

澳門 MACAO 經貿 IMAGE 貿易



第二十三屆MIF取得豐碩成果
23rd MIF yields impressive results



澳門中醫藥發展前景廣闊 TCM INDUSTRY - PERFECT ANTIDOTE FOR MACAO'S BRIGHT FUTURE

2018 PLPEX 鞏固澳門
作為中葡平台的角色
2018 PLPEX cements
Macao's role as platform for
Portuguese-speaking Countries

貿促局「送服務上門」
與大灣區發展互惠互利
IPIM's 'Service on
the Doorstep' benefits
Macao, Greater Bay Area

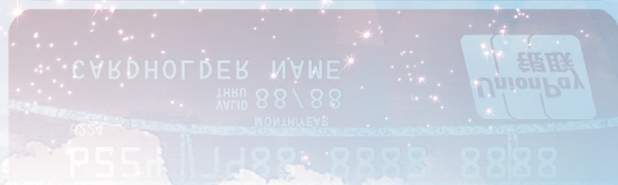
好利安製藥總經理：公司推
動創新文化及可持續發展
Hovione promotes culture
of innovation and sustainability:
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MACAU BRANCH

2018年10月，港珠澳大橋正式開通，是粵港澳大灣區的一件大事。港珠澳大橋全長55公里，是世界最長的跨海橋樑，也是大灣區成為重點經濟中心發展的重要一步。

為配合大灣區建設，促進地域互通，澳門貿易投資促進局廣州代表處將拓展「一站式」服務範圍和「送服務上門」延伸至大灣區九個城市，藉此推廣澳門的投資環境，讓本澳企業清楚了解灣區的狀況。本期的《澳門經貿之窗》報導貿促局與灣區城市的合作詳情。

中國傳統醫藥發展將是大灣區的主要經濟增長點之一，它同時進一步推動中國與葡語國家的合作。本刊專訪了粵澳中醫藥科技產業園開發有限公司。目前已有99家涵蓋中醫藥、保健品、醫療器械和醫療服務等不同領域的公司於產業園註冊，產業園旨在透過其科研平台，為澳門中醫藥企業開發產品、改進工藝、提高質量標準及拓展市場等。

本期也訪問了製藥業先驅——澳門好利安製藥科學股份有限公司。好利安於80年代在澳門開設首間製藥廠，迄今仍是本澳唯一一間通過美國食品及藥物管理局審核的藥廠。在公司工作逾20年的好利安澳門總經理梁炎華分享他對公司文化的洞見，以及企業未來於澳門的發展計劃。

「第二十三屆澳門國際貿易投資展覽會」及「2018年葡語國家產品及服務展（澳門）」於2018年10月18日到21日在澳門威尼斯人舉行。展會吸引了世界各地客商共聚澳門，尋找合作商機。投資展覽會的重點活動之一是澳門·中國鑽石與寶石交易所的揭牌儀式，奠定了澳門作為鑽石與寶石交易市場的重要地位。

澳門作為連結中葡平台的角色越趨重要，以葡語暢通無阻地溝通的能力再次成為教育者以及翻譯員的重要資產。據教育專家所言，隨着中國與葡語國家的更緊密經貿合作關係受到的重視與日俱增，澳門葡語教學亦日趨重要。澳門同時被視為訓練年輕雙語專才的最理想地點。

本期亦分享澳門及珠海各個行業企業家的寶貴經驗和深刻見解，涵蓋航天、珠寶等多個領域。

ONE of the most significant events to impact the Guangdong-Hong Kong-Macao Greater Bay Area took place in October 2018 with the opening of the 55-kilometre Hong Kong-Zhuhai-Macao Bridge (HZMB), the longest sea-crossing bridge in the world. The new bridge is an important step toward the transformation of the Greater Bay Area into a major economic hub.

In line with the construction of the Greater Bay Area and to boost the connectivity of the area, the Guangzhou Representative Office of the Macao Trade and Investment Promotion Institute (IPIM) has expanded the reach of the “One-stop Service” and the “Service on the Doorstep” to the nine municipalities of the Greater Bay Area. The aim is to publicise Macao’s investment environment and show the Macao enterprises a clear picture of the Greater Bay Area. This issue of *Macao Image* takes a closer look at how IPIM is working to partner with municipalities in the Greater Bay Area.

One of the key economic boosters for the Greater Bay Area that nurtures the co-operation further between China and Portuguese-speaking Countries is Traditional Chinese Medicine (TCM). In an interview with Guangdong-Macao Traditional Chinese Medicine Technology Industrial Park Development Co Ltd., *Macao Image* learned that there are 99 companies registered in the Industrial Park in the areas of Traditional Chinese Medicine, healthcare products, medical equipment and medical services. The goal of the industrial park is to help Macao TCM companies develop new products, improve their skills and practices, enhance their quality standards and expand their markets through the park’s research and development platform.

Macao Image also spoke to Hovione PharmaScience Ltd. (Hovione Macau) – a pioneer in the pharmaceutical industry that set up its first factory in Macao in the 1980s and remains as the only factory to have passed U.S. FDA approvals to this day. General Manager Eddy Leong, who has been with the company for more than 20 years, shares his insights into the company’s culture and future growth plans for Macao.

The 23rd Macao International Trade and Investment Fair (MIF) and the 2018 Portuguese-speaking Countries Products and Services Exhibition (Macao) (2018 PLPEX) took place from 18 to 20 October 2018. The events drew delegates from around the world seeking business partnerships in Macao. In a nod to Macao’s importance as a market for the exchange of diamonds and gems, one of the key ceremonies to take place at MIF this year was the inauguration of the Macau•China Diamond and Gem Exchange (MDGE).

The ability to converse fluently in Portuguese has once again become an important asset for educators, translators and interpreters as Macao increasingly serves as an important platform between China and Portuguese-speaking Countries. According to education experts, the teaching of Portuguese in Macao continues to grow, boosted by the increasing value of closer economic and commercial co-operation between China and the Lusophone world. Macao, they say, is an excellent location for training young bilingual professionals.

In this issue, *Macao Image* also shares valuable experiences and perceptive insights from entrepreneurs spanning a wide spectrum of fields from aerospace to jewellery in Macao and Zhuhai.

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4 經貿動態 CURRENT EVENTS

焦點 FOCUS



6 澳門中醫藥發展前景廣闊

TCM INDUSTRY - PERFECT ANTIDOTE FOR MACAO'S BRIGHT FUTURE

中葡合作 CHINA & PSCS CO-OPERATION

12 發揮中葡平台作用 積極培養雙語人才 CHINESE-PORTUGUESE PLATFORM FOR BILINGUAL TALENT CULTIVATION

區域合作 REGIONAL CO-OPERATION



16 貿促局「送服務上門」與大灣區發展互惠互利 IPIM'S 'SERVICE ON THE DOORSTEP' BENEFITS MACAO, GREATER BAY AREA

專訪 INTERVIEW



20 好利安製藥推動創新及澳門可持續發展
HOVIONE PROMOTES CULTURE
OF INNOVATION AND SUSTAINABILITY

會議展覽 CONVENTIONS & EXHIBITIONS



24 第二十三屆MIF取得豐碩成果
23rd MIF YIELDS IMPRESSIVE RESULTS

30 2018 PLPEX 鞏固澳門作為中葡平台的角色
2018 PLPEX CEMENTS MACAO'S ROLE AS PLATFORM
FOR PORTUGUESE-SPEAKING COUNTRIES

商業 BUSINESS

34 珠海歐比特把衛星數據技術引入澳門
ZHUHAI ORBITA LEADS SATELLITE DATA TECHNOLOGY TO MACAO

企業 COMPANIES



38 珠寶生意：一輩子的事業
A LIFELONG PASSION FOR JEWELLERY

41 香醇佳釀，遠銷海外
LOCAL WINE GOES GLOBAL



44 眾裏尋「香」千百度
A MACAO BUSINESS THAT MAKES GOOD SCENTS

港珠澳大橋正式開通

2018年10月23日，中國國家主席習近平宣佈全長55公里的港珠澳大橋正式開通。大橋包括長22.9公里的跨海橋樑和長6.7公里的海底隧道，由兩座人工島連接，車輛可經大橋暢通無阻地來往三地。港珠澳大橋用了40萬噸鋼建造，是世上最長的跨海大橋和第六長的橋樑。

中國計劃將華南11個城市整合成一個重點經濟中心，打造粵港澳大灣區，而港珠

澳大橋在當中起著關鍵作用。大橋將來往香港、珠海和澳門的行程縮短為僅僅一小時，大大提高貨物運輸效率，帶動區內的旅遊業發展。

澳門行政長官崔世安表示，大橋的開通是澳門發展的重要里程碑，強調開通之日是「具政治經濟意義的歷史性節點」。他亦指大橋「豐富了『一國兩制』方針的實踐」，進一步實現「中國夢」，助力「一帶一路」的建設。



HKZM Bridge opens to traffic

On 23 October 2018, Chinese President Xi Jinping officially declared the opening of the 55-kilometre Hong Kong-Zhuhai-Macao Bridge (HZMB). The bridge features a 22.9-kilometre oversea bridge and a 6.7-kilometre undersea tunnel connected by two artificial islands which allows shipping to pass through unhindered. Made of 400,000 tonnes of steel, HZMB is the world's longest sea-crossing and the sixth longest bridge on earth.

The new bridge is key in China's plan to develop the Guangdong-Hong Kong-Macao Greater Bay Area by integrating 11 cities in southern China into a major economic hub. The distance of travel between Hong Kong, Zhuhai and Macao is now reduced to just one hour, which will make the transport of goods much more efficient and will boost tourism into the region.

Macao Chief Executive Chui Sai On said the opening of the HZMB was an important milestone for Macao and an "historical day of political and economic significance". He also said the bridge "enriched the practice of 'one country, two systems'" and furthered the "Chinese dream" to build on the "Belt and Road" initiative.

2018年上半年澳門經濟增長7.6%

統計暨普查局的資料顯示，澳門第二季度本地生產總值按年實質增長6%，低於上季的9.2%，而上半年總體增長7.6%。次季增長放緩，主要是服務出口升幅收窄，以及投資明顯減少所致。當局將服務出口視為本澳經濟的「主要增長動力」，惟其升幅由首季的16%收窄至第二季的13%。

私人投資減少，整體固定資產投資跌幅擴大，按年收縮11.9%，跌幅遠高於首季的1.9%。隨著大型旅遊娛樂設施及住宅樓宇建築陸續完工，私人固定資產投資也大幅減少18.9%。

然而，外部需求保持增長，第二季貨物出口急升30%，博彩服務出口和其他旅遊服務出口亦分別上升13.7%和13%；貨物進口上升10%。

內部需求則輕微回落，投資按年收縮11.9%是為主因。另外，私人消費支出及政府最終消費支出分別增加5.3%及5.1%。

2018年4月，國際貨幣基金發佈《世界經濟展望》報告，預測澳門2018年及2019年的本地生產總值將分別增長7%和6.1%。

Macao sees 7.6 percent GDP growth in first half of 2018



Macao's GDP grew by 9.2 percent in the first quarter of 2018, while showing a decrease in the second quarter with a real growth of 6 percent year-on-year. Macao's overall economy grew by 7.6 percent year-on-year in the first half of 2018, according to data from the Statistics and Census Service (DSEC), due to fewer exports of services and a notable decline in investment. Exports of services are described by DSEC as the "major driving force" for the economic growth, however, the growth has dropped from 16 percent in the first three months of the year to 13 percent in the second quarter.

Private investment decreased, leading to a larger drop in the investment in fixed assets, which fell by

11.9 percent year-on-year, a much greater decline compared to the 1.9 percent drop in the first quarter. Private investment in fixed assets also fell significantly by 18.9 percent year-on-year due to the completion of large tourism and entertainment facilities as well as residential buildings.

However, external demand remained strong with exports of goods surging 30 percent in the second quarter, with the rise of exports of gaming services and other tourism services by 13.7 percent and 13 percent respectively. Meanwhile, imports of goods increased by 10 percent over the same period.

Domestic demand fell slightly due to an 11.9 percent decrease in investment, while private consumption expenditure and government final consumption expenditure rose by 5.3 percent and 5.1 percent respectively year-on-year.

In a World Economic Outlook report released in April 2018, the International Monetary Fund (IMF) said it expected Macao's GDP to grow by 7 percent this year and 6.1 percent in 2019.

世界旅遊業邁入新紀元

Global tourism forum ushers in a new era

今年的「世界旅遊經濟論壇」（「論壇」）以「新時代戰略夥伴，新動力互利共贏」為主題，檢視中國與歐盟在「2018 中國—歐盟旅遊年」的戰略旅遊合作所產生的效益，並探索粵港澳大灣區建設所帶來的發展機遇。「論壇」於 10 月 23 至 24 日舉行，邀請作為合作地區的歐盟和作為主賓省的廣東省，共同探討如何促進中國與歐盟旅遊業的交流和合作，同時設有針對大灣區合作的主題演講和討論環節。

「論壇」吸引了全球多個國家及地區 2,000 多位旅遊及相關領域的部長級官員、業界領袖、專家學者以及嘉賓出席，包括來自歐盟 28 個成員國的代表團，彼此交流探討，分享真知灼見。

期間，各方簽訂了多項合作備忘錄和協議，增進夥伴關係。另外，近 200 間來自中國和歐盟等國家地區的企业及組織參與了商業配對環節。



Themed “Strategic Partnership in a New Era, Rising Momentum for a Shared Future”, this year’s Global Tourism Economy Forum (GTEF) examined the impact of strategic tourism co-operation between China and the European Union (EU) in the 2018 EU-China Tourism Year, and explored opportunities brought on by the Guangdong-Hong Kong-Macao Greater Bay Area development.

Held across two days on 23 and 24 October, GTEF 2018 brought the EU and Guangdong, the event’s Partner Region, and Featured Partner Chinese Province respectively, to discuss ways to encourage tourism exchanges and boost co-operation between China and the EU in tourism. Special keynotes and discussion

panels were also held to focus on co-operation across the Greater Bay Area.

The forum gathered more than 2,000 ministerial officials of tourism and related fields, industry leaders, experts, scholars and participants from across the globe, including delegations from the 28 member states of the EU, for a series of insightful discussions.

A number of memorandums of understanding and agreements were also signed during the Forum to consolidate partnerships, while approximately 200 enterprises and organisations from various sectors across different countries and regions including China and member states of the EU engaged in business matching.

澳鑽所在MIF舉行揭牌儀式

Macau • China Diamond and Gem Exchange inaugurated at MIF



2018 年 10 月 18 日，澳門·中國鑽石與寶石交易所在「第二十三屆澳門國際貿易投資展覽會」會場內舉行揭牌儀式，同場舉行澳鑽所、上鑽所及工銀澳門簽約儀式。經濟財政司司長梁維特、中央人民政府駐澳門特別行政區聯絡辦公室副主任姚堅、中央人民政府駐澳門特別行政區聯絡辦公室經濟部副部長兼貿易處負責人李華英、澳門中華總商會理事長高開賢、澳門中國企業協會理

事長李志忠、中國工商銀行（澳門）股份有限公司董事長姜壹盛、上海鑽石交易所總裁林強、中國鑽石與寶石交易所（澳門）董事長蘇偉為澳鑽所揭牌。

內地市場對優質寶石及鑽石的需求量持續加，而多個葡語國家盛產優質寶石及鑽石，透過在澳門設立鑽石交易所，加上澳門具有中國與葡語國家商貿合作服務平台優勢，將有助葡語國家擴展內地市場，令行業健康發展。

On 18 October 2018, Macau • China Diamond and Gem Exchange held an inauguration event as well as a signing ceremony with the Shanghai Diamond Exchange (SDE) and ICBC (Macau) at the 23rd Macao International Trade and Investment Fair (MIF). The event was attended by a number of guests including the Secretary for Economy and Finance Leong Vai Tac; Deputy Director-General of the Liaison Office of the Central People’s Government in the Macao SAR Yao Jian; Deputy Director-General of the Economic Affairs Department and Head of the Commercial Office of the Liaison Office of the Central People’s Government in the Macao SAR Li Huaying; President of the Macao Chamber of Commerce Kou Hoi In; President of the Macao Chinese Enterprises Association Li Zhizhong; Director of ICBC (Macau) Ltd Jiang Yisheng; President of SDE Lin Qiang and the Chairman of Macau • China Diamond and Gem Exchange Su Wei.

There is a growing demand for quality gemstones and diamonds in Mainland China, and there are abundant resources in the Portuguese-speaking Countries. The setup of the Diamond and Gem Exchange in Macao, along with Macao’s role as the Commercial and Trade Co-Operation Service Platform between China and Portuguese-speaking Countries, enable Portuguese-speaking Countries to expand their businesses into Mainland China and serve as a healthy way for the industry to grow well into the future.

澳門中醫藥發展前景廣闊

TCM industry - perfect antidote for Macao's bright future



澳門特區政府投放大量資源以推動經濟多元發展，培養包括中醫藥產業等新興產業。在與毗鄰的廣東省日益緊密的合作下，藉著粵澳中醫藥科技產業園（下稱「產業園」）的優勢，澳門中醫藥產業也迎來不少發展機會，為本地人才提供發展空間，並以澳門的獨特優勢助本地企業「走出去」。

產業園助澳門融入國家發展

粵澳政府於 2011 年簽訂《粵澳合作框架協議》，涵蓋包括落實在橫琴新區的產業園項目等多個重點工作。產業園佔地 50 萬平方米，項目發展目的是為促進澳門經濟適度多元發展與推動中醫藥國際化。由兩地政府出資組建的粵澳中醫藥科技產業園開發有限公司，共同負責建設、運作及管理產業園。

經過多年發展，產業園的軟、硬件配套設施有序落實，為澳門中醫藥產業發展發揮更大作用。產業園在回覆《澳門經貿之窗》的查詢時稱，多位國家領導人先後考察園區，表示中央政府支持在澳門建設中醫藥科技產業發展平台，而產業園更是澳門特區政府推動經濟適度多元發展以及融入國家發展的重要載體。

該公司透露，園區內的公共服務平台已於 2017 年 9 月投入運作，包括研發總部大樓、GMP（良好藥品生產規範）中試生產大樓、研發檢測大樓及其他配套設施。該公共服務平台同時設置世界級的生產設備，為企業提供符合 GMP 標準的中醫藥產品加工和生產服

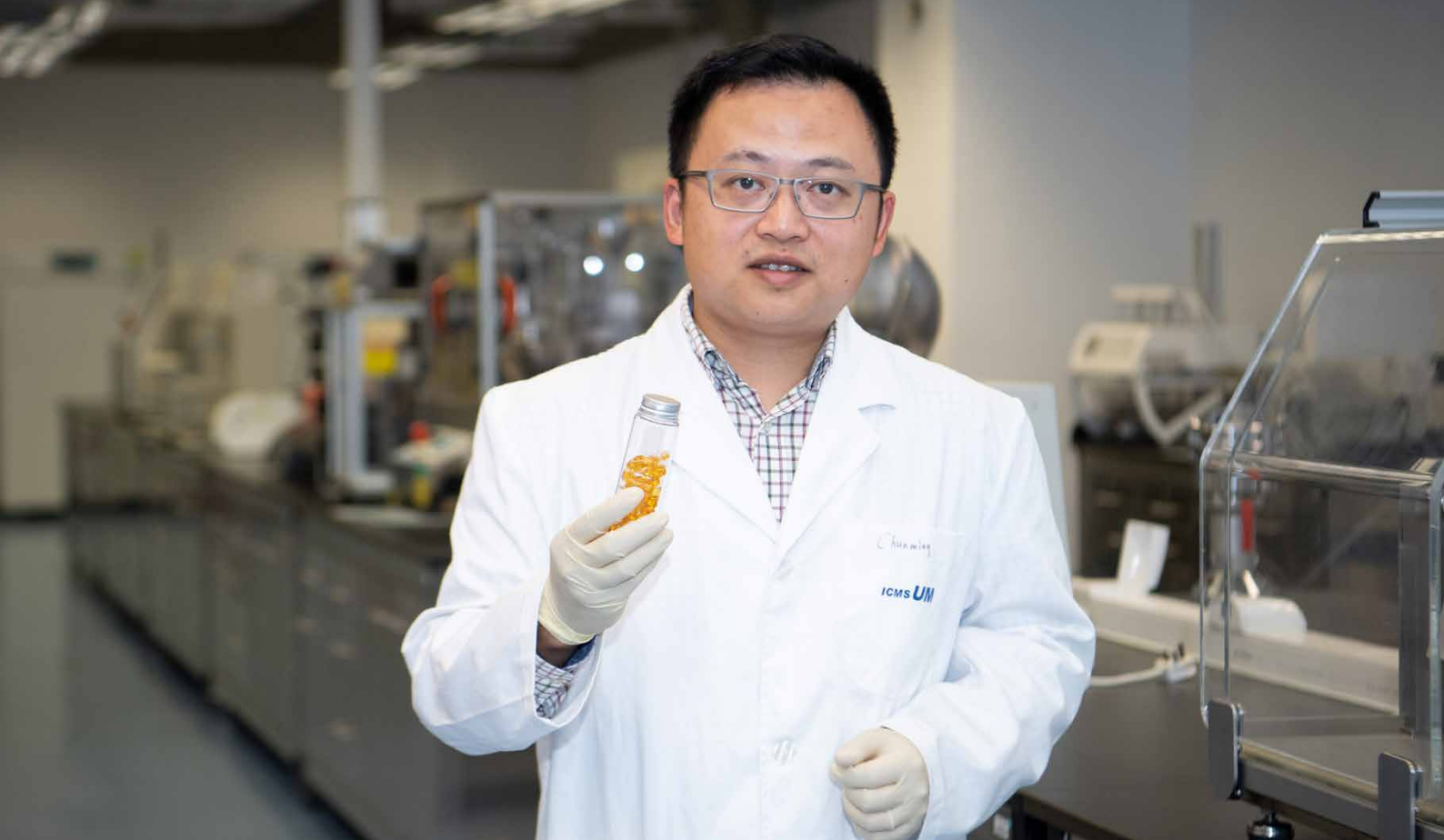
THE Macao SAR Government has invested a significant amount of resources into diversifying the local economy with the goal of fostering the development of emerging industries, including the traditional Chinese medicine (TCM) sector.

With increasingly closer ties with neighbouring Guangdong province, as well as the advantages of the Traditional Chinese Medicine Science and the Technology Industrial Park of Co-operation Between Guangdong and Macao (Industrial Park), the local TCM industry offers many new opportunities for development. In addition to giving room for the growth of local talent, the industry also makes good use of Macao's unique advantages to help local companies venture abroad.

In line with national development

The governments of Guangdong and Macao signed the Framework Agreement on Co-operation between Guangdong and Macao in 2011, which covers a number of key areas including the implementation of the Industrial Park on Hengqin New Area.

Spanning an area of 500,000 square metres, the project aims to facilitate the moderate diversification of Macao's economy and the internationalisation of TCM. The Industrial Park is established,



「立足澳門，服務大灣區，重視葡語國家。」

We are stationed in Macao to serve the Greater Bay Area, and value the importance of Portuguese-speaking Countries.

澳大中華醫藥研究院課程主任(教學/研究) **王春明** 副教授
Wang Chunming, Associate Professor and Programme Director (Teaching/Research) at the Institute of Chinese Medical Sciences at the University of Macau

務。產業園營運商表示，該項目的孵化區快將落成，可出租面積近 10 萬平方米，預計可容納約 300 至 400 家不同規模的中醫藥企業，為其提供辦公設施和發展空間。

截至 2018 年 9 月底，產業園累計已有 99 家企業註冊，其中 25 家為澳門企業，涵蓋中醫藥、保健品、醫療器械、醫療服務等領域。產業園公司提到透過其科研平台，可為澳門中醫藥企業提供產品開發、工藝改進、質量標準提高及市場拓展等服務。例如目前正為兩家澳門企業研發三項新產品，以及為一家澳門企業提升其現有產品的質量。

將中醫藥推至海外

除了助力企業發展，產業園在培育本地人才成長亦下了不少功夫。該公司表示，自 2016 年起，產業園一直為澳門中醫專業人員提供不同範疇的專業培訓課程、臨床助教及海外義診等，如至今已

operated and managed by Guangdong-Macao Traditional Chinese Medicine Technology Industrial Park Development Co Ltd., a venture jointly set up by the administrations of both sides.

Through years of development, the Industrial Park's software and hardware facilities have gradually been put into place, playing a greater role in the development of the Macao TCM industry.

In a written response to queries from *Macao Image*, Industrial Park Development Co Ltd. explained that the State's leaders have visited the Industrial Park regularly over the years as a sign of support from the Central Government to Macao's establishment of a TCM development platform. The Industrial Park is also an important stepping stone for the Macao SAR Government to pursue moderate economic diversification and to integrate with national development, the company said.

According to the company, the public service platform of the Industrial Park started operations in September 2017, providing research and development headquarters; a Good Manufacturing Practice (GMP) pilot scale production building; an inspection building and other facilities. There are also world-class manufacturing facilities in the public service platform, allowing the Industrial Park to provide GMP-standard TCM product processing and manufacturing services for other companies.

The operator of the Industrial Park also said the incubation area of the project is close to completion, offering a leasing area of nearly 100,000 square metres that could accommodate 300 to 400 TCM companies of different sizes and scale while also offering office facilities and environment for growth.

By the end of September 2018, 99 companies had registered in the



粵澳中醫藥科技產業園項目發展目的是為促進澳門經濟適度多元發展與推動中醫藥國際化
The Industrial Park aims to facilitate the moderate diversification of Macao's economy and the internationalisation of traditional Chinese medicine

先後三次組織澳門青年中醫赴莫桑比克和泰國等地進行海外義診，以此逐步提高本澳青年中醫藥人才的專業水平。

產業園也充份發揮澳門的平台優勢，協助企業將其中醫藥產品和技術，透過澳門走入葡語國家、歐盟成員國及「一帶一路」沿線國家等市場；目前已成功協助澳門和內地企業的兩項產品在莫桑比克註冊，取得當地藥品上市的批文。此外，產業園公司表示至今已舉辦了 10 期對象為葡語國家職能部門代表，其中包括莫桑比克衛生部屬下的醫生和理療師的中醫藥專業培訓，為莫桑比克全國 11 個省市 43 個公立醫療單位，培訓了 209 名當地醫療人員，並首次成功引入中醫藥技術於當地公共衛生系統。截至目前，超過 7,000 名莫桑比克患者曾接受中醫療法治療。

培育大灣區人才

事實上，澳門對中醫藥發展的重視遠不止建設產業園。在特區政府的推動下，澳門大學於 2002 年設立了中華醫藥研究院；在中央政府的支持下，澳門大學及澳門科技大學於 2011 年初正式設立中藥質量研究國家重點實驗室，推動中藥研究的發展。

此外，由澳門大學、香港浸會大學、廣東省中醫院共同構建的「粵港澳大灣區中醫藥創新中心」於 2018 年 8 月 16 日正式啟動。

Industrial Park and 25 of them were Macao companies, engaging in the areas of traditional Chinese medicine, healthcare products, medical equipment and medical services.

The Industrial Park Development Co Ltd. said it can help Macao TCM companies develop new products, improve their skills and practices, enhance their quality standards and expand their markets through its research and development platform. As an example, it is now helping two Macao companies to develop three new products and one Macao firm to upgrade and improve its existing product.

Promoting TCM overseas

Aside from supporting the development of companies, the Industrial Park has also put significant effort into nurturing the growth of Macao talent. The company said the Industrial Park has arranged for Macao TCM professionals to participate in a variety of professional trainings, clinical trainings and overseas volunteer medical consultations since 2016, in order to gradually enhance the quality of young TCM talent. To date, the Industrial Park has organised young Macao TCM practitioners to carry out



three volunteer medical consultation sessions in Mozambique and Thailand.

The Industrial Park has also fully leveraged the platform role of Macao, helping companies to introduce their TCM products and technologies to Portuguese-speaking Countries, European Union member countries and nations along the Belt and Road through Macao. So far, it has successfully helped Macao and Mainland companies to register two of their TCM products in Mozambique with the approvals needed to sell them in Mozambique.

Industrial Park Development Co Ltd. added that it has organised 10 TCM professional training programmes for representatives

該中心為國家中醫藥管理局國際合作司的專項項目，將開展教育部粵港澳聯合實驗室的建設，重點推動中醫藥在防治免疫相關疾病方面的學術研究、產業轉化與臨床應用。

澳大中華醫藥研究院課程主任（教學／研究）王春明副教授表示，研究院致力融合現代生物醫學及中醫藥的精華，以及培育本地人才以推動澳門經濟適度多元。不少從研究院畢業的碩士生及博士生皆於本地、內地及海外大學和研究機構擔任要職，或投入政府部門服務大眾。

from Portuguese-speaking Countries, including doctors and physiotherapists from the Mozambican Ministry of Health. The programmes have trained 209 Mozambican health professionals, who work in 43 public healthcare facilities across 11 provinces in Mozambique, successfully introducing TCM into the Mozambican public health system for the first time. More than 7,000 patients in Mozambique have been treated with TCM therapies, the company added.

Nurturing talent for the Greater Bay Area

The initiatives undertaken by Macao to facilitate the development of the TCM industry go well beyond the Industrial Park. Through the support of the SAR Government, the University of Macao set up the Institute of Chinese Medical Sciences in 2002. Under the support of the Central Government, the State Key Laboratory of Quality Research in Chinese Medicine was officially set up in the University of Macau and the Macau University of Science and Technology (MUST) in 2011, in order to advance the research development of TCM.

In addition, the University of Macau, the Hong Kong Baptist University, and the Guangdong Provincial Hospital of Chinese Medicine also established collaboratively, on 16 August 2018, an innovation centre for Chinese medical sciences for the Guangdong-Hong Kong-Macao Greater Bay Area. It is a project affiliated with the International Co-operation Department of the National Administration of Traditional Chinese Medicine to co-develop a laboratory for Guangdong, Hong Kong and Macao under the Ministry of Education, with the aim to promote the use of TCM in prevention and treatment of illness through academic research, industrial transformation and clinical application.

Wang Chunming, Associate Professor and Programme Director (Teaching/Research) at the Institute of Chinese Medical Sciences at the University of Macau, stresses the Institute focuses on converging the key areas of modern biomedicine and TCM, as well as the cultivation of local talent for the economic diversification of Macao.

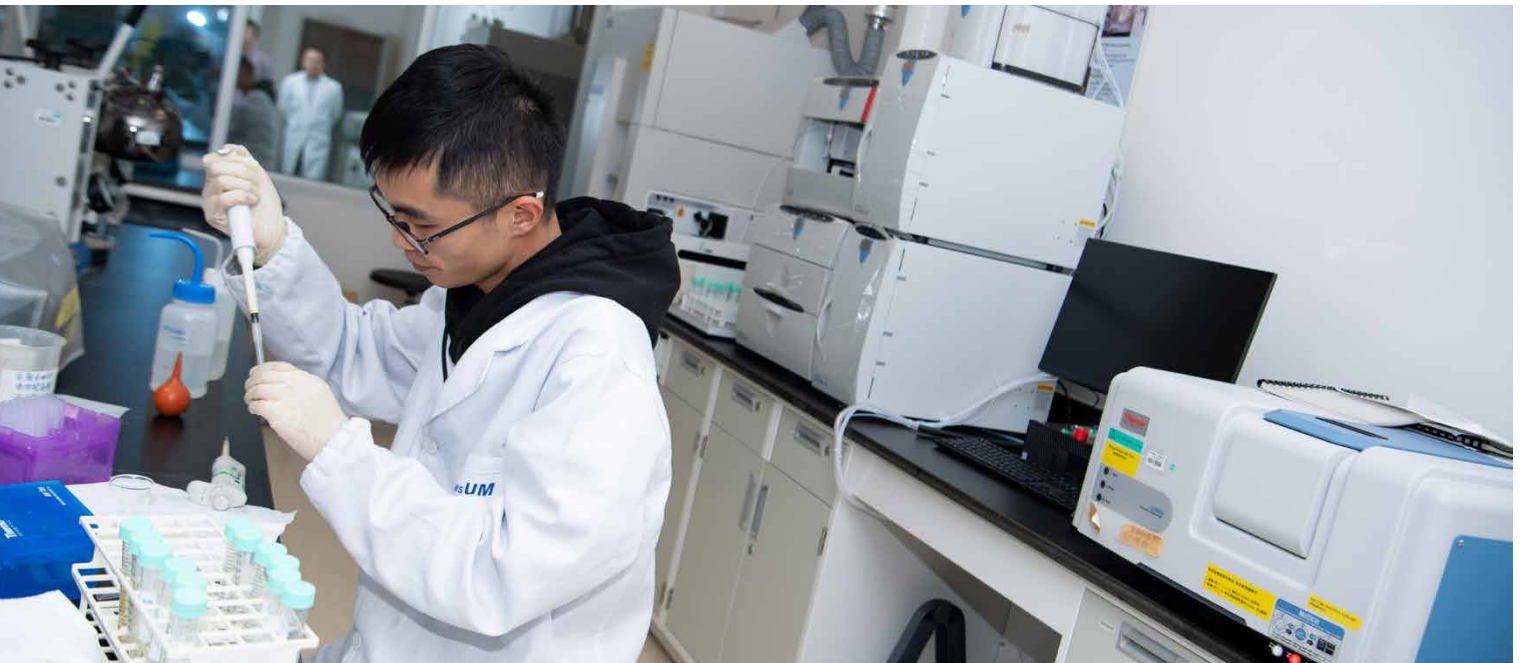
Many master's and doctoral graduates of the Institute have served in key positions at local and overseas universities and research institutions, and have served the public in government departments, he told *Macao Image*.

Through years of development, Professor Wang revealed that the State Key Laboratory at the University of Macau now has 33 full-time professors (assistant professors or above); three scholars under the university's Macao Fellow Programme; 50 research associates and approximately 300 post-graduates focusing on studies across different areas of traditional Chinese medicine.

The laboratory also has five key platforms – research centres on efficiency, safety, stability, controllable and clinical aspects of Chinese medicines – to carry out in-depth studies to overcome the challenges in TCM research and facilitate the development of the Macao TCM industry, he said. The team at the State Key Laboratory has published nearly 1,800 articles in Science Citation



該公司透露，園區內的公共服務平台已於2017年9月投入運作
The public service platform of the Industrial Park started operations in September 2017



澳大中華醫藥研究院致力融合現代生物醫學及中醫藥精華
The Institute of Chinese Medical Sciences at the University of Macau focuses on converging the key areas of modern biomedicine and TCM

經過數年發展，王春明表示，澳大中醫藥重點實驗室目前有 33 名全職教授（助理教授級別或以上）、三名澳門學者、50 名研究助理及約 300 名研究生，專注於不同範疇的中藥研究。實驗室設有五大平台，即有效、安全、穩定、可控及臨床研究中心，圍繞中醫藥研究的難點和澳門中藥產業發展進行深入研究，而實驗室團隊至今在 SCI（科學引文索引）收錄的期刊發表了近 1,800 篇論文，被引用達 2.5 萬次，並獲本地、內地及海外多個科技研究獎項。

他表示，在未來發展方面，澳大實驗室將在現有基礎上，進一步轉化其科研成果成藥品及健康產品；在人才培養方面，澳大會發揮澳門的平台優勢，連繫澳門、內地、葡語國家及「一帶一路」沿線國家的中醫藥學生，做到「立足澳門，服務大灣區，重視葡語國家」。

Index journals with more than 25,000 citations, and has garnered a number of prestigious research and science awards both nationally and internationally, Professor Wang said.

Looking ahead, he said, based on current developments, the laboratory would transform the results of their studies into medical and healthcare products. With respect to talent cultivation, the university will make good use of the platform role of Macao to link TCM students from Macao, Mainland China, Portuguese-speaking Countries and countries along the Belt and Road together, he said.

“We are stationed in Macao to serve the Greater Bay Area, and value the importance of Portuguese-speaking Countries,” said Professor Wang.

永利本地中小企採購成果豐碩

WYNN SHARES SUCCESS WITH LOCAL SMEs



永利與澳門中華總商會合辦「2018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 the 'Wynn Local SME Procurement Partnership Program 2018'

由2016年至今，永利分別舉辦了多場不同主題的本地中小企採購合作洽談會，包括食品與飲品專場、酒店設施與用品專場，更有為扶持三類企業特設的專場，積極推動向本地中小企業進行採購。在2018年第三季內，永利本地中小企採購金額與去年同期相比增長高達53%，成績令人鼓舞。

與此同時，永利計劃在營運中以環保物料逐步取代塑膠製品，並與中華總商會合作，準備向有意參與的中小企業免費提供環保飲管，與各界攜手共建可持續發展環境。此外，永利大力支持「澳門產品優質認證計劃」，並宣佈未來獲得澳門產品優質認證的本地企業，將會是永利採購的首選對象；亦會為有需要的本地中小企提供資訊和培訓，藉以推動和鼓勵中小企不斷提升服務和商品水準。

Since 2016, Wynn has organized a number of business matching sessions across different supplier categories, including food and beverage, hotel, facilities, and those dedicated to supporting Small and Medium-sized Enterprises, "Made in Macao" Enterprises and Young Entrepreneurs. The amount of Wynn's procurement from local SMEs in the third quarter of 2018 increased by 53% compared with the same period last year, which is an encouraging result.

In addition, Wynn plans to gradually replace plastic products used in its operations with eco-friendly materials. Wynn will also collaborate with the Macao Chamber of Commerce to provide SMEs with free eco-friendly drinking straws, with the aim of building a sustainable environment in collaboration with companies from all industries.

Furthermore, Wynn strongly supports the Macau Product Quality Certification Scheme (MPQC), where local companies that obtain product quality certification will become priority suppliers for Wynn's procurement. Wynn will also provide - as needed - information and training for local SMEs, with the aim of promoting and encouraging SMEs to continuously improve their services and product quality.



永利邀請到生產力暨科技轉移中心高級經理李藹倫介紹「澳門產品優質認證計劃」
Helena Lei, Senior Manager of CPTTM, introduces Macau Product Quality Certification Scheme

如有任何查詢，歡迎聯絡 | FOR FUTURE ENQUIRIES, PLEASE CONTACT



發揮中葡平台作用 積極培養雙語人才

Chinese-Portuguese platform for bilingual talent cultivation

隨著中國與葡語國家之間的交流合作日趨頻繁，葡語學習再次成為澳門熱門討論的話題。

「葡語教育在澳門公立和私立高等教育體系中均有擴展。」澳門城市大學葡語語言文化系前主任羅世賢接受《澳門經貿之窗》訪問時表示。他補充，澳門擁有良好經濟條件，為培訓三語翻譯人員（漢語，葡語及英語）提供良好環境。

「未來最重要的經濟和商業合作將集中在中小企上，因為他們缺乏大企業的物流和中介優勢。而中小企佔中國及葡語國家經濟體的九成以上。」羅世賢說。

他認為中國了解與葡語國家加強經貿合作的重要性。中國海關總署資料顯示，2017年中國與葡語國家進出口商品同比增

THE learning of Portuguese returns to the limelight in Macao as the city steps up as a link between China and Portuguese-speaking Countries.

“The teaching of Portuguese in Macao’s public and private higher education system has grown,” Rui Rocha, former Director of the Department of Portuguese at the City University of Macau, told *Macao Image*.

With its favourable financial conditions, Macao is an excellent location for training trilingual translators and interpreters (Chinese-Portuguese-English), he said.

“The most important economic and commercial co-operation will be between

small and medium enterprises of the economies that constitute more than 90 percent of the business community of China and the Portuguese-speaking Countries,” noted Mr Rocha. “This is because they do not have the same requirements for logistics and mediation to conduct their business like large-scale companies.”

He said China recognises the importance of co-operating with the economies of Portuguese-speaking Countries. Trade in merchandise between China and Portuguese-speaking Countries grew by 29.4 percent year-on-year in 2017, according to data from the General Administration of Customs of China.



「未來最重要的經濟和商業合作將集中在中小企上，因為中小企佔中國及葡語國家經濟體的九成以上。」

The most important economic and commercial co-operation will be between small and medium enterprises of the economies that constitute more than 90 percent of the business community of China and the Portuguese-speaking Countries.

澳門城市大學葡語語言文化系前主任羅世賢
Rui Rocha, former Director
of the Department of Portuguese
at the City University of Macau



澳門擁有良好經濟條件，為培訓三語翻譯人員（漢語、葡語及英語）提供良好環境
Macao is seen as an excellent location for training trilingual translators and interpreters

長了 29.4%。「中央政府相信葡語教育和掌握對『一帶一路』的發展具戰略價值，就像葡語國家將從這種合作中將在經濟和社會發展受益一樣。」

打破語言隔閡

中國與葡語國家之間不斷擴大的聯繫，鼓勵了更多來自葡語國家的學生到澳門學習漢語。來自巴西的澳門理工學院國際漢語教育（非漢語母語方向）系二年級生 Bruno Locatelli 就是其中之一。

「我把主修科目由工程學改為漢語學習，因為對巴西人來說，我意識到學習漢語的重要性。」Locatelli 說。「在我生活的

“The Central Government believes that the teaching and mastery of the Portuguese language holds strategic value for the future of the economic and social development of China within the ‘Belt and Road’ initiative in the same way that Portuguese-speaking Countries will benefit from this cooperation for their own economic and social development,” added Mr Rocha.

Breaking the language barrier

The expanding ties between China and the Lusophone world have encouraged more students from Portuguese-speaking Countries to pursue Chinese language

studies in Macao. Brazilian sophomore student Bruno Locatelli, now learning Chinese at the Macao Polytechnic Institute, is one such student.

“I decided to change my major from engineering to Chinese language studies, because I realise the importance of studying Chinese nowadays, especially for Brazilians,” said Mr Locatelli.

“A lot of companies are doing trade with China, so they need people who speak Mandarin, English and Portuguese.”

“Previously, Portuguese was only taught in public schools. This means there is a growing demand for bilingual teachers,” the Director of the School of Languages and Translation



「以往只有公立學校提供葡語教育，這意味着對雙語教師的需求將會越來越大。」

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澳門理工學院語言暨翻譯高等學校校長
韓麗麗

Lili Han, Director of the School of Languages and Translation Professor of the Macao Polytechnic Institute



地方，很多公司都與中國有貿易往來，他們需要會說漢語，英語及葡萄牙語的專才。」

澳門理工學院語言暨翻譯高等學校校長韓麗麗表示，以往只有公立學校提供葡語教育，這意味着對雙語教師的需求將會越來越大。

有見及此，該學院的課程當中包括兩個中 / 葡和中 / 英的翻譯和口譯課程，以及兩個漢語和葡語的教育課程，都建基於成效為本的教學模式，旨在培育學生成為教育工作者、翻譯和口譯人員。韓博士指出，市場對這些行業的需求量大至前所未見。

「現時，市場上需要 200 個翻譯人員。」她解釋道，「他們既要同時擔任口譯和筆譯，亦需做到中葡 / 葡中翻譯。在全球對翻譯人員的要求而言，這是非常高的標準，因為即使以歐洲的標準來看，翻譯員只要把外語翻譯到母語便可。」

這種以市場為導向的教學方針，旨在確保學生畢業後可以順利投身教育、筆譯及口譯

等相關行業。她指出：「例如，在葡語課程裏，由於很多學生是以成為葡語老師為目標，所以我們加入很多文化培訓課程，並且由以葡語為母語的教授執教；而在中葡翻譯的課程就會安排在口音及翻譯領域比較有經驗的老師。」

雖然澳門教育機構在雙語教育已經作出不少努力，但羅世賢認為澳門的葡語教學表現並「未如理想」。

他指出，「在葡語教育中，不論教學的科學和內容知識、講授法、教學技巧和方面，都仍有進步空間。」

雙語學習宜早開始

要培育真正的雙語能力，指的是兩種語言均達母語程度，越早學習，越見成效。澳門大學人文學院葡語系副教授及中葡雙語教學暨培訓中心主任 Ana Margarida Belem Nunes 在她一名碩士學生的論文中，透過對一群在東莞皮革工廠工作的巴西籍員工進行研

Professor of the Macao Polytechnic Institute Lili Han said.

All of the programmes in the department – Chinese-Portuguese and Chinese-English translation and interpretation programmes, as well as two education programmes in Chinese and Portuguese – are all output-based. Their goal is to prepare students to become educators, translators and interpreters, she said. They are more in demand than ever before.

“Currently the market is in need of about 200 interpreters,” said Professor Han.

“They need to master both oral and written translations, both Chinese to Portuguese and Portuguese to Chinese. According to international standards, this is a very high requirement. In Europe, for instance, interpreters only need to translate foreign languages into their own mother languages,” she explained.



究，探討雙語兒童如何應對多元文化和語言。

「我們發現這群巴西籍員工的孩子是構建當地社會的一部分。」她說：「通常居住在東莞的巴西家庭會將孩子送到國際學校，讓孩子們可以同時學習漢、英、葡三語。在多元文化環境下長大的孩子，往往五、六歲時已經可以同時掌握三種語言，並能夠輕易在各種語言之間切換。」

儘管如此，成年後掌握一門外語，例如葡語，並非沒有可能，尤其在澳門，一個幾乎在所有生活層面上都可以找到葡語的城市。

高潔是澳門理工學院中葡／葡中翻譯學士學位課程（夜間）二年級學生。在課堂以外，她培養了閱讀葡語報紙的興趣。「我發現一些葡萄牙新聞很有趣，也很有幫助。但當然平時溫習功課也是必需的。」

由於本身對葡語的興趣，高潔利用下班後的時間進修一門她認為有助事業發展的外語。「我相信學習葡語可以為我在澳門的事業帶來更多機遇。」

This market-oriented approach is designed to make sure students can walk straight into teaching, translation or interpreter jobs after they graduate.

“For example, most students from our Portuguese programme look to be Portuguese teachers, so we infuse a lot of cultural training into the programme, and this is where native professors are needed,” said Professor Han.

“For the Chinese-Portuguese translation programmes, we deploy professors who are more experienced in oral and written communications and interpersonal fields.”

In spite of the efforts by educational institutes in Macao, Mr Rocha noted the results of Portuguese teaching and learning in Macao are “not very encouraging”.

“There is still much to be done in terms of scientific, pedagogical, didactics, teacher skills and methodologies for teaching Portuguese as a foreign language,” he noted.

The sooner the better

When it comes to achieving bilingualism – the ability to speak more than one language on par with a native – the younger one starts, the better.

Ana Margarida Belém Nunes, who is Director of the Chinese-Portuguese Bilingual Teaching and Training Centre as well as Associate Professor of the Department of Portuguese at the University of Macau, explored how children cope with multiculturalism and multilingualism in a thesis from her MA student that examines a group of Brazilian workers at a leather factory based in Dongguan, China.

“We found that multicultural and multilingual kids in Dongguan are building part of the society,” said Professor Nunes.

“Usually kids who are born in a Brazilian family in Dongguan would go to international schools where they learn Chinese, English and also Portuguese. Kids who are raised in a multicultural environment already speak three languages by the ages of just five to six, and they can easily switch between languages.”



「在多元文化環境下長大的孩子，往往五、六歲時已經可以同時掌握三種語言，並能夠輕易在各種語言之間切換。」

Kids who are raised in a multicultural environment already speak three languages by the ages of just five to six, and they can easily switch between languages.

澳門大學人文學院葡語系副教授
及中葡雙語教學暨培訓中心主任

Ana Margarida Belém Nunes, Director of the Chinese-Portuguese Bilingual Teaching and Training Centre and Associate Professor of the Department of Portuguese at the University of Macau

With that being said, mastering a foreign language as an adult is still possible in a city like Macao, where Portuguese can be found in almost all areas of life.

Jessica Go, a sophomore at MPI’s Portuguese-Chinese Translation and Interpretation (evening) programme, developed a habit of reading newspapers in Portuguese outside the classroom.

“I found Portuguese news very interesting and helpful. But, of course, studying is also necessary,” she said.

With a natural interest in the Portuguese language, Go gives up her free time after work in pursuit of a language she trusts would benefit her career in the long run. “I believe learning Portuguese will open more doors for my career in Macao,” said Ms Go.

貿促局「送服務上門」與大灣區發展互惠互利 IPIM's 'Service on the Doorstep' benefits Macao, Greater Bay Area

自 2015 年粵港澳大灣區首次寫入國家文件以來，大灣區九市與澳門及香港兩個特區之間的往來越趨頻繁。隨著粵港澳三地於 2017 年 7 月簽署了《深化粵港澳合作推進大灣區建設框架協議》，「9+2」城市的關係更見緊密。

粵港澳大灣區總面積達 55,900.9 平方公里，涵蓋澳門、香港以及廣東省廣州、深圳、珠海、佛山、惠州、東莞、中山、江門、肇慶九個高速發展城市，區內總人口達 6,957 萬，就業人口 4,345 萬，2017 年起的經濟規模達 1.56 萬億美元。

大灣區擁有多項優勢，包括地理位置優勢明顯、產業結構高端化發展、創新驅動及開放型經濟特徵明顯。截至 2017 年底，大灣區各城市對澳門的直接投資額累計達澳門幣 769.6 億元，佔澳門外來直接投資累計總額 33.8%，企業數目超過 2,200 家；澳門對大灣區多個城市的累計投資總額亦接近澳門幣 150 億元。

此外，澳門與大灣區各城市互動日盛，2017 年全年在澳門旅遊和消費的大灣區旅客已超過 614 萬人次，佔總體旅客兩成。

走訪各市促進了解

澳門特區政府鼓勵中小微企「走出」澳門，開拓大灣區市場，而為主動了解大灣區各城市的發展規劃，助力澳門更好融入大灣區建設，澳門貿易投資促進局內地事務處及廣州代表處於 2018 年上半年拜訪了大灣區九市政府的商務、貿促機構，以及有關對外經濟合作企業商協會。

藉著拜訪，貿促局人員更進一步了解大灣區各市經貿情況，也向大灣區九市代表推介貿促局廣州代表處的工作職能與服務範圍，雙方更圍繞深化粵澳合作及大灣區建設展開了交流探討。貿促局人員亦走訪了八家位於大灣區的澳資企業，了解他們的發展情況和對未來發展機遇的見解和訴求。

THE “Guangdong-Hong Kong-Macao Greater Bay Area” (Greater Bay Area) was first introduced in official documents in 2015. Since then, the interaction between Macao, Hong Kong and the nine municipalities of Guangdong has become increasingly close and frequent, and the relations have grown even stronger after the signing of the “Framework Agreement on Deepening Guangdong-Hong Kong-Macao Co-operation in the Development of the Bay Area” in July 2017.

The Greater Bay Area occupies a total area of 55,900.9 square kilometres, including Macao, Hong Kong and the nine rapidly developing municipalities throughout the Guangdong Province – Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. There are 69.57

million residents in the area with 43.45 million of them in the labour force, generating a GDP that reached US\$1.56 trillion in 2017.

The Greater Bay Area boasts a number of advantages including its geographical location, high-end developments in industrial structures as well as innovation-driven and open economies. By the end of 2017, direct investment from Greater Bay Area cities in Macao amounted to MOP76.96 billion, accounting for about 33.8 percent of total foreign direct investment, involving more than 2,200 enterprises. Meanwhile, Macao invested close to MOP15 billion in the Greater Bay Area.

At the same time, the relationship between Macao and the Greater Bay Area cities is growing rapidly. In 2017, more than 6.14 million visitors from the Greater Bay



貿促局內地事務處及廣州代表處人員拜訪了大灣區九市政府的商務、貿促機構以及商協會
Personnel from IPIM's Mainland Affairs Division and the Guangzhou Representative Office visit the commercial and trade promotion organisations of the nine municipality governments in the Greater Bay Area



貿促局廣州代表處展示葡語國家產品

IPIM's Guangzhou Representative Office showcases products from the Portuguese-speaking Countries

藉會展平台加深各地區交流

配合澳門特區發展的策略，貿促局近年大力推廣會展業，更於多個會展平台聯合大灣區城市推送服務。

2018年7月，貿促局於「2018粵澳名優商品展」上與惠州、東莞、江門、肇慶四市之商務部門簽訂合作備忘錄，連同早前已簽署協議之五市，貿促局與大灣區各城市的備忘錄簽訂工作已全數完成。活動期間，同時舉辦了「粵港澳大灣區商務機構圓桌會議」，貿促局與香港投資推廣署和九市商務部門領導聚首一堂，圍繞粵港澳投資便利化、商事登記以及各城市重點經貿工作等議題進行討論。

同一時間舉辦的「澳門國際品牌連鎖加盟展 2018」更首次設置「粵港澳大灣區商務區」，讓與會者有機會直接向大灣區各市的專業人員，就當地投資營商環境進行諮詢。

Area travelled to Macao, accounting for 20 percent of total visitor arrivals.

Visits to gain insight

Macao government encourages small and medium-sized enterprises to “go out” of Macao and tap into the Greater Bay Area market. During the first half of 2018, in an effort to learn more about the development plans of the Greater Bay Area cities and to help Macao integrate into the growth of the area, the Mainland Affairs Division and the Guangzhou Representative Office of the Macao Trade and Investment Promotion Institute (IPIM) visited the commercial and trade promotion organisations affiliated to governments of the nine municipalities in the Greater Bay Area. They also partnered with commercial associations and enterprises.

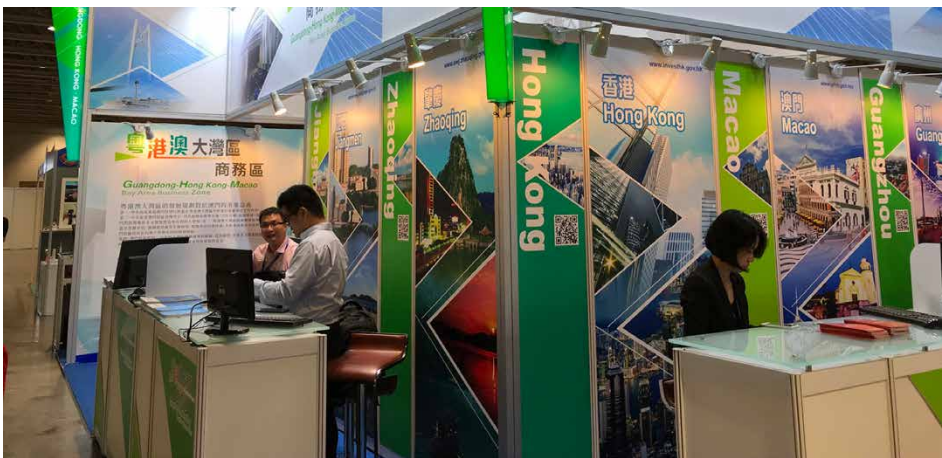
Through these visits, IPIM's personnel were able to gain deeper insight into the economic and trade affairs of each municipality. They also took the opportunity to introduce the scope of responsibilities and services of the Guangzhou Representative Office to the Greater Bay Area municipality representatives. In-depth discussions about how to deepen the Guangdong-Macao collaboration and the development of the Greater Bay Area were held. IPIM officials also visited eight Macao-owned enterprises to learn more about their developments and insights into the Greater Bay Area opportunities as well as their needs.

Boosting interconnection through MICE platforms

In line with Macao's development strategy, IPIM has been allocating a considerable



貿促局內地事務處及廣州代表處人員亦走訪了八家澳資企業
The Mainland Affairs Division and the Guangzhou Representative Office of IPIM visit eight Macao-owned enterprises



「粵港澳大灣區商務區」有助企業「一站式」了解大灣區城市
The Guangdong-Hong Kong-Macao Bay Area Business Zone helps delegates learn more about Greater Bay Area cities

廣州代表處擴展功能

為配合粵港澳大灣區建設和加強與大灣區的聯繫對接功能，貿促局廣州代表處在原基礎上深化細化服務，拓展「一站式」服務範圍，「送服務上門」至粵港澳大灣區九市，以宣傳推廣澳門投資環境並協助業界了解大灣區動態。

廣州代表處新增服務，為澳門企業在內地投資所需的商事登記提供協助，並支持澳門青年到大灣區實習、就業、創業。代表處同時優化內地企業來澳投資的手續辦理服務。透過和經濟局、勞工事務局及金融管理局合作增設櫃檯，為來澳申請金融牌照的投資者介紹相關的申請審批流程，以及向申請工業準照在澳門設立工業場所的投資者提供諮詢，代收文書等服務。PI

amount of resources to nurture the city's MICE industry in recent years and is working closely with multiple MICE platforms in the Greater Bay Area to promote IPIM's services.

At the Guangdong & Macao Branded Products Fair 2018 (GMBPF) in July 2018, IPIM signed a number of memorandums of co-operation with Huizhou, Dongguan, Jiangmen and Zhaoqing, in addition to the ones IPIM had previously signed with five Greater Bay Area cities. With these final signing ceremonies at this year's GMBPF, all of the memorandums between IPIM and the nine cities in the Greater Bay Area are now complete. Also during the GMBPF, the Guangdong-Hong Kong-Macao Bay Area

Enterprise Roundtable was held, where IPIM, InvestHK and heads of commercial departments of the nine municipalities gathered together to discuss issues relevant to simplification of investment-related administrative procedures for the three areas, business registrations and key economic and trade tasks of the municipalities.

The concurrent Macao Franchise Expo 2018 rolled out the "Guangdong-Hong Kong-Macao Greater Bay Area Business Zone", which gave attendees an opportunity to meet directly with professionals from the Greater Bay Area and learn more about the business and investment environment of the area.

Guangzhou Representative Office enhances service scope

In line with the construction of the Greater Bay Area and to boost the connectivity of the area, the Guangzhou Representative Office of IPIM has expanded the reach of the "One-stop Service" and the "Service on the Doorstep" to the nine municipalities of the Greater Bay Area. The aim is to publicise Macao's investment environment and give the Macao industry a clear picture of the Greater Bay Area.

The Guangzhou Representative Office provided additional services to assist Macao-owned business in commercial registration in Mainland China, and to support internship, employment and entrepreneurship of Macao youths. The Representative Office has also optimised investment procedures for Mainland Chinese enterprises. In collaboration with the Macao Economic Bureau, the Labour Affairs Bureau and the Monetary Authority of Macao, the Representative Office has set up more counters to provide financial product licence applicants all the information they need related to approval procedures, and to provide investors applying for industrial licences the means to set up industrial establishments with consultations and document collection services. PI

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好利安製藥推動創新及澳門可持續發展 Hovione promotes culture of innovation and sustainability in Macao

好利安製藥科學股份有限公司於1984年在澳門成立，隨即開始建設廠房，並於1986年正式投產。翌年，好利安澳門製藥廠通過了美國食品及藥物管理局的審核，產品獲批出口至美國市場，迄今仍是澳門唯一一間通過同類審批的製藥廠。

在公司已工作逾20年的好利安澳門總經理梁炎華，接受本期《澳門經貿之窗》專訪，介紹該公司未來發展願景，以及強調與社區攜手合作的重要性。

為甚麼好利安會選擇在亞洲地區設廠？

好利安是葡萄牙跨國企業，1979年在香港設立辦公室，後來集團創立人之一

IN 1984, Hovione PharmaScience Ltd. arrived in Macao and officially set up its operations here in 1986 with the opening of its first factory.

The following year, Hovione Macau passed U.S. Food & Drug Administration (FDA) inspections and received formal approval to sell its products to the United States. Today, it still remains as the only factory in Macao to have successfully passed FDA approvals.

Hovione Macau General Manager Eddy Leong, who has worked with the pharmaceutical company for more than 20 years, shares his insights into the company's

future prospects and the importance of working with the local community, in an exclusive interview with *Macao Image*.

Why did Hovione choose Macao for its manufacturing site in Asia?

Hovione is a Portuguese-based multinational corporation, and it first set up an office in Hong Kong in 1979. Ivan Villax, who co-founded Hovione, travelled to Asia frequently attending exhibitions and trade fairs. He also had the opportunity to meet a number of business people in Macao, which was under Portuguese administration



Ivan Villax 經常飛往亞洲參加展會，且當時澳門是葡萄牙殖民地，他有機會接觸到澳門不少商人。鑑於澳門的法規、法律與葡萄牙相近，他就決定在澳門設廠，並於1986年正式營運。

在好利安澳門工作超過20年，你在過程中有甚麼得著？如何在員工之間推廣好利安的企業文化？

我認為從根本做起是很重要的，這文化也非常值得維持。對我而言，首兩年的工作是非常重要的，作為新手我從低做起，熟悉了所有製藥的工序，累積了一定經驗，後來成為工程師及管理層時，我也可從容地應對所有問題及挑戰，因為我對整個製藥過程的工序都瞭如指掌。

外資企業的文化普遍較為開放，鼓勵員工思考和發揮創意，從而減輕工作步驟。但澳門員工相對樸實勤勞，較少發表意見或提出想法，故此好利安澳門推出了很多獎勵措施，鼓勵員工敢於表達自己的想法和積極創新，從而提高工作效率和簡化工序。

「粒子技術是非常困難的製作工序，好利安在這方面具有優勢，領先於行業同儕。」

Particle engineering is technologically very demanding, and Hovione is taking the lead in this area.

at the time. In 1986, he decided to set up a manufacturing site in Macao since it shared similar laws and regulations with Portugal.

Having spent more than 20 years with Hovione, how have you personally grown with the company and how does Hovione share its corporate culture with its employees?

I think it is important to start working for a company in a lower-level position, and we should continue this tradition. My first two years working as a junior member of staff at Hovione meant a great deal to me. I gained a lot of experience and learned all about the pharmaceutical processes, which was extremely helpful for me when I later became an engineer and took on management roles. I can now tackle all sorts of challenges because I have a thorough understanding of every detail of the pharmaceutical procedures here. Foreign-capital companies often have a more open

好利安澳門曾於 2001 年進行擴建投資，未來在澳門的發展計劃又是怎樣？

好利安澳門最初只製作一種抗生素，現在藥物製作的種類已達至十種。近年公司也逐步購買新的設備，計劃研發新產品，以維持企業競爭力。此外，對現存廠房的使用將作出規劃調整，在還沒找到合適的新址之前，我們計劃在原址騰出空間擴建辦公室和實驗室。

1987 年，好利安通過了美國食品及藥物管理局的審核，至今仍是澳門唯一一間通過同類審批的企業，你認為通過嚴格審查的關鍵是甚麼？

我認為關鍵在於品質控制。製藥過程有非常嚴謹的要求和指引，我們的系統必須完全符合這些規則，員工對所有要求也要非常熟悉。團隊也是企業在品質控制的另一關鍵，每當有新員工加入時，我們會與他們分享相關經驗，確保團隊每位成員了解整個系統的運作及每項工序。當員工對所有守則都瞭如指掌，才可確保藥物的質量，而品質保證是成功的關鍵。

部分好利安生產的藥物是其他地方沒有的，好利安澳門也有製作獨有的藥物品種嗎？如有，可否稍作介紹？

我們目前生產的十種藥物中，大概有四種是好利安澳門獨家研發的，部分是吸入式藥物。藥物需要先經化學合成過程才可製成，而吸入式藥物需要額外多一項工序，利用粒子技術改變藥物的粒子大小，因為吸入式藥物能否發揮藥效，視乎粒子何時被吸入，以及在吸入後能否被人體吸收。粒子技術是非常困難的製作工序，好利安在這方面具有優勢，領先於行業同儕。

好利安的願景是在 2028 年成為全球製藥行業中首屈一指的創新型綜合藥物供應商，你認為此願景可以如何實現？

我們希望未來以「委託研究開發暨生產」(Contract Development and Manufacturing Organization) 形式，成為全球業界首屈一指、創新的綜合藥物供應商。當客戶需要研發新藥時，團隊會為客戶處理開發、製藥、銷售及售後服務等一系列程序。我們的藥物是原料藥 (API)，客戶向我們購買原料藥後需自行加工，從而產出膠囊、藥丸或其他藥物形式。但有時客戶的設備可能跟我們的原料藥不相容，我們會協助客戶解決問題，甚至為此增添

「好利安不只在乎業務盈利，更樂意與整個社區共同發展，積極地回饋社會。」

Hovione is not solely focused on profits, but is also very much committed toward giving back to the community.

culture and encourage employees to share their thoughts and creativity to help simplify work procedures. Most Macao residents are hardworking, yet, they seldom express their opinions at work or put forward suggestions. In view of this, Hovione launches various incentives to motivate local staff to speak out and think creatively. The employees have now become more willing to share ideas, which greatly boosts efficiency and, in return, streamlines the manufacturing procedure.

In 2001, Hovione Macau poured further investments into Macao. How will Hovione continue to expand here in future?

At the outset, Hovione Macau produced only one type of antibiotic. Now, we produce 10 different types. We are also investing in new equipment and plan to introduce new products in order to stay competitive. The existing space we have is now being re-planned. Therefore, we are working on freeing up space to extend our office and laboratory at our current site until another location is found.




In 1987, Hovione Macau passed U.S. FDA tests and successfully remains as the only company in Macao to receive this approval. What is the key to passing these stringent tests?

I think quality control is key. There are very strict requirements and guidelines in drug manufacturing. Our system must meet all requirements and our employees have to be fully familiar with all guidelines. “The team” is another important element to the quality of the company’s products. Whenever new colleagues join us, we share all of our experiences with them to make sure every single team member has a comprehensive and clear understanding of how to operate the system and are completely aware of the procedures. We guarantee the quality of our products by making sure our people



設備。我們希望與客戶之間不僅是存在買賣關係，而是長久的合作夥伴關係。

好利安的另一個願景是可持續發展，請分享一下好利安澳門如何實踐此目標？

可持續發展是好利安集團整體的業務策略，在葡萄牙和愛爾蘭的廠房，因為環境條件許可，而完全 100% 採用再生能源，我相信澳門未來也可以實現此目標。除了減少碳排放，好利安澳門也有從其他方面促進可持續發展，例如公司自設機器處理廚餘、全面停售瓶裝水及安裝足夠的冷熱水機、訂製保溫杯讓員工使用，以及參與葡萄牙食物銀行及大潭山郊野公園淨山活動等。在製藥行業中，好利安是首間經認證的共益企業（Certified B Corporation）。好利安不只在乎業務盈利，更樂意與整個社區共同發展，積極地回饋社會。 

are thoroughly familiar with the guidelines. Quality is paramount to success.

Hovione Macau is also focused on producing products that are difficult to make and cannot be found elsewhere. Is Hovione Macau also manufacturing such products? If so, what are they?


Among the 10 products we produced, four are exclusively developed by Hovione Macau, including our inhalants. Drugs are manufactured through chemical synthesis and inhaled drugs require another step in the process known as particle engineering, which involves changing the size of drug particles. The effectiveness of inhaled drugs depends on when the particles are inhaled and whether they can be absorbed by the human body. Particle

engineering is technologically very demanding, and Hovione is taking the lead in this area.

The vision of Hovione is to become the most innovative, integrated pharmaceutical provider by 2028. In your opinion, how can you make this happen?

We are working as a CDMO (Contract Development and Manufacturing Organisation) to become the top innovative, integrated pharmaceutical solution provider to the global pharmaceutical industry. When a client comes to us for a new kind of drug, our team will handle the entire process including development, drug manufacturing and sales, as well as after-sales services. Our products are API (Active Pharmaceutical Ingredients). After they are sold to a client, the client will need to combine the API with their own excipients. This may turn the final product into capsules, pills or other forms of medicine. There are times when our API may not be compatible with the client's excipients. In these cases, we will work with the client to solve the problem, which may involve additional facilities. Our goal is to build not only a buying-selling relationship, but a long-term partnership with our clients.

Another goal of Hovione is to be sustainable. Could you tell us how Hovione Macau is trying to achieve this goal?

Sustainability is integrated into our overall business strategy. Hovione's Portuguese and Irish manufacturing plants have already been using 100 percent certified renewable energy as this is something that they can do in those countries. I think Macao can achieve this as well in the future. Aside from reducing our carbon footprint, Hovione Macau has been working toward sustainability in other ways. For example, we have equipment for food waste treatment; we have stopped selling bottled water and have installed water dispensers; we provide our employees vacuum flasks and we participate in activities such as the Food Bank in Portugal and clearing the pathway to the Grand Taipa Natural Park. As the first Certified B Corporation in the pharmaceutical field, Hovione is not solely focused on profits, but is also very much committed toward giving back to the community. 

第二十三屆MIF取得豐碩成果 23rd MIF yields impressive results

「第二十三屆澳門國際貿易投資展覽會」(23rd MIF) 及「2018年葡語國家產品及服務展(澳門)」(2018 PLPEX) 於10月18至20日假澳門威尼斯人同期舉行，一連三天的展會吸引了世界各地客商共聚澳門，尋找商機。

三天展會簽約中心共達成75份簽約，簽約項目涉及範疇包括會展、跨境電商、旅遊、文創、農業、環保技術、人才培育、健康大數據研究、產品生產、推廣及代理銷售以及政府與協會間等合作項目。配對洽談區進行了超過400場洽談。

今屆MIF繼續秉承「促進合作，共創商機」的大會主題，展覽面積達24,000平方米，設置超過1,500個展位；邀請到莫桑比克和福建省分別擔任「夥伴國」與「夥伴省」，期間舉行了多場系列專題論壇、會議和推介會，同期還舉辦「第八屆亞洲貿促論壇(ATPF)聯展」。

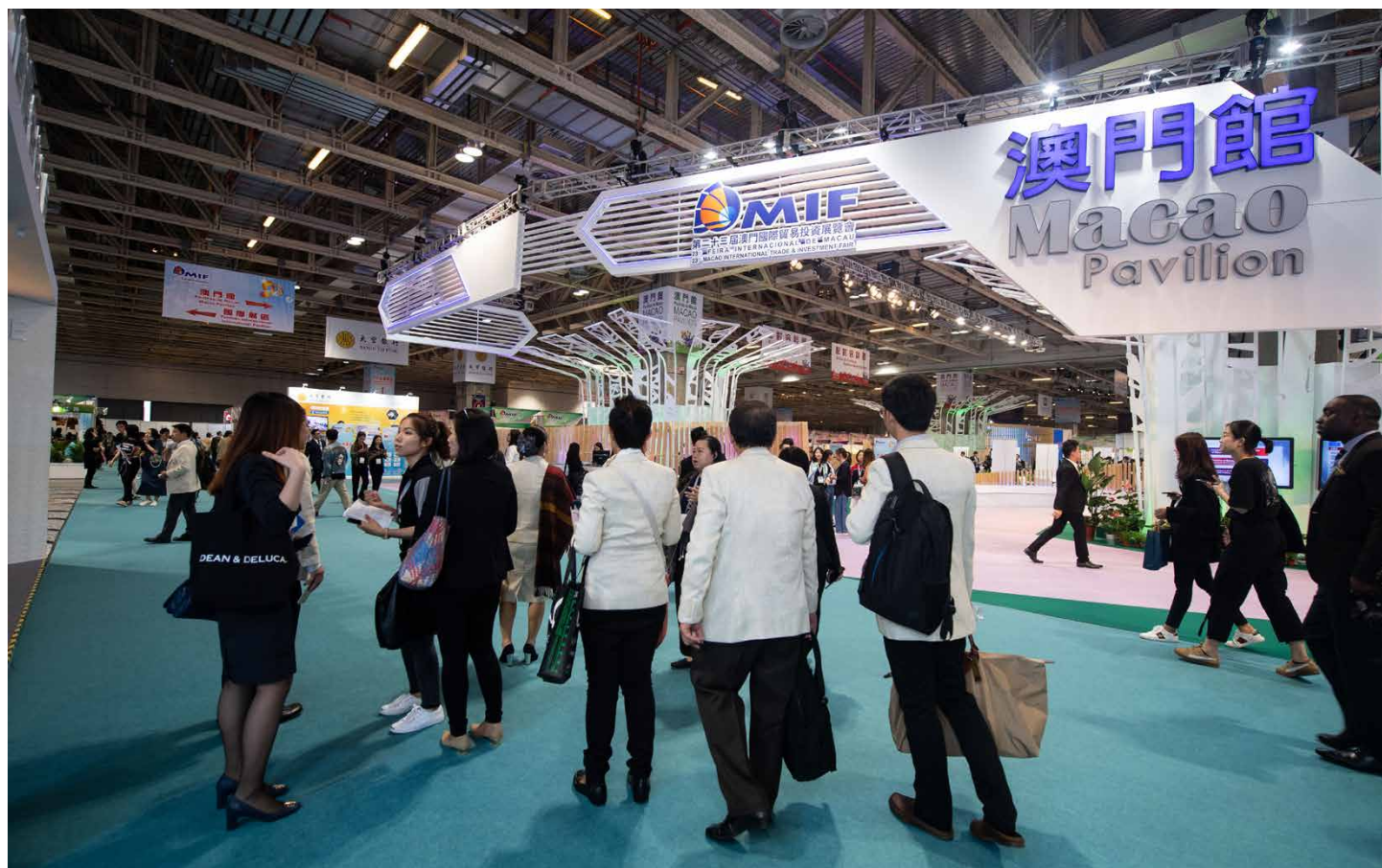
今屆MIF場內首設「粵港澳大灣區商務區」、「貴州省從江縣展區」、「智能展區」、「青創展區」及「特色金融展區」等多個產業專題及主題商品展區，吸引眾多與會者駐足交流。

澳門經濟財政司司長梁維特在開幕式上致辭表示，期望澳門作為中葡平台將繼續發揮精準聯繫功能，努力把握新時代賦予的歷史使

THE 23rd Macao International Trade and Investment Fair (MIF) and the 2018 Portuguese-speaking Countries Products and Services Exhibition (Macao) (2018 PLPEX) were held concurrently at the Venetian Macao from 18 to 20 October. The three-day event drew delegates from around the world to explore business opportunities in Macao.

A total of 75 agreements were signed during the three days involving co-operation projects between governments and associations in convention and exhibition, cross-border e-commerce, tourism, cultural and creative industries, agriculture, green technology, human resources training, health big data research, manufacturing, as well as promotion and agency of products. More than 400 business-matching sessions were conducted at the Business-matching area.

This year's MIF was again organised under the theme of "Co-operation – Key to Business Opportunities", covering a total area of 24,000 square metres and more than 1,500 exhibition booths. Mozambique and Mainland China's Fujian Province were invited





莫桑比克為第二十三屆MIF的「夥伴國」
Mozambique was the 'Partner Country' of the 23rd MIF

命和發展機遇，服務國家所需，發揮澳門所長，繼續落實「以會議為先」策略，引進更多優質展會落戶澳門，為海內外企業和貿促機構提供有效對接平台，共商合作，共謀發展，共享機遇，在更好地為國家擴大對外開放服務的同時，實現自身經濟適度多元可持續發展。

本屆兩展會助力企業接軌「一帶一路」建設與「粵港澳大灣區」發展機遇，並藉澳門中葡平台優勢，拓展商機。期間成功舉辦了「莫桑比克-福建省-澳門貿易投資論壇」、「第八屆江蘇-澳門·葡語國家工商峰會」、「第十五屆世界華商高峰會」、「第四屆中國-葡語國家青年企業家論壇」等活動，促進了各方認知交流最新資訊，推動中國與葡語國家之間商貿合作，為企業提供更多合作商機與發展機遇。

發展珠寶交易產業

在 MIF 舉行期間，澳門·中國鑽石與寶石交易所於展場內舉行揭牌儀式。中國鑽石與寶石交易所（澳門）董事長蘇偉表示，澳門·中國鑽石與寶石交易所於今年註冊，經過大半年的籌備，決定在 MIF 期間舉行揭牌儀式。今年是中鑽所首次參加 MIF，相信今後每年都會來澳參加，並向全世界發出邀請，讓大家知道澳門建立了全球一流的鑽石和寶石交易所平台，歡迎相關客商、學術機構和培訓機構關注澳門在鑽石及寶石行業的地位。

蘇偉指出，隨著行業和全球經濟變化，澳門慢慢形成了成為全球一流鑽石及寶石交流平台的條件。澳門是全球少有沒有徵收進口關稅、增值稅、流轉稅及經濟相對發達的地區，接待能力非常強，而且澳門是中國的一部份，背靠內地強大的消費市場，在「一國兩制」下，對於外國客商而言，他們覺得澳門擁有一個熟悉且舒適的法律環境，是一個具吸引力的市場。

軟件方面，蘇偉表示，中鑽所將專業團隊和力量引到澳門，在兩方面結合下，可以將澳門發展成全球鑽石及寶石交流和買賣的重

第23屆MIF 23rd MIF

2018 PLPEX



24,000
平方米
square metres

6,000
平方米
square metres



1,500+
展位
booths

250
展位
booths



400+
商業配對及交流
business matching
and networking sessions



75
簽訂合作協議
co-operation
agreements signed



中國鑽石與寶石交易所（澳門）董事長蘇偉
Chairman of Macau-China Diamond and Gem Exchange, Su Wei

要場所。未來亦會促進全球知名的寶石鑑定學院與澳門院校合辦珠寶鑑定課程，令澳門年青人有更多的就業選擇和方向，亦為澳門鑽石交易所培養人才，持續加強澳門的競爭力。

交易額方面，蘇偉表示，以其對行業的認知來看，目標是希望有 1,000 家全球性的珠寶批發、銷售及零售企業在澳門註冊成立公司，成為交易所會員，並預計澳鑽所成立首年會有 200 至 250 家企業註冊。根據目前全球的鑽石及寶石交易量，加上澳鑽所和中鑽所的努力，首兩年澳鑽所的交易額可達 12.8 億美元，未來當產業在澳門成熟以後，年均交易額可達 300 億至 500 億美元，或許珠寶交易日後能成為繼博彩業後澳門的第二大產業。

蘇偉表示，澳門另一優勢是與葡語國家關係密切，安哥拉是全球非常重要的鑽石產國，他們現在正與安哥拉政府商討合作方式。此外，他希望通過澳門與莫桑比克的關係，協助當地紅寶石出口規範化，使當地的紅寶石能為客戶所用；巴西的寶石產量則非常大，但一直未能發展中國市場，故此，透過澳鑽所及澳門的關係，可協助巴西建立銷售渠道。

智能商務系統

食在澳門在今屆 MIF 展示及推廣內地智能收銀機系統「客如雲」，其董事長兼行政總裁李蔭良表示，該系統利用雲端及大數據技術，讓商號在預訂、排隊、點餐、收銀及外賣等流程實現智能化操作，協助企業進行倉儲及財務管理，提升營運效率。該系統亦可與手機連結，僱主不論身在何地，都可透過「客如雲」的移動程式，即時了解當日業務的營運狀況。除了餐飲業，食在澳門也計劃將該智能收銀系統延伸至零售業等其他領域。

to be the “Partner Country” and “Partner Province” respectively. A number of high-level themed forums, conferences and promotion seminars were held at MIF, including the 8th Asian Trade Promotion Forum (ATPF) Joint Exhibition.

The event featured many industry-related and themed commodities exhibition zones and pavilions for the first time, such as the Guangdong-Hong Kong-Macao Greater Bay Area Business Zone, Guizhou Congjiang Pavilion, Smart Zone, Youth Entrepreneurship Zone and the Featured Finance Pavilion. They attracted a number of participants who wished to take a closer look and network with exhibitors.

At the opening ceremony, the Secretary for Economy and Finance of the Macao SAR Leong Vai Tac expressed his hope that, as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, Macao would continue to play its role to connect and bridge China and Portuguese-speaking Countries, accomplish its historic missions and take advantage of new development opportunities in the new era in order to serve the country.

He added that he expected the city to make the most of its strengths, keep bringing in quality exhibitions and conventions in line with the “Priority to Conventions” strategy and build effective business-matching platforms for local and overseas enterprises and trade promotion organisations, so they could explore co-operation possibilities and share opportunities for their advancement. Mr Leong said he believes that in helping the country further open up to the outside world, Macao will achieve sustainable development of moderate economic diversification.

The two events assisted enterprises in embracing the opportunities brought by the development of the “Belt and Road” initiative and the Guangdong-Hong Kong-Macao Greater Bay Area, and utilising the strength of Macao’s role as a Commercial and Trade Co-operation Service Platform to explore more business openings.

Various activities were held concurrently, namely the “Mozambique, Fujian and Macao Trade and Investment Forum”, the “8th Jiangsu – Macau · Portuguese-speaking Countries Business Forum”, the “15th World Summit of Chinese Entrepreneurs” and the “4th Young Entrepreneurs Forum of China and Portuguese-speaking Countries”. The events fostered networking and exchanges of latest information and promoted trade and economic collaborations between China and Portuguese-speaking Countries, thus creating more business and development opportunities for enterprises.

Growing the jewellery industry

An inauguration ceremony of the Macau · China Diamond and Gem Exchange (MDGE) was held at the MIF. Chairman Su Wei said that MDGE was registered this year and after more than six months of preparation, they have decided that the inauguration would be held at the MIF. Mr Su noted that after the participation in MIF for the first time this year, they would join the event every year and invite people from all over the world to come for a visit,

so more people would learn that Macao has established a world-class trading platform for diamonds and gems. He also called upon merchants as well as academic and training institutions to affirm Macao's importance in the diamond and gem market.

Mr Su emphasised that following the changes in the industry and global economy, Macao is gradually developing into a leading global diamond and gem exchange platform. He explained that Macao is one of the few relatively economically advanced economies that does not have import tariffs, value-added tax or turnover tax, and has a strong capacity to receive goods. Macao, as a part of China, is backed by the Mainland Chinese consumer market. Mr Su is confident that foreign businesspeople will be attracted to Macao for its familiar and straight-forward legal environment under the "One Country, Two Systems" policy.

He also said that the China Diamond and Gem Exchange (CDGE) will give Macao even more of an edge. It is bringing in professional teams that will turn Macao into an important location for diamond and gem exchanges and trade. In the future, they will foster co-operation between global gemstone certification colleges and Macao's academic institutions in opening gemstone identification courses to give local youths more career opportunities and to train talents for the Exchange to enhance Macao's competitiveness.

Speaking from his knowledge of the industry, Mr Su said they expect to see around 1,000 international jewellery wholesalers, sellers and retailers to register in Macao as members of the Exchange. He also predicts 200 to 250 enterprises to register during the first year of its establishment. Given the global diamond and gem trade, he estimates that with the efforts of MDGE and CDGE, MDGE's



福建省為第二十三屆MIF的「夥伴省」
Fujian was the 'Partner Province' of the 23rd MIF



食在澳門董事長兼行政總裁李蔭良
Chairman and CEO of iFood Macau, Lei lam Leong

李蔭良表示，該系統自 2018 年初引進澳門以來，得到商戶的熱烈反饋，目前有超過 100 家商戶使用「客如雲」，包括茶樓、咖啡店及茶餐廳等，透過 MIF 這平台，可讓更多商戶關注這系統，希望 2019 年商戶數目可增至逾 500 家。此外，食在澳門設立了四至五人的團隊，全天候 24 小時向使用「客如雲」的商戶提供查詢及維修服務，隨著業務擴展，團隊人數也會有所增長。

澳門旺科科技有限公司今年首次參加 MIF，引入內地商務智能終端系統「旺 pos」。旺科技業務發展經理葉曦平介紹，與平時在商店見到的 pos (銷售點終端) 機不同，旺 pos 除了有支付及驗證功能，更像一台「智能電話」，設有多項移動程式供商戶下載，提供外賣、會員營銷、團購及促銷等服務，讓商戶不再需要安裝多部設備，有助降低成本、提高營運效益。澳門的「旺 pos」機現時接受「微信支付」的電子支付方式，預料 2018 年底可開通銀聯的支付服務。

目前有約 100 家本地商號使用該系統，也有 40 部的士安裝了「旺 pos」機，葉曦平形容推廣初期充滿挑戰，但不少的士司機使用後認為系統有效提升他們的營運效率，更容易掌握日常的營運開支。他續稱，透過今次參展 MIF，可讓更多商戶了解「旺 pos」的技術優勢，希望 2018 年底在的士的應用層面可增長至 200 部，未來亦計劃進軍街市市場，協助推動澳門電子支付發展。

24th MIF 與 2019 PLPEX 將於 2019 年 10 月 17 至 19 日舉行。■

business volume will reach up to US\$1.28 billion in the first two years and US\$30 billion to US\$50 billion annually when the industry matures in Macao. He even suggested that the jewellery business could become Macao's second biggest industry after the gaming sector in the future.

Mr Su added that Macao's close relationship with Portuguese-speaking Countries is also an advantage. They have been discussing with the government of Angola, a major diamond producer, on ways to co-operate. He also intends to make use of Macao's relationship with Mozambique to assist in the regularisation of the export of its red gemstones for them to reach customers. Thanks to MDGE's connection with Macao, they could also help Brazil, a large gem producer, create new sales channels into Mainland China.

Business intelligence systems

iFood Macau showed and promoted the Mainland intelligent point of sale (POS) system Keruyun at this year's MIF. Chairman and Chief Executive Officer Lei lam Leong said the system, which uses cloud and big data technologies, gives businesses an intelligent way



旺科技業務發展經理葉曦平
Business Development Manager of Lucky Technology Ltd, Raymond Ip

to handle bookings, queues, orders, checkout and takeout processes and other procedures. It also improves their inventory and financial management as well as operational efficiency. It can be connected with mobile phones and employers can find out about their daily business revenues via the Keruyun App – anywhere and anytime. iFood also plans to expand the applicability of the intelligent POS system in other areas such as retail.

Mr Lei said the system has been well-received by local businesses since it was introduced to the city in early 2018. Now Keruyun has more than 100 users including traditional Chinese restaurants, cafés and diners. He believes as a platform, MIF will help attract attention to the system and expects the number of users to reach 500 in 2019.


iFood Macau has also set up an operations team of four to five members to offer round-the-clock enquiry and maintenance services. They will expand the team as their business grows.

As a first-time MIF participant, Lucky Technology Ltd introduced the Mainland business intelligence wireless POS (WPOS) system at this year's event. Business Development Manager Raymond Ip said unlike the POS usually seen in shops, WPOS not only supports

payment and authentication, but also works like a smart phone where users can download an array of available mobile apps. Examples of such apps include: takeout services, member marketing, group purchase and sales promotions. It saves business owners the trouble of installing multiple devices while reducing their operating costs and raising operating efficiency. The WPOS in Macao accepts payments via WeChat Pay. He anticipates that UnionPay will also be accepted by the end of 2018.

Currently nearly 100 local businesses are using the system and 40 taxis have installed it. The manager revealed that it was challenging to promote the system at the start, but many drivers have commented that it has effectively boosted their operating efficiency and made it easier for them to find out their daily operating expenses.

Mr Ip said participating in MIF helped promote WPOS' strengths to a wider group of businesses and he hopes to increase the number of taxis with the app to 200 towards the end of 2018. Next, Lucky Technology will target wet markets to the benefit of Macao's e-payment development.

The 24th MIF and 2019 PLPEX will take place from 17 to 19 October 2019. 



2018 PLPEX 鞏固澳門作為中葡平台的角色 2018 PLPEX cements Macao's role as platform for Portuguese-speaking Countries

「2018年葡語國家產品及服務展（澳門）」（2018 PLPEX）與「第二十三屆澳門國際貿易投資展覽會」（23rd MIF）同期於10月18至20日與假澳門威尼斯人舉行。

首屆 PLPEX 是以「展中展」的形式，於2015年與20th MIF 同場舉辦，今屆展會面積增至超過6,000平方米，是繼2017 PLPEX 後第二年獨立辦展。

本屆 PLPEX 首設「巴西無人商品體驗區（巴西名品匯）」及「葡語國家酒類及食品商機對接會」等活動，以澳門作為中國與葡語國家商貿合作服務平台的角色，拓展「新零售」合作模式。

巴西（中國）貿易發展商會於本屆 PLPEX 中初設巴西名品匯，其執行會長池

THE 2018 Portuguese-speaking Countries Products and Services Exhibition (Macao) (2018 PLPEX) and the 23rd Macao International Trade & Investment Fair (23rd MIF) were held concurrently from 18 to 20 October at the Venetian Macao.

PLPEX was first held in 2015 at the 20th MIF in the form of an “exhibition within an exhibition”. This year was the second time that PLPEX was held as an event in its own right and the total exhibition area has increased to 6,000 square metres.

For the first time, PLPEX introduced a new “Brazil Unmanned Shop Experience Zone” (Brazil Centre) as well as a Portuguese-speaking Countries Wine

and Food Business-Matching Seminar to create a “new retail” co-operation model between China and Portuguese-speaking Countries with Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

The Brazil-China Chamber of Commerce created the Brazil Centre for this year's PLPEX and its Executive Director Bobby Chi said he was pleased to be joining the event for a second time. He said the Macao Trade and Investment Promotion Institute (IPIM) has clearly devoted a great deal of resources toward organising PLPEX, and this is obvious by the participation

榮彪表示，對於第二年參加 PLPEX 感到高興，並稱透過全球各地政府官員和採購商的參與，可見澳門貿促局投放不少資源舉辦本屆展會。

池榮彪表示，在本屆 PLPEX 中展出二十多個巴西品牌，逾二百款不同種類的商品是為日後在澳門開設名為「巴西名品匯」的實體無人商店，隨後更會在中國內地開店。他指透過巴西名品匯，可將巴西優質產品推介至內地各大城市。

另外，池榮彪提出以更有創意的方式推廣巴西產品，如透過足球和音樂。巴西足球世界聞名，巴西可在中國開展足球教練和球員的培訓計劃；多姿多彩的森巴舞，也是另一種讓大眾認識巴西文化的有趣方式。

of government officials and buyers from around the world.

Mr Chi said the Brazilian Chamber's goal of showcasing more than 20 Brazilian brands and 200 kinds of products at PLPEX is to actually open an unmanned shop - dubbed Brazil Centre - in Macao in future. Once the Macao shop is successfully opened, Mainland China will be next, he added. Mr Chi looks forward to introducing quality Brazilian products to major cities across Mainland China through the Brazil Centre.

Another creative way to promote Brazilian products in China is through football and music. Brazil is very famous for its football, so Brazilian coaches and players can coach and

train people in China. The samba is also a fun way to introduce Brazilian culture because it is so colourful and entertaining, he added.

Enriched content

Beyond Brazil, an online-offline integrated approach was also introduced at PLPEX through the "Economic and Trade Co-operation and Human Resources Portal between China and Portuguese-speaking Countries" to promote their culture and food. Companies from eight Portuguese-speaking Countries as well as representatives of products and services for Portuguese-speaking Countries from Mainland China,



巴西(中國)貿易發展商會執行會長池榮彪
Executive Director of Brazil-China Chamber of Commerce, Bobby Chi

展會內容豐富

除了推介巴西優質產品的無人商店，本屆 PLPEX 也透過「中國 - 葡語國家經貿合作及人才信息網」的線上及線下雙線並行模式推介葡語國家的文化和食品。是次參展的分別有來自八個葡語國家的企業，以及來自中國內地和港澳地區，代理葡語國家產品的企業代表。他們涵蓋食品、建材、衣飾，餐飲和電子商貿等各個領域。

與會者在 PLPEX 期間更有參與多場專業論壇及研討會的機會，例如「中國 - 葡語國家青年企業家論壇」等。該論壇主辦單位組織了葡語國家企業代表參與「一程多站」走訪粵港澳大灣區城市活動，以加深企業對大灣區政策和發展機遇等的了解。

葡萄牙知名啤酒品牌超級波克 (Super Bock) 在澳門紮根已有十年歷史，該集團 (前身為 Unicer) 亞洲區總監 João Torres 表示，超級波克產品出口至全球超過 20 個國家，其中包括所有葡語國家。該公司進入澳門市場逾 25 年，更在 10 年前成立澳門公司，以提供更好服務予內地市場。目前中國內地市場佔該公司營業額達 10%。

João Torres 指澳門貿促局積極參與內地會展活動，而超級波克透過與貿促局的緊密合作，也可與其他公司一同參與內地的會展活動。

João Torres 稱 PLPEX 是一個無庸置疑、值得參與的會展活動。由於在全球經濟環境轉變過程中，中國已發展成更大的經濟體，澳門作為中國與葡語國家商貿合作服務平台的角色更顯重要。舉辦類似大型展會對澳門而言是必不可少的，澳門可以藉此擴展營商環境，也可以進一步促進經濟適度多元發展。■

Hong Kong and Macao participated. They represented a cross-section of fields including food, construction materials, clothing, catering and e-commerce services.

Participants also had an opportunity to attend a number of professional forums and seminars during PLPEX such as the “Young Entrepreneurs Forum of China and Portuguese-speaking Countries”. The host of this forum arranged for companies from Portuguese-speaking Countries to conduct “multi-destination” visits to



超級波克 (Super Bock) 亞洲區總監 João Torres
Asia Director at Super Bock Group, João Torres

Guangdong-Hong Kong-Macao Greater Bay Area to give entrepreneurs a better understanding of the policies as well as development opportunities across the region.

Super Bock, a popular Portuguese beer, has had its roots in Macao for over a decade. João Torres, Asia Director at Super Bock Group (formerly Unicer), said that his company exports products to more than 20 different countries worldwide, including all Portuguese-speaking Countries. While Super Bock entered the Macao market more than 25 years ago, the Macao company was officially established 10 years ago to offer better service to the Mainland market. Today, Mainland China accounts for up to 10 percent of the group's business volume.

Mr Torres said since IPIM has been actively participating in MICE events held in Mainland China, by working closely with IPIM, Super Bock also takes part in MICE events with other companies.

Mr Torres said PLPEX is definitely a worthwhile event. As the global economic environment shifts and China becomes a larger economy, Macao's platform role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries has become even more important. Organising such events is important for Macao so that it can expand into trade, and promote moderate economic diversification, he added. ■

融e购澳門館



珠海歐比特把衛星數據技術引入澳門

Zhuhai Orbita leads satellite data technology to Macao

珠海歐比特宇航科技股份有限公司（下稱「珠海歐比特」）於2000年成立，是一家專注於宇航電子、衛星大數據和人工智能技術等太空科技產品及服務的上市公司。

2018年4月，集團的四顆高光譜衛星搭乘長征十一號火箭，成功衝出地球，到達距離地球500公里的太空。這四顆人造衛星是「珠海一號」衛星星座的一部份，項目包括發射遙感微納衛星到太空。「歐比特的衛星星座是全球首個提供接近實時對地觀測的衛星項目。」珠海歐比特董事長顏軍博士接受《澳門經貿之窗》訪問時稱。「例如，項目每五天對地球進行一次全面掃描，當中每天的數據流量以TB為單位。」這些衛星可提供光譜分辨率達10米的對地觀測數據。借助大數據和地理信息系統（GIS）的繪圖技術，數據可被廣泛應用於農業和漁業等領域，亦協助人們對水資源、大氣環境、海洋環境、礦產資源和森林覆蓋等進行監測，同時，也在預防災害、實施救援、城市規劃和交通規劃中發揮作用。2017年，集團投入約2,000萬元人民幣（折合約287萬美元），在澳門成立子公司——澳門航天科技有限公司，借助澳門作為中國及葡語國家商貿合作服務平台的優勢，主力拓展衛星數據業務，為客戶提供世界各地的衛星數據分析。

引進衛星數據技術

澳門航天科技有限公司將技術引入澳門，利用對地觀測數據在城市進行地下管線普查。主要是由地面工作人員，依靠管線探測儀、地質雷達、測繪工具對地下的電力、電信及水管等其他管線進行普查，再配合普查系統所收集的對地觀測數據及影像，建立綜合資料庫，使地下管線資料更準確及統一。系統也能夠偵測管道是否符合國家標準，提早發現問題，有助節省金錢和財產損失。

澳門航天科技有限公司副總經理王祝金解釋：「管道埋藏深度、和其他管線的間隔、管線的屬性等，在進行城市規劃、設計、施工和管理的工作過程中，如果沒有完整、準確的信息，就會變得寸步難行，甚至造成重大損失，以致影

FOUNDED in 2000, Zhuhai Orbita Aerospace Science and Technology Co. Ltd. is a listed space technology manufacturer specialising in space electronics, satellite big data and artificial intelligence.

In April 2018, four hyperspectral satellites arrived 500-kilometers high from Earth on the back of the Long March 11 rocket. The four satellites are part of the Zhuhai Orbita's aggressive "ZHUHAI NO. 1 satellite Constellation" plan to launch a constellation of nanosatellites into outer space.

"Orbita's Satellite Constellation is the first ever to deliver near real-time observation to the Earth," Dr. Yan Jun, President of Zhuhai Orbita, told *Macao Image*. "For example, we scan the globe once every five days, involving data flows in the order of terabytes per day."

The satellites can deliver Earth observation data at a 10-metre spectral resolution.

With the aid of big data and Geographic Information System (GIS) mapping technologies, such data can be applied to a wide range of industries – agriculture, fishery, water resources, the atmospheric

environment, as well as the monitoring of water and marine environments, mineral resources, forest coverage, disasters and rescue, urban planning and traffic.

In 2017, the group invested approximately RMB20 million (US\$2.87 million) to set up a sister company in Macao – Macao Aerospace Technology Ltd. – to expand its satellite data business. The aim is to ride on Macao's ability to connect China and Portuguese-speaking Countries as a commercial co-operation platform and provide satellite data analysis around the world.

Satellite data technology marches in

Macao Aerospace Technology is bringing Orbita's underground utilities survey system to Macao. The system infuses earth observation data with the information collected by onsite personnel using traditional mapping tools, such as pipe locators, geological radars and other underground utilities surveying and mapping tools, to set up a precise and comprehensive database of underground utilities.



歐比特的衛星可提供光譜分辨率達10米的對地觀測數據

Zhuhai Orbita's satellites can deliver Earth observation data at a 10-metre spectral resolution



「歐比特的衛星星座是全球首個提供接近實時對地觀測的衛星項目。」

Orbita's Satellite Constellation is the first ever to deliver near real-time observation to the Earth.

珠海歐比特董事長顏軍博士
Dr. Yan Jun, President of Zhuhai Orbita

響生命財產安全。」他補充，掌握這些數據有助防止未來道路建設或鋪設地下管道時發生意外。

公司正在向政府部門推銷地下管道普查系統。他強調，覆蓋全市的監測網絡是城市發展不可或缺的部分。「地下管線就像人體血脈，任何部份出現問題都可能導致骨牌效應。所以地下管線普查應覆蓋城市的每一條道路。」他解釋道。

珠海歐比特旗下部分業務已經完成內地多個省市的地下管線普查工作。除此之外，該系統還可以測量填海工程的沉降量。王祝金進一步解釋：「填海工程是澳門的重要項目之一。衛星數據有助測量沉降量，令填海工程更安全。」

衛星數據及影像還可以應用在檢測海洋污染的領域，以帶動漁業發展；另外，該技術亦可幫助偵測非法佔地等問題。

人工智能應用

人工智能 (AI) 技術廣泛應用於全球各個行業，現在更推至太空。顏軍相信：「人工智能技術將在太空探索過程中發揮關鍵作用。」相關技術目前仍處於起步階段，但在太空探索的層面上，人工智能扮演著越

Harnessing earth observation data and imagery collected by Orbita's satellites, the system aims to enhance accuracy and coverage of the mapping of underground utilities including pipes, conduits and cables that supply power, telecommunication and water for a city.

“The database not only reveals whether the underground facilities meet national standards,” said Kingston Wang, Deputy General Manager at Macao Aerospace Technology. “It also detects underlying problems to reduce losses in revenue and to enhance safety.”

“The system shows the depth of the pipes, conduits and cables, the space between them as well as their functions,” he added.

“The lack of a comprehensive and accurate underground utility database would hinder the progress of urban planning, design, construction and also management, causing significant financial losses and a threat to safety,” he cautioned, adding the database also helps prevent accidents in future road excavation or penetration constructions.

The company is pitching the system to Macao authorities. He urged caution on a city-wide mapping system to be deployed

in Macao for it is an integral part in urban development.

“The underground pipe, conduit and cable network of a city is like blood vines in the human body. A single malfunction may create a domino effect. The mapping should cover every single road in a city,” he noted.

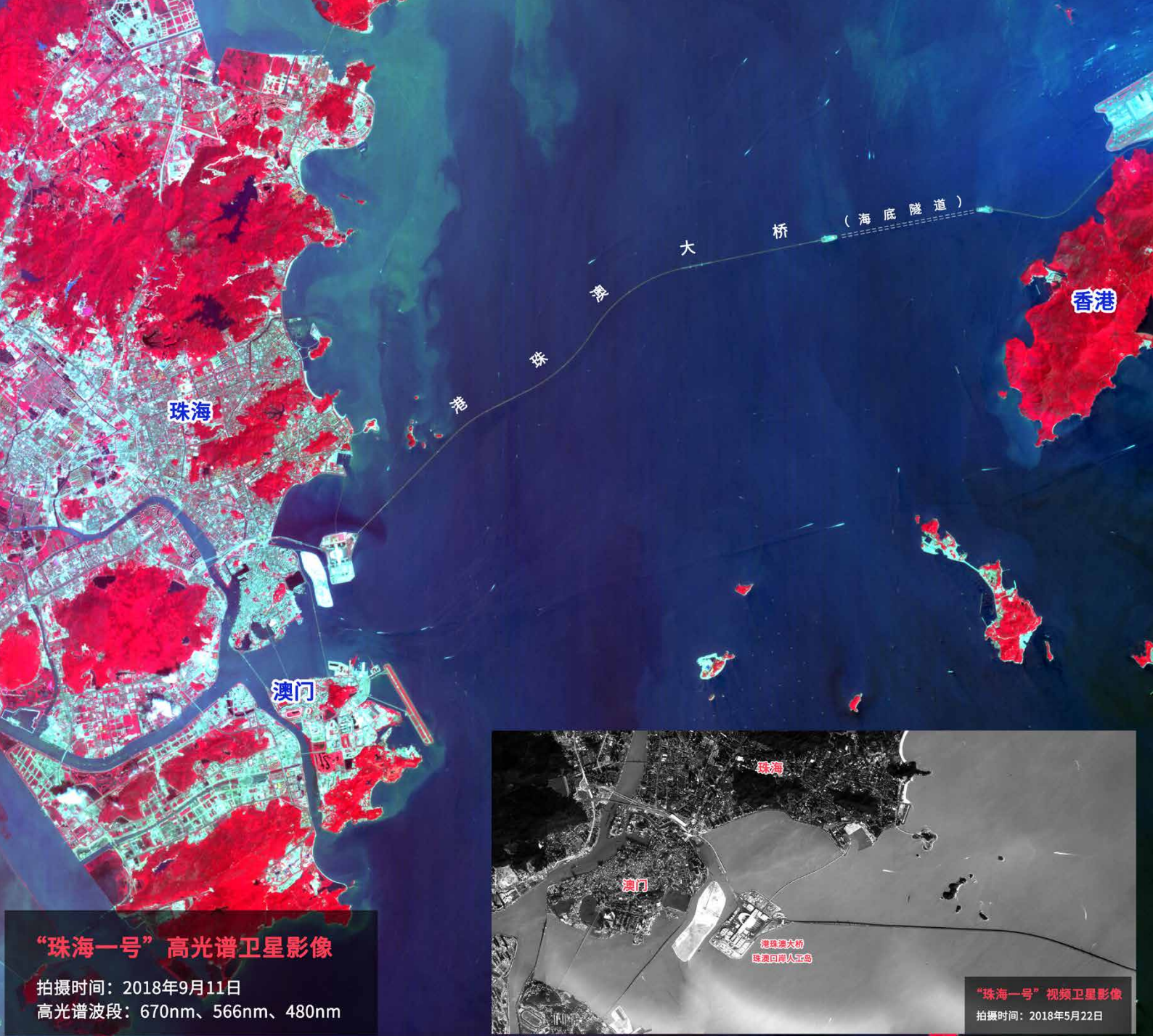
Survey systems like these are already being implemented in multiple provinces throughout Mainland China by Zhuhai Orbita.

Mr Wang added that the system also assists in monitoring land reclamation by measuring residual settlement. “Land reclamation is a big topic in Macao. A mapping system using earth observation imagery enables the prediction of residual settlement in order to ensure greater land reclamation safety,” he said.

Additional use of such databases includes the detection and monitoring of pollution in the sea which would benefit the fishery industry, as well as identify unlawful occupation of land.

AI in use

Artificial intelligence (AI) has been widely adopted across a variety of industries in the



“珠海一号” 高光谱卫星影像

拍摄时间：2018年9月11日
高光谱波段：670nm、566nm、480nm

“珠海一号” 视频卫星影像
拍摄时间：2018年5月22日

澳門航天科技有限公司將技術引入澳門，利用對地觀測數據在城市進行地下管線普查
Macao Aerospace Technology is bringing Orbita's underground utilities survey system to Macao

來越重要的角色。例如應用於航天器上以躲避太空碎片，或傳送數據。

有鑑於此，珠海歐比特投資 5,000 萬元人民幣，成立專門的研究機構，重點開發人工智能芯片架構、人工智能演算法、人工智能信息處理和衛星數據分析機制。顏軍說：「相關的研究成果將有利於各行各業，對此，我們充滿信心。」他補充，研究團隊正與澳門幾家研究機構和大學合作。同時，該機構已著手開發嶄新的人工智能處理器芯片，將應用於新一代商用衛星和航天飛機上。📍

world, and now it's venturing well beyond it.

“I believe that AI will play a very important role in future space explorations,” stated Dr. Yan.

Although still in its infancy, AI's growing role in space is a force to be reckoned with. It is already being used in spacecraft to dodge debris and transmit data.

In light of this, the company has poured RMB50 million into establishing a research institute focusing on AI chip architecture,

AI algorithms, AI information processing and analysis mechanism for satellite data.

“We are very confident that the achievements of this research institute will benefit all walks of life,” said Dr. Yan, adding the team is working with a number of research institutes and universities in Macao.

The development of a new AI processor chip is also underway for the next generation of commercial satellites and space shuttles. 📍



南光(集團)有限公司

NAM KWONG (GROUP) COMPANY LIMITED

南光(集團)有限公司是唯一一家總部設在澳門的國務院國資委直屬中央企業，集團前身南光貿易公司，成立於1949年8月，是澳門最早的中資機構。在近七十年的發展歷程中，南光積極進取，勇於開拓，走過了一段艱苦創業、自強不息的不平凡歷程；並較好地完成了各個歷史時期國家所賦予的不同使命，為澳門回歸祖國、發展內地與澳門的經貿關係、推動祖國的對外經濟貿易事業、促進澳門社會的繁榮穩定做出了應有的貢獻。

目前，集團是澳門最大的能源產品和主要的鮮活冷凍食品、酒店旅遊會展、物流服務供應商，在京津冀、粵港澳大灣區、長三角經濟熱點地區建有產業、金融投資平臺，同時積極參與澳門智慧城市建設。擁有澳門唯一的油氣儲存和航煤供應設施；是澳門天然氣管網的建設和運營商、澳門電力公司的最大股東、澳門公共交通服務的主要專營企業；是澳門地區辦理“港澳居民來往內地通行證”和“臺灣居民來往大陸通行證”的唯一指定單位；有澳門最大的內港碼頭、幹凍倉庫、公共巴士和跨境運輸車隊。分別在澳門、桂林、西安、加拿大投資經營星級酒店；在澳門、海口、上海、無錫等地區投資開發地產專案；在珠海保稅區、珠澳跨境工業區建有大型倉儲設施；與東南亞、葡語系國家、歐盟、北美南美等地區有著長久的合作發展淵源和長期的貿易往來平臺。



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珠寶生意：一輩子的事業 A lifelong passion for jewellery

根 據統計暨普查局的資料顯示，2018年上半年，澳門零售業的銷售額為388億澳門元，其中鐘錶及珠寶類的銷售額所佔比例最大，自2014年起一直領先其他行業。珠寶業持續暢旺，有賴業界的默默耕耘以及始終貫徹優質服務的精神。

Cloé Jewelry & Art 珠寶設計工作室是本澳珠寶訂製服務的先驅，提供高級珠寶訂製、結婚對戒設計、輕奢珠寶設計和古董珠寶改造服務。當中，以古董珠寶改造最受顧客青睞，服務的起源是一個翡翠平安扣的故事。

「那是一位客人的媽媽留下的遺物，但她想不到怎樣佩戴，想找我做設計，然後在設計裏加入了她妹妹，媽媽和她的元素，可以掛在心口，客人一看到那個平安扣，

In the first half of 2018, Macao's retail sales reached MOP38.8 billion, and jewellery, watches and clocks continue to remain in the lead with record sales since 2014, according to the city's Statistics and Census Bureau. Macao's jewellery sector boom is very much linked to how local jewellery retailers go the extra distance to give their customers the very best.

One such jewellery retailer is Cloé Jewelry & Art. As one of Macao's first jewellers to offer custom-made services, Cloé specialises in tailor-made fine jewellery, design of wedding rings and affordable luxury jewellery as well as the redesign of vintage jewellery. The signature redesign service was

inspired by a piece of jade from a former client of Chloe Chan, the founder of Cloé Jewelry & Art.

“[Jade] was what her late mother left her,” Ms Chan says. “She didn't know how to carry it with her, so she wanted me to redesign it and add elements representing her mother, little sister and herself. She wanted to wear it around her neck so that it would remind her of her mother whenever she saw it,” recalls Ms Chan, who finds a true sense of purpose in her work.

Ms Chan's family has been engaged in the traditional jewellery business for years. However, rather than taking the traditional approach to jewellery, she decided to branch out and created her own brand in 2015 so that she could redesign and custom-make jewellery in a more modern and innovative way.

She began by posting photos of jewellery pieces that she redesigned for her friends online. Her posts quickly began to attract



2017年Cloé Jewelry & Art首間實體店開幕
Cloé Jewelry & Art first retail store opened in 2017

就會想起她的媽媽。」Cloé Jewelry & Art 創始人陳雅芳說道。

陳雅芳的家人一直經營傳統珠寶生意，但她希望推陳出新，實踐珠寶訂製的想法，於是在 2015 年創立自己的品牌，以珠寶設計師的身分開展事業。

創業初期，她把為朋友設計的珠寶相片放上「臉書」專頁，不久後便有客人問津。其細心獨特的設計，逐漸為公司贏得口碑。幾個月後，她與丈夫及其珠寶導師到「文創村」開設工作室。陳雅芳回憶當時，各人幾乎每天都工作 14 至 15 小時



「我們發覺這盤生意，其實真的可以做一輩子，我們也會做一輩子。」

We realise that building this business could really take a lifetime, and we are happy to spend our lives doing just that.

Cloé Jewelry & Art創始人陳雅芳
Chloe Chan, founder
of Cloé Jewelry & Art

the attention of local customers, who then introduced even more business to her. As her orders increased, she teamed up with her husband and her jewellery teacher to open a workshop at Village Mall a few months later, where they would work long, 14 to 15 hour days, virtually every day.

“When we are engrossed in something, we are ‘200 percent’ focused on it, whether it be procurement or design. We could actually be that crazy,” Ms Chan told *Macao Image*.

She also went to Hong Kong, Taiwan and Mainland China to take diamond and gem courses, and received internationally recognised diplomas. Some of her classmates would later even go on to become her suppliers. “When you study, you meet many people of similar interests. They were all running jewellery businesses.”

Growing business

The continued growth of Cloé Jewelry & Art led to the opening of its first retail store on Rua Nova à Guia in 2017. The

之久，卻熱情不減：「當你很沉迷一種事物時，你會百分之二百去投入做這件事，無論你是採購或設計，我們可以這樣瘋狂。」

期間，陳雅芳還到香港，台灣和內地報讀鑽石和寶石等專業課程，考取多個國際認可的珠寶證書。一些共同報讀該課程的同學也成為了她公司的供應商，陳雅芳認為在課程中可結識到不少志向相近的行業人士。

業務日益增長

2017年，公司位於東望洋新街的首間實體店開張，吸引了不少珠寶愛好者以及香港、日本和內地的遊客前來光顧。隨著訂單增加，他們決定增聘人手，但很快就遇到人力資源管理的問題。「由網上做到地舖，有了知名度，可能客人會來找你，不過你要找到合適的人來幫你持續經營這店舖，反而最難。」 Cloé Jewelry & Art 財務總監吳金鉸說。

Cloé Jewelry & Art 最終透過改善福利制度，加強員工專業知識培訓和提供醫療保險等措施成功克服難關，使公司的十位員工更具向心力。

除了人資問題，近年許多珠寶公司都推出類似的珠寶訂製服務，令市場競爭加劇，但陳雅芳對公司充滿信心。她解釋公司會與客人分享專業知識，提高其鑑賞珠寶的能力，如有需要，也會為產品提供詳細的品質鑑定證書。而且可供選擇的寶石種類繁多，形成了公司如今獨特的競爭力。「我們特別之處就是，什麼都有，有一些很特別很另類的寶石，如祖母綠，以至很稀有的哥倫比亞木佐色我們也有。」她說。

Cloé Jewelry & Art 領導人的審美觀以及對客人眼光的掌握也功不可沒。「現在其中一個服務是幫客人買中古珠寶，即40、50年代或過百年的珠寶，審美觀很重要。作為買手，你覺得美，起碼要有一半的客人都要和你一樣覺得美才會買。其實是買你的眼光。」陳雅芳稱。

Cloé Jewelry & Art 團隊於2018年3月在關前正街的「文藝門」開設了第二間店舖，也首次遠赴日本參展，成績不俗，接下來希望日後可以推出自家的產品系列。

「我們發覺這盤生意，其實真的可以做一輩子，我們也會做一輩子，所以不需要急。」陳雅芳說。■



Cloé Jewelry & Art 希望日後推出自家產品系列
Cloé Jewelry & Art aims to launch a jewellery collection of their own

store welcomed new clientele ranging from jewellery enthusiasts to tourists from Hong Kong, Japan and Mainland China. They hired people to take on the increase in work, but found it difficult to retain employees. “When you grow from an online business to a retail store, customers come to you once you become popular, but finding the right people to maintain the business as you grow is tough,” said Mr Aska Ng, Financial Director of Cloé Jewelry & Art.

They quickly moved to address the problem by improving employee benefits, offering quality professional training and providing medical coverage. These strategies proved effective and they now work as a tight knit team of 10 people.

Human resource issues aside, Cloé Jewelry & Art must face the challenge of intense market competition, as a growing number of jewellery brands are now offering similar customised services. Irrespective of this, Ms Chan remains confident about staying competitive. What makes Cloé Jewelry & Art stand out from the rest, is that they share their professional knowledge about jewellery with customers so that they too can gain an appreciation of gems and jewellery. They also provide certificates of

quality for products upon request and offer an unparalleled variety of gems for people to choose from.

“What makes us special is that we have everything,” says Ms Chan. “We have some very offbeat gems, such as emeralds, as well as extremely rare gems like the Muzo Emeralds from Colombia,” she explains.

Having a good eye for beauty and understanding the tastes of the customer are certainly very advantageous. “We now also offer vintage jewellery that date back to the ‘40s, the ‘50s or more than 100 years ago. Having an eye for beauty is important. We make sure what we buy is beautiful. It’s only sellable when at least half of our customers like what they see. It is our eye for beauty that they are buying.”

In March 2018, Cloé Jewelry & Art also opened its second store inside A Porta Da Arte on Rua dos Ervanarios, and exhibited their products in Japan for the first time this year, which were well received by Japanese clientele. Their next goal is to launch a jewellery collection of their very own in future.

“We realise that building this business could really take a lifetime, and we are happy to spend our lives doing just that. So no hurry,” said Ms Chan. ■



香醇佳釀，遠銷海外 Local wine goes global

在澳門這個現代化的石屎森林中，很難想像竟然也能找到釀酒廠的踪影。作為紮根澳門的本地酒廠企業，新澳酒廠的廠房位於黑沙灣的工業大廈區，自2002年成立以來，一直釀造多款別具特色的中式酒類，包括飲用酒、保健酒、廚用酒等，成品主要遠銷海外市場，廣受香港、日台、美加、星馬等地客戶的愛戴。

踏入新澳酒廠的廠房，會發現各款現代機器。釀酒空間依其生產流程劃分為各個區域，處理釀酒的不同步驟，包括發酵、加熱、蒸酒、冷卻、包裝、儲存等過程，全程均在同一個廠房完成。新澳酒廠負責人梁志雄表示，公司與中國內地的夥伴關係非常密切，「我們主要與中國內地的一些酒廠合作，入口高濃度酒精等釀酒原材料到澳門，再於自己的廠房內釀造不同醇度、口感的特色酒類，然後出口至海外的客戶。」

In a modern, concrete jungle like Macao, it is hard to imagine that a local wine-making factory is brewing in the city's own backyard. New Macau Wine Factory, housed in an industrial building in the Areia Preta district, has been producing a variety of Chinese wines for beverage consumption, medicinal purposes and cooking since 2002. After having successfully established long-term business ties around the world, their products are now being exported to Hong Kong, Japan, Taiwan, the United States, Canada, Singapore and Malaysia.

Step inside New Macau Wine Factory, one will find a modern factory space sectioned into multiple processing areas fitted with wine-making equipment. Step-by-step, from fermentation, heating, distilling, cooling, to

packaging and storage, the factory takes care of each process from start to finish.

Johnny Leong, the head of New Macau Wine Factory, says the company's partnerships in Mainland China are key. "We partner with wine factories in Mainland China, sourcing necessary ingredients such as high-content alcohol from them, before we brew and blend according to our own recipes. The products are exported to overseas customers," he tells *Macao Image*.

The current production volume at New Macau Wine Factory is approximately 8,000 bottles per month. These include some of their best-selling wine products such as: Wing Lee Wai rose essence liquor, a cooking wine that has a history of more than 100 years; Macau Fachau, a Chinese sparkling white wine with high alcohol content and designed for Mainland Chinese consumers; the "Wu Jia Pi", sorghum wine made with 87 types of herbs for medicinal purposes and other specialty wines brewed for local and overseas clients.



新澳酒廠不論在釀酒過程或產品包裝上均非常用心
The firm puts in a lot of effort toward blending the wine and the design of its products

目前，新澳酒廠每月的總產量約八千支酒，當中主要包括：有逾百年歷史的廚用永利威玫瑰露酒、主攻內地市場，由高濃度酒精製成的「澳門花酒」、由 87 種名貴藥材製成的中式藥酒五加皮，以及為本地與海外客戶專門調配的特色酒品。「我們的酒類產品非常多元化，能迎合廣大客戶及用家的需求及口味。不論是傳統中式白酒、藥酒、米酒，還是充滿新潮口感的水果酒及特式酒，我們都能釀製。」梁志雄介紹產品時說。

澳門品牌，信心保證

新澳酒廠多年來堅持澳門製造，梁志雄深信由於澳門屬開放的貿易市場，同時與國際市場緊密連繫，加上具競爭力，讓「澳門製造」的商品往往帶有正面形象。「基於澳門與海外市場接軌，而作為澳門企業本身就是一項優勢，我們更易於拓展海外市場。設廠本澳，堅持所有工序澳門製造，為我們贏得客戶的信任，並吸引更多元的客戶群。」

要吸引新客源，商貿交流平台發揮着關鍵作用。任何規模的企業透過參與會展，

“We have a wide variety of wine products on offer. Whether our clients are looking for traditional Chinese white wine, wine made of herbs, rice wine, fruit wine or any other specialty wine, we can cater for their needs,” Mr Leong notes.

“Made in Macao” products gain greater trust

New Macau Wine Factory products have been produced in Macao for years. Mr Leong believes that “Made in Macao” products carry a positive image internationally, because Macao resembles an open trade market that is well-connected and highly competitive.

“Given Macao’s international connections, we have the advantage of being a Macao-based company,” says Mr Leong. “It is easy for us to promote our products to overseas customers. Setting up a wine-making factory here in Macao and insisting upon carrying out each procedure inside our local plant, has earned the trust of our business

partners and has opened doors to a more diverse range of clientele.”

Mr Leong also believes that trade fairs play an important role in finding new business opportunities. Businesses of all sizes can all benefit from exhibitions to showcase what they have to offer and look for new partners or potential clients. That is why New Macau Wine Factory has participated in trade events held around the region including the Dynamic Macao Business and Trade Fair and the recent China Import and Export Fair held in Guangzhou in October 2018.

“By participating in these trade fairs and being out there, we put ourselves in the spotlight,” he says. “It was particularly encouraging as the Governor of Guangzhou actually loved one of our products so much, we sold ten boxes of that particular wine product in one go at the China Import and Export Fair.”

Adding personal touches to products

A bottle of fine wine is the perfect gift for many occasions. Besides the distinctive flavours



新澳酒廠每月的總產量約八千支酒
The company produces approximately 8,000 bottles per month

展示其產品以及透露正在尋找新夥伴等資訊，均可受惠。因此新澳酒廠曾參加不同的會展活動，如「活力澳門推廣週」和在2018年10月，酒廠亦到廣州參加「中國進出口商品交易會」，藉此建立企業連繫的契機。「參展有助提升產品知名度，而很榮幸地，我們的產品在廣州『中國進出口商品交易會』得到了省長級的支持，當場就向我們購入了十箱產品；對我們來說，這是非常大的鼓勵。」

個性玩味，新潮演繹

名酒佳釀往往是送禮的首選，除了可口甘醇的味道，亮麗獨到的包裝亦能增添產品的魅力。新澳酒廠不論在釀酒過程或產品包裝上均非常用心，以其「澳門花酒」為例，以復古和懷舊為靈感而命名，酒瓶外觀主調顏色為青花瓷的藍、白色，上面印有由北京繪畫大師刻劃的民國年代美人模樣。新澳酒廠亦開發新穎、與別不同的設計。「有時候客戶會邀請酒廠為他們釀製特色個性化酒類，我們亦對這類的合作持開放態度。」

時下年輕人喜歡雞尾酒、水果酒，新澳酒廠亦有意朝這方面發展。「水果酒方面，我們已推出了與中國傳統酒類截然不同的桂花陳酒；目前，我們正在研製口感清香濃郁的梅酒，期望2019年能夠推出市面，滿足一下年青人喜歡嘗新的味蕾。」

「設廠本澳，堅持所有工序澳門製造，為我們贏得客戶的信任，並吸引更多元的客戶群。」

Setting up a wine-making factory here in Macao and insisting upon carrying out each procedure inside our local plant, has earned the trust of our business partners and has opened doors to a more diverse range of clientele.

新澳酒廠負責人梁志雄
Johnny Leong, the head of New Macau Wine Factory

kept inside the bottle, good packaging adds so much to the overall wine tasting experience too. New Macau Wine Factory puts in a considerable amount of time and effort toward both blending the wine and the design of the finished product.

Take their Chinese sparkling white wine Macau Fachau as an example. To match with the certain vintage and the old feeling of the wine, the bottle is designed with colours of traditional Chinese blue and white porcelain with a portrait of an elegant Chinese woman in the 1920s. New Macau Wine Factory is also open to creating new and different designs. "From time to time, we receive invitations from our clients to work together on creating unique personalised products, and we are delighted to take on these opportunities," Mr Leong states.

Mr Leong says New Macau Wine Factory is also working on developing a few fruit wine options to suit more youthful palates. Ironically, they just might find the answer from an aged plant.

"Our aged osmanthus wine carries a sweet taste, something that is totally different from traditional Chinese wine and could prove to be popular with youths," says the company representative. "We are also experimenting with another fruit wine made of plums. Our goal is to launch a new product next year to cater to young clientele."



眾裏尋「香」千百度

A Macao business that makes good scents

位於澳門東望洋新街的超希達貿易行主要銷售各種沉香、天然香品、晶萃水晶及精品擺設。如果你正在物色天然珍品，不妨到超希達貿易行的門店看看各色各樣稀有的奇珍。

推門踏進這間特色店舖，撲鼻而來的是一股古典清雅、濃淡適宜的香氣。店舖中央位置的層架滿滿地列出琳琅滿目的珍品，而較為大件或形狀不一的珍品則擺放在四周的地上或架上。「我講究的是『平衡』，例如，我的店舖三尖八角、看似凌亂，但其實各樣珍品擺放得亂中有序，再配合淡淡的天然沉氣，即使身在其中，客人們依然會感覺到一份愜意。」超希達貿易行店主陳希林解釋道。

超希達貿易行以「自然」、「礦物」為靈感主軸，由資深的沉香、水晶研究者陳希林着心經營，多年來憑着良好口碑與來自四海及本地的客戶結緣無數。「當年開展這門生意全為興趣，最開始以銷售天然晶石、首飾、原石等建立事業基礎；近十多年來，業務亦拓展至沉香方面，直至現時，沉香及相關產品已成為該店的其中一大業務支柱。

拓展沉香文化

歷久以來，沉香一直為皇宮、貴族、神廟的御用香品，乃百木之中最珍貴稀有

FOR those in the market for agarwood, natural incense products, crystals or fine display pieces, Chio Hei Tat Trading is just the place. Located in the neighbourhood of Rua Nova a Guia, the local shop offers one-of-a-kind natural products.

Upon entering the shop, guests will discover the distinctive, elegant scent of agarwood. The pleasing aroma, together with stacks of natural treasures in every corner, form a mysterious, yet interesting vibe to the shop.

“I try to create a sense of ‘balance’ with natural materials. Take my shop as an example – the

的一種。沉香木需要長時間的形成，而地理、氣候、環境等因素亦會影響沉香的質量；而沉香表面的珍貴油份，亦能用作提煉精油，具有寧神舒心的成效。「高級的沉香價格不菲，亦非常難找。在剛接觸沉香時，我便花上了數年時間去各地收購沉香，同時透過不斷自學深造，與內地沉香愛好者和專家交流，才建立起自己的專業和這方面的人際網絡。」

憑着自身對沉香的熱誠與知識基礎，陳希林以「清香化俗」的概念自家調配出多種香味不一的沉香，適合家家戶戶日常點香稟神之用，亦能用作寧神的香氛。「神香業曾經是昔日澳門的三大產業之一，加

layout is not a perfect square, and everything appears to be a little random, but there is actually some order amid what seems to be a mess,” says Harry Chan, owner of Chio Hei Tat Trading. “Together with the light agarwood scent, my customers can still feel calm and cosy – a sense of balance – even though the overall appearance in my shop is not ordinary.”

“Natural” and “mineral” are the best words to describe every item at Chio Hei Tat Trading. Mr Chan has spent years studying agarwood and crystal. He has also established good relationships with local and overseas customers.

“I started my business because of my interest in natural mineral stones, jewellery and raw materials. Over the past decade or so, I broadened my scope of expertise to studying, collecting and trading agarwood. Agarwood has become a main pillar of my business,” he tells *Macao Image*.

Promoting the culture of agarwood

For thousands of years agarwood has been highly revered. It was used exclusively by emperors, nobles and temples. Agarwood takes a long time to form and the formation can vary due to geographical, climatic and environmental factors. The sheer oil on the surface of the wood can be extracted to create essence oil that offers a calming effect.

“Fine agarwood is rare, and it often comes with a heavy price tag,” Mr Chan explains. “When I first started out in this business, it took me years to collect a decent amount of agarwood from various places. I spent a lot of time learning on my own and connecting with like-minded people and experts to broaden my knowledge and build networks.”

Armed with more knowledge, Mr Chan now produces different types of agarwood incense that are suitable for people who worship Buddhist gods or ancestors, or just using it as a soothing home fragrance.

“Joss stick factories were one of the three major industries of Macao’s economy in the past. Given Macao’s historical background and the cultural significance of incense products to Chinese people, I believe natural agarwood incense can be a healthier alternative in the household and temples compared to mass-produced chemical incense that is very popular among the general public.”

Apart from developing agarwood incense, Mr Chan is pairing agarwood with classic Pu’er tea to form tea leaf balls for tea lovers, blending agarwood into traditional Chinese tea.

Building business upon trust

As a trusted local business, Chio Hei Tat Trading is ready to welcome other business



沉香木所產的樹脂，即為沉香，帶有香味。一般用作香品、香水和雕刻品
Agarwood is a fragrant dark resinous wood commonly used in incense, perfume and small carvings



超希達貿易行銷售各種沉香
Chio Hei Tat Trading produces different types of agarwood incense

上中國人的生活文化，我相信天然健康、方便日常使用的沉香產品較工廠大量製作的神香更適合家居和廟宇使用，得到大眾的青睞。」除了點香用的沉香外，陳希林還利用普洱茶葉和沉香調配出沉香茶球，把傳統茶文化與沉香底蘊相互融合。

「商」立於「信」

作為一家本地的誠信商號，超希達貿易行亦不時參與各類型的貿易

展覽，到不同地區展出商品，「內地沉香市場發展相當蓬勃，我們亦期望透過展覽與商業配對，把自家的商品與更多志同道合的人分享。」陳希林說。

陳希林亦坦言，他的生意從來不只是建基於商業角度，更多是「隨緣」，「我的店舖其實更像是一個『聚腳地』，很多時客人都來小坐一下、與我閒談交流，這份與客人之間的情誼與信任，才最讓我獲益良多。」



「我相信天然健康、方便日常使用的沉香產品較工廠大量製作的神香更適合家居和廟宇使用，得到大眾的青睞。」

I believe natural agarwood incense can be a healthier alternative in the household and temples compared to mass-produced chemical incense which is very popular among the general public.

超希達貿易行店主陳希林
Harry Chan, owner of Chio Hei Tat Trading

opportunities from outside Macao. One way to do so is to actively participate in trade fairs and exhibitions.

“The agarwood business market in Mainland China is more mature than in Macao,” he says. “We look forward to setting up connections with more potential clients though business pairing sessions at trade shows.”

However, what really inspires Mr Chan is the trust that he builds with his customers.

“My shop is more of a ‘gathering point’ for customers and friends,” Mr Chan notes. “People can just come in and chat with me. It does not have to be about business. I truly value the bonds and connections I have with my customers, and that is what drives my business forward.”



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數量 ISSUES	總額 TOTAL AMOUNT
上一期 No. 71 (Previous Issue)	澳門幣/ 美元 MOP / US\$
本期 No. 72 (Current Issue)	澳門幣/ 美元 MOP / US\$
下一期 No. 73 (Next Issue)	澳門幣/ 美元 MOP / US\$

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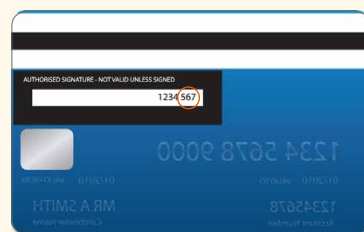
個人資料 PERSONAL DETAILS	
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填妥表格後，請交回

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澳門貿易投資促進局
澳門友誼大馬路918號1-4樓
電話 Telephone:
傳真 Fax:
電郵 E-mail:
網址 Website:

Macao Trade and Investment Promotion Institute
918, Av. da Amizade, World Trade Centre, 1st - 4th Floor, Macao
(853) 2871 0300
(853) 2859 0309
ipim@ipim.gov.mo
http://www.ipim.gov.mo



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MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE

918, Av. da Amizade
World Trade Centre, 1st - 4th Floor
Macao - China

AIR MAIL

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請確認您已填妥所需資料。謝謝。
Please check that you have provided all the
information requested. Thank you.

工銀澳門收單服務

全澳首推「聚合支付」

強勁功能 · 集於一身

全澳首家推出微信支付和唯一直聯微信的銀行機構，面向澳門本地居民、入境旅客及勞務人員，提供包含線上線下全面、高效、便捷、安全的支付渠道。工銀澳門為您配置最先進的機具，一台POS機聚合微信支付收款和銀行卡收單。

》 尊享6大服務優勢 《

立即申請，成為微信收單商戶即可獲迎新大禮包優惠

1. 特惠費率

3. 快速清算

5. 7×24小時
查詢支持服務



2. 聚合支付

(微信+銀行卡一部POS機)

4. 資金安全

6. 全渠道宣傳

迎新大禮包

- ▶ 免收受理終端費用
- ▶ 免收安裝費用
- ▶ 免費參加微信支付全年活動
- ▶ 免費接入互聯網路平臺和全渠道數字營銷

特色收單服務

- 支持加載增值收單功能包括分期付款 / 積分兌換 / DCC收單 / 手機支付
- 線上POS服務更為企業提供一點接入的一體化支付金融服務，滿足手機或電腦端客戶的支付
- 全方位支持不同收銀系統一體化收單對接，交易帳目實現系統化管理
- 安全及快捷的資金清算服務



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



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



主辦單位：
 Organisers：
 中華人民共和國商務部
 Ministry of Commerce of
 the People's Republic of China
 澳門特別行政區政府經濟財政司
 Secretariat for Economy and Finance
 of the Macao SAR Government

承辦單位：
 Co-ordinator：



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