

澳門經貿

MACAO IMAGE 貿



融入大灣區發展 澳門機場迎新機遇
Macau airport takes off with Greater Bay Area region



大灣區規劃綱要出台
澳門作為核心引擎發
揮支撐引領作用

**GREATER BAY AREA
PLAN LISTS MACAO
AS CORE ENGINE FOR
REGIONAL GROWTH**

澳門穩步邁向智慧城市——馬志毅博士
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smart city status: Ma Chi Ngai

2019MIECF圓滿舉行成果豐碩
2019MIECF crowned
a success





第二十四屆澳門國際貿易投資展覽會

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中央政府 2019 年 2 月公佈的《粵港澳大灣區發展規劃綱要》是今期《澳門經貿之窗》探討的主要領域。《綱要》確定了大灣區發展的戰略地位、發展目標和空間佈局。澳門與香港、廣州和深圳攜手將大灣區打造成國際科技創新中心及新興產業重要策源地；協力為絲綢之路經濟帶和 21 世紀海上絲綢之路的對接融匯提供支持。

行政長官崔世安表示，澳門特區將積極參與灣區建設並發揮關鍵作用。將為科學技術領域的成長注入動力；推進「廣州—深圳—香港—澳門」科技創新走廊建設，鼓勵本地教育機構加大科技創新力度。澳門將配合「一帶一路」倡議，融入大灣區，加強與「一帶一路」沿綫國家，特別是葡語國家的合作，共同努力把粵港澳大灣區打造成「一帶一路」的重要支撐區。

為配合《綱要》規劃，澳門國際機場擴建工程正進行得如火如荼。澳門國際機場專營股份有限公司向本刊表示，機場旅客量持續攀升，旅客人數由 2012 年的 449 萬人次增長至 2018 年的 826 萬人次。機場專營公司計劃完善服務和基礎設施，推動發展整體規劃，未來將開發公務機業務。

本期《澳門經貿之窗》專訪科學技術發展基金主席馬志毅。馬先生分享了澳門「智慧城市」的未來藍圖，以及當局為改善交通、醫療和教育所付出的努力。

本期《澳門經貿之窗》也介紹 2019 年上半年於澳門舉辦的多項大型活動，包括「2019 年澳門國際環保合作發展論壇及展覽」（2019MIECF）、「第十屆國際基礎設施投資與建設高峰論壇」（IIICF）和「齊齊葡—葡語國家及澳門產品特色市集」等。其中，MIECF 和 IIICF 均凸顯了可持續發展的關鍵之處。2019MIECF 以「構建生態文明 推進綠色發展」為主題，共舉辦了 8 場綠色論壇及 1 場主題演講嘉賓特別環節，重點推廣環境可持續性的重要性。

IIICF 邁入第十個年頭，今年以「促進國際基礎設施高質量和可持續發展」為主題。同時，活動除正式成立「國際基礎設施投資與建設高峰論壇指導委員會」及「內地澳門『一帶一路』工商專業委員會」，還舉辦主題論壇，聚焦「追求高質量和可持續基礎設施—從目標到現實」。「齊齊葡—葡語國家及澳門產品特色市集」吸引了不少商戶的再度參與，並認為市集能夠有效地協助他們推廣商品和探索新商機。

《澳門經貿之窗》亦有幸採訪了一家屢獲殊榮的本地設計公司。該公司希望藉產品打響澳門設計的名聲。我們還與一位創業家進行了交流，乘著新興新媒體浪潮，這位年輕人借微信平台推動網上零售業務的發展。■

In this issue of *Macao Image*, we examine the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, which was unveiled by the Chinese authorities in February 2019. This plan defines the strategic positions, development objectives and spatial layouts of the Greater Bay Area. Macao, together with Hong Kong, Guangzhou and Shenzhen will drive the transformation of the Greater Bay Area into a global technology innovation hub; an important source of emerging industries; and support the convergence of the Silk Road Economic Belt and the 21st Century Maritime Silk Road.

Macao Chief Executive Chui Sai On said the Macao SAR will play a crucial role in driving the Greater Bay Area region forward by stepping up efforts to support the growth of the science and technology sectors; building the “Guangzhou-Shenzhen-Hong Kong-Macao innovation and technology corridor” and encouraging local educational institutions to strengthen their efforts in the areas of science and technology. Macao will also contribute to the “Belt and Road” initiative while integrating itself with the Greater Bay Area. By improving collaboration with other Belt and Road countries and places, especially Portuguese-speaking Countries, Macao and other Greater Bay Area cities will strive to turn the Greater Bay Area into a key pillar for “Belt and Road” development.

Expansion plans for the Macau International Airport are also underway in accordance with the Outline Development Plan. The Macau International Airport Co., Ltd (CAM) tells *Macao Image* that with passenger traffic continuing to rise with 8.26 million passengers in 2018 (up from just 4.49 million in 2012), it plans to improve its services and infrastructure, push ahead with its development master plan and explore business jet services in future.

This issue of *Macao Image* also features an exclusive interview with Ma Chi Ngai, President of the Science and Technology Development Fund (FDCT). Mr Ma reveals the future of Macao as a smart city and efforts being made to improve traffic, medical care and education.

This issue of *Macao Image* also gains insights into several major Macao events that took place during the first half of 2019, such as the Macao International Environmental Co-operation Forum and Exhibition (2019MIECF); the 10th International Infrastructure Investment and Construction Forum (IIICF) and ‘Let’s Hang Out’ Bazaar. Two of these events, MIECF and IIICF highlighted the importance of sustainability. Themed “Promoting Ecological Civilization and Green Development”, 2019MIECF featured eight Green Forums and one keynote speaker special session highlighting the importance of environmental sustainability.

This year also marked the 10th Anniversary of IIICF, which was themed “Promoting Quality and Sustainable Development of International Infrastructure”. The event welcomed the official launch of the IIICF Steering Committee and the Mainland China-Macao Belt and Road Business and Professional Services Council and its keynote forum focused on “Pursuing for Quality and Sustainable Infrastructure - from Goals to Practice”. The Portuguese-speaking Countries and Macao Products Bazaar known as ‘Let’s Hang Out’ attracted many return exhibitors, who are pleased with the way in which the bazaar successfully helps them promote their products and explore new business opportunities.

Macao Image also meets an award-winning local design firm with the ambition to make a name for Macao through its designer products. We also meet a young entrepreneur who is riding the wave of emerging new media to drive online retailing through WeChat. ■

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出版 Published by

澳門貿易投資促進局

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撰稿、攝影與設計

Content, Photographs and Design by

天悟出版及顧問有限公司 TEAM Publishing & Consultancy Ltd

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發行人

Print Run

4,000本

4,000 copies

承印 Printed by

華輝印刷有限公司 Tipografia Welfare Lda.

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澳門特區政府與中國銀行 簽署協議融入粵港澳大灣 區建設

澳門特區政府與中國銀行股份有限公司於 2019 年 4 月簽署協議，雙方同意就粵港澳大灣區建設加強合作，共謀發展。

澳門特區行政長官崔世安、中國銀行股份有限公司董事長陳四清代表雙方簽署協議。

根據協議，在中國銀行大灣區所屬金融機構範圍以及其 500 多家海外機構，澳門居民均可以澳門居民身份證作為開戶、辦卡、登記和交易的合法憑證。此外，中國銀行將為澳門企業搭建跨境資金池，打通粵港澳的資金通道。

中國銀行「公司金融特色融資平台」也於 4 月在澳門正式揭牌，旨在服務來自葡語系國家、粵港澳大灣區以及「一帶一路」沿線地區的企業。

Macao SAR Government, Bank of China sign deal eyeing Greater Bay Area



澳門特區行政長官崔世安（圖右）、中國銀行股份有限公司董事長陳四清（圖左）代表雙方簽署合作協議
Macao's Chief Executive Chui Sai On (right) and BOC's Chairman Chen Siqing (left) signed the co-operation agreement

The Macao SAR Government and the Bank of China (BOC) signed in April 2019 an agreement to actively participate in the development of the Guangdong-Hong Kong-Macao Greater Bay Area. The agreement was signed by Macao's Chief Executive Chui Sai On and BOC's Chairman Chen Siqing.

Under the agreement, Macao residents are now entitled to use their Macao identity cards as legal documents for opening accounts, applying for bank cards, registering and trading when using a range of services provided by financial institutions affiliated to BOC in the Greater Bay Area, and

in its more than 500 branch offices overseas. BOC will also provide Macao companies with integrated treasury management and cross-border payments, opening up channels for the circulation of capital between Guangdong, Hong Kong and Macao.

BOC also launched in April in Macao a corporate financing platform branded "Global Advanced Corporate Finance Centre", aimed at serving companies from Portuguese-speaking Countries, as well as enterprises from the Greater Bay Area and places covered by the "Belt and Road" initiative.

澳門獲得UFI 2020年度 亞太區會議主辦權

2020 年度「國際展覽業協會」(UFI) 亞太區會議將於明年的 3 月 3 日至 6 日在澳門舉行，亦是澳門第二次獲得此會議的主辦權。過去十四年，UFI 亞太區會議曾於亞洲不同的地方舉行，是展覽業界最重要的年度盛事之一。

澳門貿易投資促進局攜手本地會展業界競投 2020 年度 UFI 亞太區會議主辦權。貿促局稱，主辦方選擇會議再度落戶澳門是基於多個考量，特別是澳門在過去十年來會議展覽業的提質發展。

UFI 亞太區分部經理科克倫 (Mark Cochrane) 稱，主辦方為明年赴澳感到興奮，會議參與者屆時亦可親自體驗港珠澳大橋的影響力。

Macao to host UFI Asia-Pacific Conference 2020

The 2020 edition of the UFI Asia-Pacific Conference will be held in Macao from 3 to 6 March next year, in what would be the second time for the city to host this event. Over the past 14 years, the UFI Asia-Pacific Conference – an annual event held in different regions across Asia – has become one of the exhibition industry's most important gatherings.

The Macao Trade and Investment Promotion Institute (IPIM) collaborated with the city's meetings, incentives, conventions and exhibitions (MICE) sector in preparing the bid to host the UFI Asia-Pacific Conference 2020. According to IPIM, the conference organiser chose Macao for several reasons, in particular the qualitative development of the city's MICE industry over the last decade.



自 2008 年後，澳門再次獲得 UFI 亞太區會議主辦權
The UFI Asia-Pacific Conference will be held in Macao for the second time since 2008

"We are excited about the opportunity to go to Macao next year. Everyone attending the conference will be able to experience first-hand

the impact the new Hong Kong-Zhuhai-Macao Bridge is having," said Mark Cochrane, UFI Regional Manager Asia-Pacific.

澳門新融資租賃法律 助行業拓展業務

為積極發展特色金融產業，推動融資租賃業務發展，特區政府訂定的《融資租賃公司法律制度》及《融資租賃稅務優惠制度》自2019年4月生效。新制度旨在吸引更多來自中國內地及海外的融資租賃公司在澳門拓展業務。

在新制度的實施下，融資租賃公司重新定義為非信貸的金融機構，所受的規管更符合實際的發展需要。

按新法要求，融資租賃公司的資本要求由3千萬澳門元降至1千萬澳門元（約合120萬美元）。新法也允許在澳門經營的銀行或融資租賃公司設立單純持有及管理單項融資租賃項目的融資租賃項目子公司。

New regulation to foster Macao's financial leasing business

The Macao SAR Government introduced in April 2019 the revised "Law on Financial Leasing" and the "Tax Incentive Regime for Financial Leasing" in order to develop Macao's featured financial industry and to promote the development of the city's financial leasing business in a pro-active manner. The new legislation aims to attract more financial leasing companies from Mainland China and abroad to develop their business activities in Macao.

Under the new regime, financial leasing companies are now considered financial institutions and are no longer regarded as credit institutions. As such, these companies remain subject to financial supervision, but less stringent than that exercised over credit institutions.

The minimum capital requirement of financial leasing companies has been reduced to MOP10 million (US\$1.2 million) from MOP30 million. The threshold for what constitutes an administrative body has also been lowered. According to the new regime, only banks and financial leasing companies that are authorised to carry out business in Macao can hold subsidiaries for financial leasing in the city.



貿促局舉辦「粵澳跨境商事登記便利服務宣講會」，向本地企業介紹服務內容
IPIM organised a briefing session to introduce the new service to Macao companies

貿促局增設粵港澳大灣區城市商事登記便利服務

澳門貿易投資促進局為有意在粵港澳大灣區內，廣東省九個城市中開業投資的澳門企業增設了商事登記便利服務。

作為粵港澳大灣區的一員，澳門將進一步融入國家發展大局。為此，貿促局與廣東省市場監督管理局簽署了合作協議，共同推進澳門投資者辦理廣東省九個城市

的商事登記便利化工作。

粵港澳大灣區由廣東省內九個城市，以及香港特別行政區和澳門特別行政區組成。此九個城市分別為廣州、深圳、珠海、佛山、惠州、東莞、中山、江門及肇慶。據2017年統計，大灣區覆蓋的土地總面積為55,904平方公里，人口達6,857萬。

IPIM launched facilitation services for commercial registration in Greater Bay Area cities

The Macao Trade and Investment Promotion Institute (IPIM) has launched a service to help Macao enterprises register and invest in the nine cities of Guangdong Province in the Guangdong-Hong Kong-Macao Greater Bay Area.

Macao – as a core city of the Greater Bay Area development – is committed to the efforts to accommodate the city-cluster initiative and to participate further in national development strategies. In pursuing such efforts, IPIM signed a co-operation agreement with Guangdong Province's Administration for Market Regulation

in order to facilitate the commercial registration of Macao enterprises in the nine cities of Guangdong covered by the national development strategy.

The Greater Bay Area is a city cluster formed by nine cities in Guangdong Province – namely Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing – plus the two Special Administrative Regions, Hong Kong and Macao. It covers a geographical area of 55,904 square kilometres and has a population of 68.57 million as estimated in 2017.



融入大灣區發展 澳門機場迎新機遇 Macau airport takes off with Greater Bay Area region

藉著澳門作為「世界旅遊休閒中心」的定位，澳門國際機場充分利用相關的政策優勢，深度擴展澳門的航空網絡，機場旅客人數近年亦屢創新高。隨著《粵港澳大灣區發展規劃綱要》(以下簡稱:《綱要》)於2019年2月出台，澳門機場將持續優化軟硬件配套以及推動擴建規劃，把握公務機旅遊發展等機遇。

機場客運人數屢創新高

據澳門國際機場專營股份有限公司提供的數據顯示，自2012年起，澳門機場旅客量每年均錄得增長，旅客人數由2012年的449.1萬人次增長至2018年的826.1萬人次，增幅近84%；航班升降架次亦由2011年起每年錄得增長，由3.89萬架次增長至2018年的6.58萬架次，增幅達69.1%。

為應對日益增長的旅客量，機場專營

AS Macao positions itself as a World Centre of Tourism and Leisure, the Macao International Airport is taking advantage of national development policies and measures to expand the city's aviation network. Passenger traffic at the airport continues to break new records too. In accordance with the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area launched in February 2019, the Macao airport will continuously improve its services and infrastructure, push ahead with its development master plan and explore business jet services in future.

Airport traffic sets new records

According to statistics from the Macau International Airport Co., Ltd (CAM), passenger airport traffic has increased



826萬人次

2018年澳門國際機場旅客人數

8.26 million

Passenger traffic at the Macau International Airport in 2018

annually since 2012, with the number of passengers growing nearly 84 percent to 8.261 million in 2018 from 4.491 million in 2012. The number of aircraft movements has also risen since 2011, with the number of movements surging 69.1 percent to 65,800



澳門機場2018年旅客量錄得826.1萬人次
The Macao airport handled 8.261 million passengers in 2018

公司回覆本刊查詢時稱，近年澳門機場規劃及完成了多項擴建工程，包括 2018 年初完工的客運大樓北面擴建工程，新增客運大樓面積約 14,000 平方米，登機橋數量亦增至 5 條，令客運大樓的整體接待容量由每年 600 萬旅客人次提升至每年 780 萬旅客人次；同時，機場於 2018 年初亦完成了東機坪優化工程，使整體停機位數量由 24 個增加至 40 個。

逐步落實發展規劃

為推動機場可持續發展，機場專營公司指出，未來計劃開展南面客運大樓擴建工程，將新增面積約 5,700 平方米，增加客運大樓的旅客候機空間、辦公室、商業餐飲區及貴賓室等設施，並新建 3 條登機橋，有關工程落成後，將提升客運大樓的整體接待容量至每年 1,000 萬旅客人次。機場專營公司亦將持續優化南機坪，增加



65,800

2018 年機場航班升降架次
Number of aircraft movements
in 2018

in 2018 from about 38,900 in 2011.

In the face of this constant growth in traffic, CAM informed *Macao Image* that a number of extension and optimisation projects have been completed or are underway at the Macao airport. This includes the north

extension of the passenger terminal which was completed in 2018. The expansion offers additional floor space of 14,000 square metres to the passenger terminal and increases the number of loading bridges to five, which now allows for an annual passenger capacity of 7.8 million compared to six million before the expansion.

The east apron optimisation project at the airport was also completed in early 2018, boosting the number of aircraft parking slots from 24 to 40.

Expansion plans underway

To ensure sustainable development of the airport, CAM said it was planning the extension project of the south passenger terminal building. This will bring an additional floor space of 5,700 square metres



澳門機場專營公司持續增加停機位數量
The operator of the Macao airport has been increasing the number of aircraft parking slots

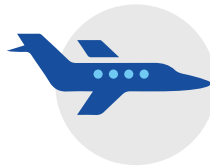
停機位數量，以及將現有停機位優化成多功能機位。

此外，為配合本澳航空網絡融入大灣區發展，以及不斷增長的航空運輸需求，澳門民航局自 2010 年起啟動編制《澳門國際機場整體發展規劃》。當局今年初曾表示，《機場發展規劃》不斷因應技術意見、整體設計、旅客需求量等作出調整，亦考慮港珠澳大橋開通及區域發展等因素，2018 年底已完成技術修改，於 2 月再次提交中央政府審批。

優化大灣區航空資源

事實上，澳門機場擴建在區域發展中發揮相當重要的作用。今年初出台的《粵港澳大灣區發展規劃綱要》提到要在區內建設世界級機場群，推進大灣區機場錯位發展和良性互動，加強空域協調和空管協作，優化調整空域結構，提高空域資源使用效率，提升空管保障能力，並支持澳門機場改擴建。

機場專營公司指出，機場將根據《綱要》的指引，積極完善港珠澳大橋、澳門碼頭、輕軌及陸路口岸與機場之間的交通配套，提供交通樞紐間的無縫連接，從而構建相互連通的交通網絡，給旅客提供便捷的出行選擇，並充分利用港珠澳大橋，強化粵港澳之間的物流運輸，促進澳門物



3,274

2018 年公務機起降架次
Number of business
jet movements in 2018

to the building, including expanded the waiting area, office area, dining area and VIP guest facilities of the building. Three loading bridges will also be added to the airport, which will boost annual passenger capacity to 10 million.

The airport operator added it would also continue to optimise the south apron by increasing the number of aircraft parking slots at the airport and transforming some existing slots into multi-functional ones to accommodate different aircrafts.

Additionally, in response to the integration of Macao's aviation network with

the rest of the Greater Bay Area region and rising aviation demand, the Civil Aviation Authority of Macau began drafting the Macao International Airport Master Plan as early as in 2010.

The airport authority said earlier this year that the Master Plan has undergone a number of changes based on advice received regarding the airport's technical aspects and design; passenger demand; the new Hong Kong-Zhuhai-Macao Bridge and regional development. Technical changes to the Master Plan were completed in the end of 2018 and the administration submitted in February the finalised plan to the Central Government for approval, according to the airport authority.

Optimising airspace in the Greater Bay Area

The expansion of the Macao airport plays an important role with regard to integrating regional development. The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, released earlier this year, proposes to develop a world-class airport cluster for the region. This new airport cluster would ensure staggered development and better interaction between airports within the Greater Bay Area, strengthening airspace coordination and air traffic management, optimising airspace, increasing the efficiency of airspace resources as well as air traffic management. The Outline Development Plan also said the Central Government supports the reconstruction and expansion of the Macao airport.

In accordance with the guidance laid down in the Outline Development Plan, CAM said it would actively improve the flow of traffic between the airport and the Hong Kong-Zhuhai-Macao Bridge, ferry terminals, the Light Rapid Transit railway and the land crossings in Macao. The aim is to provide seamless connection between different transportation infrastructures and build an interconnected transportation network for the convenience of travellers.

The company stated it would also make good use of the Hong Kong-Zhuhai-Macao Bridge



2018年底澳門機場引入了一家新的公務機固定基地運營商
A new fixed based operator was introduced at the airport in 2018

流業和澳門機場貨運發展；其次，利用大數據及創新科技，加快機場虛擬化建設，提高服務效率及水平；引入 A-CDM 機場協同決策系統，利用空域資訊互聯互通，實現協同決策。

公務機旅遊發展機遇

《綱要》亦提到支持澳門機場發展區域公務機業務。據機場專營公司介紹，機場目前有兩個公務機專用機庫，15 個公務機專用停機位，以及 3 家以澳門為基地的商務航空公司。因應本澳綜合休閒娛樂的發展，不少娛樂機構和私人公司也擁有私人飛機，所以在過去三年公務機起降架次亦穩步增長，由 2016 年的 2,731 架次提升到 2018 年的 3,274 架次，增幅約 20%。

機場專營公司強調，未來希望與業界共同開發公務機旅遊模式，把公務機與高端旅遊作深度連接，而機場一直遵循澳門特區政府提出的市場開放原則，逐步引入多元化、高品質的服務提供者，為市場提供多元化的優質航空服務。澳門機場早前開放了固定運營基地（FBO）服務經營權，在原有經營者澳門商務航空中心的基礎上，2018 年底引入 TAG 航空 FBO，令澳門機場成為大中華地區首家運營多家 FBO 的機場，為客戶以及公務機運營者提供多樣、專業的選擇。✎

to strengthen logistics between Guangdong province, Hong Kong and Macao. This would stimulate the development of the Macao logistic industry and the cargo transportation of the Macao airport in the long run, it added.

The airport operator said it would also utilise big data and innovative technology to accelerate the virtual development of the airport and to enhance the efficiency and quality of airport services. The operator will also introduce the Airport Collaborative Decision Making (A-CDM) system to improve the exchange of airspace information and decision-making with other airports.

Opportunity to expand business jet services

The Outline Development Plan also notes Beijing would support the development of the airport's business jet segment. According to CAM, there are currently two hangars for business aircraft, 15 parking slots for business jets and three Macao-based airlines running business jet services at the airport.

With the growth of Macao's integrated leisure and entertainment in recent years, CAM said many entertainment

conglomerates and private companies have their own business jets, which has led to a steady increase in business jet movements over the past three years. The number of movements rose from 2,731 in 2016 to 3,274 in 2018, a 20 percent increase.

The airport operator stressed that it endeavours to work with the tourism industry to explore possible ways for developing business jet tourism in Macao so as to link business jet services to high-end tourism. The airport said it has been following the open market policy established by the Macao SAR Government, which aims to introduce a diverse range of quality service providers to cater for a wide range of quality aviation services.

The Macao airport has recently ended the monopoly of the fixed based operator (FBO) concession and introduced in 2018 a new FBO operator – TAG Aviation (Macao), which, together with the existing operator – Macao Business Aviation Centre – turned the Macao airport into the first in the Greater China region to have multiple FBO operators. CAM said the move would also enable the airport to offer more diversified options for consumers and business jet service operators in the future. ✎



澳門特區行政長官崔世安（左三）出席《粵港澳大灣區發展規劃綱要》宣講會

Macao SAR Chief Executive Chui Sai On (third, left) participated in the Symposium on the Outline Development Plan for the Greater Bay Area

大灣區規劃綱要出台 澳門作為核心引擎 發揮支撐引領作用 Greater Bay Area Plan lists Macao as core engine for regional growth

《粵港澳大灣區發展規劃綱要》於2019年2月18日正式出台，明確了大灣區發展的戰略定位、發展目標和空間佈局，以香港、澳門、廣州、深圳作為區域發展的「核心引擎」，旨在把灣區打造成為全球科技創新高地和新興產業重要策源地，發揮灣區輻射引領作用，通過區域雙向開放，構築絲綢之路經濟帶和21世紀海上絲綢之路對接融匯的重要支撐區。

全文約二萬七千字的《綱要》進一步明確了灣區各城市的不同功能和內在優勢，力促協同聯動發展。當中，澳門的發展定位確立為圍繞「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」。

《綱要》賦予大灣區五大戰略定位，即充滿活力的世界級城市群、「一帶一路」建設的重要支撐、內地與港澳深度合作示

CHINESE authorities issued the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the Plan), outlining the positioning strategy, development objectives and spatial layouts of the Greater Bay Area on 18 February 2019.

The Plan positions Hong Kong, Macao, Guangzhou and Shenzhen as core engines for regional development with the aim of transforming the Greater Bay Area into a global hub of innovation and high technology; a cradle of emerging industries; an influencer and a pillar of the convergence of the Silk Road Economic Belt and the 21st Century Maritime Silk Road. It aims to achieve such goals by promoting further integration and co-operation between all cities.

The around 27,000-word Plan identifies the functions and strengths of the cities in

the Greater Bay Area, calling for closer co-operation among them.

Among the cities, Macao is positioned to become a “World Centre of Tourism and Leisure; a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries that promotes the moderate diversification of the city’s economy; and a base for exchange and co-operation where Chinese culture is the mainstream and diverse cultures coexist”.

The Plan proposes five strategic positions for the Greater Bay Area, namely: a vibrant world-class city cluster; an important pillar for the “Belt and Road” Initiative; a pilot zone of in-depth co-operation between Mainland China, Hong Kong and Macao; a quality living circle for living, working and travelling; and a

範圍、宜居宜業宜遊的優質生活圈以及備受矚目的具有全球影響力的國際科技創新中心。

科技創新優勢

《綱要》第四章「建設國際科技創新中心」主要闡述大灣區應如何發揮科技和產業優勢，吸引並對接全球創新資源，建設開放互通、佈局合理的區域創新體系，深入實施創新驅動發展戰略，推進「廣州—深圳—香港—澳門」科技創新走廊建設、共建大灣區大數據中心以及國際化創新平台等構想，探索有利於人才、資本、信息、技術等創新要素跨境流動和區域融通的政策舉措，加強大灣區產學研深度融合。

立法會議員柳志毅認為，珠江東岸與西岸於科技發展方面尚有明顯差距，但在科技創新走廊的規劃下，灣區各市完全有能力依托粵港澳三地科技研發和轉化能力突出、創新要素集聚的優勢，實現取長補短，

globally influential international innovation and technology hub.

Stepping up innovation and technology

The Plan's chapter four – “Developing an International Innovation and Technology Hub” – introduces a road map for how to leverage technological and industrial strengths of the Greater Bay Area in order to build links to global innovation resources, and to create an open community for coordinated innovation in the region.

Some of the major visions include: pursuing the development of the “Guangzhou-Shenzhen-Hong Kong-Macao innovation and technology corridor”; exploring policy measures to facilitate the cross-boundary and regional flow of innovation elements such as talents, capital, information and

technologies; jointly constructing a Greater Bay Area big data centre and platforms for international innovation; and intensifying the in-depth integration of industry university research collaboration in the Greater Bay Area.

Legislator Lao Chi Ngai said in an interview with *Macao Image*, that the technology gap between the eastern and western sections of the Pearl River Delta remains large, but the proposed technology corridor is expected to enable the cities in the region to complement one another based on the scientific and innovation prowess that Hong Kong, Macao and Guangdong obtain.

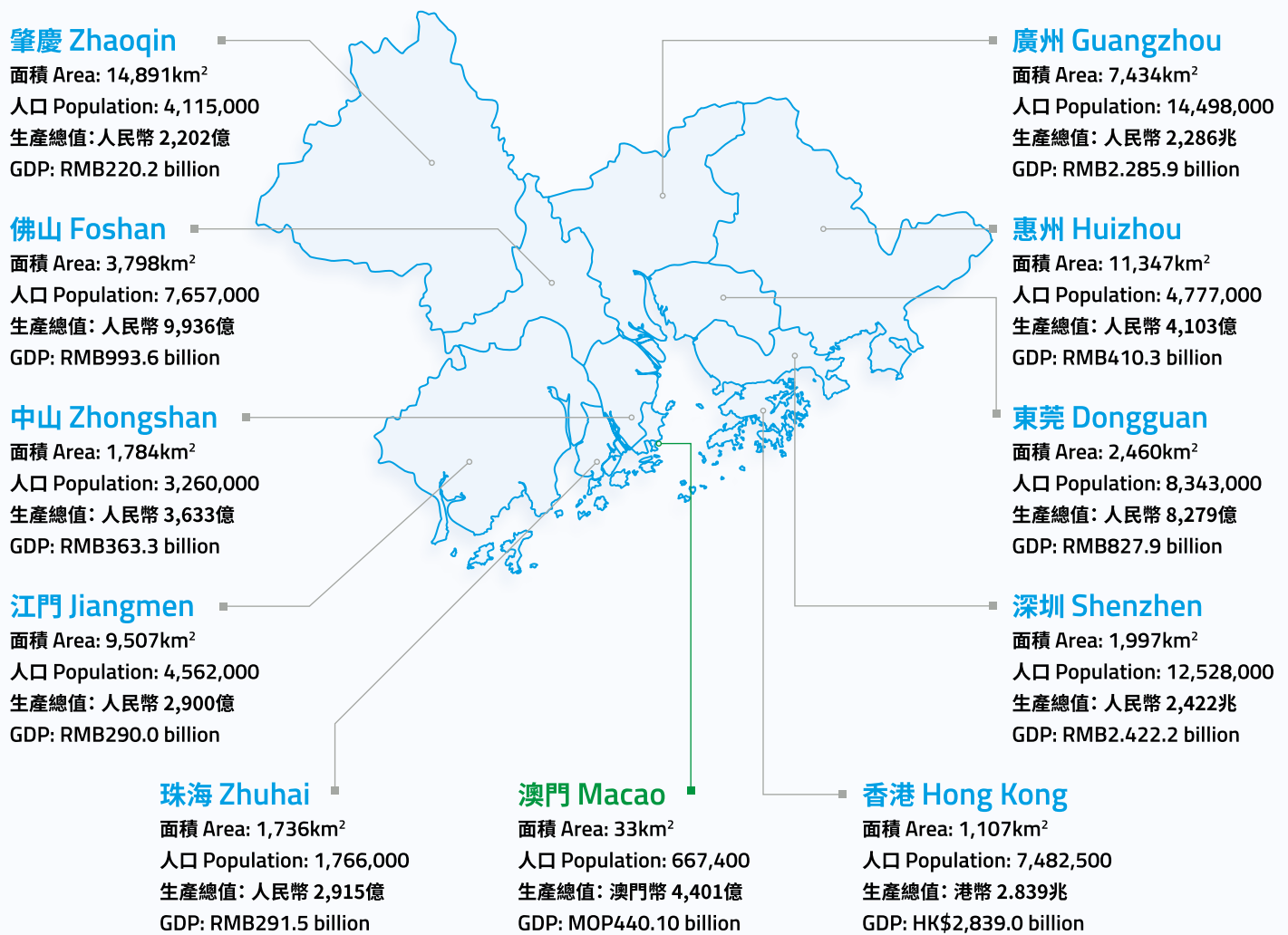
“Thanks to the ‘one country, two systems’ principle and Macao’s free port status, not only do we have substantial financial resources that attract technological talents from around the world, but also solid



澳門特區行政長官崔世安於《粵港澳大灣區發展規劃綱要》宣講會發表講話

Macao SAR Chief Executive Chui Sai On delivered a speech at the Symposium on the Outline Development Plan for the Greater Bay Area

大灣區城市 Greater Bay Area Cities



資料來源：香港貿易發展局 Source: Hong Kong Trade Development Council

共同發展。「由於澳門具備『一國兩制』的制度優勢，又是自由港，特區不僅擁有較為豐厚的財政資源、吸引國際科創人才的环境和條件，而且在科技創新、研發方面已打下一定基礎，所以澳門能夠在這方面發揮一定作用。《綱要》還提到把深圳、廣州及港澳打造成為科技創新走廊，促使港澳兩個獨立關稅區充分發揮通道作用。」

柳議員續稱，鑑於澳門市場規模較小，產業較為單一，本地初創企業更需要面向全國市場發展。《綱要》提出支持內地與港澳建立創新創業交流機制、共享創新創業資源、共同完善創新創業生態等措施，均會對推動初創企業成長起到關鍵作用。

foundations for technology and innovation research and development. Hence Macao has an important role to play in this regard,” stated Mr Lao.

“The Plan also proposes to integrate Guangzhou, Shenzhen, Hong Kong and Macao into an innovation and technology corridor, allowing the two separate customs territories— Hong Kong and Macao – to play their roles as a trading channel.”

Legislator Lao continued to suggest local start-ups should scale up their businesses in China against the backdrop of Macao’s relatively small and homogeneous economic system.

Several initiatives outlined in the Plan, including the establishment of mechanisms for innovation and entrepreneurship exchanges, the sharing of resources between Mainland China, Hong Kong and Macao, as well as the enhancement of innovation and entrepreneurship ecosystem between these regions, are some notable initiatives that would spur growth for start-ups, he added.

Jeong Tou Hong, Vice Chairman of Guangdong’s Association for Promotion of Co-operation between Guangdong, Hong Kong and Macao, argued that technology incubators in Macao lack entrepreneurial



議員柳志毅表示澳門在大灣區發展扮演著重要角色
Legislator Lao Chi Ngai says Macao has an important role to play in the development of the Greater Bay Area

粵港澳合作促進會常務副會長楊道匡表示，現時澳門那些缺乏技術培訓、大企業指導以及金融支援的創業孵化中心，可多多向內地孵化中心取經。「例如，杭州的創業小鎮，除設有眾創空間的工作場所、生活區以及商務酒店外，背後還有阿里巴巴及浙江大學的技術支援，更有企業高層作為導師，提供行業資訊及市場訊息，這樣方能夠形成支持創業的基礎。」

特色金融促經濟多元

科技創新發展離不開金融支持。為構建具有國際競爭力的金融體系，《綱要》明確提出深化落實內地與香港、澳門關於建立更緊密經貿關係的安排（CEPA）對港澳服務業開放的系列措施，不斷提升內地與港澳服務貿易自由化水平，進一步推進投資便利化，研究逐步取消或放寬對港澳投資者的資質要求、持股比例、行業准入等限制，在廣東為港澳投資者和相關從業人員提供一站式服務。

楊道匡指出，中葡合作發展基金總部於2017年6月落戶澳門，開創了澳門特色金融發展的先河。他解釋道：「基金總部落戶澳門，為有意拓展金融業務的商家解決

assistance such as technological training, large corporate guidance and financial support. He suggested local incubators to learn from Mainland China.

“The incubator town in Hangzhou, for example, is backed by Alibaba and Zhejiang University, which offers technological knowledge to entrepreneurs,” said Mr Ieong. “Apart from working areas, leisure features and business hotels, the incubator also offers market trends and tutorials by high-ranking officers at big corporations in order to lay the groundwork for a successful entrepreneurship,” he added.

Featured finance – adding new layers to the local economy

Financial support is crucial in the pursuit of technological and innovation advancement. To establish a globally competitive financial system, the Plan proposes to deepen the implementation of liberalisation measures for service sectors of Hong Kong and Macao under the Closer Economic Partnership Arrangements (CEPA) with Mainland China;

further freeing up Mainland China’s trade in services with Hong Kong and Macao; taking forward investment facilitation; further lifting or relaxing investor restrictions on Hong Kong and Macao such as qualification requirements, percentage of shareholding and market access; and providing one-stop services in Guangdong to Hong Kong and Macao investors and related practitioners.

The China-Portuguese Speaking Countries Co-operation and Development Fund, whose headquarters moved to Macao in June 2017, has lifted the curtain on the development of Macao’s featured financial products and services, remarked Mr Ieong.

“The Fund ensures capital inflows come from legitimate channels and at the same time encourages legal capital flows. Also, it facilitates financial personnel in providing corporations with financial management solutions and investment options,” he added.

Integrating more non-gaming elements in the tourism and gaming sector, by means of developing the city’s featured financial system, is key to promoting moderate industrial diversity, said legislator Lao. “Developing a China-Portuguese-speaking Countries financial services platform, establishing an export credit insurance system and developing a renminbi (RMB) clearing centre for Portuguese-speaking Countries, are key measures in the development of Macao’s featured financial products and services.”

“Adding featured financial products to the portfolio can also boost coordination between finance and other industries, which is a key initiative in driving economic diversification,” he added.

As proposed in the Plan, developing featured financial products and services and promoting mutual financial markets access are some of the integral financial initiatives in the pursuit of a diversified economy.

Strategies proposed to expand the scale and scope of cross-boundary use of renminbi in the Greater Bay Area include: allowing banking institutions in the Greater Bay Area to launch cross-boundary RMB interbank lending; issuing RMB bonds; studying the feasibility of establishing a Macao-based securities market denominated and cleared

了通道問題，既可確保資金經正式渠道來澳，促進合法合規的資金流動；又便於專業管理人員為企業提供金融管理方案和投資選項。

發展特色金融，不斷增加旅遊博彩業的非博彩元素是澳門推進經濟適度多元發展的重要一環。柳志毅表示：「打造中葡金融服務平台、設立出口信用保險制度以及構建葡語國家人民幣清算中心可謂是澳門特色金融的重要發展方向。推動澳門特色金融發展不僅可以豐富澳門的金融產品，亦可促進金融業和其他行業協同發展，是推動經濟適度多元發展的重要舉措。」

大力發展特色金融產業，有序推進金

in RMB; and building a green finance platform and a Sino-Portuguese-speaking Countries financial services platform.

However, the use of cross-boundary RMB has often been hindered by the “one country, two systems, three customs territories” framework. With different social and legal systems as well as customs territories, the Plan stresses that Guangdong, Hong Kong and Macao should adhere to the “one country” principle, while leveraging the benefits of “two systems”. The Plan also proposes to integrate the needs of Mainland China with the strengths of the two special administrative

regions in order to enhance the effect of the existing mechanisms and promote further integration among these markets.

Addressing the unshakable fact that there are three customs territories, Mr Leong said the solution lies in streamlining customs procedures.

“In adherence to the practice of ‘one country, two systems’, there is considerable room for improvement in terms of border management,” he said, adding the establishment of a large financial system like Macao’s featured finance takes time.

“I believe more laws and regulations will be

《粵港澳大灣區發展規劃綱要》 宣講會

2019年2月21日，由粵港澳三地政府共同舉辦的《綱要》宣講會在香港舉行，行政長官崔世安率領澳門特別行政區代表團出席並在宣講會中表示，澳門必須利用自身優勢，採取「定位合作、錯位發展」的策略，善用政策紅利和創新動力，把大灣區各城市作為經濟適度多元的發展腹地，為澳門開闢更加廣闊的發展空間。為此，特區政府積極成立「建設粵港澳大灣區工作委員會」，期望在參與灣區建設的過程中，進一步發揮澳門作為「世界旅遊休閒中心」和「中國與葡語國家商貿合作服務平台」的獨特優勢，推動新興產業做精做強，加快經濟適度多元發展。

與此同時，澳門特區政府將繼續堅持務實進取的態度，發揮先行先試作用，促進灣區共同發展。當中的工作重點包括：主動把《澳門五年發展規劃》、年度施政工作與《粵港澳大灣區發展規劃綱要》相對接，更有針對性地參與大灣區建設；加大力量扶持科技創新，積極參與建設國際科技創新中心；設立「創新、科技及智慧城市發展專責組」，推進「廣州—深圳—香港—澳門」科技創新走廊建設；鼓勵高等院校和科研機構加大科技創新力度，注重與大灣區城市加強「產學研」合作，加快創新驅動發展；依據與國家發展改革委員會共同簽署的《關於支持澳門全面參與助力「一帶一路」建設安排》，將大灣區建設和「一帶一路」建設有機銜接，發揮澳門所長，著力加強內地與「一帶一路」沿綫國家，特別是葡語國家的合作，共同努力把粵港澳大灣區打造成「一帶一路」的重要支撐區。

Symposium on the Outline Development Plan for the Greater Bay Area

At the Symposium on the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area in Hong Kong on 21 February 2019, Macao Special Administrative Region (SAR) Chief Executive Chui Sai On stated that Macao is committed to embracing the “two-pronged” approach and to fully leveraging Macao’s institutional advantages and innovation capability, collaborate with different cities in the Greater Bay Area for enhancing Macao’s moderate economic diversification, and to pave the way for wider development opportunities. Mr Chui led the delegation of the Macao SAR Government that took part in the event.

At the symposium jointly hosted by the governments of Guangdong, Hong Kong and Macao, the Macao SAR Chief Executive said the Macao SAR Government has set up the “Working Committee for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area” to advance Macao’s strategic position as a “World Centre of Tourism and Leisure” and as a “Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries”, in order to improve the competitiveness of the city’s emerging industries and accelerate the moderate diversification of the city’s economy.

In his speech, Mr Chui said Macao aims to be a pioneer in driving the region forward in a proactive manner. The measures include: integrating

Macao’s “Five-Year Development Plan” and measures from the Government’s Policy Address with the Outline Development Plan for better and targeted participation in the construction of the Greater Bay Area; stepping up efforts to support the growth of the science and technology sectors and actively join the building of an international technology and innovation centre; setting up a task group for advancement of innovation, science and technology and of a smart-city concept with the aim of advancing the building of the “Guangdong-Shenzhen-Hong Kong-Macao innovation and technology corridor”; encouraging local educational institutions to strengthen science and technology research; accelerating innovation by collaborating in production, education and research with other Greater Bay Area cities; integrating the Greater Bay Area with the “Belt and Road” Initiative based on the “Arrangement for advancing Macao’s Full Participation in and Contribution to the Belt and Road Initiative”, which was signed by the Macao SAR Government and the National Development and Reform Commission; making use of Macao’s strengths to improve collaboration with places covered by the “Belt and Road” Initiative, particularly Portuguese-speaking Countries, in order to turn the Greater Bay Area into a key pillar for the development of the “Belt and Road” Initiative.

融市場互聯互通是《綱要》重點提及的金融範疇之一，逐步擴大大灣區內人民幣跨境使用規模和範圍則包括跨境人民幣拆借、跨境發行人民幣債券，以及研究在澳門建立以人民幣計價結算的證券市場、綠色金融平台和中葡金融服務平台等。然而跨境人民幣業務往往受到「一國、兩制、三個關稅區」的制約，為此，粵港澳三地更應在社會制度不同，法律制度不同，分屬不同關稅區域的情況下，把堅持「一國」原則和尊重「兩制」差異有機結合起來，堅守「一國」之本，善用「兩制」之利；把國家所需和港澳所長有機結合起來，充分發揮市場化機制的作用，進一步提升市場互聯互通的水平。

楊道匡認為，三個關稅區域的現實不能改變，最關鍵的解決方案在於能否盡量簡化口岸管理。「在不改變『一國兩制』的前提和原則下，大灣區在管理方面其實還有很多完善的空間。」他進一步指出，「就開創特色金融而言，落實及形成一個具規模的產業仍需假以時日。相信隨著澳門特色金融產業逐漸成形，一系列的法律法規亦自自然會支持到位。當越來越多產業機構出現時，業務量就自然會擴大。」

葡語國家一直是人民幣國際化進程的重點市場之一。柳志毅表明：「只要澳門利用好自身的中葡商貿合作服務平台及自由港等獨特優勢，符合國家所需、澳門所長的原則，不僅有助於助力國家推動人民幣國際化進程，同時也有益於促進澳門經濟適度多元。」

柳議員進一步表示：「內地有不少產能過剩的產品如汽車等，在葡語國家可能會有很大潛能在市場。相信葡語國家的需求尚有很大的增長潛力，所以設立出口信用保險制度及建設葡語國家人民幣清算中心，有望進一步鞏固澳門作為中葡平台的地位。」

深化跨境旅遊產品

在跨境旅遊產品方面，《綱要》提出支持澳門建設世界旅遊休閒中心，在澳門成立大灣區城市旅遊合作聯盟，鼓勵研發多元且具創意的旅遊產品體系，構建休閒灣區，同時優化珠三角地區「144小時過境免簽」政策，開發「一程多站」旅遊產品，建設多元旅遊平台，推動旅遊休閒提質升級。

柳志毅表示，「一程多站」旨在發展灣區共同市場以吸引國際旅客。「例如：江門世界文化遺產開平碉樓與澳門世遺景點遙相呼應、相輔相成。發展『一程多站』不僅能夠增強大灣區的國際旅遊吸引力和競



粵港澳合作促進會常務副會長楊道匡認為大灣區發展可推動澳門特色金融產業

leong Tou Hong, Vice Chairman of the Association for Promotion of Co-operation between Guangdong, Hong Kong and Macao, expects the Greater Bay Area to boost Macao's featured financial sector

put in place as Macao's featured financial sector continues to grow. Business volume will increase when more companies in this sector emerge."

Scaling the use of RMB in Lusophone countries has been critical for China to increase its currency's status in global finance. Legislator Lao suggested fully leveraging the advantages of Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, as well our free port status to complement the country's development strategies. "Not only would it help forge ahead the RMB internationalisation agenda but would also help promote adequate economic diversification in Macao," he noted.

Some Chinese manufactured products that are plagued by overcapacity, such as automobiles, are probably in high demand by Lusophone countries, he continued. "It is believed that the demand in Portuguese-speaking Countries has great potential to grow. Therefore, establishing an export credit insurance system and RMB foreign exchange spots are expected to strengthen Macao's role as a China-Portuguese-speaking Countries platform."

Enriching cross-border tourism products

On the tourism front, the Plan steers the progress of Macao's tourism sector towards a World Centre of Tourism and Leisure. It calls for setting up a tourism co-operation alliance in Macao for cities in the Greater Bay Area; developing a system with diverse tourism products; building a bay area for leisure; optimising the "144-hour Facilitation Visa" policy in the Pearl River Delta region; developing multi-destination tourism products and a diversified tourism platform; and improving the quality of tourism and leisure.

Legislator Lao said that the concept of having multi-destination tourism products aims to develop a shared tourism market among the cities in the region, targeting international visitors.

"A world cultural heritage, the Kaiping Diaolou and villages in Jiangmen province, for instance, echo the world heritage sites in Macao," he explained.

"Multi-destination tourism products not only can enhance attractiveness and competitiveness for the region, but also consolidate Macao's role as a World Centre

深化落實內地與香港、澳門關於建立更緊密經貿關係的安排 (CEPA)，提升投資便利水平



Deepen the implementation of measures for service sectors of Macao within the CEPA framework in order to facilitate cross-border investments

建設「廣州—深圳—香港—澳門」科技創新走廊，打造國際科技創新中心



Develop the “Guangzhou-Shenzhen-Hong Kong-Macao” innovation and technology corridor, aiming to create an international innovation and technology hub

支持澳門發展特色金融業務



Support Macao in developing featured financial products and services

爭力，而且有助於鞏固和支持澳門建設世界旅遊休閒中心，但灣區內的交通、簽證等方面還需要進一步互聯互通。

為支持本澳加快世界旅遊休閒中心建設，《綱要》明確推動粵港澳遊艇自由行的有效實施，鼓勵灣區城市共同開發高端旅遊項目，探索在合適區域建設國際遊艇旅遊自由港。楊道匡認為，要有效推動遊艇自由行，必須適度放寬管理。「現時申請來澳的遊艇須根據海關對遊艇價值的估價交納巨額保證金，並規定了點對點的航行路線。倘要實現真正的遊艇自由行，必須簡化管理程序，例如在遊艇安裝定位系統，便於海關監管其動向。」

「一帶一路」有力支撐

《綱要》第九章倡導大灣區各城市緊密合作，共同參與「一帶一路」建設，深化粵港澳合作，進一步優化珠三角九市投資營商環境，優化前海、橫琴、南沙等合作區與港澳的互聯互通，提升大灣區市場一體化水平，全面對接國際高標準市場規則體系，形成全方位對外開放新格局，共創

of Tourism and Leisure. To achieve that, transportation and visa policies within the Greater Bay Area have to be enhanced,” said Mr Lao.

To speed up the process of becoming a World Centre of Tourism and Leisure, the Plan calls for the implementation of yacht tourism to be developed between Guangdong, Hong Kong and Macao, and the development of high-end tourism products jointly launched by the Greater Bay Area cities. A free port for international yachts is also expected to be built in the region.

Mr Ieong suggested that regulatory procedures have to be appropriately relaxed to effectively build an international cruise market.

“Up to now, all yachts that seek to enter Macao are subject to a substantial security deposit based on the valuations of yachts. Also, yachts are allowed to travel on regulated point-to-point routes only,” explained Mr Ieong. “Regulatory procedure

has to be simplified to achieve international yacht tourism. For example, the Customs can track the location and movement of a yacht simply by installing a GPS system on it,” he added.

A pillar for Belt and Road

In chapter nine, the Plan lays out a blueprint to strengthen co-operation between the nine cities and calls for them to take part in the development of the “Belt and Road” Initiative.

Measures include: deepening co-operation among Guangdong, Hong Kong and Macao; further enhancing the investment and business environment in the nine Pearl River Delta municipalities; strengthening co-operation among Hong Kong, Macao, Qianhai, Hengqin and Nansha in order to enhance the degree of market integration; fully aligning with advanced international market regulatory regimes and standards;

研究在澳門建立以人民幣計價結算的證券市場、綠色金融平台及中葡金融服務平台



Study the feasibility of establishing a Macao-based securities market denominated and cleared in RMB, a green finance platform and a China-Portuguese-speaking Countries financial services platform

逐步擴大灣區內人民幣跨境使用規模和範圍



Expand the scale and scope of the cross-border use of RMB in the Greater Bay Area


支持澳門與鄰近城市合作開發跨境旅遊產品



Support Macao in collaborating with adjoining cities to develop cross-border tourism products

國際經濟貿易合作新優勢，為「一帶一路」建設提供有力支撐。

針對如何將大灣區發展同「一帶一路」建設有機結合，柳志毅總結道：「大灣區建設是『一帶一路』建設的重要組成部分，港澳仍然是國家重要的對外窗口和橋樑。配合國家『十三五』規劃，在國家擴大對外開放的過程中，澳門可依托與國際社會的廣泛聯繫和友好關係，繼續發揮作為國家對外窗口和橋樑的地位與作用，成為國家雙向開放的重要橋頭堡，攜手內地企業共同走出去、引進來。」

國際會計諮詢機構畢馬威亦就大灣區發展發表最新報告，指出《綱要》的出台是區域發展的催化劑，「不論是力圖打入中國市場，還是在內地擁有業務的企業，參與大灣區建設都是一次不容錯過的機遇」。報告建議有意投資大灣區的企業，需考量圍繞區域的連通性以及城市間的商品、人才和資源流動來制定業務方針，而大灣區的龐大市場必將為基礎建設、房地產、金融服務、保險、資本市場及技術等各行各業締造巨大機遇。 

creating an environment for opening-up; jointly creating a new edge in international economic and trade co-operation; and providing solid support for the “Belt and Road” Initiative.


“The Greater Bay Area plays a key role in supporting the development of the ‘Belt and Road Initiative,’” Legislator Lao said, adding Hong Kong and Macao remain as China’s “window and bridge to the outside world”. He was referring to ways to organically combine the development of the Greater Bay Area and the construction of the Belt and Road.

“Together with the ‘13th five-year plan’, Macao can make use of its extensive international network to connect China to the rest of the world as the country advances its opening-up policies,” said Mr Lao. “As a platform connecting China to the world, Macao will continue to contribute to China’s two-way opening-up reform and prosper together with China by helping Mainland

China’s enterprises in ‘going global’ and ‘bringing in investments”

KPMG, a company providing audit, tax and advisory services, describes the Plan as a catalyst to drive economic growth in the region in a separate report. It refers to the Greater Bay Area as an “opportunity not to be missed by enterprises seeking penetration into the Chinese market or having establishments here”.

The report recommends enterprises to assess the potential impacts of Greater Bay Area integration and to develop comprehensive business policies based on the connectivity of the area, as well as the flows of goods, talent, and resources within the region.

The size, economic potential and interconnectivity of the region, it adds, will open up a new horizon of opportunities for a wide range of sectors including infrastructure, construction, real estate, financial services, insurance, capital markets, and technology. 



「齊齊葡－葡語國家及澳門產品特色市集」 載譽歸來助商戶覓商機

Businesses return to successful 'Let's Hang Out' Bazaar

「齊齊葡－葡語國家及澳門產品特色市集」（以下簡稱：「齊齊葡」）於2019年3月29日至31日假塔石廣場舉行，充分體現澳門作為「中國與葡語國家商貿合作服務平台」及「葡語國家食品集散中心」的角色定位，吸引不少商戶再度參與以宣傳產品及開拓商機。

活動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聯會共同主辦，中國－葡語國家經貿合作論壇（澳門）常設秘書處及中國與葡語國家企業家聯合會協辦。為期三天的活動匯聚了24間葡語國家產品代理商和澳門企業參加，帶來富有葡語國家和澳門特色的產品及文化，並吸引了超過4.5萬名市民、商戶和遊客參與。

「齊齊葡」於2018年3月假澳門康公

THE 'Let's Hang Out - Lusophone and Macao Products Bazaar' was held on Tap Seac Square from 29 to 31 March 2019. Having successfully showcased Macao's role as a "Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries" in the past, many companies returned to introduce their products to the public once again, seeking more business opportunities.

The Bazaar is jointly organised by the Macao Trade and Investment Promotion Institute (IPIM); Macao Association for Promoting Community Economic Development; the Industry and Commerce Federation of Islands of Macao and

co-organised by the Permanent Secretariat to the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao) as well as the China-Portuguese-speaking Countries Federation of Entrepreneurs.

The three-day event showcased a vast array of products and culture characteristics from Portuguese-speaking Countries and Macao, attracting participants from 24 agents of products from Portuguese-speaking Countries and Macao companies, as well as 45,000 residents, merchants and travellers to Tap Seac Square.

In March 2018, the Bazaar was first held at Largo do Pagode do Bazar, and



LCM澳門葡式辣魚店的鄭彩雲（右）和鄭彩萍（左）再度參與「齊齊葡」
Gabriela Cheang (right) and Apple Cheang (left) from Loja das Conservas Macau smile at yet another successful 'Let's Hang Out' Bazaar

廟前地首次舉行，同年10月移師至氹仔地堡街嘉妹前地。第三次舉辦的「齊齊葡」則選址毗鄰「葡語國家食品展示中心」的塔石廣場，向大眾展示特色沙丁魚罐頭、葡萄牙傳統餅食、零食、葡萄酒、飲品和有機食品等葡語國家特色食品之餘，還提供不少非食品類別的產品及服務，包括家居精品、紀念品、原創手工藝品、休閒鞋類、服飾穿搭體驗。

市集開幕時亦邀請到葡萄牙特色舞蹈公雞舞表演，三天的活動設有多場歌舞表演和特色工作坊，如手繪葡國磁磚畫、葡萄牙橄欖油驅蚊膏、石膏擴香吊飾、皮革手作、葡國魚罐頭親子烹飪等工作坊，亦延續了上次市集大受歡迎的中葡對照「潮語牆」；透過多項活動展示葡語國家特色文化。

推廣葡萄牙食品文化

Loja das Conservas Macau (LCM) 澳門葡式辣魚店經理鄭彩雲表示，該公司於2016年開業，已是第三次參與「齊齊葡」，

in October 2018, the second edition took place at Largo Camões, Rua do Regedor, in Taipa. Tap Seac Square was chosen for the latest Bazaar for its location right next to the Portuguese-speaking Countries Food Products Exhibition Centre. In addition to familiar food products of Portuguese-speaking Countries like canned sardines, traditional pastry, snacks, red wine, non-alcoholic beverages and organic food products, the Bazaar offered much more to its visitors, including home decors, souvenirs, original handicrafts, leisure footwear and costume rental.

The Bazaar began with colourful Portuguese dancing and singing by talented performers, who dressed in Barcelos Rooster costumes. A number of workshops were also held for participants to learn how to make Portuguese tile paintings; mosquito repellents made of olive oil; clay scent diffuser ornaments; do-it-yourself

leather products as well as cooking classes for parents and their children. Also, back by great demand, the Chinese-Portuguese slang graffiti wall returned to the Bazaar, continuing to reflect the fascinating cultures of Portuguese-speaking Countries.

Presenting Portuguese food culture

Gabriela Cheang, Manager of Loja das Conservas Macau (LCM), which opened in 2016, said that her company attended the 'Let's Hang Out' Bazaar for the third time, as it achieved very good results in the previous editions.

Ms Cheang said: "Loja das Conservas Macau was initially founded by the Portuguese National Association of Canned Fish Manufacturers (ANICP) and is able to sell more than 600 varieties of canned fish across more than 50 brands made by 19 manufacturers. Between 80 percent to 90 percent of the



45,000+

參與「齊齊葡」的遊客

Visitors to the Let's Hang Out Bazaar

獲益不淺。「Loja das Conservas Macau 由葡萄牙國家魚罐頭工業協會 (ANICP) 創建，匯集了十九家罐頭工廠，提供超過五十個品牌、六百多種類別的罐頭。該協會的罐頭工廠會員總數佔葡萄牙魚罐頭工廠數目的比重達八至九成。」

憑藉澳門「中葡平台」的角色，加上澳門魚罐頭逾九十年的歷史，她指出，「Loja das Conservas Macau 定位是作為澳門直接展示葡萄牙特色魚罐頭產品的平台，也希望透過澳門，將魚罐頭文化推廣至亞洲市場。」

鄭彩雲稱參與市集是為推廣葡萄牙罐頭產業，塔石廣場作為澳門市中心的重要地標，人流密集，讓路過的居民和遊客都有機會接觸該店的产品。「除此之外，在澳門的葡語國家產品供應商和商戶可能互不認識，通過參與活動，可建立起更緊密的聯繫，促進商戶間的互相了解和交流，對未來的合作發展帶來幫助。」她補充道。

連結商戶與社區

澳門佳酒有限公司客戶經理畢嘉麗表示，該公司是第二次參與「齊齊葡」，「活動能夠有效地推廣葡語國家產品，不僅是將產品帶給本地居民或遊客，同時也展示了葡語國家文化。」她亦提到是次市集選址於市中心的塔石廣場，能夠吸引不少行人，讓更多人認識到葡語國家產品和文化。

畢嘉麗指其公司成立於1994年，並於2016年正式改名為澳門佳酒有限公司，多年來主營進口及分銷來自世界各地和不同種植區的優質葡萄酒，「我們公司主要是供應優質葡萄酒予餐廳和酒店等，所以我們代理的品牌比較少在市面上看到，一般市民也比較少接觸這些品牌。而『齊齊葡』提供了一個很好的平台，讓我們可以展示產品，公眾亦可從中了解更多來自葡萄牙的優質酒品。」



畢嘉麗（左）和譚詩甜（右）在塔石廣場向公眾推介公司的優質酒品

Isabela Pedruco (left) and Tan Shi Tian (right) present their wines to the public at the centre of Tap Seac Square

country's canned fish manufacturers are members of this association.”

She also said that through Macao's role as a platform between China and Portuguese-speaking Countries and since canned fish has been sold in Macao for more than 90 years, “Loja das Conservas Macau positions itself as a platform to showcase unique Portuguese canned fish in Macao, and introduce the culture of Portuguese canned fish to the Asian market.”

The objective of LCM's participation in the Bazaar was to promote the Portuguese canned fish industry, said the representative. Ms Cheang added that Tap Seac Square is an excellent location for the event, as there is heavy foot traffic and is ideal for promoting Portuguese products to passers-by. “It also gives suppliers and companies who otherwise might not know one another, the opportunity to build business connections, which can develop into collaborations in the future,” she added.

Companies connect with the community

Isabela Pedruco, Account Manager for Macau Fine Wine Bazaar Co. Ltd. said that

her company participated in the Bazaar for the second time. “The event positively impacted the promotion of products from Portuguese-speaking Countries. Not only did the Bazaar help to sell the products, but also served as a good stage to present the culture of the countries.”

She also liked the location of this event at Tap Seac Square, as it is in the centre of the city and could therefore attract the attention of more people, giving more exposure to the products and cultures of Portuguese-speaking Countries.

The company was founded in 1994, and began to use Macau Fine Wine Bazaar Co. Ltd as its company name in 2016. It is an importer and distributor of fine quality wines from a number of wine farms and countries around the world.

Ms Pedruco stated: “Our company primarily supplies quality wines to restaurants and hotels instead of the general market, which is why the public is not very familiar with our brands. The ‘Let's Hang Out’ Bazaar provided a good occasion for us to introduce our fine wines directly to the community, while creating awareness about quality wine products from Portugal.”

永利持續推動本澳中小企茁壯成長

WYNN COMMITTED TO STRENGTHENING GREATER COOPERATION WITH LOCAL SMES



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



永利澳門有限公司副主席兼執行董事陳志玲女士為活動致辭
Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited, delivers her speech at the event

永利自開業以來一直貫徹優先本地採購，並與本澳中小企建立了緊密且長久的合作夥伴關係，有效地帶動了澳門城市社區的繁榮發展。自2016年至今，累計出席永利本地中小企採購合作洽談會人數超過1,100人。於2019年第一季，永利的採購總額中高達76%購自本地企業；在本地中小企採購總額方面，70%購自小微企、澳門製造和青創企業，而對此三類本地企業的採購總額更較去年同期上升38%。

去年，鑑於風災為本澳社區及企業帶來不同程度的經濟損失，永利與中國銀行澳門分行合作推行的「天鴿颱風中小企貸款津貼計劃」一共向168家本地中小企業發放超過澳門幣一千五百萬元的補貼，協助他們走過艱難的時期，取得豐碩成果。

Wynn is committed to prioritizing local procurement, establishing close and long-term relationships with local SMEs. These efforts effectively support the ongoing social and economic development of Macau. Since 2016, Wynn has organized a number of local SME procurement partnership meetings, with the total number of attendees amounting to over 1,100. In the first quarter of 2019, local enterprises accounted for 76% of Wynn's total procurement spending. Additionally, 70% of Wynn's total spending with local SMEs was with the three key categories – Micro Enterprises, "Made in Macao" Enterprises and Young Entrepreneurs. The amount of procurement purchases from the three key types of enterprises increased 38% compared with the same period last year.

Due to the typhoon that brought varying levels of economic losses to the community and local enterprises, Wynn launched the "Wynn Local SME Typhoon Hato Financial Support Program" in cooperation with Bank of China (Macau Branch) last year. The subsidy of more than MOP 15 million ultimately supported 168 local SMEs to help them through difficult times, producing fruitful results.



談澳門發展智慧城市的工作

——專訪科學技術發展基金行政委員會主席馬志毅

Macao on track toward smart city status

Interview with Ma Chi Ngai, President of the Administrative Committee of the Macao SAR Science and Technology Development Fund

澳門特區行政長官在《2016年財政年度施政報告》中，首次提出發展大數據以配合智慧城市的發展方向。同年發表的《澳門特別行政區五年發展規劃(2016-2020年)》更把本澳發展智慧城市的定位與國家「十三五」規劃的大數據戰略接軌。

澳門特別行政區科學技術發展基金行政委員會主席馬志毅博士接受今期《澳門經貿之窗》專訪，特別就交通、醫療及教育方面，分享澳門推動智慧城市的進程。

THE Macao SAR Government first introduced its smart city mission through the development of big data technology in its “Policy Address for the Fiscal Year 2016”. Subsequently, in “The Five-Year Development Plan of the Macao Special Administrative Region (2016-2020)”, the goal for Macao to become a smart city was strengthened and aligned with the big data strategies outlined in China’s 13th Five-Year Plan.

Ma Chi Ngai, President of the Administrative Committee of the Macao Special Administrative Region Science and Technology Development Fund, told *Macao Image* how the city is ramping up its game to achieve greater mobility for commuters, better healthcare services for patients and develop broader tech skills and knowledge platforms for the next generation.

首先，何謂智慧城市？

智慧城市的定義是以先進科技（包括物聯網，大數據，人工智能等）提升城市服務的功能，達至以人為本，可持續發展的目標。

澳門如何在交通方面體現智慧城市的建設？

由於智慧交通的實施必須依靠交通數據，澳門正在與阿里巴巴集團旗下的阿里雲合作，構建一套雲端計算系統及大數據平台。為收集足夠交通數據，澳門正致力優化配置智慧交通燈，實時監測汽車流量，用圖像分析及雲計算，改善對路口交通運作的情況。智慧交通燈亦可優化交通調度，例如在出現突發事故時，智慧交通燈所收集的數據進行緊急調配，更妥善地把警力及交通指揮資源投放在發生意外的地點。

除此之外，大數據能夠更有效優化配置公共交通網絡。現時運作的交通手機應用程式已經可以透過巴士上的全球定位系統獲取巴士實時位置。下一步則是在巴士上落客位置安裝實時高清鏡頭，獲取實時載客量資料。這些數據除了令巴士路線調

First of all, how do you define a smart city?

The definition of a smart city is to incorporate advanced technologies (including the Internet of Things, Big Data and Artificial Intelligence, etc.) to enhance the performance of urban services to be people-oriented and achieve sustainability.

「澳門正致力優化配置智慧交通燈，實時監測汽車流量，用圖像分析及雲計算，改善對路口交通運作的情況。」

Harnessing image analysis and cloud computing technologies, Macao is developing intelligent smart traffic lights to streamline traffic flows.

How has Macao built a smart city in terms of transportation?

A smart transportation system bases its decisions on reliable traffic data. Macao is now teaming up with Alibaba Cloud, a cloud computing subsidiary of Chinese tech giant Alibaba Group, to establish a cloud computing system and a big data platform to relay traffic information, and the framework for such data acquisition starts with smart infrastructure. Harnessing image analysis and cloud computing technologies, Macao is developing intelligent smart traffic lights to streamline traffic flows and monitor road conditions. Building smarter traffic lights could also help reroute traffic so as to reduce traffic congestion when accidents occur. Police resources could also be better allocated to accident scenes based on the information collected by the traffic lights.

Additionally, big data could also help facilitate public transport network planning. Currently, we have a mobile app that tracks public buses live via GPS



澳門特區政府正加大力度建設智慧城市

The Macao SAR Government has strengthened efforts to build a smart city



澳門現正發展智慧交通燈系統
Macao is currently developing an intelligent smart traffic system

度有數據支撐之外，同時讓乘客能預知即將到站的巴士是否載滿。除了巴士，澳門亦計劃在其他公交也裝上全球定位系統，旨在收集一套交通數據，以便更準確預測道路擠擁指數。

另外，交通事務局正在推廣智能泊車。現時部分停車場車位的餘額數目已經顯示在重要馬路上。下一步希望做到在泊車咪錶位置也有顯示空置數目，加強優化道路泊車系統。

在智慧路燈方面，由於本澳現正在過渡到第五代移動通信網絡（5G）時代，智慧路燈可以承載 5G 機站，將來更可支援空氣探測及噪音收集功能。但智慧路燈還在發展階段，因為要大規模安裝智慧路燈仍存在問題。例如，現時澳門的燈柱早上都沒有電力供應，市內測試中的智慧路燈都需要配置電池，令操作不穩定。

教育在推動澳門發展智慧城市扮演著甚麼角色？

為推行智慧城市的教育，澳門大學現設有國家級智慧城市實驗室，專門研究物聯網架構，對智慧城市發展相當重要。除此之外，澳門大學有很多學系都設有專門

「在醫療方面，澳門政府正在建立醫療大數據平台，針對長期病患者。」

On the medical front, the Macao Government is establishing a healthcare big data platform targeting patients with chronic illnesses.

(Global Positioning System) technology. Next, we could have high-resolution cameras installed on public buses in order to capture passenger flow in real time. Such data could support the planning of bus routes and let people know ahead of time

whether or not the bus is full. We also want to expand the application of GPS systems to other public transports to enable more accurate estimation of traffic density.

Also, the Transport Bureau has been promoting smart parking systems in Macao. So far, the number of vacant car park spaces at some of the parking facilities in the city is being shown on major road infrastructures. We hope to expand such technologies to outer parking lots for greater driver convenience.

To support the transition from 4G to 5G wireless mobile networks, we are looking into possible ways to equip smart lamp posts in the city with the aim to carry 5G electronics, as well as sensors to collect data on air pollution and noise. But intelligent lamp posts still have a long way to go before reaching mass adoption. For example, lamp posts in Macao do not have power in the morning. Currently, pilot smart posts throughout Macao are supported by power boxes which limits the stability and functionality of the idea.



的大數據課程，把大數據的應用融入不同的學科領域。

另外，有鑑於 2017 年的颱風「天鴿」對澳門造成的影響，澳門政府投放了大量資源給各所大學進行研究，以提高災害應變能力。例如，澳門城市大學的智慧城市實驗室正在建造一個覆蓋全澳的城市數碼立體模型，包括大廈數目、每幢大廈的單位數目及面積的數據。該系統主要針對水浸區域，收集了澳門每條街道的坐標數據，包括海拔標高，能夠計算並預測當天文大潮襲時澳門將會出現水浸的地方。

而澳門在智慧醫療的領域進度又如何？

在醫療方面，澳門政府正在建立醫療大數據平台，針對健康管理，例如長期病患者的用藥資料、身體狀況水平等，以建立健康管理平台。目的除了方便市民之餘，更能預測突發性的傳染病發生。但由於醫療問題比較敏感，涉及病患者的身體狀況，在澳門的使用率仍然偏低。現在澳門提供不同醫院的病歷互通，但使用量不高，2018 年約有二萬人申請。由於現在可以到自助站申請，相信使用量將會有所提高。

What role does education play in building a smart city?

To push forward the building of a smart city, the University of Macao is now equipped with a State Key Laboratory of Internet of Things for Smart City, focusing on Internet of Things (IoT) architectures, which is essential for smart city development. The university has also infused big data science education into a lot of its curriculums.

Meanwhile, in response to the damage caused by Typhoon Hato in 2017, the government has poured considerable resources into natural hazards and disaster risk research led by local educational institutions. For example, the smart city lab at City University of Macau is now working on a digital 3D modelling that covers the entire city, providing information from the amount of buildings to the number of units per floor and their sizes. Targeting flooding areas, the system is designed to capture geographic coordinate data of each street, including height measurements, in order to identify potential flood hazard areas under the effects of high tide.

What is the status of smart healthcare in Macao?

On the medical front, the Macao SAR Government is establishing a healthcare big data platform targeting patients with chronic illnesses. It aims to acquire the medical history and health data of patients in order to create a healthcare backend system. Not only does it provide greater patient convenience, but also predicts potential outbreaks of infectious diseases in the city.

To date, electronic medical records are being shared between different hospitals in Macao, but the usage for such a platform remains low since it involves sensitive personal information. There were about 20,000 applications in 2018. But the number is expected to climb with new mobile kiosks for patients to apply for a shared medical record system.

What has been the greatest challenge?

We don't have enough access to government data. The government is the owner but not the user of its data sets, and

澳門在建設智慧城市遇到甚麼困難？

澳門現時缺乏的是政府數據的公開獲取。由於政府是數據的擁有者，但不是數據的使用者，如何將政府數據逐步公開化仍存在信息不對稱的問題。例如，現在每個路口都有監察汽車流量數據，卻沒有公開。一來涉及私隱問題，二來不確定公開數據是否有用。加上，由於個人私穩問題，政府數據需要經過很多匿名化處理，公開的數據卻未必符合業界所需。而且政府數據的公開還需要數據接口的配合，讓業界只要擁有相對應的應用程式或網站在後台對接，所需數據將自動更新及傳遞。


那個城市在建設智慧城市表現最為突出？

巴塞隆拿的表現比較出眾。除了每年的國際智慧城市展覽及獎項外，當地的智慧交通具參考價值，更是世界上最早透過全球定位系統作智能巴士路線規劃的其中一個城市。另外，巴塞隆拿的垃圾處理亦做得相當好，例如垃圾箱都設有數據探測器，能夠更妥善規劃垃圾車的時間及路線。

在智慧城市項目管理及相關組織架構方面，巴塞隆拿亦在全球佔領先地位。當地政府設立專責智慧城市的部門，領導其下設的多個智慧城市工作部門。而澳門採用委員會的形式推動，執行力度未夠強，特別在預算方面。希望將來有智慧城市統一的專項預算。

推動智慧城市如何鞏固澳門在大灣區的角色？

澳門正著手推動大灣區智慧城市的共性指標。在智慧城市的指標體系方面，內地有很多硬性指標，例如有多少支智慧路燈等；反觀澳門的指標則傾向軟性，例如出入境人口的資料。因此我們需要探討大灣區內城市智慧化的可比性，建立共通的指標。

另外，計劃未來可以把數據開放給其他灣區城市。最近期的例子可參考港珠澳大橋的珠澳口岸實行「合作檢查，一次放行」方式，背後其實就是數據共享。將來希望把數據的流動方式擴展到不同領域。例如，幫助澳門居民在大灣區繳交賬單，這需要套取款項人戶口資料以及內地服務供應商資料再進行對接。因此我們正努力推進灣區各市數據的互聯互通。 



「我們正努力推進灣區各市數據的互聯互通。」

We are also working on opening up more government data for other Greater Bay Area cities to use.

the challenge is to make sense of all of the information and make it useful. It remains a question, because the government has not yet been able to identify what data is valuable to industries, which leads to a situation of asymmetric information.

It's also been difficult for the government to open up data assets because a great portion of data, such as traffic volume information, needs to be made anonymous due to privacy concerns. However, they might not be useful to industries. The opening up of government data requires data interfaces to make them available and useful for the industries. It could be a digital platform, so that the requested data can be automatically updated and transmitted to end users.

Which smart city stands out from the rest?

Barcelona is a good example. Apart from the Smart City Expo World Congress held in the city every year, Barcelona also excels in intelligent public transport, pioneering the


first smart bus route network in the world using GPS technology. The Spanish city also leads the way in terms of waste disposal, with smart bins equipped with sensors that relay information about the availability of each bin, which can improve waste collection and route planning of garbage trucks.

Barcelona is also ahead of the game when it comes to management and organisational structure for smart city projects. Barcelona has a dedicated smart city government department as a top-down driver that leads a group of divisions designated to various components of a smart city. In Macao, the building of a smart city is driven in the form of committee, which is less efficient particularly in terms of budget planning. It would be great to have a specific budget plan for smart city development in Macao.

How does becoming a smart city consolidate Macao's role in the Greater Bay Area plan?

Macao endeavours to create comparable indicators for measuring the success of smart city projects within the Greater Bay Area. For example, China currently has a lot of index on smart city infrastructures such as the amount of smart lamp posts; whereas Macao tilts toward intangible data such as the number of arriving and departing visitors. We are striving to align the index from both sides to make them comparable.

We are also working on opening up more government data for other Greater Bay Area cities to use. A recent example is the adoption of the new “cooperative inspection and one-time release” model at the Macao and Zhuhai ports of the Hong Kong-Zhuhai-Macao Bridge, which is backed by data sharing.

In future, we hope to expand the use of cross-border information sharing. For example, allowing Macao residents to pay bills in other Greater Bay Area cities. This means acquiring bank account information from the payers as well as data from companies in other Greater Bay Area cities, and then linking them together. We are striving to ramp up cross-border data flows throughout the Greater Bay Area. 

銀娛支持「澳門製造」 致力與本地企業合作

GEG SUPPORTS "MADE IN MACAU" – OUR PARTNERSHIP WITH LOCAL SMES



銀河娛樂集團（銀娛）眾多中小企业合作夥伴之一的嘉明洋行有限公司（嘉明），以其設計及生產的銀娛員工防風外套申請澳門產品優質認證計劃，簡稱「M嘜」及香港「Q嘜」認證，成為本澳首間申請澳門產品優質認證的製衣公司。對於銀娛所給予的支持及肯定，嘉明感到十分鼓舞。

Agencia Comercial CARMEN Lda (CARMEN) is one of the local suppliers that Galaxy Entertainment Group (GEG) has been working with closely to file applications for the Macau Product Quality Certification Scheme and the Hong Kong Q-Mark Product Scheme, also known as M-mark and Q-mark respectively, with the GEG staff windbreakers that they manufactured. They became the first homegrown apparel maker to apply for the 'Made in Macau' certification.

銀娛管理層及團隊成員穿起「澳門製造」的隊服，展現齊心合力的團隊精神。
GEG senior executives and team members show their team spirit wearing "Made in Macau" windbreakers at various events.



銀娛採購及倉儲管理高級副總裁戴奕安先生
Mr. Ian Daniels, Senior Vice President of Procurement and Warehousing at GEG

「銀娛與本地中小企並肩成長，協助澳門推進經濟適度多元發展的進程」

"GEG shares the fruits of economic success with local SMEs, and promotes Macau's economic diversification and sustainable development"



嘉明洋行有限公司董事總經理鄧君明先生
Mr. Jose Tang, Managing Director of CARMEN

「從銀娛給予的鼓舞及支持，我們感受到他們對所採購產品以至與本地中小企合作的那份重視」

"We could feel GEG's sincerity and the importance the company places on local SME partnership through their encouragement and support"



2019 MIECF 圓滿舉行成果豐碩 2019 MIECF achieved a successful result

由澳門特別行政區政府主辦的「2019年澳門國際環保合作發展論壇及展覽」(2019 MIECF)於今年3月28至30日期間舉行。今屆 MIECF 成效頗佳，不少展商表示取得預期成果。此外，綠色論壇邀請了各地的專家學者齊聚一堂，深入探討熱門環保議題，與會者認為論壇對各地交流環保資訊和推動環保工作發揮積極作用。

2019 MIECF 獲國家發展和改革委員會、國家科學技術部、國家工業和信息化部及國家生態環境部作為特邀支持單位，泛珠三角省/區政府協辦，並由澳門貿易投資促

進局及環境保護局承辦。今年大會主題為「構建生態文明 推進綠色發展」。

論壇探討新能源發展

2019 MIECF 設有綠色論壇及綠色展覽。今屆大會舉辦 8 場綠色論壇及 1 場主題演講嘉賓特別環節，並邀請到「新能源財經」創始人、「彭博新能源財經」顧問委員會前主席及資深貢獻者、利布瑞查公司董事長兼首席執行官邁克爾·利布瑞查先生擔任主題演講嘉賓。論壇共邀請了近 70 位、來自中國內地、荷蘭、葡萄牙、東帝汶、英

HOSTED by the Government of the Macao Special Administrative Region, the “2019 Macao International Environmental Co-operation Forum and Exhibition” (2019 MIECF) was held from 28 to 30 March. The event received optimal results, and exhibitors agreed that the outcomes met their expectations. The Green Forums brought together experts and scholars from all over the world, who held in-depth discussions on hot environmental topics. Participants said MIECF plays an active role in the global exchange of

國等國家及港澳地區的環保先鋒、跨國企業高層及政策制定者擔任演講嘉賓。

在演講中，邁克爾·利布瑞查表示澳門是很特別的例子，在澳門可以使用電動車甚至電動渡輪，隨著成本持續下降，更廣泛使用電動車是必然趨勢。澳門有足夠財力，只要設定打造成綠色城市的願景，可以在粵港澳大灣區內擔當使用綠色能源的領先角色。在空氣污染方面，全球均面對此問題，市民需要意識到其行為可能會影響空氣質量，而一些專家建議的較環保做法也可以在澳門推行，例如交通工具使用潔淨燃料，澳門的博企亦可以採取更多節能措施，有利環保之餘，亦對企業的營利有好處。

environmental information, as well as the enhancement of environmental protection.

Supported by the National Development and Reform Commission, the Ministry of Science and Technology, the Ministry of Industry and Information Technology, and the Ministry of Ecology and Environment as special supporting organisations, 2019MIECF was co-organised by the governments of the Pan-Pearl River Delta Region and coordinated by the Macao Trade and Investment Promotion Institute (IPIM) and the Environmental Protection Bureau, under the theme “Promoting Ecological Civilization and Green Development”.

New energy fuels forum

Green forums and exhibitions were held at the event. 2019MIECF included eight Green Forums and one Keynote Speaker Special Session in total.

Michael Liebreich, Founder of New Energy Finance, former chairman of the advisory board at Bloomberg New Energy Finance and senior contributor, Chairman and CEO of Liebreich Associates, was invited as the keynote speaker. Nearly 70 green pioneers, senior leaders of multinational enterprises, and policy makers from Mainland China, the



MIECF續助企業擴展尋找商機

MIECF continued to assist enterprises explore new business opportunities

綠色金融的未來

今屆 MIECF 首天成功舉行了「綠色商機合作日」，當中的綠色論壇以「『生態灣區』新機遇—打造綠能城市」為主題。出席活動的廣東省綠色金融投資控股集團有限公司董事長吳立揚認為，目前綠色金融仍屬新興事物，其投資額度高，投資週期長，金融機構在相關方面的發展較少，同時綠色金融還需要更完善的法律和政策支持，加上相關領域的人才亦不足、信息不對稱，所以發展仍較緩慢。然而，隨著國家提出綠色發展理念和系列配套政策，因應全球共識和國家發展需要，相信綠色金融會有很大的發展空間。

吳立揚亦指出，發展綠色金融可從多方面推動綠色產業，例如為綠色產業投資提供信貸、基金、證券、債券、保險等方

Netherlands, Portugal, East Timor, the United Kingdom, Hong Kong and Macao were also invited to the Forum as speakers.

In his speech, Mr Liebreich indicated that Macao is a special case, as electric cars, and even electric ferries, could be used for the city. As costs continue to decline, the usage of electric vehicles will inevitably become mainstream. Macao has sufficient financial strength and it can take a leading position in utilising green energy in the Guangdong-Hong Kong-Macao Greater Bay Area as long as the city sets its vision to build itself into a green city, he added.

In terms of air pollution, a problem that the entire world is facing, residents should be aware that their actions may impact air quality. More eco-friendly practices could

also be employed in Macao, such as public transportation using clean fuels, suggested the expert. Local gaming enterprises can also adopt more energy-saving measures, which will result in better environment and business projects.

The future of Green Finance

The “Green Business Co-operation Day” was successfully held on the first day of this year’s MIECF. The Green Forum at the event was themed “New Opportunities in the Eco Bay Area – Creating Green Energy Cities”. Wu Liyang, Chairman of Guangdong Green Finances Investment Holding Group Ltd., said at the event that since green finance is developing at a relatively moderate pace, and is still an emerging concept, its investment threshold is high and investment cycle is relatively long, development in related areas conducted by financial institutions is comparatively slow.

Meanwhile, green finance needs the support of a more mature legal system and policy support, Ms Wu added. Currently, its development is hindered from the lack of talent and information asymmetry, she added. However, with green development concepts and policies put forward by the Central Government which are in response to global demand and the needs of national development, green finance definitely has great opportunities for growth in the future.

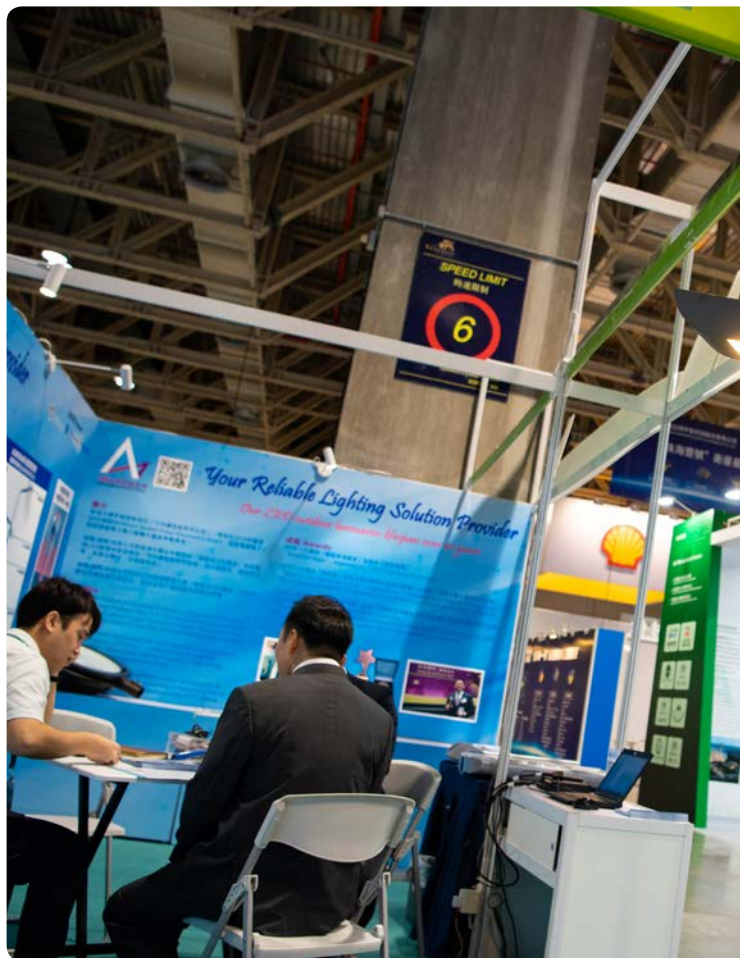
Ms Wu also pointed out that the development of green finance can motivate green industries in many ways, for example providing financial services including financing, funding, stocks and bonds, as well as insurance to strengthen green monitoring undertaken by green finance institutes; in policy aspect, the government should launch non-profit oriented policies or offer lower interest rates and faster services to allocate capital to green industries.

As green finance is not yet commonly used, there is great demand for compound talents who understand green industries, finance and law. Through attracting talents,



「新能源財經」創始人邁克爾·利布瑞查先生擔任2019MIECF主題演講嘉賓
Michael Liebreich, Founder of New Energy Finance, was invited as the keynote speaker at the 2019MIECF

2019 MIECF



16,900

綠色展覽總面積
square metres of exhibition space

500

展商總數
exhibitors

350

商業配對及交流
business matching and
networking sessions

44

簽訂合作協議
co-operation agreements signed

4,700

綠色論壇參與人次
participants at the Green Forum

面的金融服務，促進金融機構加強綠色約束；在政策導向上應建立以非營利為目的的金融政策體系，以更優惠的利率、更便捷的服務將金融資源導入綠色產業。目前，由於綠色金融仍未普及，市場對了解綠色產業、金融和法律的複合型人才需求大，可以透過人才引入，推動綠色金融產品的創新和開發，建立推廣綠色產業目錄和綠色企業庫項目庫，增加信息透明度，多措並舉促進綠色金融能更快速、健康地發展。

推動綠色環保

每年均有不少企業在 MIECF 舉行期間簽署合約，澳能建設控股有限公司與華潤黑桃新能源有限公司（「華潤黑桃」）在本屆 MIECF 期間簽署合約，共同拓展澳門的綠色環保項目，以推進澳門在節能、環保、清潔技術和科技等方面的應用。另外，澳

nurturing development and innovation of green financial products, building and promoting green industries index and green enterprises and projects database, enhancing information transparency, Green finance can also grow at a faster pace and in a healthier way.

MECOM makes green advances

Each year, a number of agreements are signed during MIECF. At this year's event, MECOM Power and Construction Ltd. (MECOM) joined hands with Black Spade Capital Ltd. to sign an agreement for co-exploring local green projects. Their goal is to promote applications of energy saving, environmental protection, clean technology and more in the city. MECOM also signed

memorandum of understanding with three different enterprises from Germany, Mauritius and Macao to develop solar farms and power stations in Mauritius, in order to advance environmental efforts.

Kuok Lam Sek, Chairman and Executive Director of MECOM, stated that this was the second time for the company to attend MIECF. Enterprises and industry participants from around the world gathered together to exchange ideas, and their green equipment and technology were also displayed at the three-day event. According to Mr Kuok, the event enhances co-operation and joint development based upon the principle of reciprocal support and mutual benefit. As MIECF has taken up a significant role in promoting



大會設有政府採購對接會專場
Matching sessions were specifically organised for governmental procurement

能建設與三家來自德國、毛里裘斯及澳門的企業簽署諒解備忘錄，將攜手於毛里裘斯建設太陽能發電場和電站，推動當地環保發展。澳能建設主席郭林錫表示，今年是該公司第二次參加 MIECF，在三日的展會期內，可以讓世界各地的企業及業內人士相互交流，展示各企業的環保設備及技術，促進合作，在互惠互利的原則下共同發展。MIECF 在推動環保合作方面發揮了很大作用，其公司明年定會繼續參展。

與會人士滿意參會成果

綠色展覽方面，來自內地、「一帶一路」沿線國家、歐洲國家以及葡語國家數百展

environmental co-operation, the company will join the next year's event as well, added Mr Kuok.

Participants pleased with results

Hundreds of exhibitors from Mainland China, countries along the Belt and Road, European countries, and Portuguese-speaking Countries all took part in the green exhibition. The "Greenovation Zone" was launched this year, and the Greater Bay Area Eco-Products and Solutions Pavilion was expanded at the same time. The Green Building Area returned to the

event once again, assisting participants in grasping opportunities arising from the country's policies and international green development. The Official Guided Tour also again invited 30 representatives from the Macao SAR Government and business matching sessions specifically for governmental procurement. A number of exchange activities were hosted and achieved positive results, reported the participants.

Shell Hong Kong Ltd. participated in the event for the first time. As a petrol supplier, its manager Mr Wong said the company has invested a lot of resources in developing formulations that produce cleaner and more





廣東省綠色金融投資控股集團有限公司董事長吳立揚
Chairman of Guangdong Green Finances Investment Holding Group, Wu Liyang

商參展。今屆展會新設「綠創新區」，同時擴大「大灣區環保產品及方案展區」面積，以及續設「綠色建築展區」等，讓與會人士更好地把握國家政策及國際綠色發展機遇。同時大會組織邀請逾 30 個政府部門代表參與政府導賞團，並設有政府採購對接會專場。今年還設有多個交流會，與會業界透過交流會取得不少成果。

首次在 MIECF 參展的香港蜆殼有限公司是一家汽油供應商，該公司負責人王先生表示，公司投放大量資源研發更清潔、更節約的汽油配方，目前該公司的新產品可令汽車噴油嘴更清潔，能延長車輛壽命及保養期，從而減省保養成本，汽車消耗量亦可減少。今次參展的成果豐碩，除了中國內地、港澳地區及馬來西亞的企業外，亦有許多其他國家及地區的企業對該新產品感興趣。由於許多人都尚未了解不同汽油配方會產生不同效果，藉今次參展，公司亦可向客戶推介，增加客戶對產品的認識，從而選購合適的產品。

展會最後一天是「綠色公眾日」，吸引不少市民到場參觀，參與一系列的環保親子活動及欣賞各類表演，氣氛熱鬧。今年，大會安排了參會嘉賓前往欣賞港珠澳大橋並到大橋澳門口岸進行技術參觀，同時安排參會嘉賓和公眾與會者一同前往澳門電子廢物回收處理場參觀，以進一步認識本澳相關的環保工作及基建設施。

下一屆 MIECF 將於 2020 年 3 月 26 至 28 日期間舉行。PI

economical gasoline. Today, the company's new products make injectors cleaner, extend the lifespan of vehicles as well as their maintenance period, which may lead to reduce costs for maintenance and vehicle consumption.

Shell Hong Kong was pleased with the response to their new products at 2019 MIECF.



香港蜆殼有限公司負責人王先生
Shell Hong Kong Manager, Mr Wong

In addition to enterprises from Mainland China, Hong Kong, Macao and Malaysia, companies from other countries and regions also expressed interest in these new products. As many people are not aware of the different effects of different petrol formulations, the company also took the opportunity to share more product knowledge with customers to help ensure they purchased products best suited for them.

The Green Public Day was open to the public on the last day of 2019 MIECF, attracting crowds of residents to the event and a series of parent-child activities on environmental topics. Various performances were held to liven the atmosphere of the event. This year, technical visits were organised for guests to see the Hong Kong-Zhuhai-Macao Bridge and the Macao Cross-boundary Port. Participants were also invited to visit the Macao Electronic Waste Recycling Treatment Facility with the aim to further understand environmental protection and infrastructure facilities of Macao.

The next MIECF will be held from 26 to 28 March, 2020. PI

國際基建論壇深化與「一帶一路」國家基建連繫 IIICF successfully connects “Belt and Road” countries with infrastructure



本屆基建論壇推廣基礎設施高質量可持續發展

This year's IIICF promotes the Quality and Sustainable Development of International Infrastructure

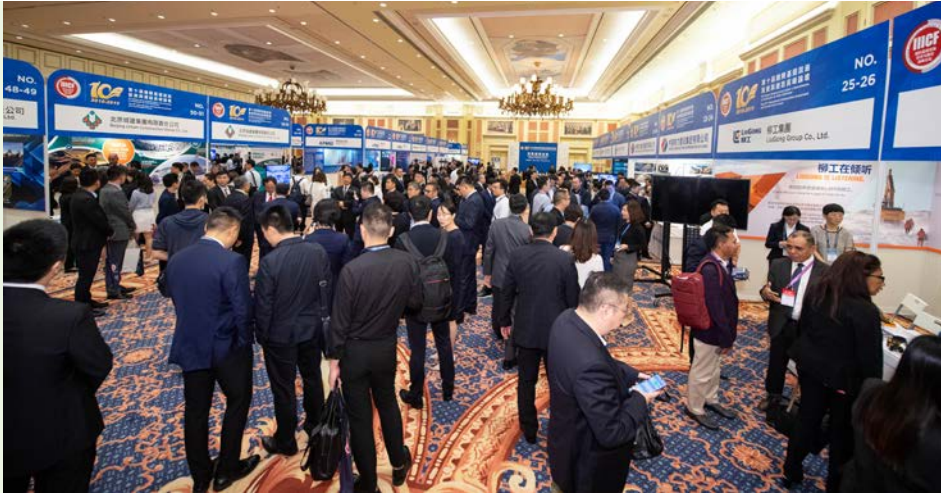
「第十屆國際基礎設施投資與建設高峰論壇」於2019年5月30至31日假澳門威尼斯人圓滿舉行。是次論壇由國家商務部、澳門特別行政區政府作為指導委員會主任單位，中央人民政府駐澳門特別行政區聯絡辦公室作為特別指導單位，國家外交部、國家發展和改革委員會、國務院國有資產監督管理委員會、國務院港澳事務辦公室作為指導委員會成員單位，由澳門貿易投資促進局及中國對外承包工程商會共同主辦。

今年適逢為基建論壇創辦十週年，本屆以「促進國際基礎設施高質量可持續發展」為題，兩天的活動共舉行了12場主題論壇、專題活動和平行論壇，是次基建論壇共吸引了來自70多個國家和地區、750

THE 10th International Infrastructure Investment and Construction Forum (IIICF) was successfully held at the Venetian Macao from 30 to 31 May 2019. The Ministry of Commerce of the People's Republic of China and the Macao Special Administrative Region (SAR) Government were part of the principal steering unit of the main steering committee. The event also had the Liaison Office of the Central People's Government in the Macao SAR as the special endorser; and the Ministry of Foreign Affairs, the National Development and Reform Commission, the State-owned Assets Supervision and Administration Commission of the State Council and the

Hong Kong and Macao Affairs Office of the State Council as members of the steering committee. The event was jointly organised by the Macao Trade and Investment Promotion Institute (IPIM) and the China International Contractors Association.

In celebration of the 10th anniversary, this year's IIICF was themed as “Promoting Quality and Sustainable Development of the International Infrastructure”. The two-day event featured 12 keynote forums, themed activities and parallel sessions. More than 2,000 politicians, businessmen and academics from 750 entities and across 70 countries and regions attended the event. Among them, 56 delegates were ministerial



第十屆國際基建論壇吸引逾2,000名與會者匯聚澳門
More than 2,000 delegates convene at the 10th IICF in Macao



12

第十屆國際基建論壇舉辦的主題論壇、專題活動和平行論壇數目
Forums, themed activities and parallel sessions held at the 10th IICF



11

基建論壇期間簽署的合作協議數目
Co-operation agreements signed during the event



70

參與基建論壇的國家和地區數目
Countries and regions represented at the 10th IICF



750

參與基建論壇的單位數目
Entities represented at the event

多個單位，超過 2,000 名政、商、學界人士參與，包括來自近 40 個國家和地區的 56 位部長級以上政府官員，共同探討世界基建議題和發展趨勢，交流最新建築技術及周邊行業訊息，攜手尋找商機。此外，中外雙方在基建論壇次日舉行的簽約儀式上共簽署了 11 份合作協議，主要涵蓋交通運輸、房屋建築、電力工程和礦業等領域。

在開幕式上，澳門特別行政區政府行政長官崔世安致辭時表示，基建論壇創辦

level officials from 40 countries and regions. They convened together to discuss the latest trends and developments in international infrastructure and exchanged information about the latest construction technologies and peripheral industries, while also exploring new opportunities. In addition, China and other foreign parties signed a total of 11 co-operation project agreements covering transportation, civil engineering, electrical

engineering and mining at the event.

Macao's Chief Executive, Chui Sai On, delivered a speech at the opening ceremony, highlighting that, since the inception of IICF one decade ago, with the Central Government's support and joint efforts from different sectors, the event has become an effective, global co-operation platform. The 10th IICF shared synergies with the measures proposed by the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" to boost high-quality infrastructure throughout the Greater Bay Area. The objective is for the Greater Bay Area to become the cornerstone of the "Belt and Road" development.

On the first day of the event, a launch ceremony was held for the "Steering Committee of the International Infrastructure Investment and Construction Forum" and the "Mainland and Macao Belt and Road Business and Professional Services Council". The Belt and Road Infrastructure Development Index 2019 and the Annual Report on Development of the Belt and Road Construction 2019 were also released during this year's IICF. A keynote forum entitled "Pursuing for Quality and Sustainable Infrastructure – from Goals to Practice" and "The 5th China-LAC Infrastructure Forum" took place on the first day as well.

The nine parallel forums throughout the second day of the event covered topics relevant to the "Belt and Road" initiative, Guangdong-Hong Kong-Macao Greater Bay Area development, energy, transportation, finance, industrial linkages, international engineering agreements and financial co-operation between China and Portuguese-speaking Countries. Delegates enthusiastically shared their insights during the forums.

This year's IICF specially offered a Networking Reception for enterprises from Macao and Mainland China with the goal to fostering the co-operation and exchange between companies in both regions, inviting 13 entities from the Macao SAR Government and commercial sector; the overseas Chinese community, the financial industry as well as the construction sector. Companies from

十年以來，在中央政府的大力支持和海內外各方的通力合作下，搭建起務實高效的國際合作平台。本屆基建論壇結合《粵港澳大灣區建設規劃綱要》的部署，謀劃推動粵港澳大灣區基礎設施高質高效互聯互通，將粵港澳大灣區打造成為「一帶一路」建設的重要支撐區。


活動首日，大會舉行了「國際基礎設施投資與建設高峰論壇指導委員會」和「內地—澳門『一帶一路』工商專業委員會」成立儀式、《「一帶一路」國家基礎設施發展指數（2019）》和《「一帶一路」國家基礎設施發展指數報告（2019）》發佈儀式、「共建高質量可持續的基礎設施—從目標到實踐」主題論壇及「第五屆中拉基礎設施合作論壇」專題活動。

活動次日的九場平行論壇則涵蓋「一帶一路」、粵港澳大灣區建設、能源、交通、金融和產業鏈等主題，同時研討有關國際工程合同、中葡金融合作等方面內容，與會嘉賓各抒己見，現場氣氛熱烈。

本屆基建論壇亦特設「內地與澳門企業交流對接會」，進一步促進兩地企業合作交流。對接會安排了13家涵蓋本澳政府部門、工商界、僑界、金融界、建造業界等澳門機構代表與內地企業交流；透過對接會，亦有非洲國家企業藉澳門平台，將內地企業的先進技術和豐富經驗引進其國家。另外，透過「共同推進中拉基礎設施合作高質量可持續發展」和「中拉基礎設施合作的新前景」等兩項專題活動，大會亦設商業對接會以拓展中國與拉美、加勒比地區在基礎設施合作上的新空間，促進雙方創新合作模式，提升合作水平。

澳門貿促局主席劉關華在基建論壇總結新聞發佈會上，以三個方向總結本屆論壇：第一，透過新舉措完善基建論壇機制，為國際基礎設施的發展提出了新方向；第二，發揮到基建論壇與澳門「中葡平台」的疊加效應；第三是透過搭建對接平台，拓展重點區域和第三方市場的合作。

中國對外承包工程商會會長房秋晨亦指出，本屆基建論壇具備五個特色：第一，聚焦行業熱點和趨勢；第二，匯聚業界精英，凝聚全球共識；第三，內容務實高效，推動各方互利共贏；第四，行業權威發佈，引領發展趨勢；最後則是突出澳門元素，促進澳門深度參與「一帶一路」和粵港澳大灣區建設，助力澳門經濟適度多元發展。

第十一屆國際基建論壇將於2020年6月4至5日在澳門舉辦。 


African countries also attended the event to introduce the advanced technology and rich experience of Chinese companies to their own countries via the Macao platform.

A number of business matching sessions were also held including the “China-LAC Infrastructure Co-operation towards Quality and Sustainable Development” and “New Prospect of China-LAC Infrastructure Co-operation” activities to expand infrastructure collaboration between China and Latin America and the Caribbean regions. The goal was to create an innovative collaboration model and boost the level of co-operation among all parties.

The President of IPIM, Irene Va Kuan Lau, concluded this year’s IIICF at its press conference with a summary highlighting three important areas. First of all, IIICF mechanism was further optimised and a new development path was laid for the event. Secondly, the event generated synergy with the mutual co-operation of IIICF and Macao’s role as

the “Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries”. Thirdly, the IIICF boosted the development of key areas and co-operation with third-parties through business matching platforms.

Fang Qiuchen, President of the China International Contractors Association, outlined five key characteristics from the 10th IIICF. The first is the event’s focus on trends and the industry’s latest developments. The second is the gathering of infrastructure elites from all over the world. The third is the promotion of mutual benefits through effective content design. The fourth is the release of industry authoritative, cutting edge and up-to-date research reports for delegates. The fifth is the successful demonstration of Macao’s important role in the participation of the “Belt and Road” initiative and GBA developments. IIICF also showed its support for diversifying Macao’s economy.

The 11th IIICF will be held in Macao on 4 and 5 June 2020. 



與會者就最新建築技術交流信息

Delegates exchange information about the latest construction technologies



順德菜館鳳城小廚於近期開業
The recently opened Fung Shing Restaurant serves Shunde cuisine

貿促局「一站式」服務助投資者開啟創業大門 IPIM's "One-stop Service" opens doors for new businesses

澳門貿易投資促進局的投資者「一站式」服務，為有意在本地開業的投資者提供全方位協助。今期《澳門經貿之窗》訪問兩間截然不同的企業：一間為主打健康、優質餐飲的企業，另一間是推行智慧洗車技術的環保科技公司。雖然兩間企業均熟悉本地開業流程，且能自行處理所有程序，但由於貿促局能夠有效地與不同政府部門溝通，故他們還是選擇透過投資者「一站式」服務申請開業，兩家企業對有關服務都感到十分滿意。

在澳門已經營了好幾年北方菜館業務的松花湖飲食集團，本著為澳門居民和遊客提供優質順德美食的宗旨，於2018年9月再開設鳳城小廚。松花湖飲食集團董事長于慶文表示，「我們已有東北菜館來迎合北方遊客的口味，現在是時候為澳門帶來正宗的內地南方菜式。我們聘用來自順德的廚師和服務生，提供原汁原味的精緻佳餚。」

除了口味正宗，鳳城小廚另一個宗旨是為居民和遊客提供優質食品。于慶文強調，「集團對廚房的要求十分高，顧客可以透過廚房玻璃看到廚師的烹調過程，而且集團嚴格規定所有食品都不能使用添加劑，

THE "One-stop Service" of the Macao Trade and Investment Promotion Institute (IPIM) provides comprehensive support for local investors and entrepreneurs looking to set up their own companies in Macao.

This issue of *Macao Image* introduces two very different companies – one devoted to serving healthy and quality food, the other one is an environmental sci-tech company that has brought intelligent car washing technology to the city.

The two companies were already familiar with the administrative procedures to set up a business in Macao and could have done everything on their own, but because of IPIM's ability to communicate with different government departments effectively and efficiently, they chose to rely on the Investors' "One-stop Service" once again. Both of the companies say they were very pleased with the outcome.

In September 2018, Lake Chong Fa Restaurant Co. Ltd. opened Fung Shing

Restaurant with the aim of providing high quality Shunde cuisine to Macao residents and tourists. Prior to Fung Shing Restaurant, the company had already opened restaurants serving northeastern Chinese cuisine for a couple of years.

Iris U, Managing Director of Lake Chong Fa Restaurant Co., told *Macao Image*: "We have restaurants presenting northern Chinese cuisine for travellers from northern China. It's time for us to bring the authentic tastes of southern China to Macao."

"We have hired chefs and waiters from Shunde to present dishes with the original flavours of the region," she added.

Not only is Fung Shing Restaurant dedicated to presenting authentic dishes, it is also committed to serving quality food to residents and travellers. "Our company is very demanding with regard to the preparation of our dishes," Ms U said. "Customers are able to see our cooks at work through our glass show kitchen.

「我們向貿促局遞交所需資料後，很快就取得營業牌照。」

Once we submitted all of the required documents to IPIM, we were soon given the licence for the restaurant to open.

松花湖飲食集團董事長于慶文
Iris U, Managing Director of
Lake Chong Fa Restaurant Co. Ltd.



我們希望提供健康、優質、價格合理的餐飲給本地人和遊客。」

于慶文指出，早在三年前籌備開設長春食品加工場時，已了解貿促局的投資者「一站式」服務，當時透過有關服務成功申請了營業牌照，認為服務能夠為開業人士提供不少支援，故此，集團是次擴展業務，亦自然地透過這項服務申請開業。

儘管已非第一次在澳門開業，頗為熟悉相關流程，但于慶文認為貿促局的投資者「一站式」服務在過程中提供了很大的幫助。「我們向貿促局遞交所需資料後，很快就取得營業牌照，貿促局和其他政府機構保持有效的溝通，而且在審核我們提交的資料時也十分小心謹慎，必須是可靠、可信、真實的資料貿促局才會接受，這樣也讓我們對整個過程充滿信心。」

環保潔車技術

另一方面，越來越多澳門年輕人關注環保議題，激發不少創業者投身有關領域。澳門聯達環保科技有限公司於2019年1月開業，將環保理念融入洗車服務，響應環保之餘，亦為澳門駕車人士提供更多選擇。公司市場部經理梁燕霞表示，一般洗車服務消耗大量水資源及電力，同時也造成大量的污水排放。自兩年前成立了環保智慧洗車公司，體會到箇中好處後，她就萌生了在澳門自設廠房生產洗車產品的想法，以便為產品質量把關。

We also implement strict regulations with regard to food additives. Food additives are forbidden and cannot be added into our dishes. We provide healthy, high quality and reasonably priced food for local residents and tourists.”

IPIM’s “One-Stop Service” is not new to Ms U. She learned about it three years ago when she started the Cheong Chon Food Processing Factory. She considers this service capable of providing many supports to entrepreneurs, as it helped her open the factory smoothly and successfully. Therefore, when her company decided to expand with a brand-new restaurant, Ms U decided, without question, to use this service once again.

Even though it was not the first time Ms U opened a business and she was familiar with the procedures required, she found that the “One-stop Service” was still very beneficial to have for the restaurant opening.

“Once we submitted all of the required documents to IPIM, we were soon given

the licence for the restaurant to open. It is easier for IPIM to communicate with other government departments on our behalf, and whenever any documents are needed, IPIM is meticulously careful with the details. They only accept reliable, trustworthy and accurate information, which also gives us confidence in the application.”

Environmentally friendly car washing

With environmental issues increasingly at the forefront of the minds of the younger generation, new green businesses are sprouting in Macao. In January 2019, Macau Lian Da Environment Protection Technology Co. Ltd. unveiled a new way to clean cars that would respect the environment with more mindful products, providing more options to Macao’s drivers while contributing to environmental protection.

Grace Leong, Marketing Manager for Macau Lian Da Environment Protection



「設廠過程涉及多個政府部門的審批，幸好在貿促局的協助下，各項溝通程序都獲理順。」

Registering this factory involved various government departments. With the help of IPIM, we went through the processes very smoothly.

澳門聯達環保科技有限公司市場部經理
梁燕霞

Grace Leong, Marketing Manager
for Macau Lian Da Environment
Protection Technology

「我們產品的原理是將髒污分解及隔離，首先擠一點護理膏在汽車表面，再配合專利生產的護理盤及護理棉將產品抹勻後，護理膏能夠分解並帶走髒污。車身清潔完畢後，噴少許光亮養護液在汽車表面，再用超細纖維毛巾擦淨，車身就會變得光亮。最後，塗上一層保護膜，令車身能夠抗污染、易清洗、防潑水、耐腐蝕、抗靜電和耐紫外線等。」

梁燕霞表示，要從外地引入這項技術、購置產品及開設潔車公司等步驟都不困難，但在設廠方面就遇到較為複雜的問題。然而，透過貿促局投資者「一站式」服務，整個過程變得較為快捷便利。「設廠過程涉及經濟局、土地工務運輸局、消防局、勞工事務局和衛生局等多個政府部門的審批，廠房的裝修設計圖亦需各部門的配合及協調，幸好在貿促局的協助下，各項溝通程序都得以理順。」

聯達環保科技除了引進新式洗車技術及帶來非傳統洗車產品外，也積極推動環保。「我們的工廠運作符合環保及零排放要求，產品亦符合環保標準，在使用過程中能夠實現零排污。」梁燕霞強調，「地球資源尤其是自然資源，只會越用越少，我們希望在環保方面可為澳門出一分力。」

Technology, says car washing normally consumes large volumes of water and electricity, and creates a lot of sewage. After starting the eco-friendly car washing business two years ago, the company recognised the benefits of the new technology and decided to open a factory to manufacture eco-friendly car wash products and take good control of the quality of their output.

“The main purpose of our products is to break down and separate dirt. First, we apply the caring cream on the car, and gently even the product out with our patented tool and sponge, allowing the cream to break down the dirt and remove it from the car,” said Ms Leong. “After cleaning, we spray our shine solution and wipe the car with micro-fibre cloth to give it some shine. Finally, we apply a protective coat so that the car will be resistant to pollution, water spots, corrosion, static electricity and ultraviolet rays and is easy to clean.”

Ms Leong said introducing the technology from overseas, buying the products and setting up a car wash company were not difficult. The real

challenge was opening a factory. IPIM’s “One-Stop Service” made the process much more simplified and more convenient. “Registering this factory involved various government departments such as the Macao Economic Bureau; Land, Public Works and Transport Bureau; Fire Services Bureau; Labour Affairs Bureau and Health Bureau. Coordination among the departments was also needed to approve the renovation plans for the factory. With the help of IPIM, we went through the processes very smoothly.”

Not only has Lian Da Environment Protection Technology introduced innovative technologies and products for car washing, the company is also proactively advocating environmental protection.

“We operate our factory strictly according to environmental requirements and zero emission standards. Our products meet all of the eco-friendly standards and do not produce any sewage waste,” Ms Leong emphasised. “The more natural resources we use, the faster they run out. We hope to be able to contribute to improving the environment.”

獨特創意融入本土文化 打造設計品牌

Todot integrates local culture with design

同點設計策劃有限公司由來自澳門、內地、香港共四位設計達人合夥成立。這群志同道合的夥伴深信，凡事由一個「點」開始，「把所有事物與其起源相互連繫，由第一個點出發，進而邁向更好的設計」就是他們一直以來的設計宗旨。

同點設計策劃有限公司設計總監李浩強在介紹公司時表示，他期望同點設計能成為象徵澳門未來的一個前瞻品牌。「譬如說，《無印良品》的簡約主義體現出日本人的生活態度，而《宜家家具》的精巧細節展現出瑞典設計的小聰明；同樣地，我們設計的產品就是以注入本地文化為原則，讓設計呈現出澳門風格、澳門精神。」

同點設計的業務主軸為開發產品及提供設計服務，以獨特、能引起廣大回響的好設計、好產品為社會注入正能量。目前，同點設計旗下的自家品牌包括於2014年創立的 Ultraworks 及於2016年創立的潮流品牌 Faith& Fearless；前者主要創作多個系列的獨特腕錶及文具，而後者則著重設計時尚飾品及潮流手袋。

自成立後的短短兩年間，Ultraworks 已經在香港、中國及台灣榮獲多項設計大獎。在2017年，Ultraworks 更獲得意大利 A' 國際設計大獎，同年亦得到了日本優良設計獎，而較為近期的獎項則有2018年中國設計紅星獎。

打破刻板印象

Ultraworks 品牌 001 系列腕錶獲獎無數，是該品牌的最暢銷產品。001 系列設計落落大方，錶面上配以兩圈分別代表時鐘和分鐘的刻度轉盤，一反手錶的傳統外觀。

001 系列腕錶的設計靈感源自速度計，配上簡潔的外觀、刻有不規則排列的逆時針數字轉盤，以及單支固定的報時針，取代了一般手錶都有的時針和分針。

「想知道時間的時候，我們只需看着固定的單支指針便可以了。」李浩強表示，此系列破格獨到的錶面設計啟發自中國歷古流傳下來的「逆水行舟」精神——逆水划船時，若不力爭上游，便會不進則退。眼

TODOT Design is the brainchild of four design masterminds from Macao, Hong Kong and Mainland China, who created the company based on the belief that everything starts with a dot. Their philosophy is to “link everything back to its origin and start out from that very first dot to ever better design.”

Bob Lei, Design Director for Todot Design & Planning Ltd., said he hopes that when people think of Macao in future, they will think of Todot Design. “For example, Muji reflects the minimalism of Japanese lifestyle and Ikea is synonymous with Sweden for its clever designs of home pieces. In a similar way, we hope to outlive the artistic genes from within our local culture through our products,” Mr Lei tells *Macao Image*.

Inventing new products and providing

customised designs are the company's main areas of business. Their goal is to influence society in a positive way through distinctive designs. Todot Design also has two sub-brands: Ultraworks and Faith& Fearless. Ultraworks, founded in 2014, develops watches and stationary products while Faith& Fearless founded in 2016, is focused on fashion and trendy handbags.

After just two years in business, the Ultraworks products began to receive a number of prestigious design awards from Hong Kong, China and Taiwan. In 2017, Ultraworks received the Platinum A' Design Award from Italy. The same year, the Good Design Award from Japan also recognised Ultraworks with the G-mark. Most recently in 2018, China awarded Ultraworks with the Red Star Design Award.



同點設計001系列手錶屢獲殊榮，為該公司最受歡迎的代表作
Todot's award-winning 001 timepieces are the company's most popular products



見當下社會不少人和事都過份安於現狀，缺少了遇難而上的精神，因此，李浩強希望能透過一反常態的逆時針現代感錶面，鼓勵用家凡事要勇於冒險創新、逆流而上。

細心看看，001 系列手錶匠心獨運的細節還不單只是其運轉的方向。在代表分鐘的轉盤上，18 這個數字默默地刻印在 10 和 25 兩個數字之間，而非慣常的 15 和 20。其實，這個玄妙的 18 是設計師自身的一個情意結。

「當人生有所經歷後，18 歲對我而言，是人生中非常重要的一年。」李浩強表示，

Breaking the mould

The award-winning Ultratime 001 Watch, which features a sleek design with two rotating circular discs representing the “hour” and “minute”, is Ultraworks’ best-selling product.

Drawing inspiration from the speedometer and applying a minimalist design, the Ultratime 001 watch features an irregular arrangement of numerals that move in a counter-clockwise direction, and just one

「我們設計的產品就是以注入本地文化為原則，讓設計呈現出澳門風格、澳門精神。」

We hope to outlive the artistic genes from within our local culture through our products.

同點設計策劃有限公司設計總監李浩強
Bob Lei, Design Director, Todot Design & Planning Limited

fixed pointer instead of two clockwise pointers found on a traditional watch.

“One can read the time by taking a quick glance at the fixed pointer,” Mr Lei says. There is an old Chinese saying: ‘If you stop moving forward while rowing a boat upstream, you will fall back.’ This phrase motivated Ultraworks to create this revolutionary design of the counter-clockwise discs. Most people today don’t want to step out of their comfort zones and take risks. This cutting-edge design is a reflection of just the opposite: a willingness to move forward and step outside the box.

If you look closely at the face of the watch, you will notice another distinctive detail in the minimalist design of the timepiece. On the circular minute disc, 18 is marked between the number 10 and 25, instead of 15 or 20. The number 18 is a very special number for the designer.

“When I reflect back on when I was 18, that was the most important year of my life,” Mr Lei says. “It was a year full of passion and hope. We hope the number 18 can remind people of the good old days and to move forward in their lives with the same, upbeat spirit.”

Developing a new product requires meticulous planning so that every single detail falls in line seamlessly. From ideas to designs, sampling to production, every stage

「18 歲代表着理想與抱負，我們希望大家勿忘初心，所以便特意在設計中留下 18 的印記，喻意時刻要記得 18 歲那年的自己，並以同樣的態度和心境面對當下。」

開發一項新產品需要各方面的配合與付出，只有一絲不苟，才能讓成品如理想般呈現。由思維、設計、打版、生產，每一個階段都可能需要面臨及應對不同層面的考驗與挑戰。

為了創造出各款產品，李浩強及其團隊一路以來邊學邊做，把各方面的知識融匯貫通。「要將一件產品由無變有，絕對是要在各方面花上很多功夫的。」李浩強繼續表示，「就生產手錶而言，我們最初嘗試聯絡世界各地的不同廠房，但最終只有一間被我們的設計理念吸引。每一件新產品都是得來不易，我們慢慢嘗試、了解各項細節，才能累積經驗，開發其他具潛質的商品。」

Ultraworks 001 系列成功得到廣大用家的青睞，2018 年，這個系列的腕錶銷量突破至 3,000 枚。

個性玩味，拓展商機

時下年青人喜歡透過風格前衛、出眾的服飾展示出各自的生活態度，「潮牌效應」亦因而風靡全球。看準了這方面的發展前景，同點設計便於 2016 年 9 月創立了潮牌 Faith& Fearless。

「我們的品牌代表不同的核心價值。」李浩強表示，「透過自己的產品，我們希望為社會帶來正能量。」

「忠於自己，無畏無懼做自己」，就是這個品牌的理念。Faith& Fearless 時尚、前衛的設計主要採用塑料及尼龍等玩味感較重的物料製作而成，用色方面亦十分大膽鮮明。配合適中親民的價格及高效網路宣傳，Faith& Fearless 各個手袋款式已在海內外的潮流文化中漸露頭角，成為不少年輕女士們的新寵。

對於潮流時尚，李浩強時刻保持敏銳的觸覺；而對於同點設計的未來，李浩強亦樂意與我們分享公司的發展方向。

「下一步，Faith& Fearless 方面，我們將與更多品牌聯手推出產品。」他表示，「我們目前已取得幾名藝術家的同意，並將會利用他們獨有的元素融入至 Faith& Fearless 的產品裏。至於 Ultraworks 方面，我們將繼續以現有的設計為基礎，着力開拓女款腕錶的市場，期待透過製作一系列細錶面的設計豐富原有的產品目錄。」



同點設計主力打造玩味十足和潮流時尚的產品
Todot Design's products are intended to be playful and fashionable

undergoes a different set of challenges.

For Mr Lei and his team, their company's development was a positive learning curve from day one, entailing the need to integrate knowledge in different domains. "Creating something from scratch requires a great deal of effort," notes Mr Lei. "Take watch production as an example. I reached out to a lot of factories from around the world at the start, but only one of them was interested in our design concept. Every product is the result of many trials and thoughtful planning, and through this experience, we can now start to foresee our next move."

With the success of the Ultratime 001 Watch series, Ultraworks set a new record of 3,000 pieces sold in 2018.

Business opportunities in style

Today's youth like to make a statement through fashion and are known as "hypebeasts". Seeing the potential in this young demographic, Todot Design decided to start up their own trendy brand known as Faith& Fearless in September 2016.

"Our brands represent certain core values," Mr Lei explains. "We hope to inject positive energy into society through our products."

'Be true to yourself, dare to be different,' is the concept of the brand.

The designs of each product are playful and fashionable, and are made of edgy materials, such as PVC and nylon with strikingly bold colours. Thanks to an effective pricing and marketing strategy and online promotions, a number of handbags are considered to be very trendy and are well-liked by many young women both inside and outside China.

Mr Lei always keeps an eye on evolving trends and was happy to give *Macao Image* a window into Todot Design's future.

"Our next goal for Faith& Fearless is to produce 'crossover products' with other brands," he says. "At the moment, we have confirmed agreements with several artists to incorporate their unique design elements into Faith& Fearless's products. As for Ultraworks, the focus will be on watches designed exclusively for women. We hope to broaden our selection of women's watches with a series of timepieces that feature smaller watch surfaces."



新媒體 創商機

Riding the wave of emerging media

社交媒體微信十分盛行，經過幾年的發展，微信所涉及的層面已越來越廣泛。不論男女老幼、個人或商業用戶，微信已成為內地及港澳家傳戶曉的手機應用程式；除了提供通訊平台外，微信還提供支付平台、朋友圈社交網絡、公眾號企業平台、網絡商城，以及各項與生活息息相關的服務。直至 2018 年，微信每月的活躍用戶約為 18.2 億戶，而每天的訊息往來更高達 450 億條，讓微信成為大中華地區最炙手可熱的手機應用程式之一。

早於 2014 年，澳門時代風雲有限公司總監張任想便看準了微信的潛能與商機，憑着一股熱誠與興趣，毅然開辦了旗下第一個微信公眾號——「澳門風雲」。這名年輕的本地創業家表示，「最開始，我一直在

BEING one of the prevailing social medias, WeChat has extended its reach to an increasingly broader range of people's lives after years of growth. WeChat is widely used across all age groups for both personal and business purposes. And it has become a smartphone app that is broadly known in Mainland China, Hong Kong and Macao.

Beyond providing an information sharing platform, WeChat also offers an advanced mobile payment solution; a social media platform "WeChat Moments"; WeChat Official Accounts for organisations and public figures; WeChat Business for online trading and more lifestyle-related useful

tools. The number of WeChat's monthly active users was estimated at 1.82 billion with more than 45 billion messages delivered daily in 2018, making WeChat one of the most popular mobile applications in the Greater China region.

As early as 2014, Samgor Cheong, Director of Era Fengyun Macau Electronic Media Ltd. already saw the potential in WeChat, setting up the very first WeChat Official Account of his company – "Macau Fengyun" – as a development of his passion and interest in social media.

"In the beginning, I was always looking for a potential business that had not come to the public's attention," Mr Cheong said. "When I noticed WeChat's gradual growth, I knew it could be a new trend in the future. That's why I started an official account to build my business around it".

To cater for different interests and a very wide audience, Mr Cheong later started two



茶葉是網上零售的多項產品其中之一
Tea is one of the many products on sale at the online retail space

尋找一些具潛質而又未興起的產業，當我看着微信的發展逐漸擴大時，我就知道這會是未來的新趨勢，於是我決定開設第一個公眾號，發展相關事業。

為迎合不同題材及訂閱用戶的需要，張任想之後還分別創立了「澳門 online」及「吃喝玩樂澳門」等兩個不同的公眾號，透過定期發佈本地資訊，方便訪澳旅客掌握出遊訊息。「例如，每逢光影節、美食節等特色旅遊節慶盛事時，我們都會採集官方信息，並透過公眾號與旅客分享。」張任想在介紹各個公眾號時表示，「除了文娛旅遊方面的資訊，我們的公眾號亦能及時發佈新聞消息。」

時至今日，張任想打造的三個公眾號已累積了 11 萬的訂閱用戶，其中，本地使用者約佔整體三至四成，其餘則主要來自粵港澳大灣區區域；而訂閱用戶的年齡層分佈亦非常廣泛，由 18 歲至 60 歲不等。

「當大家在微信搜尋『澳門』二字時，『澳門 online』及『吃喝玩樂澳門』這兩個公眾號便會出現在頭五位的位置，這就是人氣與目標推廣策略的成效。」

除了經營自己開創的公眾號外，澳門時代風雲有限公司亦有為各方客戶提供廣告宣傳策劃、代營新媒體平台及電子商務策劃等方面的服務。「每類新媒體都有各自的規則，憑藉我們對數據應用

more WeChat Official Accounts – “Macau Online” and “Macau Fun”. Through regular posts and updates, these pages provide interesting and useful information for tourists in Macao.

“For major tourism events, such as the Macao Light Festival and the Macao Food Festival, we compile official information and share them on our accounts with our subscribers and travellers,” Mr Cheong said. “Besides tourist information, our accounts also serve as important news broadcasts when needed.”

Local users account for 30 percent to 40 percent of the 110,000 subscribers across the company’s three WeChat Official Accounts. The remaining subscribers mainly reside in the Guangdong-Hong Kong-Macao Greater Bay Area and are between the ages of 18 and 60.

“When people search the word ‘Macau’ on WeChat, ‘Macau Online’ and ‘Macau Fun’ will pop up among the top five search suggestions, thanks to their popularity and targeted marketing strategies,” he said.

In addition to operating their own official accounts, Era Fengyun Macau also runs other WeChat Official Accounts on behalf of their clients, and provides tailor-made

advertising strategies and e-commerce marketing services for online businesses. “Every new media has its own rules to play by. Our in-depth understanding of how to properly use data is the reason why our clients from various sectors are confident in our services and entrust us with their official accounts for better marketing results,” Mr Cheong added.

Opening the doors to online retailing

Benefiting from the ongoing developments in the Greater Bay Area, Era Fengyun Macau broadened their scope of business through the online retailing platform supported by WeChat, selling various products of their own and imported goods.

“In the Greater Bay Area, Macao serves as an important middle ground,” Mr Cheong said. “We hope to sell products from the Greater Bay Area to Taiwan and Hong Kong through Macao and sell imported products to Mainland buyers via Macao.”

He is also very positive about the future of the MCMore – an online retailing platform of WeChat. “We launched our Xinhui Green Mandarin Orange gift sets during Mid-Autumn Festival in 2018. Shortly after the products hit the online store, we sold around 20 boxes, which was quite a good start,” said Mr Cheong.

Their online retail space also carries other products under their own brand name such as tea, coffee and almond cookies.

With just one click, WeChat users can visit the retail space via any of the three official accounts run by Era Fengyun Macau. Once in a while, the company will also create products advertisements to attract more users to the online retail space.

“It is quite manageable to run an online retail business with a third-party service provider like WeChat, because they have an online payment solution; social networking tools and other useful back-end functions in place to provide all sorts of support we need.”

Era Fengyun Macau’s products can be divided into four main categories – specialties from the Greater Bay Area,



「當我看着微信的發展逐漸擴大時，我就知道這會是未來的新趨勢。」

When I noticed WeChat's gradual growth, I knew it could be a new trend in the future.

澳門時代風雲有限公司總監張任想
Samgor Cheong,
Director of Era Fengyun Macau
Electronic Media Ltd.

的認識，令不同範疇的客戶們對我們的服務充滿信心，進而委托我們代為管理及經營他們的公眾號，以求達至更高的成效。」

開拓電子商城

受惠於大灣區的發展，澳門時代風雲有限公司近年亦透過微信商城銷售各種自家品牌及進口產品。「在大灣區內，澳門擔當着一個重要的平台角色，我們期望能夠透過澳門把大灣區特產銷售至香港及台灣等地，亦同時希望能把進口貨源透過澳門銷售至內地買家。」張任想對於微信商城的前景感到非常樂觀，「我們自家品牌出產的新會小青柑禮盒在2018年中秋節期間上架，轉瞬間便售出了近二十盒，這是相當不俗的起步。」除了小青柑外，張任想的自家品牌還推出了特式茗茶、咖啡、杏仁曲奇等商品。

目前，澳門時代風雲有限公司旗下的各個公眾號皆能一鍵按入、直接連繫至「澳

門商城」，而各個公眾號內亦不時附上一些產品宣傳廣告，以吸引更多人流登錄這個銷售平台。「像微信這類型的第三方平台其實十分容易上手，因為他們同時提供電子支付、社交平台、以及其他後台配套功能，真是非常有利營商。」澳門時代風雲有限公司主要銷售的產品一共分為大灣區特產、進口酒類、進口美妝產品及旅遊產品等四大類。

邁向 5G 年代

隨着手機應用程式「抖音短視頻」及網絡直播文化火速興起，張任想相信，跟上這個大趨勢定能找到下一個新契機。「5G網絡預計在2020年在澳門推出，屆時，更快捷高效的網速定更有利於視頻直播、上傳及下載影片。」張任想期望日後能透過抖音直播營銷，或直播一些介紹澳門的視頻。他認為，未來動態內容將會取代傳統文字或平面圖像內容，而讓各個公眾號、頻道的內容更多元化。■

imported wines, imported cosmetics and travel-related products.

Moving forward with 5G

With the growing popularity of Douyin, a trendy media app for creating and sharing short videos in China, as well as the culture of live streaming, Mr Cheong believes there is a future in it. "5G will be available in Macao in 2020. By that time, a faster and more efficient network will only be more beneficial to the culture of live broadcasting, streaming uploading and downloading videos."

The future plan for Era Fengyun Macau will be to promote sales and share local Macao information through live streaming or making videos on Douyin. Mr Cheong believes dynamic content will soon overtake traditional texts and print advertisements, which will diversify the content of the company's official accounts and channels. ■



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