



港珠澳大橋帶動本地會展商機

HKZM Bridge brings opportunities to local MICE industry



2019施政報告——「把握機遇，均衡發展」 POLICY ADDRESS 2019: SEIZE OPPORTUNITIES FOR BALANCED DEVELOPMENT

澳門特區政府的施政報告中強調要發展本地金融業，並鼓勵企業投資創新及研發領域
Highlights from the most important Macao SAR Government policy document include support to develop
the city's financial industry and measures to encourage investment in innovation

齊齊葡特色市集助企業開拓商機
'Let's Hang Out' Bazaar celebrates
new business opportunities

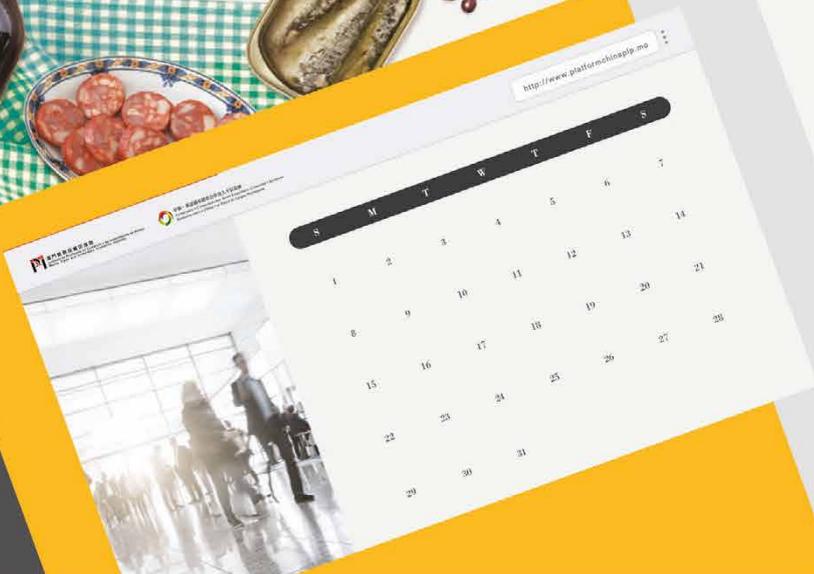
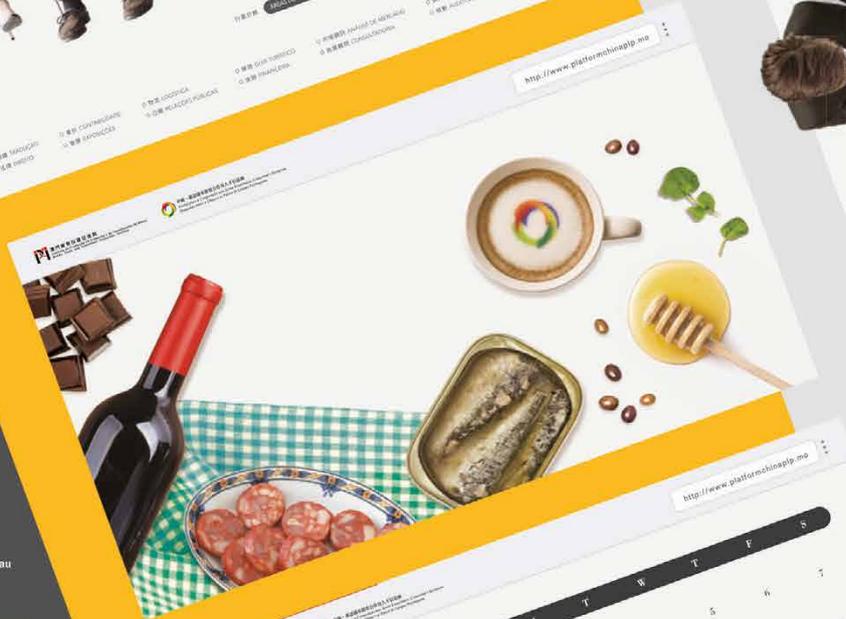
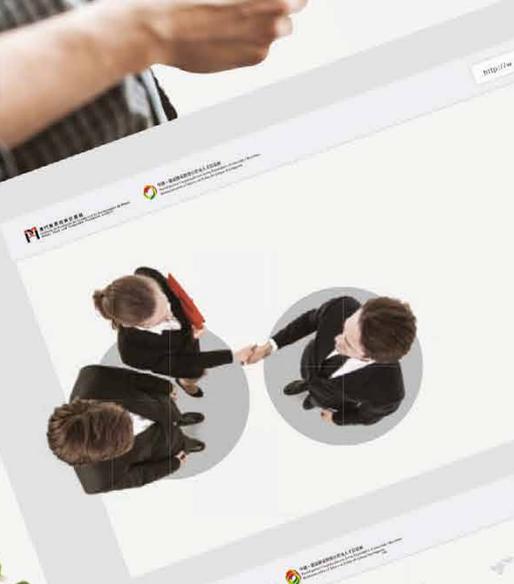
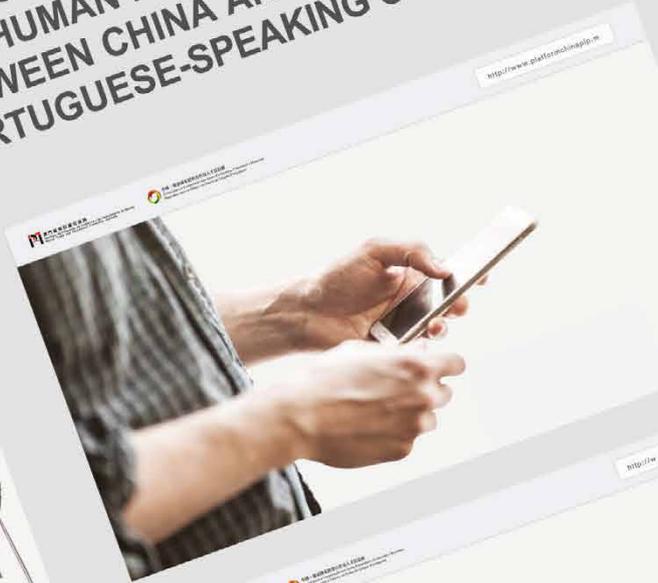
旅遊局局長：港珠澳大橋助澳門旅遊發展
New bridge paves the way for more
tourism growth: MGTO Director



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



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Organisers:

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

澳門特別行政區政府經濟財政司
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創新是澳門未來發展的關鍵。澳門特別行政區政府《2019年財政年度施政報告》以「把握機遇，均衡發展」為主題，今期《澳門經貿之窗》會探討當中所提到的重點領域。

行政長官崔世安表示，2019年，內外環境複雜多變，但預測經濟走勢仍可維持平穩運行，穩中求進。政府定會保持審慎樂觀的態度，增強居安思危意識，審時度勢，採取應對措施，包括優化營商環境，合理運用財政稅收宏觀政策，適時增加公共投資等。

本年度的施政提出了一項為鼓勵本地公司投資創新科技而設的主要稅務扣減方案，另一個重點則為讓澳門融入粵港澳大灣區，把握其中的機遇。澳門政府更為此成立了「粵港澳大灣區工作委員會」以促進澳門融入大灣區發展。

本期《澳門經貿之窗》很榮幸可以邀請到澳門旅遊局局長文綺華作專訪，與讀者分享她對港珠澳大橋能為澳門帶來哪些效益的看法。她提到這條全球最長的跨海大橋會提升澳門的交通便利性及可達性，而「一程多站」旅遊產品的推出亦會成為進一步發展大灣區的重點。

澳門旅遊局現正推出新的科技產品以推動智慧旅遊發展，借助大數據應用、服務機械人和聊天機械人等提升旅客的旅遊體驗。

今期亦會關注港珠澳大橋對澳門的會展產業會帶來甚麼影響。《澳門經貿之窗》訪問了一些會展業界人士和學者探討有關澳門會展業的前景。港珠澳大橋將整個大灣區連接起來，同時為澳門帶來更多舉辦商務盛事的機會。

本期也會介紹「齊齊葡一葡語國家及澳門產品特色市集」活動。為期三天的「齊齊葡」市集旨在促進澳門作為「葡語國家食品集散中心」的角色，吸引了27家本地企業和逾三萬人次參與，取得圓滿成功。

2018年11月，「中國國際進口博覽會」首度於中國上海舉辦。有與會者表示，進博會為本地企業帶來展示「澳門另一面」的機會。此外，《澳門經貿之窗》亦藉此機會訪問了一些新成立的企業，分享有關澳門貿易投資促進局提供的投資者「一站式」服務如何帶來便利。

本期亦重點訪問了兩家本地公司，他們均受惠於澳門旅遊業。其中一家為以澳門地標為主題的立體金飾和玉石珠寶擺設設計的商戶，另一家則是已為數以百萬計的酒店顧客提供高品質絨毛拖鞋的生產商。 

INNOVATION is vital for Macao's future. In this issue of *Macao Image*, we examine key areas of the Macao SAR Government's Policy Address for 2019 themed "Seize opportunities for balanced development".

Chief Executive Chui Sai On said that during 2019, the internal and external environments will remain complex and volatile, but the Macao SAR Government expects the economy to remain stable. The SAR Government will continue making progress while ensuring stability, he added. The SAR Government will remain cautiously optimistic, and be well-prepared for adverse situations. The SAR Government will enable prompt implementation of appropriate measures, namely for optimisation of the city's business environment, setting of proper macro fiscal and taxation policies, and increasing public investment.

This year's policy introduces a significant new tax incentive scheme designed to encourage local companies to invest in technological innovation. Integration was also a major buzzword from the Policy Address, with plans to seize new opportunities from the Guangdong-Hong Kong-Macao Greater Bay Area. A new department – the Working Committee for the Development of Guangdong-Hong Kong-Macao Greater Bay Area – will boost integration efforts.

Macao Image is also pleased to present an exclusive interview with Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office (MGTO). In this issue, she shares her insights on all of the benefits that the new Hong Kong-Zhuhai-Macao Bridge will bring to Macao tourism. She said the world's longest sea crossing bridge will serve as a means to make travelling to Macao much faster and easier, adding that launching

multi-destination tourism products are definitely a priority to advance the Greater Bay Area strategy.

The Macao Government Tourism Office is also launching new technology to further the city's smart tourism development. In addition to big data, service robots and chatbots would be used to enhance the visitor experience in Macao, says the tourism office.

In this issue, we also look at how the new bridge is set to impact the Meetings, Incentives, Conventions and Exhibitions (MICE) industry. *Macao Image* speaks to MICE associations and academics about the future of the industry in Macao. The bridge brings regions within the Greater Bay Area closer together, which will lead to more business events being held in our city.

We also look into the success of the "Let's Hang Out – Lusophone and Macao Products Bazaar", an event to further advance the city's role as a "distribution centre for food products from Portuguese-speaking Countries". The three-day event attracted 30,000 visitors and participation from 27 Macao companies.

For the first time, the China International Import Expo (CIIE) was held in Shanghai in November 2018. CIIE gave local companies the opportunity to present "the other side of Macao", say entrepreneurs that took part in the event. *Macao Image* also interviewed newly registered Macao companies to find out just how efficient IPIM's "One-Stop Service" is for entrepreneurs.

This issue also highlights the success of two local companies who benefited from the tourism market development. One company designs 3D gold and jade displays inspired by Macao's iconic landmarks, while another produces high quality plush slippers for millions of hotel guests. 

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焦點 FOCUS



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「一帶一路」 新協議推動澳門參與建設

2018年12月6日，澳門特區行政長官崔世安（左）與國家發展和改革委員會主任何立峰（右）在北京代表雙方簽署《支持澳門全面參與和助力「一帶一路」建設的安排》。

崔世安指《安排》有助澳門更進一步參與「一帶一路」建設和推動澳門經濟發展，並稱澳門特區政府將依照中央指示，全力以赴，除加強與廣東省和福建省共同推進「一帶一路」建設外，亦會推動葡語國家積極投入。

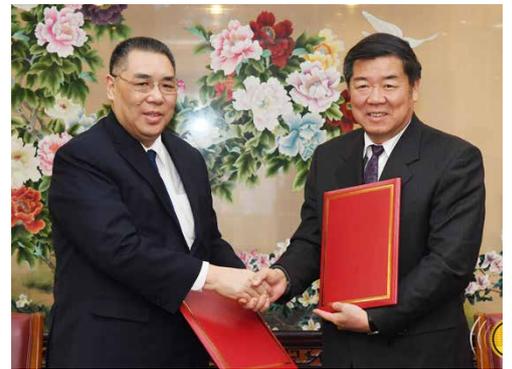
《安排》於不同的層面支持澳門發展，如支持澳門打造中國與葡語國家商貿合作金融服務平台，推進人民幣國際化；支持澳門打造「21世紀海上絲綢之路」重要的交通樞紐和貿易物流中心；促進澳門世界旅遊休閒中心建設、中葡商貿合作服務平台建設與「一帶一路」建設有機結合；支持澳門舉辦高層次的「一帶一路」建設主題論壇和國際性展覽等。

New 'Belt and Road' agreement paves way for Macao participation

On 6 December 2018, Macao Chief Executive Chui Sai On (pictured left) and the Chairman of the National Development and Reform Commission He Lifeng (pictured right), signed the "Arrangement for Advancing Macao's Full Participation in and Contribution to the Belt and Road Initiative" in Beijing.

Mr Chui said the new agreement paves the way for Macao's contribution to the "Belt and Road" initiative and provides new impetus for the city's economic development. He said the Macao SAR Government would spare no effort, under the guidance of the Central Government, in advancing co-operation with Guangdong Province and Fujian Province while encouraging further participation of Portuguese-speaking Countries in the "Belt and Road" initiative.

The Arrangement supports Macao in a number of fundamental ways, such as: developing the city into a commercial and trade co-operation and financial services platform between China and Portuguese-speaking Countries to internationalise the renminbi; crafting Macao into a major transport hub and an important logistics



centre of the "21st-Century Maritime Silk Road"; nurturing the organic connection between the development of the "Belt and Road" initiative and Macao's strategic roles as a World Centre of Tourism and Leisure and as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries; and supporting Macao to become an important stage for hosting high-profile forums and international exhibitions relevant to the "Belt and Road" initiative.

《CEPA貨物貿易協議》 在澳簽署

中國國家商務部和澳門特區政府於2018年12月12日，共同提出19項互利政策促進兩地經貿合作。

時任國家商務部副部長傅自應（左）與澳門經濟財政司司長梁維特（右）簽署了《CEPA貨物貿易協議》，並於2019年1月1日生效。

內地與澳門經貿合作委員會首次會議後，即頒佈新措施。傅自應指國家商務部會透過委員會機制以進一步降低和放寬投資和服務貿易領域的准入條件，讓澳門商界更易於進入內地市場。

傅自應稱未來會推進粵港澳大灣區建設的政策措施，推動在大灣區內實現服務貿易全面自由化，並繼續支持澳門參與「中國國際進口博覽會」。

梁維特則表示他相信委員會將支持澳門融入國家發展大局，助力澳門經濟適度多元可持續發展以及落實澳門作為中葡商貿合作服務平台定位。

CEPA 'Agreement on Trade in Goods' signed in Macao



The Ministry of Commerce of the People's Republic of China and the Macao SAR Government agreed on 12 December 2018 to introduce a total of 19 measures to foster economic and trade ties between Mainland China and Macao.

Former Vice Minister of Commerce Fu Ziyang (pictured left), and the Secretary for Economy and Finance of the Macao SAR Leong Vai Tac (pictured right) signed an "Agreement on Trade in Goods", a new document under the framework of the "Mainland and Macao Closer Economic Partnership Arrangement" (CEPA) which took effect on 1 January 2019.

The new measures were announced after the first meeting of the "Commission on Economic and Trade Co-operation between Mainland and Macao". Mr Fu said the ministry would make greater use of the Commission mechanism to enhance conditions beneficial to the liberalisation of trade in services and investment. This would enable Macao businesses to enjoy further preferential market access to Mainland China.

Mr Fu also said further measures would be launched to further the liberalisation of trade in services within the Guangdong-Hong Kong-Macao Greater Bay Area comprehensively and support Macao to continue taking part in the China International Import Expo.

Secretary Leong Vai Tac said he believes the Commission will further integrate Macao's development with China's overall growth; propel the city's economic diversification and sustainable development; as well as advance Macao's position as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

新設蘇澳合作園區

2018年12月，澳門特區行政長官崔世安前往江蘇作為期兩日的正式訪問，並與常州市官員商討園區於常州市武進區選址的規劃和建設。佔地五平方公里的園區可望促進澳門經濟適度多元發展。

崔世安和常州市委書記汪泉、常州市長丁純等會面，並交流有關園區的五個平台發展。雙方同時就如何善用澳門與葡語國家之間的緊密聯繫以確定園區市場定位、以及須涵蓋哪些產業和服務等展開討論。

園區的五個平台包括：支持澳門融入國家發展大局、實現經濟適度多元發展的延伸平台；蘇澳全面深化合作的實踐平台；中國與葡語國家合作項目的承接平台；澳門青年在內地創業創新的落地平台以及蘇澳青年公務員交流學習和提升專業能力的鍛鍊平台。

New Jiangsu-Macao Co-operation Park underway

In December 2018, Macao Chief Executive Chui Sai On travelled to Jiangsu for a two-day formal visit with officials of the Changzhou Government to discuss the planning and construction of the Jiangsu-Macao Co-operation Park in Changzhou Prefecture's Wujin District.

Covering an area of five square kilometres, the Co-operation Park is designed to impact Macao's economic diversification goals in a positive way.

Mr Chui met with the Secretary of the Changzhou Municipal Committee of the Communist Party of China, Wang Quan, and the Mayor of Changzhou, Ding Chun. They exchanged views on the five platform roles for the Co-operation Park project. They also discussed how to make use of



Macao's close ties with Portuguese-speaking Countries with respect to the market positioning of the park as well as the type of industries and services to be included.

The five platform roles of the Co-operation Park are designed to: support Macao's integration into the country's overall development while promoting the city's moderate economic

diversification; boost comprehensive co-operation between Macao and Jiangsu; support the undertaking of projects jointly commissioned by China and Portuguese-speaking Countries; encourage more innovative projects and business start-ups by Macao youths; and support training to enhance the skills of civil servants from Macao or Jiangsu.

企業家冀於大灣區 覓投資商機

澳門投資貿易促進局組織代表團於2018年11月21日至23日前往廣東省深圳及南沙進行交流。是次拜訪與廣東省商務廳合辦，目的為讓澳門企業家了解粵港澳大灣區的投資和業界發展情況。

代表團由不同行業的公司代表組成，包括批發零售、貿易、電子商務、資訊科技、電訊、金融服務和製造業等。

主辦單位於拜訪期間安排了一些活動以加強粵澳企業之間的交流，其中一個重點活動為「澳門—廣州南沙企業家商機對接會」，共約70名來自不同企業的代表出席。

Entrepreneurs invest in the future of the Greater Bay Area

The Macao Trade and Investment Promotion Institute (IPIM) led a delegation of Macao entrepreneurs to visit Shenzhen and Nansha, in Guangdong Province, from 21 to 23

November 2018. The visit was organised in collaboration with the Department of Commerce of Guangdong Province, with the aim to help Macao entrepreneurs learn more about the investment and

industrial development environment in the Guangdong-Hong Kong-Macao Greater Bay Area.

The delegation was composed of company representatives from a number of sectors, including wholesale and retail, trade, e-commerce, information technology, telecommunications, financial services and manufacturing, among others.

Several activities were arranged during the visit to promote closer ties and business exchanges between Macao business people and entrepreneurs in Guangdong. One of the highlights was the seminar on "Business Opportunities Pairing for Macao and Nansha Entrepreneurs (Guangzhou Municipality)", which was attended by approximately 70 representatives from different companies.



2019施政報告 — 「把握機遇，均衡發展」

Policy Address 2019: Seize opportunities for balanced development



澳門特區政府的施政報告中強調要發展本地金融業，並鼓勵企業投資創新及研發領域。

行政長官崔世安於 2018 年 11 月中旬，在澳門立法會發表了題為「把握機遇，均衡發展」的《2019 年財政年度施政報告》。報告指，政府計劃推出支持本地科技創新的新稅務優惠以及一系列推進金融業的新措施。

行政長官崔世安表示，2019 年，內外環境複雜多變，但預測經濟走勢仍可維持平穩運行，穩中求進。政府定會保持審慎樂觀的態度，增強居安思危意識，審時度勢，採取應對措施，包括優化營商環境，合理運用財政稅收宏觀政策，適時增加公共投資等。此外，致力形成教育、科研、

「2019 年，內外環境複雜多變，但預測經濟走勢仍可維持平穩運行，穩中求進。」

In 2019, both internal and external economies will be complicated and volatile, but Macao's economy is expected to continue growing steadily.

行政長官 **崔世安**
Chui Sai On, Chief Executive

Highlights from the Macao SAR Government policy document include support to develop the city's financial industry and measures to encourage investment in innovation, research and development.

CHIEF Executive Chui Sai On delivered the Policy Address for 2019 entitled "Seize Opportunities for Balanced Development" to the Legislative Assembly in mid-November. According to the Policy Address for Fiscal Year 2019, the Macao SAR Government has unveiled a new tax incentive to promote local technology innovation, and a series of new measures to develop the city's financial industry.

Mr Chui highlighted that in 2019, both internal and external economies will be complicated and volatile, but Macao's economic situation is expected to continue growing steadily. The Macao SAR Government will remain cautiously optimistic to be vigilant and examine the situation while taking countermeasures to improve the business environment, make reasonable use of the macro policy of tax revenues and to ensure a timely increase in public investments.

Moreover, an innovative network to bridge education, scientific research and industries will be introduced to boost the formation of new industries, drive the reconstruction of firms, expand market size as well as improve quality and efficiency for the active growth of emerging industries.

Development of technological innovation

The Macao SAR Government emphasised the importance of technological innovation on an international scale. Therefore, the



產業相互連接的創新網絡，促進新業態形成，帶動企業調結構、拓市場、提質增效，引領新興產業活躍成長。

推動科技創新發展

行政長官崔世安表示，政府強調以國際視野推動科技創新發展，成立「建設粵港澳大灣區工作委員會」，並下設「科技創新和智慧城市工作小組」。政府將加強支持重點領域，例如中醫藥、芯片、物聯網與人工智能、太空科學與深空探測等。此外，充分利用澳門「一中心、一平台」的定位優勢，融入大灣區科技創新發展，共同打造國際化的創新型城市。在深化各範疇智慧城市建設方面，政府專有雲計算中心和大數據共享平台的首階段建設將於 2019 年動工。同時，當局將開展部署 5G 網絡前期工作。

施政報告亦提及配合落實粵港澳大灣區發展規劃，鼓勵本地企業創新研發的稅務優惠，企業首 300 萬元「合資格研發開支」可獲三倍所得補充稅可課稅收益扣



澳門幣 187.5 億元
特區政府為社會福利的投入支出金額
MOP18.75 billion
Spending on social benefits

newly established Working Committee for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area will focus on the “Technological Innovation and Smart City Working Group”. Key areas “such as Traditional Chinese Medicine, computing chips, Internet of Things,

artificial intelligence, space science and planetary exploration, will be strengthened,” said Mr Chui.

The Policy Address also highlighted that Macao will integrate into the technological innovation development of the Greater Bay Area through its own advantages making use of the “Centre and Platform” policies. Meanwhile, a strategy will also be put into place to drive technological innovation and develop an international innovative city. For enhancing all aspects of building a smart city, the first phase of a Government-owned cloud computing centre and big-data platform is expected to begin in 2019, with authorities also keen to initiate the preparatory work for rolling out a 5G communications network.

The Chief Executive unveiled a new Tax Concession Incentive Scheme for Scientific Research and Innovation to implement the development planning of the Greater Bay Area. This new scheme will offer a triple

培育新興產業

施政報告提出，政府繼續促進會展業發展，引進更多優質會展活動在澳門舉行。支持會展活動與社區經濟互動，促進會展、飲食、零售等關聯行業共同發展。此外，鞏固和擴大粵澳合作中醫藥科技產業園的建設成果，加速重點項目及企業進入產業園發展。

與此同時，加大力度培育文化創意產業，推進文化場館建設，開放更多藝文空間，推出「社區文創專項資助計劃」，促進文創融入社區。

在培育特色金融成長方面，政府將完善相關法律法規，推動本澳金融機構拓展融資租賃業務，爭取境外具實力的融資租賃公司落戶澳門。研究制定《信託法》，推動內地金融機構與葡語國家相關的業務集中在澳門辦理，努力把澳門打造成「中葡金融服務平台」，成為葡語國家人民幣清算中心。為推動特色金融發展，政府對投資內地政府及國企在本澳發行債券所產生收益豁免所得補充稅，並豁免發行及取得有關債券所涉及的印花稅。

此外，利用澳門海域地理區位和制度政策等優勢，培育具有特色的海洋產業。

Cultivating emerging industries

The Macao SAR Government will continue to develop the meetings, incentives, conferences and exhibitions (MICE) industry by attracting a greater number of quality conventions and exhibitions to Macao; supporting the interaction between MICE events and local economy; promoting mutual development of related industries such as MICE, catering and retail. Moreover, measures for consolidating and expanding the construction of the Traditional Chinese Medicine Science and Technology Industrial Park of Co-operation between Guangdong and Macao as well as expediting the entry of key projects and firms to the Industrial Park are also included in the Policy Address.

Regarding the cultural and creative industries, the Policy Address vows to strengthen efforts in its incubation, build more cultural venues, open more art spaces, launch a “Community Cultural and Creative Production Subsidy Scheme” and integrate culture and art into the daily life of the local community.

In order to cultivate the city’s featured finance industry, the Macao SAR Government will refine

regulations for local financial organisations to develop financial leasing services to attract well-established foreign companies to set their bases in Macao, and to study the legislation of a trust law to promote Macao as a centre that handles businesses between mainland financial organisations and Portuguese-speaking Countries, transforming Macao into a “Financial Service Platform for China and Portuguese-speaking Countries” as well as a renminbi clearing centre for Portuguese-speaking Countries.

To promote the development of the city’s finance industry, the Macao SAR Government will exempt profit taxes on investment income from local bonds issued by Mainland China provincial governments and state-owned enterprises, as well as the stamp duty for issuing and acquiring the related bonds.

Additionally, the advantages of Macao’s maritime and terrestrial space, as well as its institutional advantages will be used to develop characteristic maritime industries.

支持中小企業發展

施政報告指出，政府將優化各項財政及行政支援措施，簡化發牌等行政手續，創設便商環境；加快完善出口信用保險制度；更具針對性地協助中小企業開發人力資源。此外，政府將繼續支持博彩企業優先採購本地中小企業的產品及服務。傳承本地美食文化，提升澳門「創意城市美食之都」的影響力，讓澳門新業態的內容更豐富多元，助力中小企業升級轉型。

政府將繼續推動澳門傳統工業和文化創意產業融合發展，加強支持「澳門製造」品牌。推進「澳門特色老店品牌重塑扶助計劃」，協助老店提升市場競爭力和品牌價值。

另一方面，推動中小企業和創業青年利用現代科技，透過跨境電商開拓內地業務，支持商會在內地知名電商平台設立澳門館。協助本澳優質產品拓展區域商機。鼓勵中小企業採取以大帶小的模式，共同參與區域合作。致力引進大灣區優質企業落戶澳門，與本地中小企業合作，促進本地產業和就業多元。

Support for small and medium-sized enterprises

According to the Policy Address, the Macao SAR Government will optimise supporting measures in finance and administration, streamline licensing procedures to create a better business environment, improve the export credit insurance system, and aid small and medium-sized enterprises (SMEs) to develop human resources. In addition, the Macao SAR Government will continue to motivate gaming enterprises to prioritise procurement of products and services from local SMEs

To support local culinary culture and to enhance Macao’s influence as a “UNESCO Creative City of Gastronomy”, Macao’s industries will be diversified and provide opportunities for SMEs to upgrade and transform.

The Macao SAR Government is also keen to promote the integrated development of traditional industries and cultural and creative industries,

and to reinforce the cultivation of Made-in-Macao brands through the “Macao Time-honoured Shops Rebranding Assistance Scheme”. The goal is to aid traditional shops in enhancing their competitiveness and brand value.

Another aspect is to encourage SMEs and young entrepreneurs to expand businesses in Mainland China with the use of modern technology as well as through cross border e-commerce, and to support business associations to set up a “Macao Hub” via well-known e-commerce platforms in Mainland China. There are also policies to facilitate the exploration of business opportunities for local high-quality products; to encourage SMEs to participate in regional co-operation by partnering with large-scale corporations; to introduce professional companies from the Greater Bay Area to come to Macao and collaborate with local SMEs and diversify local industries and labour force.

惠民措施

Measures to improve quality of life for residents

行政長官表示，隨著澳門經濟持續發展，特區政府繼續通過發放或增加經濟補貼等一系列措施，提升居民生活質素，預計政府將為此支出約 187.5 億元。施政報告的部分建議包括：

- 2019 年繼續實行現金分享措施，向永久性居民每人發放 10,000 元（升幅為 1,000 元），非永久性居民每人 6,000 元（升幅為 600 元）；
- 連續第二年調升社會保障基金的出生津貼至 5,260 元；
- 2019 年養老金調升至每月 3,630 元，增加 180 元；
- 最低維生指數調升至每個家庭每人 4,230 元；
- 繼續減收居民職業稅的 30%，免稅額為 144,000 元；
- 另外退還 2018 年度已繳納稅額的 60%，退稅上限 14,000 元，有關稅款將於 2020 年退還。

As Macao's economy continues to improve, the Macao SAR Government has significantly increased the amount of subsidies and measures designed to upgrade the quality of life for residents, said the Chief Executive. The expected spending for these measures in 2019 is approximately MOP18.75 billion, which includes:

- Wealth Partaking Scheme payments of MOP10,000 for permanent residents (up by MOP1,000) and MOP6,000 (up by MOP600) for non-permanent residents;
- Birth allowance increases for the second consecutive year to MOP5,260;
- The elderly pension of MOP3,630 per month, an increase of MOP180;
- Subsidies to ensure all families meet a rising minimum subsistence index of MOP4,230 per one-person household;
- Continued implementation of the 30 percent exemption in personal income tax applicable to all Macao residents, with basic allowance set at MOP144,000; and
- Continuation of the 60 percent rebate of tax payable for 2018, subject to an increased ceiling of MOP14,000, which will be disbursed in 2020.

減額度，餘額可獲兩倍扣減額度，上限為 1,500 萬元。

參與「一帶一路」及大灣區建設

行政長官崔世安表示，澳門將積極參與和助力「一帶一路」建設，充分發揮中國與葡語國家商貿合作服務平台的作用與功能，繼續以貿易暢通、資金融通、民心相通作為着力點，統籌政策措施，凝聚各方資源，優勢互補，共謀發展。同時，務實推進大灣區建設，加強粵港澳三地交流對接、共商共建。除了參與珠海橫琴和廣州南沙等自由貿

易試驗片區的建設，澳門還將與中山攜手建立「粵澳全面合作示範區」。

同時，政府將啟動研究與江門進行大灣區合作的可行性。加快跨境基礎設施互聯互通則是施政報告點出的又一項政府施政目標。

施政報告亦提出在「一帶一路」沿線國家推廣澳門旅遊，協助業界推出更迎合市場的旅遊產品，拓展「一程多站」聯線旅遊。深化大灣區旅遊合作，包括擴大遊艇自由行的範圍，完善相關服務；探討共同建設海洋產業集群和高端服務產業集群的可行性。■

reduction in profit taxes for the first MOP3 million invested in joint venture research and development (R&D) as well as a double reduction in profit taxes for additional spending for up to MOP15 million.

Participation in the 'Belt and Road' and Greater Bay Area

The Chief Executive also stated that Macao will actively participate and contribute to the "Belt and Road" initiative as well as make full use of Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. Through constant work on unimpeded trade, financial integration and people-to-people exchanges to co-ordinate political measures, Macao will aggregate resources and establish complementary strengths to achieve mutual development.

The Macao SAR Government will also continue to support the Greater Bay Area development and to further communication between Guangdong, Hong Kong and Macao to work closer on the development of the city cluster. In addition to participating in the development of Hengqin and Nansha sub-zones of the Guangdong Free Trade Zone, Macao will also join in efforts with Zhongshan to develop a "Guangdong-Macao Co-operation Display Zone".

Meanwhile, the Macao SAR Government will also study the feasibility of forming collaborations with Jiangmen in the development of the Greater Bay Area. Another aim is to expedite interconnectivity of border crossing infrastructure.

Promoting Macao tourism in countries and places covered by the "Belt and Road" initiative, exploring opportunities within the Greater Bay Area and investigating the feasibility of marine industrial cluster and high-end services industrial cluster are also key points in the Policy Address. The former is designed to help the tourism industry launch products that better fit the market, to expand multi-destination travel while the latter involves facilitating the Individual Travel Scheme for Yachts and refining related services. ■

《2019 年財政年度政府施政報告》設有中、葡文本，亦可在以下澳門政府網站下載：政府入口網（www.gov.mo）。該網站同時刊登了《2019 年財政年度政府施政報告》之英文概要。

The text of the Macao SAR Government Policy Address for Fiscal Year 2019, in Chinese and Portuguese, is available for downloading from the Macao Government Portal website at www.gov.mo. The website also has summaries in English of aspects of the Policy Address.



齊齊葡特色市集助企業開拓商機 'Let's Hang Out' Bazaar celebrates new business opportunities

為進一步發揮澳門作為「葡語國家食品集散中心」的角色，令更多市民及旅客接觸葡語國家的食品及文化，「齊齊葡—葡語國家及澳門產品特色市集」於2018年10月26日至28日假氹仔地堡街嘉妹前地（即北帝廟前地）舉行。三天的活動共有27家本澳從事葡語國家產品貿易、澳門品牌及文創企業參加，吸引超過三萬人次參與。有參加市集的企業表示，活動氣氛愉快融洽，達到理想的宣傳效果，有助企業拓展業務。

市集升級增添互動趣味

是次「齊齊葡特色市集」由澳門貿易投資促進局、澳門社區經濟發展促進會及澳門離島工商業聯合會共同主辦、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

In a bid to further advance the city's role as a "distribution centre for food products from Portuguese-speaking Countries", and to give residents and travellers an opportunity to learn more about food products and the different cultures of Portuguese-speaking Countries, a "Let's Hang Out – Lusophone and Macao Products Bazaar" was held at Largo Camões, Rua do Regedor (in front of the Pak Tai Temple) from October 26 to 28, 2018.

The three-day event attracted more than 30,000 visitors and participation from 27 Macao companies majoring in the trade of products from Portuguese-speaking Countries, Macao brands, as well as the cultural and creative sector. Some participating companies said the atmosphere at the bazaar

was great for conducting business and were pleased with the publicity.

Interactive and engaging

The Lusophone and Macao Products Bazaar was 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 jointly supported by the Permanent Secretariat to the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao) and the China-Portuguese-speaking Countries Federation of Entrepreneurs.

The first bazaar, held in March 2018 took place at Largo do Pagode do Bazar, while the bazaar in October was held at Largo Camões, Rua do Regedor. Beyond showcasing frozen food, canned food, biscuits, snacks, jam, fruit juices, dairy products, wines, high-end household



國家企業家聯合會協辦。繼 2018 年 3 月於澳門康公廟前地首次舉辦後，是次市集選址氹仔地堡街嘉妹前地，除繼續展示葡語國家急凍食品、罐頭、餅食、零食、果醬、果汁、奶類飲品、葡萄酒、家居精品、紀念品等各式產品外，還加入了來自澳門本地的多種文創產品，如木質手作產品、工藝扇、燈色畫、手錶、手機殼、原木家品、積木、酒、水晶飾物等。

今次活動總結過去經驗，增加了多項互動新元素，如中葡文對照的「潮語牆」、「齊齊葡」外帶咖啡亭（Pop-up Café）、面部彩繪、萬聖節裝飾，以及廚藝教學環節、葡語國家特色歌舞表演、葡萄牙新娘公仔及葡式瓷磚畫製作等工作坊，增加了市集的互動性及趣味性，吸引不少市民及遊客前來參與，感受澳門中西文化交融的魅力。此外，活動期間聯動了周邊商戶提供消費優惠，配合電子支付方式，刺激及提升市民大眾的消費意欲，帶動社區經濟發展。

年輕氣息 助企業銷售額增長

澳門洽群錡峰有限公司連續兩次參與了「齊齊葡特色市集」，負責人鍾志松介紹，該企業在澳門從事進出口貿易二十多

items, souvenirs, and other products from Portuguese-speaking Countries, the bazaar also displayed many cultural and creative products from Macao, such as handmade wooden products, handmade fans, flashfly paintings, watches, mobile phone cases, wooden household items, building blocks, wines, crystal accessories, and more.

Based on the experience of the last event, the October Bazaar featured a number of new and interactive areas for participants to enjoy, such as a Chinese-Portuguese graffiti wall, a pop-up café, face painting, Halloween decor, cooking demonstrations, cultural dances and performances from Portuguese-speaking Countries, as well as workshops for making Portuguese bride dolls and Portuguese tile paintings. These new and innovative offerings made the bazaar very attractive and allowed for much more interaction, attracting the participation of many residents and travellers to experience the city's unique east meets west heritage. Nearby merchants also offered discounts throughout the time of the bazaar and accepted electronic payments to make

「他認為是次市集成效理想，不僅構建了平台讓企業推廣及銷售產品，亦透過不同活動推廣葡語國家美食及文化，成功地聚集大量人流。」

The bazaar has helped us achieve successful results, not only by providing a platform for companies to promote and sell their products, but by also attracting a large number of visitors through different activities to advocate the food and culture of Portuguese-speaking Countries.

澳門洽群錡峰有限公司代表鍾志松
Sam Zhong, People and Winds Company



特色市集活動增加了多項互動新元素
The October Bazaar featured a number of new and interactive areas for participants to enjoy



傳統巴西戰舞卡波耶拉表演
A performance of Capoeira, a Brazilian martial art



共有二十七家澳門企業參與了特色市集活動
A total of 27 Macao companies took part in the October Bazaar



活動一連三日吸引了逾30,000訪客
The three-day event attracted more than 30,000 visitors



市集活動展示一系列特色產品
The Bazaar showcased a variety of products



「『齊齊葡特色市集』不論從零售及批發層面上，在推廣葡語國家食品方面成效理想。」

The events have been very successful in promoting the food products of Portuguese-speaking Countries, both for retail and wholesale.

商澳出入口有限公司代表蘇馬安娜
Ana Manhão Sou, Agência
de Importação e Exportação

年，鑑於國家賦予澳門的「一中心，一平台」發展定位，於 2015 年開始進口葡語國家食品及酒類，響應澳門發展成為「中國與葡語國家商貿合作服務平台」。他認為是次市集成效理想，不僅構建了平台讓企業推廣及銷售產品，亦透過不同活動推廣葡語國家美食及文化，成功地聚集大量人流。

鐘志松更特別指出，與上次「齊齊葡特色市集」相比，今次活動融入了更多年輕人元素，如中葡文對照的「潮語牆」，吸引了不少人拍照打卡，參會企業亦把握機會互相交流學習，期待未來有更多類似的活動推廣葡語國家產品。除了參與「齊齊葡特色市集」，他表示，其公司也有在位於塔石廣場商業中心（即塔石玻璃屋）的葡語國家食品展示中心陳列產品，以及參加分別由貿促局作為支持單位的「活力澳門推廣週」及主辦的「澳門國際貿易投資展覽會」(MIF) 等活動，在推廣葡語國家食品上達到理想的成效，該公司在這方面的銷售額逐年上升。

零售批發成效理想

另一家參會企業商澳出入口有限公司的代表蘇馬安娜表示，她亦連續兩次參加

shopping more convenient and promote economic development in neighbourhood areas.

Youthful bazaar atmosphere attracts business

Sam Zhong of People and Winds Company Ltd., a Macao-based company that has engaged in import and export trading for more than 20 years, said they participated in both of the bazaars in 2018. Since the Central Government is supporting Macao's positioning as "One Centre, One platform" (World Centre of Tourism and Leisure as well as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries), the company has also moved in that direction by importing food products and wines from Portuguese-speaking Countries since 2015.

"Our aim is to help Macao become a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries," said Mr



市集上各類工作坊反應熱烈

The October Bazaar featured a number of workshops



葡語國家特色歌舞表演，與眾同樂

Several performances by artists from Portuguese-speaking Countries were held during the event

了「齊齊葡特色市集」，認為不論從零售及批發層面上，活動在推廣葡語國家食品方面成效理想，且兩次選址均各具特色，如澳門康公廟前地位於澳門舊區，居民流量較多，而氹仔北帝廟前地屬於旅客旺區，加上毗鄰不少大型餐廳及綜合度假村，除了吸引更多旅客參與，也有不少食肆負責人在現場與參展企業交流，為餐廳開拓貨源。

蘇馬安娜的公司目前為澳門市場引入某葡萄牙品牌的食品，包括黑毛豬產品、排骨、豆類、酸瓜等，除了參與市集，也有在葡語國家食品展示中心展示商品。蘇馬安娜表示，有餐廳在葡語國家食品展示中心留意到該公司的商品後，特意來到市集與他們面對面交流，進一步洽談購買相關產品，也有食肆代表分別在兩次市集上與他們互動交流，她更透露公司目前與一間本澳大型餐廳就產品供應的商談已接近尾聲，不久將來可落實向該餐廳供應貨品。■

Zhong. “The bazaar has helped us achieve successful results, not only by providing a platform for companies to promote and sell their products, but by also attracting a large number of visitors through different activities to advocate the food and culture of Portuguese-speaking Countries.”

Mr Zhong said that the October bazaar featured more youthful elements, such as the Chinese-Portuguese graffiti wall where many people posed for photos and shared their pictures on social media. The participating companies also seized the chance for networking and to learn from each other. He hopes there will be more events like these in future to promote products from Portuguese-speaking Countries.

Apart from joining the bazaar, Mr Zhong said the company has also showcased its products at the Portuguese-speaking

Countries Food Products Exhibition Centre located at Tap Seac Square business centre – more commonly known as the Glass House. The company has also joined other events supported or organised by IPIM, such as the Dynamic Macao Business and Trade Fair and the Macao International Trade and Investment Fair (MIF). These events have effectively promoted Portuguese-speaking Countries products in the past, and the company has seen their sales rise year after year, he added.

Successful retail and wholesale sales

Ana Manhão Sou of Agência de Importação e Exportação, also participated in both of the bazaars. “The events have been very successful in promoting the food products of Portuguese-speaking Countries, both for retail and wholesale,” she stated.

She also said the venues for both bazaars were equally good. The first bazaar at Largo do Pagode do Bazar is situated in an old neighbourhood, so it attracted a large number of residents. The second bazaar at Largo Camões is in a tourist area with many major restaurants and integrated resorts nearby, so the bazaar successfully attracted more tourists and restaurant representatives, who were interested in negotiating with participating companies to expand food product sources for their restaurants, she added.

Her company now engages in the trade of Portuguese-branded food products, and she is introducing iberico pork products, ribs, beans, pickles and others to the Macao market. Besides joining the bazaar, the company also showcases products at the Portuguese-speaking Countries Food Products Exhibition Centre in Tap Seac.

Some restaurants noticed her company's products in Tap Seac and found them at the bazaar, where they discussed purchasing the products, while some restaurants also met with them at both bazaars held in Largo do Pagode do Bazar and Largo Camões, said Ms Manhão Sou. The company is now at the final stage of negotiations with one large local restaurant, which could source food products from them in the near future, she added. ■

美麗盡在嘉模墟

A FUN-FILLED DAY WITH LOCAL SMES AT THE WEEKEND CARMO MARKET WITH WYNN CARE



永利冠名贊助「美麗盡在嘉模墟」
Wynn: the title sponsor for Carmo Market, an exciting festive community event in Taipa

永利心繫澳門，在這個冬天首次與澳門工商聯會攜手，走進嘉模墟推廣氹仔舊城區文化。

永利作為活動的冠名贊助單位，永利澳門有限公司副主席兼執行董事陳志玲女士致開幕辭時表示，嘉模墟活動首次採用由永利免費提供給本地中小企的環保物料飲管，為綠色澳門同心協力。同時，我們也在嘉模墟推廣貴州從江產品，結合本地中小企力量來幫助偏鄉地區發展，顯示出澳門企業不論大小都關愛社區，奉獻各自的愛心。

小城大愛，愛及從江，擁抱自然，關愛社區！

This winter, Wynn was proud to be the title sponsor for Carmo Market, collaborating with the Industry and Commerce Association of Macau for this exciting festive community event that took place in Taipa.

During the opening welcome speech, Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited, announced that Wynn offered eco-friendly straws to all SMEs participating in Carmo Market to be used when serving their customers. This marked the first joint effort between Wynn and Carmo Market to support green initiatives.

Upholding a mutual commitment to support and help the development of Congjiang County in Guizhou province, Wynn and local SMEs joined hands to promote a variety of products from Congjiang at the weekend market. Wynn hopes that its commitment to this important initiative encourages industry efforts within the community to support poverty alleviation work in the mainland.



關愛大使永永、利利免費提供給本地中小企的環保物料飲管
Wynn Care Ambassadors, Wing Wing and Lei Lei, offered eco-friendly straws to all SMEs participating in Carmo Market to be used when serving their customers

澳門旅遊發展機遇處處——訪旅遊局局長

New opportunities pave the way for more tourism growth

Exclusive interview with the Director of MGTO



「我相信再多等幾個月，當開通熱潮過後，就可看到大橋實際可為澳門帶來的效益。」

I do believe that after this new buzz has quieted down, probably a few months from now, we will see the actual economic benefits that the bridge will bring to Macao.

events would definitely boost overseas tourism promotions for Macao.

Can you tell us about Macao's tourism development in 2018? According to official figures, visitor arrivals grew by approximately 8 percent in the first 10 months of 2018.

We originally expected the growth of the visitor arrival for 2018 to be at just 3 percent to 5 percent, so the actual growth beat our expectations. This is due to an increase in Mainland Chinese visitors, while other tourism markets have risen and fallen. Also, given the recent opening of the Hong Kong-Zhuhai-Macao Bridge, it has attracted travellers, mostly day-trippers, to visit and test it out. While the bridge may not be bringing significant economic benefits to the city at this point in time, I do believe that after this new buzz has quieted down, probably a few months from now, we will see the actual economic benefits that the bridge will bring to Macao.

隨著港珠澳大橋開通，澳門旅遊局局長文綺華接受《澳門經貿之窗》專訪時表示，大橋將為澳門旅遊發展帶來不少機遇，提高城市的可達性，有助澳門開拓更多旅遊市場，而2019年適逢澳門特別行政區成立20週年、中華人民共和國建國70週年、中葡建交40週年及「中葡文化年」等節日，有助澳門推廣海外旅遊。

可否簡單闡述2018年澳門旅遊業的發展狀況？據官方數據顯示，2018年前十個月，澳門訪客人數大約有8%的增長。

我們最初預測2018年旅客人數的增長率大約為3至5%，即使其他旅遊市場有升有跌，但由於內地旅客人數增加，實際增長依然較預期好；另外，最近港珠澳大橋開通，也吸引了不少一日遊旅客到訪。

In an exclusive interview with *Macao Image*, Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office (MGTO), says the new Hong Kong-Zhuhai-Macao Bridge will open the doors to many new opportunities for tourism. She says the bridge will boost accessibility for visitors as well as open up new tourism markets.

The year 2019 is a significant one, as it marks the 20th anniversary of the establishment of the Macao SAR, the 70th anniversary of the People's Republic of China, as well as the 40th anniversary of diplomatic relations between China and Portugal and the Cultural Year of China-Portugal. She said all of these momentous



雖然大橋未必會帶來即時的顯著經濟效益，但我相信再多等幾個月，當開通熱潮過後，就可看到大橋實際可為澳門帶來的效益。

剛剛提到港珠澳大橋，這對澳門旅遊發展帶來哪方面的好處？

港珠澳大橋作為超大型的跨海交通工程，本身就有的魅力，另外大橋亦提升了澳門的交通便利及可達性。除了大中華區，目前澳門的主要海外旅客市場為南韓、日本、印尼、泰國、馬來西亞、新加坡等東南亞市場，以及「一帶一路」等沿線國家和地區，因為我們的旅客市場離不開有航空聯繫的地方，所以港珠澳大橋開通後，拉近了澳門與香港國際機場的距離，澳門可藉著香港機場開拓更多市場。例如，旅遊局目前與國泰航空及香港航空等合作

Speaking of the Hong Kong-Zhuhai-Macao Bridge, what benefits do you think it will bring in terms of Macao's tourism development?

As a mega-scale cross-sea transportation infrastructure, the Hong Kong-Zhuhai-Macao Bridge is an attraction all of its own, and it will also serve as a means to make travelling to Macao much faster and easier. Beyond the Greater China region, the major overseas tourism markets for Macao are South Korea, Japan, Indonesia, Thailand, Malaysia and Singapore, as well as countries and regions covered by the "Belt and Road" initiative. Since our tourism markets are closely linked to air connections, the opening of the Hong Kong-Zhuhai-Macao Bridge brings Macao much closer

「我們的重點工作是推進與廣東省九個城市及香港的合作，推廣大灣區旅遊品牌。」

Our major focus is to facilitate the co-operation between Macao, Hong Kong and the nine cities across Guangdong to promote the tourism brand of the Greater Bay Area.

to the Hong Kong International Airport. Therefore, we will continue to explore more tourism markets via the Hong Kong airport. For instance, MGTO is now partnering with airlines like Cathay Pacific and Hong Kong Airlines to promote Macao. We will try to co-operate with other airlines flying into the Hong Kong airport as well.

What other overseas markets will you explore in future?

We are planning to explore Europe. In the past, we mainly focused on the western European market, such as Portugal where we already have a close historical connection. We've also been working with the United Kingdom, France and Germany. In the future, we intend to explore northern, eastern and central Europe, as we have recently completed our market research on the tourism markets of northern Europe.

The Guangdong-Hong Kong-Macao Greater Bay Area is a hot topic right now. Can you tell us about how Macao can work more closely with other cities in the Greater Bay Area to boost tourism? Will there be more multi-destination tourism offerings in future?

All tourism authorities in the Greater Bay Area, Macao included, have set up a brand new organisation called "Tourism



推介澳門，未來亦會計劃與其他往來香港機場的航空公司合作。

澳門未來會開拓哪些海外市場？

我們計劃開拓歐洲市場，以往我們主力於西歐市場，例如跟我們有歷史淵源的葡萄牙，還有英國、法國及德國等，未來或會開拓北歐及中東歐市場，最近我們也完成了一些關於北歐旅遊市場研究。

最近粵港澳大灣區也是一個熱點話題，澳門可跟其他大灣區城市如何透過更緊密合作以推動旅遊發展？會否有更多「一程多站」的旅遊產品？

大灣區各城市，包括澳門在內，各地旅遊主管部門於 2017 年共同成立了綜合性旅遊合作團體——「粵港澳大灣區城市旅

Federation of Cities in Guangdong, Hong Kong and Macao Greater Bay Area” designed for comprehensive tourism co-operation in 2017. Our major focus is to facilitate the co-operation between Macao, Hong Kong and nine cities across Guangdong to promote the tourism brand of the Greater Bay Area. We can do so by making good use of the tourism offerings in each city and the Hong Kong-Zhuhai-Macao Bridge.

Multi-destination tourism products are definitely a priority. In August 2018, the Secretary for Social Affairs and Culture of Macao led members of the Tourism Development Committee on a visit to five Guangdong cities – Guangzhou, Foshan, Dongguan, Huizhou and Shenzhen – in the Greater Bay Area. These cities are located

「因為我們的旅客市場離不開有航空聯繫的地區，所以港珠澳大橋開通後，拉近了澳門與香港國際機場的距離，澳門可藉著香港機場開拓更多市場。」

Since our tourism markets are closely linked to air connections, the opening of the Hong Kong-Zhuhai-Macao Bridge brings Macao much closer to the Hong Kong International Airport.

on the east side of the Pearl River, where we had fewer exchanges in the past. Therefore, this trip helped us enhance our mutual understanding and deepen our relations with these cities. Looking forward, we also plan to visit the remaining four Guangdong cities in the Greater Bay Area, including Zhuhai, Zhongshan, Jiangmen and Zhaoqing. We have also had discussions with the local tourism industry. The Macao SAR Government may allocate resources to encourage members of the tourism industry to visit Mainland China cities in the Greater Bay area to co-launch relevant tourism products. In terms of overseas promotions, overseas media outlets and travel agencies will be invited to visit the Greater Bay Area and join in business matching sessions with the industry there.

In addition to the Greater Bay Area, the “Belt and Road” initiative is also a major national policy. How can Macao’s tourism industry benefit?

As the Macao SAR Government has previously announced, Macao should co-operate with Mainland Chinese cities, especially in the Guangdong and Fujian provinces with respect to the “Belt and Road” initiative. In 2018, we went to Australia with representatives from Fujian to introduce a new model of tourism promotion. In the



遊聯合會」，我們的重點工作是推進與廣東省九個城市及香港的合作，利用好各自的旅遊元素及港珠澳大橋的便利，以推廣大灣區旅遊品牌。

「一程多站」當然是重點工作。2018年8月，澳門社會文化司司長率領了旅遊發展委員會走訪大灣區其中五個廣東省城市，包括廣

州、佛山、東莞、惠州和深圳，這五個城市位於珠江東面，以往我們接觸較少，所以通過是次行程讓大家相互認識、深化關係。未來，我們亦計劃走訪另外四個大灣區廣東城市，包括珠海、中山、江門及肇慶。我們亦有與本地業界商討，政府可能提供部分資源，鼓勵業界前往內地與當地業界接洽，商討推出有

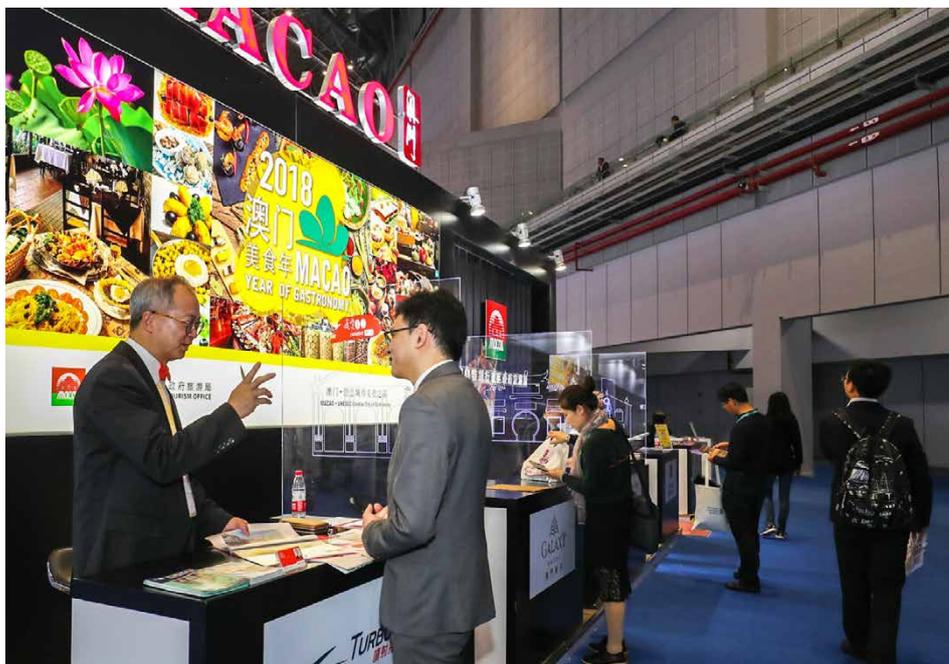
關的旅遊產品。在海外推廣方面，亦會邀請外地媒體、旅行社等到大灣區與當地業界對接。

除了大灣區，「一帶一路」亦是重要的國家政策，澳門旅遊業發展可怎樣把握當中的機遇？

澳門特區政府早前公佈，在「一帶一路」方面，澳門可與內地省市尤其是廣東及福建兩省攜手合作。2018年，我們與福建省代表一同前往澳洲推廣新的旅遊模式。以往澳門與內地的合作模式都是先吸引旅客前往澳門再轉至其他內地城市，但因應福建的廈門航空現已開通悉尼和墨爾本的直航航線連接福州和廈門，所以新的旅遊行程則吸引旅客先往（福建）再延伸至澳門。

2019年是澳門特區回歸20週年，當局在此將進行哪方面的旅遊推廣工作？

2019年是澳門特別行政區成立20週年及中華人民共和國建國70週年，亦是中國及葡萄牙建交40週年和「中葡文化年」，同時是「澳門國際煙花比賽匯演」30週年，所以2019年可謂有非常多週年慶祝活動，這些都是推廣澳門的契機。適逢「中葡文化年」，我們將於2019年3月前往葡萄牙出席旅遊展及進行大型宣傳，除了里斯本，亦會到波爾圖推介澳門一系列的旅遊元素，屆時將展現澳門的文化項目、武術等元素。✎



past, we would focus on drawing travellers to Macao first, before visiting Mainland Chinese cities. However, as Xiamen Airlines of Fujian now has direct flights connecting Sydney and Melbourne to Fuzhou and Xiamen, the co-operation model this time was to attract visitors to Fujian first and then to Macao.

How will MGTO make the most of the 20th anniversary of the Macao SAR in 2019 for tourism promotion?

2019 is the 20th anniversary of the establishment of Macao SAR, the 70th anniversary of the People's Republic of China, as well as the 40th anniversary of diplomatic relations between China and Portugal and the Cultural Year of China-Portugal. We will also celebrate the 30th anniversary of the Macao International Fireworks Display Contest in 2019. There are many festive events to be held in 2019, and they all serve as an opportune time to promote Macao. Given the Cultural Year of China-Portugal in 2019, we will visit Portugal in March to attend a tourism expo for large-scale promotions. We will visit Lisbon and Porto to introduce the tourism offerings of Macao, and showcase cultural projects, wushu (martial arts) and other unique elements of Macao. 🇲🇴



澳門旅遊局拓展智慧旅遊科技

澳門作為重要的旅遊城市，智慧旅遊是讓澳門轉型為智慧城市的一個重要組成部分。澳門旅遊局局長文綺華表示，旅遊局於2019年推出新的科技以進一步推動發展智慧旅遊城市，包括「旅遊資訊交換平台」、「旅客洞察應用」及「智慧客流應用」等三個項目。

旅遊局指出，藉助大數據應用、服務機械人和聊天機械人，可向旅客提供更好的旅遊體驗，這些都是透過澳門特區政府與阿里巴巴集團於2017年簽署的

「構建智慧城市戰略全作框架協議」後，澳門與中國電商阿里巴巴集團旗下阿里雲合力開發的。

2018年12月，文綺華在一個新聞發佈會上指出，這三個項目已接近完成階段，預計可於2019年初正式投入使用，並相信項目可為旅客、澳門旅遊業界以及澳門市民帶來便利。

目前，旅遊局已經推出多個智慧旅遊項目供市民和遊客使用，如一些新的手機應用程式、互動資訊屏幕和美食地圖網站等。

MGTO to expand 'smart tourism' technology

In a major tourism destination such as Macao, smart tourism is an integral part of Macao's transformation into a smart city.

Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office (MGTO), said her office would be ready to launch new technology to further the city's smart tourism development in 2019, including a "tourism information interchange platform", an "application for visitor insights" and a "smart application for visitor flows".

According to MGTO, in addition to big data, service robots and chatbots would be used to enhance the visitor experience in Macao.

The new offering was developed in partnership with Alibaba Cloud, a subsidiary of Mainland

Chinese technology giant Alibaba Group, under the "Framework Agreement of Strategic Cooperation on Smart City Development", signed by the Macao SAR Government and Alibaba Group in 2017.

Ms Senna Fernandes said in a press conference in December 2018 that the three projects are close to completion and are expected to come into service in "early 2019". She also believes the three projects will lead to greater conveniences for visitors, the city's tourism industry and for Macao residents.

Thus far, MGTO has already implemented a range of smart tourism initiatives for residents and visitors alike, such as new mobile applications, interactive information screens, and the "Gastronomy Map" website.

銀娛持續「以大帶小」合作模式 與本地中小企共同分享經濟成果

‘Large-Businesses-Leading-Small-Businesses’ – GEG’s Model for Shared Growth



銀河娛樂集團旗下的「澳門百老匯™」設有本澳首條露天美食街「百老匯美食街」，在多間食肆及零售商當中，本澳中小企業佔六成，開創綜合渡假城營運商與本地中小企聯營合作的先河。銀娛持續以「以大帶小」模式積極帶動中小企共同成長，推動本澳經濟多元化發展，讓旅客和市民親身感受「世界旅遊休閒中心」和「創意城市美食之都」定位的多元魅力。

Broadway Macau™, one of the flagship properties of Galaxy Entertainment Group, offers Macau's first hawker-style street market – Broadway Food Street. Sixty percent of the various F&B and retail outlets there are local SMEs, making GEG the first integrated resort operator to put into practice the business model of partnering with SMEs. GEG continues to adopt the 'Large-Businesses-Leading-Small-Businesses' growth model to share the fruits of economic success with local SMEs and promote Macau's economic diversification and sustainable development. An additional benefit of this model is the ability to offer residents and tourists an opportunity to experience Macau's vibrant charm as a World Centre of Tourism and Leisure and a UNESCO Creative City of Gastronomy.

與銀娛合作的本地中小企 – 李家菜代表 – 李啟洲先生
Mr. Joe Lei, Representative of GEG's SME partner, Lei Ka Choi

「完善系統性的經營管理模式 更大大提升品牌知名度」
“This partnership has improved our systematic management mode
and increased our brand awareness.”



與銀娛合作的本地中小企 – 杏香園代表 – 姚潤濂先生
Mr. lu lam Lim, Representative of GEG's SME partner, Hang Heong Un

「與銀娛聯營合作 助老店增添創新動力」
“Partnering with GEG has inspired innovation for our classic brand.”





港珠澳大橋帶動本地會展商機

HKZM bridge brings opportunities to local MICE industry

全長 55 公里的港珠澳大橋，是目前世界上最長的橋隧組合跨海通道，被英國報紙《衛報》稱為「現代世界七大奇景」之一的國家級基建工程。大橋正為澳門帶來新的發展機遇。

這項耗資 200 億美元的基建項目於 2018 年 10 月正式開通，讓粵、港、澳三地更加無縫對接，旨在加強三地之間的貿易和商業聯繫。

澳門會議展覽協會董事會主席何海明認為，涵蓋會議、獎勵旅遊、大型會議及展覽的會議展覽業將受惠於這項跨境建設。

「粵港澳大灣區將步入大橋時代，真正實現一小時生活圈，對吸引專業客商來澳參展參會有很大助益。」何海明說。他認同大橋開通有利三地商務交往，打通「一會兩地」的合作方式。例如 2019 年 7 月世界比較文學大會高峰會在深圳舉行，全體大會將在澳門舉辦。

STRETCHING a whopping 55 kilometres, the Hong Kong-Zhuhai-Macao (HKZM) Bridge is currently the world's longest overseas bridge and undersea tunnel, a national infrastructure named by English-language newspaper *The Guardian* as one of the seven wonders of the modern world. The new bridge is poised to unlock a new wave of business opportunities for Macao.

Opened in October 2018, the US\$20 billion bridge is designed to strengthen trade and business ties and foster the seamless link between Guangdong, Hong Kong and Macao, with the aim of strengthening trade and business links between the three places.

One of the industries set to receive a significant boost through the infrastructure is the Meetings, Incentives, Conventions

and Exhibitions industry, also known as MICE, stated Macau Convention and Exhibition Association Chairman of Board of Directors, Alan Ho.

“The Greater Bay Area has entered the age of the bridge, [bringing the region] within a one-hour commuting radius, giving further impetus for international MICE delegates to participate in conventions and exhibitions in Macao,” Mr Ho told *Macao Image*.

He said that the opening of the HKZM Bridge can enhance business ties between the three places and push forward the “one fair, two venues” concept. For example, in July 2019, the triennial International Comparative Literature Conference will take place in Shenzhen, whilst the general congress of the event will be held in Macao.



在2018年首9個月的會議活動共吸引了超過21萬7千名與會者
Meetings and conferences attracted more than 217,000 participants in the first nine months of 2018

隨著澳門政府提倡的「會議為先」發展策略，澳門會展業近年穩步上揚，成效越見顯著。據統計暨普查局資料顯示，澳門在2018年首三季度共舉辦966項會展項目，與會及入場人數達138.5萬人次，同比增長14.8%。

另外，最新發佈的政府數字顯示，會展業在2017年增值總額達澳門幣35.48億，比2015年上升近147%。會展業佔所有行業的增值總額為0.9%，比2015年上升0.5百分點。

何海明認為：「特區政府以會展業作為推動澳門經濟適度多元的一個重要產業，給予一定的支持措施。」其中，「會展競投及支援『一站式』服務」在推動會展業發展方面功不可沒。

他解釋：「該項服務為有意在澳門籌辦活動的會展組織者提供全方位支援服務，組織會展及旅遊業界前往不同會展城市考察交流，發掘商機。」

2019年經濟財政範疇施政方針指出，澳門政府將在香港國際機場或港珠澳大橋香港口岸設置服務點，為來澳會展客商提供協助。他有信心此項措施將有效優化客商來澳參展的體驗。

打造大灣區會展走廊

要充份發揮港珠澳大橋潛力，澳門展覽協會會長林中賢相信，澳門需要建立與



「引導會展客商走進社區取得了一定成效。」

The strategy to encourage MICE delegates to explore the community worked out well.

澳門會議展覽協會董事會主席**何海明 Alan Ho**, Chairman of the Board of Directors of the Macau Convention and Exhibition Association

Thanks to the Macao SAR Government's "Priority to Conventions" drive, the domestic MICE market has been growing steadily in recent years with remarkable outcomes.

In the first three quarters of 2018, a total of 966 MICE events were held in the city with participants and visitors increasing by 14.8 percent year-on-year to 1.38 million, as cited by the Statistics and Census Bureau.

Official figures show the industry generated a total of nearly MOP3.54 billion gross value added in 2017, up by nearly 147 percent compared to 2015. Gross value added for the MICE market of all others was 0.9 percent, rising by 0.5 percentage points from 2015.

"The MICE market has received abundant support from the government as it is high on the government agenda in fostering economic diversification," said Mr Ho, citing the "One-Stop Service for MICE Bidding and Support" programme as one that has helped propel the recent growth.

"The programme provides comprehensive services for MICE event organisers who are interested in Macao. It encourages the industry to visit different convention and exhibition cities in search of more business opportunities," he added.

珠三角城際連結的交通網絡，才能確保澳門會展業界的長遠發展。

澳門展貿協會會長林中賢表示，構建「世界旅遊休閒中心」是澳門發展定位和方向，因此，澳門須配合港珠澳大橋通車的交通發展，統籌重大跨境交通基礎設施的對接，尤其需要加強珠三角城際交通軌道與澳門交通的連結，提高人員和貨物的流動效率。

他建議澳門利用本身交通的便利，協調串連大灣區不同會展城市，以打造跨城市的大型展會。「建議將主題產業供應鏈上的各個部分協調分區，共同舉辦覆蓋大灣區各會展城市之超級展會，為海內外，特別是葡語國家的買家提供大規模的一站式採購平台。」

旅遊酒店業搖籃

會展業不單只為會展活動本身提供經濟收益，更可促進周邊產業例如旅遊，酒店以至餐飲等行業的成長。

何海明指出，會展商務客平均消費每天達澳門幣一萬元，比一般旅客消費高出三倍。

在2019年財政年度施政報告中指出，2018年首8個月本澳共引導約2.6萬名會展客商到社區遊覽消費，數字相當於2017全年客商總數的90%。

他補充：「引導會展客商走進社區取得了一定成效，有餐廳更專門開拓會展客源。」

雖然會展發展策略初見成效，但何海明指出，現時會展場地主要集中在路氹一帶，建議各大院校加設會議功能，以配合不同類型會議的需求。

「為提升會議空間，以及更均勻地帶動澳門不同社區的經濟，建議除現時的酒店設施外，大專院校如理工學院、文化設施如文化中心等都具備會議功能，開放予業界使用。」

另一方面，他建議在珠澳人工島上興建政府會展中心及倉儲、物流等後勤配套基地，以「加強與香港及珠海等會展及旅遊業界的聯繫與合作，為三地會展旅遊業的發展實現多贏」。

打造本地會展品牌

會展業被受全球矚目，面對日趨激烈的競爭環境，學者認為澳門必需強化會展品牌的國際形象，藉此帶動行業的可持續發展。



「共同舉辦覆蓋大灣區各會展城市之超級展會，為海內外，特別是葡語國家的買家提供大規模的一站式採購平台。」

Cross-border exhibitions can be jointly held within the whole Greater Bay Area, and engage local and overseas buyers, especially those from the Portuguese-speaking Countries, in this one-stop purchasing platform.

澳門展貿協會會長林中賢
Tony Lam, President of Macau Fair and Trade Association

The 2019 policy guideline under the Secretary for Economy and Finance states that the Macao SAR Government would step up border control assistance for international MICE delegates with service points either at the Hong Kong International Airport or the Hong Kong Port of the HKZM Bridge. Mr Ho is confident this measure will enhance the travel experience for delegates.

Promoting MICE events in the Greater Bay Area

Macau Fair and Trade Association President Tony Lam believes that the HKZM Bridge can only be utilised to the fullest when it is well-connected with the transportation infrastructures of other cities in the Pearl River Delta Region, in order to guarantee the long-term development of Macao's MICE industry.

“Based on the ‘Development of the World Centre of Tourism and Leisure’ positioning, Macao should co-ordinate major cross-border transportation infrastructure facilities in line with the development of the HKZM Bridge, particularly in enhancing integration



澳門在2018年首三季度共舉辦966項會展活動

A total of 966 MICE events were held in Macao in the first three quarters of 2018

澳門大學工商管理學院代副院長默希濂表示，全球所有旅遊業蓬勃的城市的共通點是一個成功的城市品牌。

他續道：「一個成功的城市品牌能夠吸引某一類目標旅客群，例如巴黎購物天堂及浪漫氛圍的品牌定位。」

他總結，港珠澳大橋在推動商務旅遊發展具有「很大的潛力」，但單靠基礎建設本身並不足夠。「每個城市都有其特色，它們能構成一個強大的大灣區會展商旅定位。為此，澳門、香港和廣東的旅遊業機構應加強合作，令各城市的景點都能成為會展旅遊的一部分，延長會展客商的逗留時間，在帶動會展旅遊方面發揮作用。」



「澳門、香港和廣東的旅遊業機構應加強合作，令各城市的景點都能成為會展旅遊的一部分，延長會展客商的逗留時間，在帶動會展旅遊方面發揮作用。」

Tourism agencies of Macao, Hong Kong and Guangdong have to step up collaboration, so the attractions of each city can become part of a single longer haul visit for a MICE event.

澳門大學工商管理學院代副院長默希濂
Glenn McCartney, Associate Dean of the Faculty of Business Administration at the University of Macau

between the railway networks in the Pearl River Delta region with Macao's transportation system, in order to achieve more efficient regional commuting of passengers and goods," said Mr Lam.

He suggested Macao to draw on its matured transportation network to co-ordinate and to link different cities in the Greater Bay Area in order to allow for the development of cross-border MICE projects.

"It is recommended to co-ordinate and specialise the various parts of the supply chain of the thematic industry in the Greater Bay Area cities," remarked Mr Lam.

"Under these specific themes, cross-border exhibitions can be jointly held within the whole Greater Bay Area, and engage local and overseas buyers, especially those from Portuguese-speaking Countries, in this one-stop purchasing platform."

The cradle of the hospitality industry

The benefits from the MICE market extend far beyond the hosting of fairs, inducing high multiplier effects for related industries including tourism, hotel as well as food and beverage.

According to Mr Ho, business travellers spend an average of MOP10,000 a day, three times more than most tourists.

In the first eight months of 2018 alone, by introducing the local community to MICE delegates for sightseeing and consumption,

26,000 of these visitors already spent 90 percent of what MICE delegates spent in all of 2017, according to the Policy Address for 2019.

"The strategy to encourage MICE delegates to explore the community worked out well," said Mr Ho. "Some restaurant events focused on pulling in more MICE delegates".

Although the MICE strategies have started to show positive results, Mr Ho recommends convention and exhibition venues and facilities to be more evenly spread out across the city, such as increasing convention and exhibition venues in various tertiary institutions instead of being concentrated in the Cotai area, to cater for the demands of different events.

"To increase convention and exhibition venues and to drive a more evenly distributed economic growth across communities, the city should extend such facilities to higher education institutes, such as the Macao Polytechnic Institute, as well as cultural facilities, such as the Macao Cultural Centre, on top of the existing dedicated convention and exhibition venues which are mostly found at entertainment resorts," said Mr Ho.

He also suggested building a government convention and exhibition centre, and back-up sites for storage and logistics on the Zhuhai-Macao Boundary Crossing Facilities of the HKZM Bridge, in order to "strengthen MICE and tourism relationships between Macao, Hong Kong and Zhuhai to achieve a win-win situation."

Fostering Macao's MICE identity

While everybody wants a piece of this growing sector, academics recommend Macao should step up efforts to enhance the international image of Macao's MICE sector as well as promoting its sustainable development in the face of escalating competition.

Glenn McCartney, Associate Dean of the Faculty of Business Administration at the University of Macau said that tourism thrives in cities that are united by a strong city branding and identity.

"A successful city branding strategy appeals to certain traveller segments and their motives," said Mr McCartney, citing Paris as a renowned shopping and romantic destination.

Mr McCartney says the HKZM Bridge has "huge potential" in driving business tourism growth but relying on big infrastructure is not enough.

"Each city has its own attributes which make up a powerful Greater Bay Area proposition. Tourism agencies of Macao, Hong Kong and Guangdong have to step up collaboration, so the attractions of each city can become part of a single longer haul visit for a MICE event, and motivate the development of the sector," he explained.

企業出席滬進博會展示澳門特色 Presenting 'a new side to Macao' at CIIE



2018年11月，澳門代表團參與首屆「中國國際進口博覽會」開幕式

A Macao delegation attended the opening ceremony of the first China International Import Expo (CIIE) in November 2018

首屆「中國國際進口博覽會」（下稱「進博會」）於2018年11月5日至10日在上海舉行，為期六天的進博會吸引了來自172個國家、地區和國際組織、共3,617家企業參展，是國家國別最廣、規模最大的主場外交活動。以「新時代，共享未來」為題，首屆進博會是全世界第一個以進出口為主題的大型國家級展會，分為展會和論壇兩個部分。展會即國家貿易投資綜合展（國家展）和企業商業展（企業展），論壇即虹橋國際經貿論壇。

在首屆進博會上，澳門特區政府以「澳門薈」為主題設立澳門展館，介紹澳門發展的趨勢，展示澳門「一中心，一平台」的發展定位，即打造「世界旅遊休閒中心」和建設「中國與葡語國家商貿合作服務平台」，澳門貿易投資促進局亦組織了39家澳門製造及代理葡語國家食品及飲品、葡語市場專業服務的企業參展。今期《澳門經貿之窗》邀請了四家本澳參展企業分享他們的參展情況及感想。

THE first China International Import Expo (CIIE) was successfully held from 5 to 10 November 2018, in Shanghai. This event attracted 3,617 enterprises from 172 countries, regions and international organisations in just six days, making it the largest diplomatic event joined by the greatest number of countries by far.

Themed “New Era, Shared Future”, CIIE is the world’s first import expo to be held at a national level. Encompassing both exhibition and forum, CIIE featured the exhibitions of countries and businesses as well as the Hongqiao International Economic and Trade Forum – a forum that combines both elements.

The Macao SAR Government set up a Macao exhibition area at CIIE, called “Macao Hub”, where visitors could gain fresh insights regarding the city’s development. Such development relates in particular to Macao’s strides towards its strategic goals of being a World Centre of Tourism and Leisure, and a

Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, collectively known as the “Centre and Platform” policies.

In addition, the Macao Trade and Investment Promotion Institute (IPIM) organised 39 Made-in-Macao enterprises, local agencies of food and beverage products from Portuguese-speaking Countries, as well as Macao companies that provide professional services in Portuguese-speaking Countries to exhibit at CIIE.

In this issue of *Macao Image*, we speak to representatives from four Macao firms who participated in CIIE, to learn more about their experiences at the six-day event.

Spreading the word about Macao

Registered in 2013, Perfeição Lda. is headquartered in Macao, where it provides

在國際舞台推廣澳門

至善有限公司成立於 2013 年，總部設於澳門，專門為中國和葡語國家市場提供服務。至善項目經理李傑接受訪時表示，雖然整個進博會的規模非常大，但每個宣傳環節及安排都十分到位，是個非常專業的展會。「參展可有效地推廣澳門作為中葡平台的角色，展會作為官方平台，來自國家各省市的企業幾乎都匯聚到上海，讓我們接觸到不少內地企業，對我們公司而言，這是與內地企業交流的好機會。」

天職澳門會計師事務所是澳門主要會計師及商業顧問事務所，其合夥人唐嘉樂博士表示，是次參展讓他們可向內地企業展示澳門發展最新的一面。「我們致力配合特區政府，共建澳門作為『中國與葡語國家商貿合作服務平台』，為境內外企業提供全方位的專業服務；同時也透過展會，積極

services to the markets of China and Portuguese-speaking Countries. João Li, Project Manager of the company told *Macao Image* that the CIIE was professional and very well done. He said even though it was very large, the promotions and exhibition arrangements were very effective.

“Participating in the Expo helps us publicise Macao’s role as a platform for China and Portuguese-speaking Countries,” he said. “As an official platform, CIIE draws firms from a number of provinces and cities across China to Shanghai. So we are able to meet with a considerable number of Mainland enterprises. This is an invaluable opportunity for us to build contacts with Chinese firms.”

Dr K.L. Tong, Partner at Baker Tilly Macao (BTM), a leading firm of certified public accountants and business advisors in Macao, said that CIIE gave his company the chance to show ‘a new side of Macao’ to Mainland Chinese firms.

“Our goal is to work with the Macao SAR Government to provide comprehensive professional services to both local and overseas enterprises, and to build the city into a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries,” Dr Tong said.

He added: “We also aim to help Macao



澳門展區以互動新元素向遊客展示澳門發展

The Macao exhibition area used interactive elements to showcase the city’s development to visitors



天職澳門公司服務部專員蔡偉向其他與會人士介紹公司業務

Alex Cai, Corporate Service Officer at Baker Tilly Macao introduces BTM’s services at CIIE



黃枝記負責人黃與飛（右二）與其他與會人士
Fei Wong of Wong Chi Kei (second from right) and fellow CIIE participants



易享科技網絡有限公司董事長馬俊
Johnny Ma, Chairman of Easy Share Technology Network Ltd.

協助澳門企業融入粵港澳大灣區發展，尋找新的機遇，實現共贏。澳門參展商也借此機會讓其他地區看到澳門嶄新的一面。

展示澳門優質服務及商品

至今已有 72 年歷史的黃枝記，以蝦子麵享負盛名，1946 年於東莞創店，並於 1959 年正式落戶澳門。黃枝記第三代傳人黃與飛表示，參加是次進博會獲益良多。「能夠在這個舉世矚目的盛會、大型的舞台，展示自己的產品是十分難能可貴。」他明言，如果沒有參與是次盛會，將會非常可惜。「我們可以告訴其他人，澳門有很多優質產品，包括紅酒、餅食、麵食、咖啡豆等等，進博會讓我們將澳門本土產品與世界接軌。」第一年參加進博會，黃枝記將傳統製法的蝦子麵帶到世界舞台，並計劃 2019 年再次爭取參展，希望更多內地消費者認識「黃枝記」這個澳門品牌。

作為澳門的跨境電商，易享科技網絡有限公司為澳門企業提供一站式服務，當消

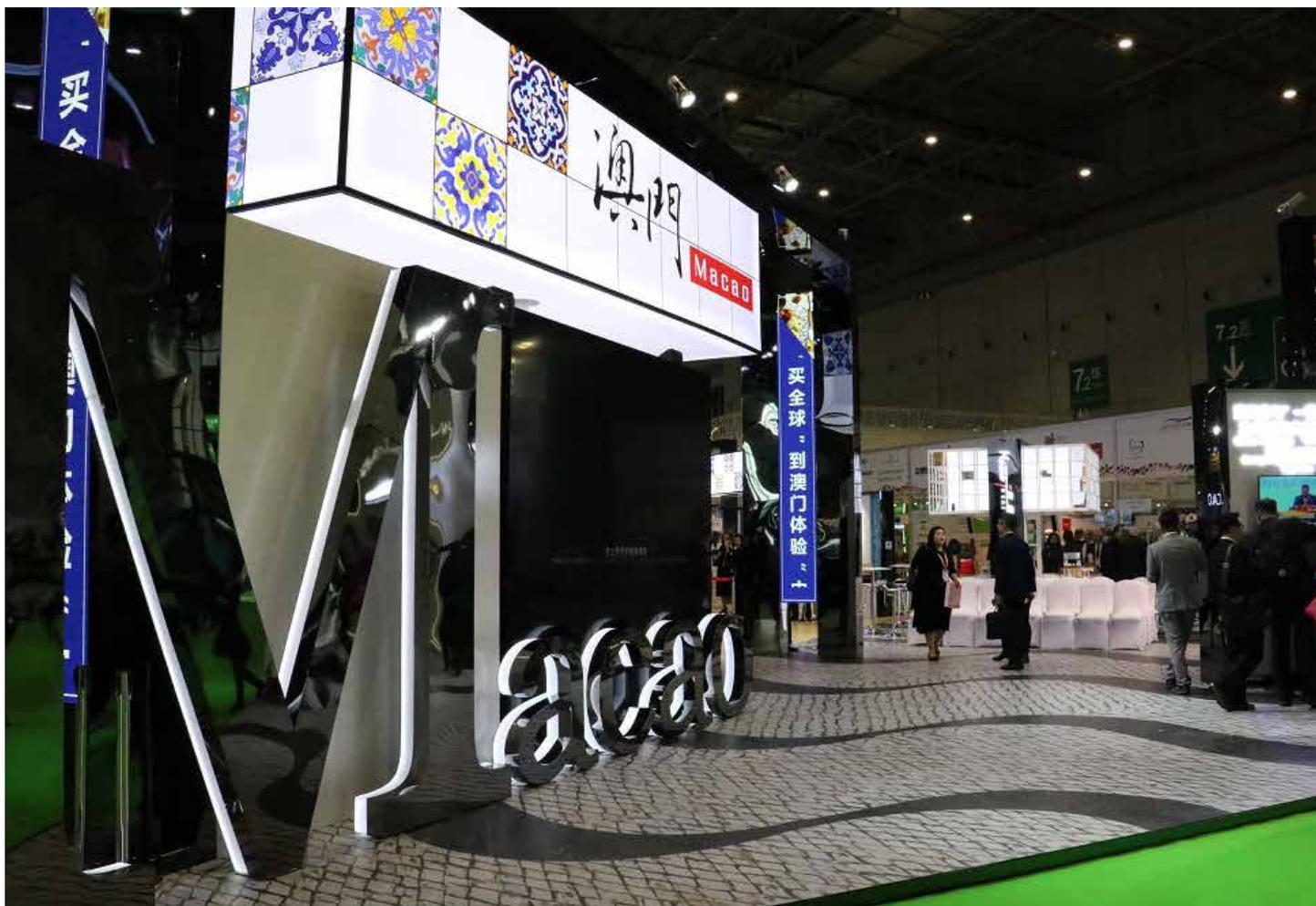
enterprises integrate into the Guangdong-Hong Kong-Macao Greater Bay Area to discover development opportunities to have mutual benefits and CIIE gave us an opportunity to share these objectives. It also gave Macao participants a chance to present 'a new side to Macao.'

Services and products from Macao

Wong Chi Kei, renowned for its shrimp roe noodles, has a long history of 72 years, having first opened in Dongguan in 1946. Then in 1959, the company established its roots in Macao. Fei Wong, grandson of Wong Chi Kei's founder, said they gained a lot by joining CIIE.

"It is a valuable opportunity for us to be able to showcase our products at such a grand event," said Mr Wong, adding that it would be a pity if they had not joined. "We can tell others that Macao has many good quality products. We have red wine, cakes and cookies, noodles, coffee beans and more. By participating in CIIE, we can bring local Macao products to the world."

Wong Chi Kei brought traditional shrimp roe noodles to the global stage for the first time at the 2018 CIIE. Wong Chi Kei also



澳門展區展示澳門新的城市發展方向

The Macao exhibition area provided fresh insights into the city's development

費者從易享的企業客戶平台下訂單後，易享即為客戶處理取貨、送貨等物流程序，以及解決跨境付款收款等問題。易享董事馬俊表示，參加是次進博會獲益良多。「首先是我們能夠與很多需要電商服務的參展企業接洽，當中不少企業也會接受我們的服務。另外就是很多內地的電商企業，在進博會期間來到澳門的展館，發現原來澳門也有品質很好的產品，令我們可成為橋樑，協助他們採購這些產品。」馬俊亦指在進博會的尾聲，中央政府就跨境電商推出了新政策，對易享而言是利好的消息，並總結是次參展的收穫比預期中大，明言 2019 年會再次參展。

受訪的四家企業雖然來自不同範疇，但一致認同參與進博會為企業帶來巨大的效益，期待參加下一屆展會，希望進一步讓全世界留意澳門的專業服務和優良產品。下一屆進博會將於 2019 年 11 月舉行。PI

plans to participate in the next CIIE in 2019 and continue to make a name for its brand in the Mainland Chinese market.

Another Macao-based firm, Easy Share Technology Network Ltd. participated in CIIE. As a cross-border e-commerce service provider, Easy Share offers one-stop services for Macao companies. After customers place orders with enterprises which use this service, Easy Share will handle logistics of the goods and assist with cross-border payments.

Johnny Ma, Chairman of Easy Share, said that the company benefitted a lot from attending CIIE. "We have built networks with many participating firms that need e-commerce services, and they often choose to do business with our company. And, many e-commerce firms in Mainland

China visited Macao Hub during CIIE and were impressed by the quality products from Macao. Now we can act as the bridge for them to purchase these goods."

Mr Ma also added that at the end of the Expo, the Central Government launched new policies for cross-border e-commerce, which is good news for Easy Share. The executive said his firm will definitely join the event again in 2019, and was pleased to have gained more than he expected from the event.

While each of these firms may offer very different products and services, they unanimously agree that participating in CIIE was very beneficial. They look forward to showing the world Macao's professional services and quality products once again at the next CIIE in November 2019. PI



貿促局投資者「一站式」服務全方位支援企業開業 IPIM's efficient 'One-Stop Service' supports entrepreneurs

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支援，本期《澳門經貿之窗》訪問了兩家受惠於是項服務的企業，分別從事兒童遊樂場空間和食品加工廠，分享企業在政府嚴格的安全和品質監管下，在牌照申請過程中，遇到不同監管部門的審批，而投資者「一站式」服務不僅為創業者節省溝通成本，還協助他們解決申請牌照時所遇到的疑難，同時在不同階段提醒創業者需要注意的事項，讓他們全情投入在創業路上。

作為一位母親，區沅瑩兩年前首次接觸室內兒童遊樂場後，發現澳門非常缺乏同類設施，於是萌生了自己營運室內兒童遊樂場的念頭，並於2018年8月創立了寶堡王國室內兒童遊樂場。她坦言，在申請牌照的過程中，對產業法規、設備物料、安全規範等抱有不少疑惑，適逢有經商的朋友告訴她，貿促局的投資者「一站式」服務可協助解決疑難，她便留意到有關服務，發現貿促局在網上已提供非常充足的資訊讓創業人士參考，而直接向貿促局諮詢更是最便利的方式。

THE “One-Stop Service” programme created by the Macao Trade and Investment Promotion Institute (IPIM) provides support for entrepreneurs to start new businesses in Macao. This issue of *Macao Image* interviewed two companies which are using the “One-Stop Service” to learn more about its effectiveness.

For entrepreneurs who wish to set up businesses designed around children or food, they often face difficulties in communicating with government departments along the way because of strict regulations of safety and quality controls.

IPIM's “One-Stop Service” dramatically reduces the time business founders spend communicating with government departments and solves any problems investors may encounter during the registration process. It also sends reminders to entrepreneurs throughout the various stages of setting up their businesses, making it possible for entrepreneurs to be fully devoted to their start-ups.

As a mother, Au Un Ieng first came across an “indoor playroom” two years ago. Realising that playrooms are scarce in Macao, she decided to open and run a playroom on her own.

Ms Au's playroom, Castle-BB, opened in August 2018. Throughout the process of registration, Ms Au had many doubts concerning industrial regulations, safety criteria of furnishing and materials used for equipment in the playroom. Then a friend of hers, who successfully started her own firm, told her that the “One-Stop Service” of IPIM could help solve her problems, stirring her interest in this service. Ms Au found a lot of useful information for investors on the IPIM website, and then directly consulted IPIM to start her business.

“The ‘One-Stop Service’ for investors was really helpful,” Ms Au said. “IPIM constantly reminded me to follow through on even the smallest of details, which is wonderful. Before I knew about this ‘One-Stop Service’, I didn't even know whom I could go to for help.”

「我覺得投資者『一站式』服務對我幫助很大，貿促局方面一直提醒我需要注意的事項。」

The 'One-Stop Service' for investors was really helpful. IPIM constantly reminds me to follow through on even the smallest of details, which is wonderful.

寶堡王國室內兒童遊樂場創辦人 **區沅瑩**
Au Un Ieng, founder of Castle-BB



「我覺得投資者『一站式』服務對我幫助很大，貿促局方面一直提醒我需要注意的事項。在不知道這項服務前，就算在創業上遇到任何問題，都不知道可以問哪些人。」

此外，在申請牌照的過程中，需要不同監管部門的審批，但透過「一站式」服務，整個流程大為簡化，創業者不再需要親身到各部門了解詳情。

區沅瑩從籌備店舖、尋找合適地點，再到成功申請營業牌照，總共花了約一年的時間，貿促局在這段期間一直從旁協助。「就我的個案來說，在申請牌照的過程中，貿促局每個月都與土地工務運輸局等其他政府部門開會商討，針對每一個步驟給我意見，不論任何問題，我都可以直接向他們查詢，這些都是很大的支持。」她認為投資者「一站式」服務有效地釐清所有與開業相關的行政程序和規範，推薦有意創業者使用這項服務以減少在創業路上的疑惑。

協助食品加工業

澳門作為旅遊城市，自然少不了美食，食品加工業更是其中一大行業。7星食品加工廠成立於2016年，於2018年初正式營運，主要業務為熟食加工，因肉品批發、乾貨、凍肉加工等均接近飽和，而澳門食肆和餐廳對熟食加工有一定的需求，但多以進口為主。7星食品加工廠董事長特別助

Some of the licences require approval from different departments. The “One-Stop Service” frees investors from visiting various departments in person for information, which simplifies the entire process.

Ms Au spent about one year to find a suitable location, the right furnishings and to complete all registration procedures for the playroom. IPIM supported Ms Au throughout the process.

“IPIM organised meetings with all relevant government departments such as the Land, Public Works and Transport Bureau each month to help sort out all the problems I had during the registration period,” said Ms Au. “They also gave me feedback on the progress at each stage. Whenever I was unsure of anything, I could simply ask them. It is an excellent support system,” she added.

Ms Au said the service is very effective in clarifying all procedures and regulations. She highly recommends the “One-Stop Service” to all investors who want to start their own businesses.

Aiding the food industry

As a tourism destination, Macao abounds in gourmet food. The food processing industry has contributed greatly to Macao's catering

sector. The market for the wholesaling of meat, dry goods and frozen food processing is reaching saturation. Macao restaurants have a stable demand for cooked food processing, which currently are mostly imported from foreign countries. In view of this, 7 Stars Trading Ltd. was established in 2016 and officially started operations in the beginning of 2018, with cooked food processing as its major business.

“As a local processing factory, we have confidence in our technologies and products,” said Elvis Tam, Special Assistant to the Chairman of 7 Stars Trading. “We can meet the requirements of enterprises and restaurants by providing services such as food preparation and logistic supplies. We passed the international food safety management system and received the quality accreditation of HACCP (Hazard Analysis Critical Control Point), in early 2018. Our staff are now more knowledgeable about food safety and we can guarantee the high quality of our products.”

In Macao, businesses in the food industry have to follow rigorous regulations. “We need to communicate with a lot of different government departments. The Fire Services Bureau will monitor the fire safety of our venue; the Municipal Affairs Bureau and the Health Bureau will regulate our hygiene



7星食品加工廠提供完全符合澳門食品行業的嚴格要求之高品質加工熟食予本地食肆

7 Stars Trading provides high quality cooked food processing for local restaurants and meets Macao's rigorous requirements for the food industry

理譚羨波強調，「作為一家本地加工廠，我們對工廠的技術充滿信心，致力達到企業、餐廳客戶的需求，提供烹調膳食及餐飲後勤供應。工廠於2018年初考獲國際食品安全管制系統 HACCP 品質認證，以加強各人員對食品安全衛生的認識，確保產品質素。」

在澳門，食品行業面對著嚴格的規管。譚羨波表示，「在申請牌照方面，需要與不同的政府部門溝通接洽，例如消防局監測場所的消防安全，市政署和衛生局負責食品衛生和安全等，而土地工務運輸局、經濟局及環境保護局則審批工廠的入則過程。透過投資者『一站式』服務，貿促局協助我們聯絡不同的政府部門，這方面大大幫助我們，減省我們需要處理及溝通的時間。」

投資者「一站式」服務除了有效地協調各政府部門，助力中小企發展外，譚羨波表示，此服務可減低營運成本，為澳門市場提供更好的產品和服務。當初7星食品申請這項服務也是透過商界朋友介紹，此後他們亦會向有意創業人士推介此優質服務。PI

「透過投資者『一站式』服務，貿促局協助我們聯絡不同的政府部門，這方面大大幫助我們，減省我們需要處理及溝通的時間。」

The 'One-Stop Service' provided by IPIM helps us to communicate with all relevant departments, and this shortened the time we spent in handling registration procedures.

7星食品加工廠董事長特別助理譚羨波
Elvis Tam, 7 Stars Trading

standard and food safety, while the Land, Public Works and Transport Bureau as well as the Economic Service Bureau and the Environmental Protection Bureau will check our floor plans of the factory," noted Mr Tam.

He added: "The 'One-Stop Service' provided by IPIM helps us to communicate with all relevant departments, and this shortened the time we spent in handling the registration procedures."

According to Mr Tam, in addition to helping small and medium-sized enterprises to communicate with government departments, the "One-Stop Service" for investors can reduce the operating cost and enhance the quality of Macao's products and services. He told *Macao Image* that 7 Stars Trading came to know IPIM services because of his friends' recommendation, and now the company is happy to promote it to people who intend to start up their own businesses. PI



穗豐國際貿易 — 酒店拖鞋專家

Soi Fong International – The slipper specialists

澳門匯聚多間大型綜合度假村，冀為各地旅客帶來國際一流的體驗，要達到這目標，當然少不了臻至完美的酒店用品。在本澳業界對酒店用品的殷切需求帶動下，不少本地中小企供應商亦把握相關發展帶來的機遇。其中，穗豐國際貿易有限公司在短短數年間，取得驕人的成績。

鑑於本澳旅遊業近年發展蓬勃，商人黃穗幸認為與酒店合作供應貨品是大有作為，便於 2013 年創立了穗豐國際貿易有限公司，經過多番嘗試與努力，最終在公司成立兩年多後，找到了企業穩定發展的大方向——酒店拖鞋。

憑着「不信不立，不誠不行」的營商理念，以及對品質及性價比方面的高要求，

MACAO is home to many world-class resorts that constantly source room amenities and is committed to bringing world-class experiences to all visitors. With growing demand for hotel amenities now in Macao, they are opening new doors to opportunities for local small and medium-sized enterprises (SMEs) suppliers. Soi Fong International Trading Company Ltd. is one such supplier which has done exceptionally well in just a few years.

As Soi Hang Wong witnessed the rapid growth of the travel and tourism industry in Macao, he foresaw great potential in trading and supplying products to hotels. In 2013,

Mr Wong founded Soi Fong. In 2015, after the first two years of business, he ultimately discovered the true focus of the company - plush hotel slippers.

The founder of Soi Fong operates the company upon the idea that “great business is based on trust and honesty”. In Mr Wong’s pursuit to provide high quality products with competitive pricing, Soi Fong gained trust from a number of major customers in just a couple of years. “We specialise in what we do. In order to grasp any business opportunity and develop a long-time partnership with any client, we have to be able to understand and anticipate guests’ needs, to offer extended service and



穗豐國際貿易有限公司受惠於本澳旅遊業的蓬勃發展
Soi Fong International Trading Company Ltd. is riding the wave of Macao's tourism growth

穗豐國際在短短數年間贏得了不少重要客戶的信任。「只有專注做事，徹底明白客人的需要，主動提供服務、超出客人的期望，才能抓住機會，與潛在客戶發展成長期合作的關係。」現為總經理的黃穗幸接受本刊訪問時道。「大型企業在每一個招標環節都有多方面的考量，所以作為供應商，我們時刻都要考慮客戶利益，以客戶的盈利為前題，主動為他們解決問題，這樣才能為我們的貨品及品牌創造價值。」

中小企政策促契機

本澳施政方針鼓勵各大企業採用本地中小企的服務與產品，讓有潛質的中小

go beyond expectations,” Soi Fong’s General Manager Mr Wong told Macao Image.

“Large corporations have a lot of considerations in every aspect of open tender. As a supplier, we always take our clients’ interest into consideration, prioritise our clients’ profit margin and solve problems for our clients without being asked to do so. In this way, we create additional value for our company, and to our products,” he explained.

SME policies boost business

Local policies encourage large-scale companies to source services and products

from SMEs. Through business matching sessions and exhibition platforms, potential SMEs can showcase what they have to offer.

Since 2016, all six gaming operators in Macao have adopted measures to help local SMEs by hosting business pairing and purchasing sessions. Their goals are to groom SMEs toward becoming eligible suppliers and cultivate a more sustainable business model in the long-run.

“We actively participate in every business pairing session available,” Mr Wong said. “By understanding the characteristics of different companies, we have now become an eligible supplier.”

企透過不同的商業配對及展覽平台尋覓商機。自2016年起，六大博企相繼響應有關方針，先後舉行多場本地中小企採購合作洽談會，藉此培養更多具潛質的中小企成為合資格的酒店及度假村供應商，為中小企構建可持續發展的商業模式。「我們積極參與各類型的中小企合作洽談會，並從中了解各公司的文化特色，令我們成為合資格的供應商。」黃穗幸續稱，「在洽談會上與企業代表對接，我們可以評估自身是否有能力承接訂單，是否能夠配合企業的內部採購程序等，當雙方覺得可行後，再進一步傾談細節、投標、打版試單等事項，過程中雙方努力不懈、互諒互信，而我們會盡力滿足客戶對酒店拖鞋的要求。」

期間，穗豐貿易獲得機會向一家博企集團旗下酒店及度假村供應酒店拖鞋，經過兩年的磨合期，穗豐貿易正式與該集團簽定了為期五年的合同，成為該集團的長期酒店拖鞋供應商。「我們的產品製作規格嚴謹，能夠成為大集團的長期合作伙伴，是對我們的付出及產品質量的一份認同與肯定。這份認同是國際性的，因為我們不但能向該集團在澳門區的酒店供貨，同時亦代表我們符合資格在未來成為該集團在澳門以外地區的供應商，包括新加坡及其他地方。」

努力打造品牌

一路走來，對黃穗幸而言，整個過程都是一個不間斷的學習、摸索階段。「拖鞋紡織品的成本價格、技術水平都是行內公開的資訊，因此，我們能夠做好成本控制，為客戶帶來最大的利益與價值。」目前，穗豐貿易亦有與其他酒店、集團試單合作，包括多間大型酒店渡假村和娛樂集團等，期望廣納客源。

此外，穗豐貿易致力構建專業正面、現代化的品牌形象。自成立以來，穗豐一直不斷更新公司網頁的內容，把產品資訊、最新動向上載至網站，讓潛在客戶能夠認識公司的業務範圍。「現今商業交流都倚重電子化交流，這是時下的大趨勢，我們將繼續投放資源在網絡宣傳方面。我們並不追求供應各式各樣的產品，反而是在酒店拖鞋供應上盡善盡美、精益求精，憑著我們的經驗，相信未來前景廣闊。」



穗豐國際專門從事酒店拖鞋生產及供應
Soi Fong International specialises in supplying hotels with slippers

He added: “By engaging with purchasing representatives at each pairing session, we can evaluate objectively whether we are capable of handling the order, or whether the procurement terms are doable for us. Once both parties find it feasible, we can continue with detailed discussions, the bidding process, sampling and fulfilling orders.”

According to Mr Wong, this is a “good process for both parties to work out with each other and build trust, and we always keep trying until our clients are completely satisfied with our hotel slippers.”

Soi Fong was granted the opportunity to supply hotel slippers to local hotels and resorts at a gaming group. After a two-year probationary period, they were designated as a long-term supplier with a five-year contract, according to Soi Fong’s founder.

“We make sure our products adhere to the most stringent requirements. Being appointed to be a long-term business partner by a large corporation is a testament to our hard work and the high-quality products we provide,” Mr Wong stated. “This is an international acknowledgement of our standards, because by being a supplier to this gaming group, we have become eligible to serve as future suppliers for any other properties of this gaming group outside of Macao, such as in Singapore and beyond.”

Establishing the brand

For Mr Wong, the growth of his company is a continuous process of learning and discovering. “Within the hotel slipper industry, the information of all costs and techniques are no secret. Therefore, we can compare and control costs from our end to create greater value and profits for our clients,” he noted.

Soi Fong is also partnering with other groups including many large hotels, resorts, and gaming groups, aiming to expand its customer base.

A professional, modern image is what Soi Fong aims to project to its potential clients. Since its establishment, the company has extended its presence online by setting up a highly functional company website and maintaining the most up-to-date information about the company and its products online, in order to promote its services to potential clients.

“Modern business exchanges happen online,” Mr Wong said. “The trend is to go digital, so we will continue to allocate resources toward promoting ourselves online.”

He added: “To us, it is not about selling all types of products, but about being the best at selling different variations of one product. With our expertise in supplying hotel slippers, we believe the future is bright.”

金光璀璨的商機 All that glitters is gold

九十年代以來，珠寶首飾業就被視作有商機、有發展前景的行業，曾在香港修讀珠寶設計的李紅因此投身這一行，當時便成立了永麗珠寶首飾有限公司，現時作為永麗珠寶首飾有限公司總經理的李紅廿多年來一直以貨精價實、本土設計、自家生產為原則，從事珠寶首飾、擺設、玉石的設計、生產、批發及零售的生意，獲得廣大顧客的信任。

近年來，隨着本澳旅遊業發展暢旺，市中心黃金地段新馬路金鋪林立，為了配合旅客的喜好及需要，永麗珠寶首飾以澳門各處地標名勝為設計主題，打造出各款別緻的立體金飾及玉石擺設，深受旅客歡

A believer in the future potential of jewellery back in the 1990s, Lei Hong decided to take a leap of faith and set up Macau Yong Li Jewelry Company upon completing his studies in jewellery design in Hong Kong. Mr Lei is General Manager of Yong Li Jewelry which he has overseen for more than 20 years now and continues to uphold its principles of offering local jewellery designs at good value that are self-manufactured.

Their scope of business includes designing, manufacturing, wholesaling and retailing jewellery, decorative pieces, and jade stones.

Over the years, Yong Li Jewelry has earned a good reputation from their clients.

With the rapid development of Macao's tourism industry, many jewellery shops have opened in the prime, downtown area near Senado Square. In response to the preference and demand of tourists, Yong Li Jewelry designed a series of 3D gold and jade displays inspired by the historical landmarks of Macao which were well received by tourists.

“Over the years, our pragmatic and innovative design team has pioneered many creative designs and stylish gold displays.



以璀璨炫目的鑽石製成龍的樣子，蘊藏深厚的中國文化
A dazzling diamond dragon piece, reflecting the rich Chinese culture



永麗珠寶首飾以澳門各處地標名勝為設計主題，打造出各款別緻的立體金飾及玉石擺設
Yong Li Jewelry pioneered the design of 3D gold and jade displays inspired by the historical landmarks of Macao

迎。李紅接受《澳門經貿之窗》專訪時表示：「我們務實創新的設計團隊多年來打造出眾多不同款式的特色金飾，其中，金蓮花、大三巴這兩款更是客人最喜歡的款式。」
整體而言，平均每兩至三個月，永麗便會推出新產品。除了金飾擺設品以外，玉石擺件、水晶精品及純銀餐具均大受歡迎。李紅亦指出，早在 2000 年初期，其設計的自動伸縮銀筷子已在澳門取得了專利認證。時至今日，由永麗開創先河的產品多不勝數，例如使用 3D 打印技術刻印澳門各大地標名勝的大型玉石擺設、相框型的立體金飾展示圖及黑、白鑽石砌成的足球等。

「一條龍式」業務

珠寶首飾製作過程的每一個工序都很有學問，設計、打版、生產每一環都非常講究，需要精心製作。對永麗而言，每一款飾品背後最少亦需花上兩星期的開發時間，才能投入生產。目前，永麗的主要生產線分別設在珠海及中山的廠房，而澳門亦設有一所工場及一間零售店。李紅展示各項商品時表示：「做生意講求信譽，我們

The most popular among tourists are the 3D gold displays featuring the Golden Lotus and Ruins of St. Paul's," Mr Lei told *Macao Image*.

Every two or three months, Yong Li Jewelry launches a new line of jewellery. In addition to gold, jade, crystal displays, silverware is also popular. Mr Lei said that his company also invented retractable silver chopsticks which have been patented in Macao since the early 2000s.

Many of the products on display are the brainchild of Yong Li Jewelry, including large jade displays with 3D-printed Macao historical landmarks; framed 3D gold displays and a football made of black and white diamonds, just to name a few.

Integrated business model

A wealth of knowledge is required throughout the process of jewellery making. From design, moulding to production, every step requires absolute precision. For every single piece of jewellery that Yong Li Jewelry

produces from scratch, it takes at least two weeks to develop before any of the products can move forward for production.

Yong Li Jewelry currently has two manufacturing factories located in Zhuhai and Zhongshan, with a workshop and a retail shop in Macao.

"Business is built upon trust and reputation," said Mr Lei while showcasing the various products. "Every piece that comes out of our factory must undergo strict quality control processes in different departments. Over the years, we have sourced premium raw materials from around the world before our Macao, Hong Kong and Italian designers create different pieces in our own factory. By designing and producing products, we can align outputs and uphold the highest quality and consistency of our products."

Trade platforms spur development

Having their own lines of production means it is possible for Yong Li Jewelry

「我們務實創新的設計團隊多年來打造出眾多不同款式的特色金飾，其中，金蓮花、大三巴這兩款更是客人們最喜歡的款式。」

Over the years, our pragmatic and innovative design team has pioneered many creative designs and stylish gold displays. The most popular among tourists are the 3D gold displays featuring the Golden Lotus and Ruins of St. Paul's.

永麗珠寶首飾有限公司總經理李紅
Lei Hong, General Manager
of Macau Yong Li Jewellery

會確保整個珠寶製作過程能通過廠內各個部門的嚴密檢驗才能出貨。多年來，我們由各國進口上等原材料，由本地、香港及意大利珠寶設計師設計並在自設廠房生產，確保產品的高質量及一致性。」

展銷平台有利業務發展

擁有自設廠房讓永麗有條件大規模加工及生產各款珠寶首飾，除了零售外，永麗還批發珠寶及飾品至其他本地、香港和歐洲的商戶。李紅表示，目前批發佔整體生意的六成，團隊能因應客人的要求設計及生產，亦有承接過一些代工生產的訂單，商品暢銷本地與海外。

香港珠寶首飾展覽會是珠寶業界的採購盛事，每次舉行均吸引大量區域及海外參展商及專業買家參與，商機無限。「永麗2018年三月、六月、九月都有參展，希望在批發業務上與更多商戶合作，開拓客源。」李紅表示，除了香港珠寶首飾展之外，過去廿年來，永麗珠寶亦是「澳門國際貿易投資展覽會」(MIF)的常客，「澳門的展覽能提高本地知名度，吸引街坊客；而香港珠寶業界的展覽則能針對全球客戶，兩者方向有別，各有各得着。」隨着粵港澳三地的緊密發展及大灣區經濟發展政策的推行，李紅看好經濟前景，並期望能透過進駐橫琴經濟開發區，在內地市場立足。 



to produce a large scale of items. Beyond retailing their products, they wholesale to other jewellery sellers in Macao, Hong Kong and Europe as well.

Mr Lei said the current volume of wholesale items accounts for approximately 60 percent of the overall business. His team of professional designers has also engaged in original equipment manufacturing, tailored to the needs of clients in design and production. The products are well received in Macao and overseas.

The Hong Kong Jewellery and Gem Fair is “the fair” for any professional dealer in the industry. Each year, this event attracts a huge volume of regional and overseas exhibitors and professional buyers and leads to many business opportunities. “In 2018, we went to the fair in March, June and September,” Mr Lei said. “Our goal is to partner with potential business buyers to further our business in wholesaling.”

Besides being a frequent participant at the Hong Kong Jewellery and Gem Fair, Yong Li Jewellery has also been an exhibitor at the annual Macao International Trade and Investment Fair (MIF) over the past 20 years. “MIF is a great opportunity to promote our brands to local customers, while the Hong Kong Jewellery and Gem Fair is targeted for more global customers. Both fairs offer different things, but they both lead our businesses in the right direction,” Mr Lei said.

With even closer economic ties between Guangdong, Hong Kong and Macao and the implementation of the Guangdong-Hong Kong-Macao Greater Bay Area policies, Mr Lei believes in a bright, economic future. He looks forward to entering the Mainland China market by setting up business in the Zhuhai Hengqin Economic Development Zone in the near future. 



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