travel time between Hong Kong International Airport and Macao is now only around 30 minutes, providing convenience and a brand-new experience for the general public, visiting professionals and entrepreneurs participating in MICE events in Macao. This can help create further synergies in the region and direct visitors to other cities and vice-versa. Thus, IPIM has set up service counters at Hong Kong International Airport and the Macao Port of the Hong Kong-Zhuhai-Macao Bridge in order to provide better services for visitors and entrepreneurs that participate in MICE events in the city. Moreover, with more hotel projects and MICE facilities to be completed in Macao in the next two years, IPIM believes that the Hong Kong-Zhuhai-Macao Bridge could advance more MICE collaboration projects in the region.

What are IPIM's contributions to strengthening Macao's platform role?

Via a series of online and offline services, IPIM tries to strengthen Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, as well as implement the Three Centres policy: the “Food Product Distribution Centre for Portuguese-speaking Countries”; the “Centre for Conventions and exhibitions for economic and trade co-operation between China and Portuguese-speaking Countries”; and the “Commercial and Trade Service Centre for SMEs between China and Portuguese-speaking Countries”.

Concerning the “Centre for Conventions and Exhibitions for Economic and Trade Co-operation between China and Portuguese-speaking Countries”, IPIM has introduced more elements of Portuguese-speaking Countries at some of the major trade shows held in the city. For instance, the Macao International Trade and Investment Fair (MIF) has picked one Portuguese-speaking country and one Mainland Chinese province to become the event's



2019年上半年貿促局引進了182個會展項目
Macao attracted 182 MICE events in the first half of 2019, introduced by IPIM

家的經貿交流。此外，全球唯一專門展示葡語國家特色產品的展覽——“葡語國家產品及服務展”（PLPEX）於2017年起在澳門與MIF同場舉行。

“中葡中小企業商貿服務中心”方面，本局定期組織葡語國家經貿考察活動，包括由2005年開始，每年組織以澳門企業家為主的代表團參與在8個葡語國家輪值舉行的“中國與葡語國家企業經貿合作洽談會”。另一方面，本局持續組織葡語國家企業代表到內地不同城市進行考察交流，還提供“中葡商貿導航”服務，為葡語國家企業開拓中國內地市場，以及中國內地和澳門有意開拓葡語國家業務的企業，提供硬件設施、商貿諮詢、商務轉介、商務洽談配對等搭橋鋪路的支援服務。截至2019年11月底，該服務已累計收到超過301個個案，涉及貿易、金融及建築等不同行業。

“葡語國家食品集散中心”方面，我們在線上設立“中國—葡語國家經貿合作及人才信息網”，為中葡企業及中葡雙語人才提供合作與交流互動的信息共享平台。在線下，於澳門設立了“葡語國家食品展示中心”，展出超過1,600件葡語國家食品，以及設有6個葡語國家食品展示點；中國內地方面，目前在重慶、江門、上海、貴陽等地設置了21個“葡語國家食品展示點”。

澳門如何成為葡語國家企業進入中國內地市場的橋樑？

除了透過上述系列措施促進澳門作為“中葡平台”的角色外，值得一提的是，澳門在中葡雙語翻譯、法律、會計及商業諮詢對接等層面具備獨特的優勢。同時，在“一國兩制”的制度下，澳門長期以來與中國內地市場緊密聯繫，可以為助力葡語國家企業在赴澳門及中國內地投資或開拓市場。

《粵港澳大灣區發展規劃綱要》明確澳門的定位為：建設世界旅遊休閒中心、中國與葡語國家商貿合作服務平台，促進經濟適度多元發展，打造以中華文化為主流、多元文化共存的交流合作基地。事實上，澳門可致力透過精準聯繫中國內地與葡語國家、歐盟的作用，結合“+澳門”的理念，構建3條經貿合作路徑，其一：中國內地-澳門-葡國-歐盟；其二，中國內地-澳門-巴西-



中國內地設立葡語國家食品展示中心

Display locations for the Portuguese-speaking Countries food products have been set up in Mainland China

partner country and partner province every year since 2016, so as to facilitate economic and trade exchanges between the two sides. Also, the Portuguese-speaking Countries Products and Services Exhibition (Macao) (PLPEX), the world's only fair showcasing unique products from the Lusophone world, has been held concurrently with MIF since 2017.

Concerning the “Commercial and Trade Service Centre for SMEs between China and Portuguese-speaking Countries”, IPIM regularly organises economic and trade visits to Portuguese-speaking Countries. Since 2005, it has also co-ordinated a delegation of Macao entrepreneurs to participate in the annual “Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries”. The meeting is held in one of the eight Portuguese-speaking Countries in rotation, every year.

On top of that, IPIM continues to arrange visits to different Mainland Chinese cities

for companies from Portuguese-speaking Countries. IPIM also provides the “China-PSC Business Compass service” – including support like hardware facilities, business consulting, business referrals, business matching – to help enterprises in the Portuguese-speaking Countries explore the Mainland Chinese market and assist companies in Mainland China and Macao venture into the Lusophone market. As of November 2019, a total of 301 projects had registered with this service, in the areas of trade, finance, construction and others.


Concerning the “Food Product Distribution Centre for Portuguese-speaking Countries”, IPIM has set up the Economic and Trade Co-operation and Human Resources Portal between China and Portuguese-speaking Countries, which is an online information-sharing platform for co-operation and exchanges for companies in China and Portuguese-speaking Countries as well as for professionals bilingual in the Chinese and

拉丁美洲；其三，中國內地—澳門—莫桑比克及安哥拉—非洲。這樣可協助中國內地企業“走出去”的同時，協助中國內地省市把葡語國家企業“引進來”，助力國家的多邊貿易交往。

粵港澳大灣區發展對澳門企業帶來哪些機遇？

大灣區城市各有特點和優勢，澳門企業需要根據各城市的特點，發揮澳門專業服務優勢，包括翻譯、特色金融及商務服務等。此外，貿促局將開展多項支持本地企業到大灣區拓展業務的相關措施，包括在貿促局主辦或承辦的多個本澳大型會展活動上，注入更多大灣區元素，同時，透過組織本澳企業到大灣區參加會展活動，助力它們擴大市場網絡，拓展業務合作。

另一方面，為便利澳門企業到大灣區投資開業，貿促局於2019年3月推出“粵港澳大灣區九市商事登記便利服務”，首階段服務城市包括佛山、惠州、東莞、中山、江門及肇慶，並透過貿促局廣州代表處做好牽線搭橋、在地支援等工作，協助企業投資項目在大灣區進一步開展。

自2012年起，貿促局便與廣東省商務廳合作，組織澳門企業家往廣東省城市商務交流。在既有的合作基礎上，我們將持續助力澳企汲取中國內地企業成功發展的經驗，擴展營商視野，探索業務合作商機。 

“澳門在中葡雙語翻譯、法律、會計及商業諮詢對接等層面具備獨特的優勢。”

Macao has unique advantages in several professional areas, including translation services for the Chinese and Portuguese languages, legal and accounting services, and business consultancy and matching.

Portuguese languages. For offline services, IPIM has set up the Portuguese-speaking Countries Food Products Exhibition Centre in Macao, showcasing over 1,600 types of food products from Portuguese-speaking Countries, as well as 6 display locations across the city. In Mainland China, a total of 21 display locations for the Portuguese-speaking Countries food products have been set up in Chongqing, Jiangmen, Shanghai, Guiyang and other cities.

How can Macao serve as a bridge for enterprises in the Portuguese-speaking Countries to reach the Mainland Chinese market?

Macao has unique advantages in several professional areas, including translation services for the Chinese and Portuguese languages, legal and accounting services, and business consultancy and matching. Under the “One country, two systems” principle, Macao has close ties with the Mainland Chinese market, which can assist companies in the Portuguese-speaking Countries to invest in and explore the markets of Mainland China and Macao.

The “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area” also confirms the city’s position as a World Centre of Tourism and Leisure and as a Commercial and Trade Co-operation Services Platform between China and Portuguese-speaking Countries, in order to promote the moderate diversification of the city’s economy. It also encourages Macao to develop into a base for exchanges and co-operation, with Chinese culture as the mainstream, co-existing with a diversity of cultures.

In fact, via facilitating exchanges between Mainland China and Portuguese-speaking Countries and the European Union (EU), as well as leveraging the concept of “+Macao”, the city can strive to build three economic and trade co-operation paths that could help Mainland Chinese companies in their efforts to go overseas and help Mainland Chinese provinces/cities to attract enterprises in the Lusophone world, thus facilitating

multilateral exchanges. The three paths are: Mainland China-Macao-Portugal-EU; Mainland China-Macao-Brazil-Latin America; and Mainland China-Macao-Mozambique and Angola-Africa.

What opportunities for Macao enterprises can the development of the Greater Bay Area bring?

As each city in the Greater Bay Area has its unique characteristics and advantages, Macao enterprises have to find ways to collaborate based on the uniqueness of each Greater Bay Area city, leveraging on the advantages of professional services in Macao, including translation, specialist finance and commercial services. Moreover, IPIM will launch a number of measures to support Macao companies in developing the market in the Greater Bay Area. For instance, there will be more elements of the Greater Bay Area in the large-scale Macao MICE events organised or co-organised by IPIM. IPIM will also arrange for Macao firms to participate in events and conventions held in the Greater Bay Area, so as to help local firms expand their business networks and look for fresh co-operation opportunities.

Also to provide convenience for Macao firms to start businesses in the Greater Bay Area, IPIM launched in March 2019 the Facilitation Services for Commercial Registration in Nine Cities of the Guangdong-Hong Kong-Macao Greater Bay Area, with the service available in Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in the first stage. IPIM’s Guangzhou representative office will also consolidate its support services to advance projects by Macao in the Greater Bay Area.

Since 2012 IPIM has collaborated with the Department of Commerce of Guangdong to arrange for Macao entrepreneurs to visit and initiate commercial exchanges with the province. Based on this existing co-operation mechanism, IPIM will continue to help Macao learn from the successful experiences of Mainland Chinese enterprises, to broaden their business horizons and look for new business opportunities. 



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上一期 No. 74 (Previous Issue)	澳門幣/ 美元 MOP / US\$
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葡語國家食品資料庫

BASE DE DADOS DOS PRODUTOS ALIMENTARES DOS PAÍSES DE LÍNGUA PORTUGUESA

- ▶ 葡語國家食品資料、供應商資料及聯絡方式
Informação dos Produtos Alimentares dos Países de Língua Portuguesa, Informação e contacto dos fornecedores
- ▶ 商務洽談
Bolsas de contacto, negociações comerciais
- ▶ 線上貿易
Transacção online
- ▶ 一站直達目標
Alcançando os seus objectivos numa agência única

葡語國家食品商機 一網直達

Oportunidade de Negócio dos Produtos Alimentares dos Países de Língua Portuguesa. Encontradas numa só rede.



中國-葡語國家經貿合作及人才信息網

PORTAL PARA A COOPERAÇÃO NA ÁREA ECONÓMICA, COMERCIAL E DE RECURSOS HUMANOS ENTRE A CHINA E OS PAÍSES DE LÍNGUA PORTUGUESA

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主辦單位：
Entidades Organizadoras：

中華人民共和國商務部
Ministério do Comércio da
República Popular da China

澳門特別行政區政府經濟財政司
Secretaria para a Economia e
Finanças da RAEM

承辦單位：
Entidade Coordenadora：

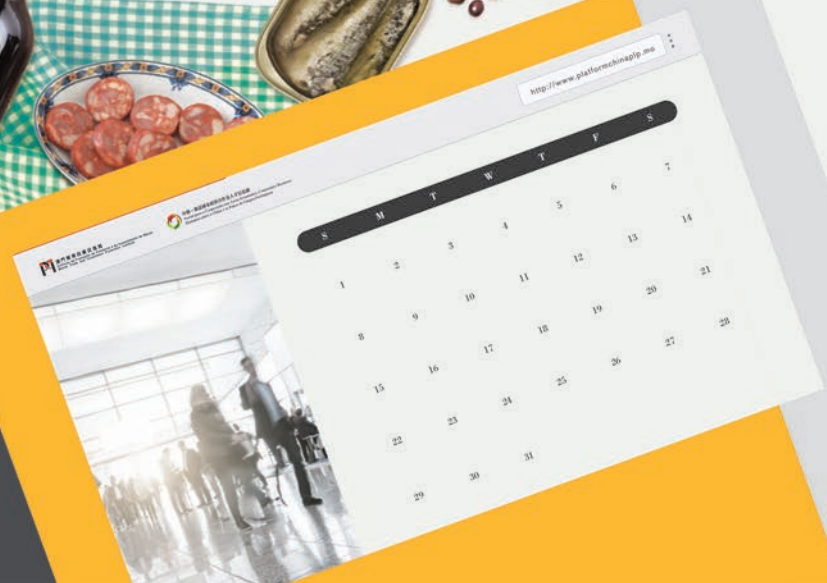
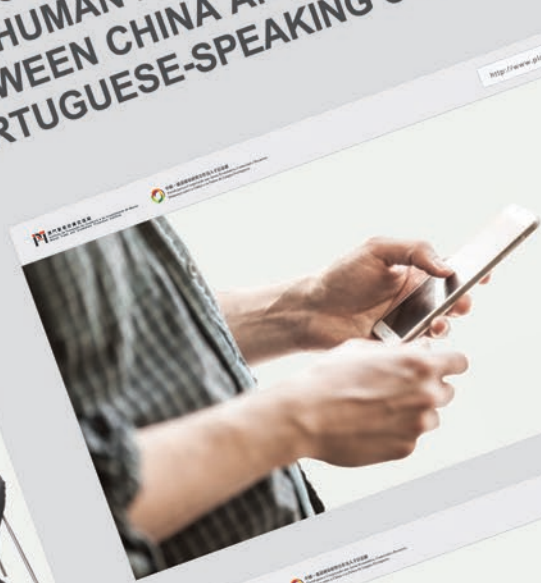

澳門貿易投資推廣局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute





中國-葡語國家經貿
合作及人才信息網
ECONOMIC & TRADE CO-OPERATION
AND HUMAN RESOURCES PORTAL
BETWEEN CHINA AND
PORTUGUESE-SPEAKING COUNTRIES

- 葡語國家食品資料庫
PORTUGUESE-SPEAKING COUNTRIES
FOOD PRODUCTS DATABASE
- 中葡雙語人材資料庫
CHINESE-PORTUGUESE BILINGUAL
PERSONNEL DATABASE
- 專業服務供應商
PROFESSIONAL SERVICE PROVIDERS
- 會展資訊
CONVENTION AND
EXHIBITION INFORMATION
- 經貿信息
ECONOMIC AND TRADE INFORMATION
- 法規資訊
INFORMATION ON LEGISLATIONS



主辦單位：
Organisers:

中華人民共和國商務部
Ministry of Commerce of
the People's Republic of China

澳門特別行政區政府經濟財政司
Secretariat for Economy and Finance
of the Macao SAR Government

承辦單位：
Co-ordinator:



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
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