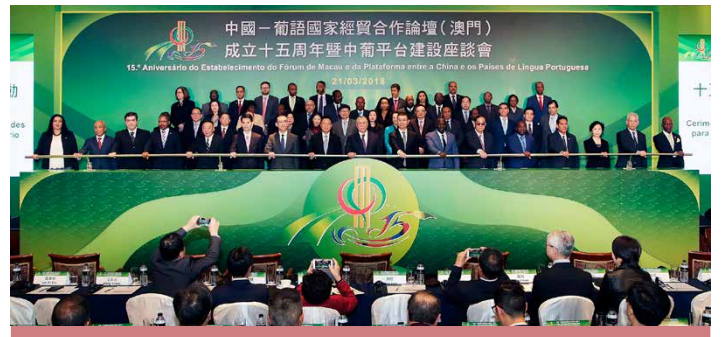


澳門經貿

MACAO IMAGE



中葡論壇慶十五周年 續發揮平台作用
Forum Macao grows from strength
to strength as it marks 15th anniversary



在澳創業之路

GROWING A START-UP IN MACAO

論壇：澳門在「一帶
一路」的角色突顯
IIICF: Macao's role
in 'Belt and Road'
makes breakthrough

粵澳名優商品展
成效豐碩
Guangdong & Macao
Branded Products Fair
generates lucrative returns

澳門國際品牌連鎖加盟展
(MFE) 盡顯平台作用
2018MFE successfully
showcases its role
as a platform





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

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「第九屆國際基礎設施投資與建設高峰論壇」於今年六月舉行，內容重點圍繞澳門在粵港澳大灣區建設中所扮演的重要角色。論壇有助澳門提升競爭力，推廣澳門在「一帶一路」沿線國家基建合作中的獨特作用。

今屆論壇突顯了澳門如何利用其平台及區域優勢，透過貿易暢通、資金融通和民心相通，為「一帶一路」建設作出貢獻。本期《澳門經貿之窗》介紹今屆論壇的成果。

近年，初創企業在澳門遍地開花。今期將探討新晉企業家如何在澳門以及大灣區的發展中發揮舉足輕重的作用。澳門特區政府繼續透過「澳門青年創業孵化中心」推動青年創業，鼓勵本地青年創業者走出澳門，把握大灣區城市及葡語國家的新機遇。2017年，澳門特區政府與澳中致遠投資發展有限公司簽署協議，為青年創業者提供更全面的支援。

澳中致遠行政總裁崔世平在本期的《澳門經貿之窗》分享了青創中心如何為初創企業提供創業土壤。本刊也訪問了兩家初創企業，了解中心如何協助他們開發及拓展業務。

除此之外，本期的《澳門經貿之窗》還見證了多個重要的里程碑。今年是中葡論壇成立15週年。自中葡論壇於2003年成立以來，中國與葡語國家進出口貿易增長了十多倍。期間，澳門特區政府根據部長級會議制定的策略性計劃，深化澳門的中國與葡語國家商貿合作服務平台作用，發揮澳門在語言、文化及資訊交流等領域的優勢。本刊認為中葡論壇將在「一帶一路」的未來發展中扮演至關重要的角色，並不斷取得突破。

今年亦是「澳門國際品牌連鎖加盟展」(MFE)及「粵澳名優商品展」(GMBPF)迎來第十個年頭。「澳門國際品牌連鎖加盟展」秉承「品牌無限延伸，商機一觸即發」的主題，吸引了超過150家來自世界各地的展商參加。除了延續去年初辦的美食街，今年展覽還首設「粵港澳大灣區商務區」及新零售展區。

而同期舉行的「粵澳名優商品展」亦設有一系列展區，共有382個展位。兩個展覽均在今年7月27至29日舉行，產生協同效應，為企業締造新商機。

最後，隨著澳門婚禮行業日益蓬勃，業內人士與本刊分析本地婚禮市場的發展潛力。PI

MACAO made a major breakthrough at the 9th International Infrastructure Investment and Construction Forum (IIICF), which took place in June this year and focused on the increasing importance of the city's role in the Guangdong-Hong Kong-Macao Greater Bay Area. Through IIICF, Macao can boost its competitiveness and ultimately contribute to infrastructure collaboration with countries covered by the "Belt and Road" initiative.

This year's event highlighted the importance of Macao as a platform and its regional advantages in contributing to the construction of the "Belt and Road" initiative through unimpeded trade, financial integration, and people-to-people ties. *Macao Image* looks into the key objectives achieved at IIICF.

Start-ups are also making big advances. This issue of *Macao Image* takes an in-depth look at how young entrepreneurs are playing an instrumental role in shaping the future of Macao and the Greater Bay Area. In support of Macao's ambitious, young professionals, the Macao SAR Government is promoting entrepreneurship through the Macao Young Entrepreneurship Incubation Centre. The aim of the Incubation Centre is to encourage young people to explore new business opportunities not only in Macao, but also into the Greater Bay Area and Portuguese-speaking Countries. In 2017, the Macao SAR Government signed an agreement with Parafuturo de Macau Investment and Development Ltd. (PFM) to provide additional comprehensive support for youths who want to become entrepreneurs.

In this issue of *Macao Image*, José Chui Sai Peng, Chief Executive of PFM, explains how they are assisting start-ups and providing them with an infinite number of opportunities to grow. *Macao Image* also talks to two entrepreneurs who explain how the Incubation Centre helped them create and grow their businesses.

Macao Image celebrates some key anniversary milestones in this issue. This year marks the 15th anniversary of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao). Since Forum Macao's founding in 2003, trade between China and Portuguese-speaking Countries has risen more than tenfold. For the past 15 years, the Macao SAR Government has successfully coordinated its efforts under the guidance of the respective Strategic Plans approved in each Ministerial Conference, and strengthened Macao's advantages in terms of language, culture and information exchanges, to act as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. *Macao Image* looks at the future role of Forum Macao as an important part of the success of the "Belt and Road" initiative while continuing to go from strength to strength.

Also celebrating an anniversary were the Macao Franchise Expo (MFE) and the Guangdong & Macao Branded Products Fair (GMBPF), which are now in their 10th year. Themed as "Brand Expansion Continues, Business Opportunities to Be Seized", 2018MFE attracted more than 150 exhibitors from around the world to the event. This year's expo saw the return of the popular Gourmet Avenue, and the arrival of two new entrants: the "Guangdong-Hong Kong-Macau Bay Area Business Zone" and the "Smart Retail Zone".

The 2018GMBPF, held concurrently to 2018MFE, featured an array of exhibition areas, with more than 382 booths at this year's event. The two events, held from 27 to 29 July this year, have created a synergistic effect for enterprises to seize fresh business opportunities.

As Macao becomes an increasingly popular destination for a booming wedding industry, this issue of the magazine talks to insiders about the development potential of the city's wedding market. PI

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澳門致力深化與大灣區城市合作

澳門特區政府行政長官崔世安率領特區政府代表團於2018年6月下旬分階段訪問粵港澳大灣區九個城市。他於7月11日總結訪問行程時表示，特區政府致力配合中央對大灣區的統一部署，將澳門五年規劃、施政工作與大灣區建設有機結合，發揮澳門優勢，與灣區兄弟城市合作共贏，推動

澳門經濟適度多元可持續發展。他續稱，配合即將出台的《粵港澳大灣區發展規劃綱要》，灣區內九個城市與兩個特區將積極深化彼此間的合作。崔世安先後三次率領特區政府代表團訪問灣區內九個城市，包括珠海、廣州、深圳、中山、江門、肇慶、佛山、惠州和東莞。



澳門特區政府行政長官崔世安率領特區政府代表團訪問粵港澳大灣區九個城市
Macao's Chief Executive Chui Sai On led a Macao delegation to nine Guangdong-Hong Kong-Macao Greater Bay Area cities

Macao pledges further co-operation in Greater Bay Area

Macao's Chief Executive, Chui Sai On, led the Special Administrative Region officials delegation to visit nine cities in the Guangdong-Hong Kong-Macao Greater Bay Area in phases, starting from the second half of June 2018. He concluded the tour on 11 July, stating that the Macao SAR Government was committed to supporting the co-ordinated planning of the Central People's Government regarding the Greater Bay Area, and to ensuring the Macao SAR's Five-year Development Plan are aligned with those aims. Macao would make use of its advantages and work toward mutually-beneficial co-operation with its sister cities in

the Greater Bay Area, in order to promote Macao's sustainable and moderate economic diversification, Mr Chui stated. Mr Chui said additionally that the nine Mainland cities and two Special Administrative Regions that comprised the Greater Bay Area were eagerly awaiting the launch of the Outline Plan for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, and were proactively deepening the co-operation among them. The Chief Executive has led the Macao SAR official delegation three times to nine Greater Bay Area cities: Zhuhai, Guangzhou, Shenzhen, Zhongshan, Jiangmen, Zhaoqing, Foshan, Huizhou and Dongguan.

澳門於2017年全球會展城市排名上升

國際會議協會 (ICCA) 早前發佈了《2017年國際協會會議市場年度報告》，在全球城市排名中，澳門於2017年排名第65位，較2016年躍升七位；亞太區域城市排名中，澳門上升一位至第16名。此外，報告認可39項在澳舉行的國際協會會議活動，較2016年增加了兩項。澳門貿易投資促進局於2012年正式加入ICCA成為會員，積極推動澳門會展業發展，2017年排名上升，反映澳門對全球會議活動及參會代表的吸引力正逐步增加，為「會議為先」的會展業發展方向打下了強心針。作為澳門特區政府主管會展業發展的部門，貿促局於2018年4月優化了兩項會議及展覽資助計劃，提升本地會展業的競爭力，吸引更多外地展會落戶澳門。

Macao ranked 65th in the latest Annual Statistics and Rankings by the International Congress and Convention Association (ICCA) 2017, up seven places compared to the 2016 rankings. The city claimed the 16th spot in the Asia-Pacific region in 2017, climbing one position from 2016, according to the report. ICCA now recognises 39 annual international meetings held in Macao, two more than it did in 2016. The Macao Trade and Investment Promotion Institute (IPIM) became a member of ICCA in 2012, in a further effort to promote the city's meetings, incentives, conventions and exhibitions (MICE) industry. The improvement in the 2017 rankings did demonstrate that the city is attracting an increasing number of global convention activities

Macao jumps in 2017 international rankings for MICE

and participants to these events, reassuring Macao's MICE industry which is now developing with the strategy of prioritising conventions. As the department of the Macao SAR Government responsible for the

development of the MICE sector, IPIM optimised two subsidy schemes for event organisers in April 2018, in order to enhance the competitiveness of the industry and attract more overseas conventions and exhibitions to Macao.



澳門於全球會展城市排名上升
Macao attracting an increasing number of global convention activities

**前國家科技部部長
朱麗蘭成澳門
「會議大使」**

澳門特區政府經濟財政司司長梁維特早前委任前國家科技部部長、澳門科技委員會顧問朱麗蘭為澳門的「會議大使」。她曾擔任第九、十屆全國人大常委會委員，現為中國發明協會理事長和何梁何利基金信托委員會主席。朱麗蘭表示，未來將盡其所能推動澳門會展業的發展，特別透過科技行業，吸引科技會議落戶本澳，鼓勵年輕人投身科技行業，促進澳門的科普發展。澳門貿易投資促進局於 2017 年開展「會議大使」計劃，朱麗蘭是第七位加入有關計劃的知名及權威人士。



朱麗蘭(左)獲委任為澳門「會議大使」，將透過科技行業推動澳門會展業發展
Zhu Lilan (left) vowed to promote the development of Macao's MICE industry

**Former Minister Zhu Lilan
appointed Macao
'Conference Ambassador'**

The Macao SAR Secretary for Economy and Finance, Leong Vai Tac, has appointed Zhu Lilan, former Minister of Science and Technology of the People's Republic of China-cum-Consultant to the Macao Science and Technology Commission, as a "Conference Ambassador" for Macao. Ms Zhu also served as a member of the 9th and 10th Standing Committee respectively of the National People's Congress of China and is now President of the China Association of Inventions, and Chair of the Ho Leung Ho Lee Foundation. Ms Zhu vowed to promote the development of Macao's meetings, incentives, conventions and exhibitions (MICE) industry, with a particular focus on technology. Attracting a greater number of technology-focused gatherings to Macao would encourage youngsters to join the technology sector and promote further the development of science, she stated. Ms Zhu became the seventh person to join the city's "Conference Ambassadors" programme, an initiative launched in 2017 by the Macao Trade and Investment Promotion Institute (IPIM).

**高端初創及資訊科技國際會議
f.ounders首次落戶本澳**

以初創企業及資訊科技為主題的國際會議 f.ounders 於 2018 年 7 月 12 至 14 日在澳門舉行。吸引約 180 名自亞洲及歐美等不同地區的資訊科技企業人士參與，當中不乏國際知名科技公司出席。會議透過專題討論形式，分享創業之道，共同探討未來行業發展趨勢。

今年 f.ounders 會議內容中設有針對澳門營商環境與企業進行互動交流的環節。作為是次會議的合作單位，澳門貿易投資促進局組織本地初創及資訊科技企業參與，以促進本地相關企業與世界知名企業的交流合作。

**Macao hosts f.ounders,
High-end Start-up and IT
International Seminar**

An international seminar focused on start-ups and information technology, dubbed f.ounders, was held in Macao from 12 to 14 July 2018. It attracted approximately 180 IT companies from different regions in Asia, Europe and the Americas, many of which are internationally-renowned technology companies. Through symposiums, participants in the seminar shared experiences about starting up their businesses and discussed the future development of the industry. This year's f.ounders seminar designed interactive sessions specifically for Macao enterprises. As a co-operating organisation, the Macao Trade and Investment Promotion Institute (IPIM) encouraged local start-ups and IT companies to take part in the seminar, in order for them to enhance the communication and co-operation with other local companies and globally-renowned enterprises.



主辦單位邀請國際知名初創企業與本澳企業進行交流
The organiser invites internationally renowned start-ups to share insights with local companies in Macao



澳門青年創業孵化中心助青年圓創業夢 Macao Young Entrepreneur Incubation Centre inspires the entrepreneurs of the future

近年來，澳門特區政府積極促進創業創新尤其是青年創業發展，出資成立「澳門青年創業孵化中心」（下稱創孵中心），提供各方面的支援協助，凝聚青創氛圍，鼓勵年輕人開拓不同領域的業務，投入國家發展戰略。

青年創業熱情高漲

特區政府於 2015 年創立了創孵中心，為了更全面地向創業青年提供支援服務，2017

年 10 月與澳中致遠投資發展有限公司簽訂協議，由後者營運新的創孵中心；以 24 小時全天候開放的模式，透過資源共享、合作引進的方式，為進駐會員提供完善的基礎設施及專業支援服務，包括辦公空間、法律及會計諮詢、創業培訓指導、路演推介及資金對接等一站式服務。截至今年 6 月，創孵中心共收到 115 個項目申請進駐，其中 84 個項目獲批，主要集中在文化、科技、商貿服務及醫療等領域。

澳中致遠行政總裁崔世平對有關數字感到滿意，並稱創孵中心對申請項目有一

定的要求，也向進駐的項目收取租金，但不會立即收取，計劃待公司孵化成形後，將有關租金轉化成公司股權。「在這種情況下，依然有不少項目選擇中心作為創業起步點，其中不乏二次創業者，令人感到澳門人的創業熱情相當高漲。」崔世平道。

階梯式服務助青創

崔世平指出，每個創業階段均遇到不同的挑戰，故此創孵中心提供階梯式對接



澳門青年創業孵化中心提供各方面的支援協助，凝聚青創氛圍
The Macao Young Entrepreneur Incubation Centre offers comprehensive support to new businesses

服務，如邀請海內外專家組成「創新創業專家庫」，為有需要的初創項目「體檢」；為多次創業者或進入孵化階段的项目，提供路演對接、「CEO 飯局」等活動，拓展創業者的視野之餘，也讓他們了解各領域的最新動向。

此外，創孵中心早前與內地一流雲端運算服務企業阿里雲簽署合作備忘錄，將在中心設立「阿里雲青創培訓學院」，為本澳創業者提供更多、更專業的前沿培訓課程。

區域合作也是未來的重點發展方向。鑑於「中葡青年創新創業交流中心」落戶於創孵中心，而澳門有著中國與葡語國家商貿合作服務平台的獨特優勢，崔世平表示，將積極與葡語國家成熟的創業孵化機構合作，例如，今年6月創孵中心與葡萄牙 Beta-i 簽署合作協議，成功在葡萄牙設立首個海外「澳門互動區」，

In recent years, the Macao SAR Government has been proactively promoting youth entrepreneurship and has established a Macao Young Entrepreneur Incubation Centre to provide support for the city's young business starter. The aim is to encourage young people to explore new business opportunities and to be in line with China's national development strategies.

Ambitious youths keen to be entrepreneurs

The Macao SAR Government launched the incubation centre in 2015 and in October 2017 signed an agreement with Parafuturo de Macau Investment and Development Ltd. (PFM) to provide better and more comprehensive support for youths who want to be entrepreneurs.

The centre is open 24 hours. Via resource sharing and collaboration, it offers members

comprehensive facilities and professional support services, which include office space, legal and accounting consultancy, entrepreneurship training and advice, roadshows and capital matching. As of June 2018, the centre received 115 membership applications, 84 of those were accepted in the fields of culture, technology, commerce and medical health.

José Chui Sai Peng, Chief Executive of PFM, is pleased with the number of applications as the centre has certain criteria for its members. Although the centre charges rent, it does not require members to pay their rents immediately. The aim is to take the rent and turn it into a stake in the company once it has matured.

“There are still many entrepreneurs who choose our centre to start their businesses in spite of our strict requirements, even those who are not starting out for the first time,” Mr Chui told *Macao Image*. “This proves



「對有志創業的青年人而言，(除了)將澳門作為創業路途起點，更應瞄準大灣區內6,700萬人口的巨大發展市場。」

For young entrepreneurs, Macao can be a good starting point for a new business, but they should also aim higher and seek opportunities in the vast Greater Bay Area which boasts a population of 67 million people.

澳中致遠投資發展有限公司行政總裁**崔世平**
José Chui Sai Peng, Chief Executive
of Parafuturo de Macau Investment
and Development Ltd.

促進中葡青年創新創業交流，而這模式未來將進一步拓展。

在粵港澳大灣區經濟的新時代背景下，他強調創孵中心也積極推進與內地青年創業孵化機構的緊密合作，並勉勵本澳年輕人：「隨著粵港澳大灣區的總體規劃即將出爐，澳門積極融入灣區更是大勢所趨。對有志創業的青年人而言，(除了)將澳門作為創業路途起點，更應瞄準大灣區內6,700萬人口的巨大發展市場，把握大灣區的發展機遇，敢於創新創意，成就大業。」

澳中致遠助實現創業夢

澳中致遠也舉辦及贊助不同的比賽，發掘本地年輕創業人才之餘，也讓外界進一步認識具潛質的青創項目。美國知名科技創業組織 Techstar 今年初在創孵中心舉辦了「創業周末」，要求參賽者在

that many Macao people aspire to become entrepreneurs.”

Stepwise approach

According to Mr Chui, entrepreneurs will face different challenges in each phase on the journey to start a business, so the Incubation Centre offers stepwise matching services such as: inviting international experts to form the *Innovative Entrepreneurship Think Tank* to give advice on first-time start-up projects; arranging roadshows; and the “Dinner with CEO” activity for start-ups or projects entering the incubation phase. These activities introduce young entrepreneurs to the latest developments of different sectors while broadening their vision.

Additionally, the Incubation Centre has

signed a memorandum of understanding in co-operation with Alibaba Cloud, a cloud computing giant in Mainland China, and plans to set up the Alibaba Cloud Young Entrepreneurship Training Institute at the Incubation Centre, with a view to providing a greater number of cutting-edge training courses for local entrepreneurs.

With Macao’s distinct advantage of serving as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries - as the Youth Innovation and Entrepreneurship Centre for young entrepreneurs in China and the Portuguese-speaking Countries set its base at the Incubation Centre - Mr Chui says regional co-operation is key.

Therefore, PFM actively looks for collaborations with well developed



周安娜正為其創業項目籌集資金
Onna Chow is now seeking to raise capital to launch her business

54 小時內從零開始構思創業點子。周安娜也參加了該活動，以旅客貨物寄存、運送及關口提取服務的项目取得冠軍，成為中心會員。現職為工程公司副經理的她坦言，一直以來都有創業的夢想，在美國讀書八年，大學主修企業管理，回澳後卻在缺乏資金及機會的情況下，苦無實現夢想的對策。

「我也差不多快 30 歲，我覺得如果再不嘗試創業，只會打工一輩子，正好在創業比賽中遇到我的組員，他們都是九十後的年輕人，有不少新構想，重燃我那股衝勁。」周安娜表示，創孵中心不僅提供了場地，也設有各式各樣的顧問服務，為他們在創業路上披荊斬棘。她和三位團員正積極落實有關物流項目，以即日來回澳門的旅客為對象，目前在籌集資金，預計需澳門幣 100 萬元，希望可在 2018 年 10 月試運。「當這門生意試運三個月後，我

incubation institutions in Portuguese-speaking Countries. To cite an example, the Centre successfully inked a co-operation pact with Beta-i, a Portuguese incubation institution to create the first overseas “Macao Interactive Zone” in Portugal. The goal is to facilitate the exchange of entrepreneurship and innovation between youths in both China and Portuguese-speaking Countries. Such a collaboration model will be expanded elsewhere in future too, Mr Chui added.

As the Guangdong-Hong Kong-Macao Greater Bay Area is creating a new era for development, he said the centre will continue to forge closer ties with youth incubation institutions in Mainland China.

To encourage young entrepreneurs, Mr Chui noted: “With the overall planning for

the Guangdong-Hong Kong-Macao Greater Bay Area, the integration of Macao into the Greater Bay Area will happen very soon. For young entrepreneurs, Macao can be a good starting point for a new business, but they should also aim higher and seek opportunities in the vast Greater Bay Area which boasts a population of 67 million people.”

“They should seize the development opportunities of the Greater Bay Area and achieve great things by always staying innovative,” he added.

PFM turns dreams into reality

Parafuturo de Macau Investment and Development Ltd. also organises and sponsors competitions to find local, entrepreneurial talent and to boost awareness of new projects. Earlier this year, the Centre organised a “Start-up Weekend” with Techstars to mentor new entrepreneurs, giving them a chance to create new business opportunities from scratch in just 54 hours.

Onna Chow was rewarded with membership after winning a contest. She came up with the idea of offering storage and border pick-up services for tourists. Ms Chow is a Deputy General Manager at a local engineering company, and she has always dreamt of becoming an entrepreneur. Eight years ago, she earned a Bachelor’s Degree in Entrepreneurial Management in the U.S., and she had to put her dream of starting a business aside when she first returned to Macao because she lacked the capital and opportunity.

“I’m almost 30 years old, and I feel like if I don’t try to start up my own business now I will just be an employee forever,” she said. “During the competition, I met my teammates who were all born in the 1990s and have many new ideas. They have also rekindled my enthusiasm in setting up my own business.”

Ms Chow said the centre not only provides office space, but also offers a wide range of services to pave the way for implementing their projects. She and her three team members are now moving forward with the project of helping day



雷震冀望其項目可帶動更多澳門青年敢於以高科技方創業

Lei Zhen aims to encourage Macao youths to start news businesses in the hi-tech field with his project

會考慮全身投入其發展上。」她下定決心地道。

放眼大灣區合作交流

除了提供支援，引入鄰近地區的優質項目，也可激發本地的青創活力。珠海納金科技有限公司於2015年成立，專注於研發納米金屬等核心材料及其應用，於今年5月以「納米銀柔性觸控」項目獲得首屆「澳中致遠創新創業大賽」冠軍。該公司董事長雷震介紹，納米銀絲是一種導電卻透明的物質，通電後不需燈泡便可發亮，能夠廣泛應用於智能環保家電、交通標示、柔性觸控、穿戴設備、太陽能薄膜等領域。

勝出比賽後，納金科技成為創孵中心會員，在中心協助下，正式落戶澳門，冀望產品於年內打入澳門市場。雷震表示，冀望其項目可影響和帶動更多青年熱愛科技，敢於以高科技方向創新創業；該企業也與本澳高校合作，培育本澳高科技人才。「澳門是一個國際化的平台，有很好的高校、人才及資金優勢，但以往比較缺少高科技的企業代表。我們希望成為有關領域的先鋒，更好地促進澳門經濟適度多元，助力澳門融入大灣區發展。」

trippers to Macao. They are now looking for MOP1 million (US\$123,700) as start-up capital to launch their business in October 2018. “After three months of trial operations, I will decide whether I can fully focus on this new business,” she stated.

New ideas light up Greater Bay Area

Introducing quality projects from neighbouring regions will also inject new energy into the incubation centre. One excellent example is, Zhuhai Nanometals Technology Company Ltd., which was founded in 2015 and won the inaugural “Parafuturo de Macao Innovation and Entrepreneurship Competition” in May this year for developing a soft touch panel made of nano silver fibres.

Lei Zhen, Chairman of the Zhuhai-based technology company, said the nano silver fibre is a transparent but conductive material that will provide light without light bulbs when connected to electricity sources. This

material can be applied to many areas, including green and smart electricity appliances, traffic lights, soft-touch control panels, clothing, equipment, and solar energy panels.

After winning the contest, Nanometals Technology became a member of the Centre and has been incorporated as a company in Macao with the Centre’s assistance. Aiming to introduce its products to the local Macao market this year, Mr Lei says he hopes the company will encourage more local youths to pursue an interest in technology and start news businesses in the hi-tech field. His company has also co-operated with local, higher education institutions to nurture technology talents.

“Macao is an international platform with the advantages of high quality educational institutions, personnel and capital. However, it lacks technology companies,” he said. “We hope to be the pioneer in this domain here to facilitate the economic diversification of Macao and its integration into the Greater Bay Area.”

永利辦工作坊助中小企掌握新機遇

WYNN WORKSHOPS EQUIP SMEs FOR EXCITING NEW OPPORTUNITIES



永利和澳門大學合辦的中小企系列課程—「談判技巧」
Wynn jointly organized a seminar on 'Negotiation Skills' with the University of Macau



工作坊為中小企創業家及管理人員而設，重點提升中小企的自身競爭力
Tailored specifically to SME entrepreneurs and managers, the workshops help strengthen the competitiveness of local SMEs

永利一直致力優化企業營商環境，透過推出多項舉措，重點提升中小企業的自身競爭力。自2016年至今，永利除了按階段舉辦了多場中小企洽談會，更分別與澳門大學以及澳門生產力暨科技轉移中心合辦一系列為中小企創業家或管理人員而設的工作坊，邀請到資深顧問及行內人士以互動形式分享經驗，期望提升本地中小企的經營能力，令他們更有效地裝備自己。

工作坊主題涵蓋創業創新、企業家精神、財務管理、營銷策略、優質服務、人力資源、現金流管理及定價策略、網上營銷、資訊科技配備，以及談判技巧等。截至今年五月，工作坊累計吸引超過780名市民出席參加。出席者成功完成工作坊後更獲發出席證書，讓他們能更有系統地記錄所參與的活動，來汲取所需的技能及知識。

Wynn has always been committed to enhancing the business environment, using different initiatives to strengthen the competitiveness of local SMEs. Hosting numerous meetings for local SMEs since 2016, Wynn also collaborated with the University of Macau and the Macao Productivity and Technology Transfer Centre (CPTTM) to co-organize a series of workshops for local SMEs on relevant topics, where veteran consultants and industry insiders are invited to share invaluable experiences through interactive discussions, equipping SMEs for current and future opportunities.

More than 780 local vendors that have signed up to the workshops to date have gained in-depth knowledge on a variety of disciplines. These include the nature of innovation and entrepreneurship, financial management, marketing strategies, what constitutes quality service, human resources, cash flow management and pricing strategies, online marketing, information technology and negotiation skills, among others. Participants who successfully completed the workshops received a certificate, enabling them to track the skills and knowledge they learned.

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

「中國與葡語國家企業經貿合作洽談會」助企業拓市場

Entrepreneurs Meeting for Commercial and Economic Cooperation between China and Portuguese-speaking Countries opens doors for enterprises

「中國與葡語國家企業經貿合作洽談會 - 里斯本 - 2018」於 6 月 21 至 22 日假葡萄牙里斯本舉行，主題為「中國與葡語國家——共譜務實合作新篇章」，與會者逾 400 人。

洽談會期間進行了逾 80 場商業配對洽談，內容涉及食品貿易、科技、航空、金融、服務業等。同時安排簽署了 24 份協議和備忘錄，合作內容涉及政府與政府間的合作、政府與協會間的合作、商協會間的經貿合作、人民幣業務清算及結算服務、技術合作、引進健康食品等。與會嘉賓及企業均希望能充分利用澳門作為「中國與葡語國家商貿合作服務平台」的功能，助力他們拓展市場。

全國政協副主席何厚鐸、葡萄牙外交部國際化國務秘書 Eurico Brilhante Dias、國家商務部副部長高燕、澳門經濟財政司司長梁維特、葡萄牙經貿投資促進局主席 Luís Castro Henriques 及中國國際貿易促進委員會副會長陳洲等嘉賓出席了洽談會開幕式。

梁維特在開幕式致辭時表示，澳門正致力構建中國與葡語國家商貿合作服務平台，這是國家給予澳門的戰略定位，也是

THE annual “Entrepreneurs Meeting for Commercial and Economic Cooperation between China and Portuguese-speaking Countries – Lisbon – 2018” was hosted from 21 to 22 June, in Lisbon, Portugal. This year’s meeting was held under the theme of “China and the Portuguese-speaking Countries – Writing a New Chapter of Pragmatic Co-operation Together”. The event attracted more than 400 participants.

More than 80 business matching sessions were arranged during the meeting, covering a number of business fields, including food trade, technology, aviation, finance, and service industries. A total of 24 protocols and memorandums were signed during the meeting, covering co-operation between governments or between governments and associations; economic and trade co-operation matters between chambers of commerce; as well as projects related to RMB payment and clearing systems, technical

co-operation and promotion of healthy food.

Participants and enterprises hope Macao will be able to play an integral role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, so that they can expand into new markets.

Guests participating in the opening ceremony included: the Vice Chairman of the National Committee of the Chinese People’s Political Consultative Conference (CPPCC), Edmund Ho Hau Wah; Portuguese Republic’s Secretary of State of Internationalisation, Eurico Brilhante Dias; Vice-Minister of Commerce of China, Gao Yan; Secretary for Economy and Finance of the Macao Special Administrative Region (SAR) Government, Leong Vai Tac; President of AICEP Portugal Global, Luís Castro Henriques; and Vice-President of the China Council for the Promotion of International Trade (CCPIT), Chen Zhou.

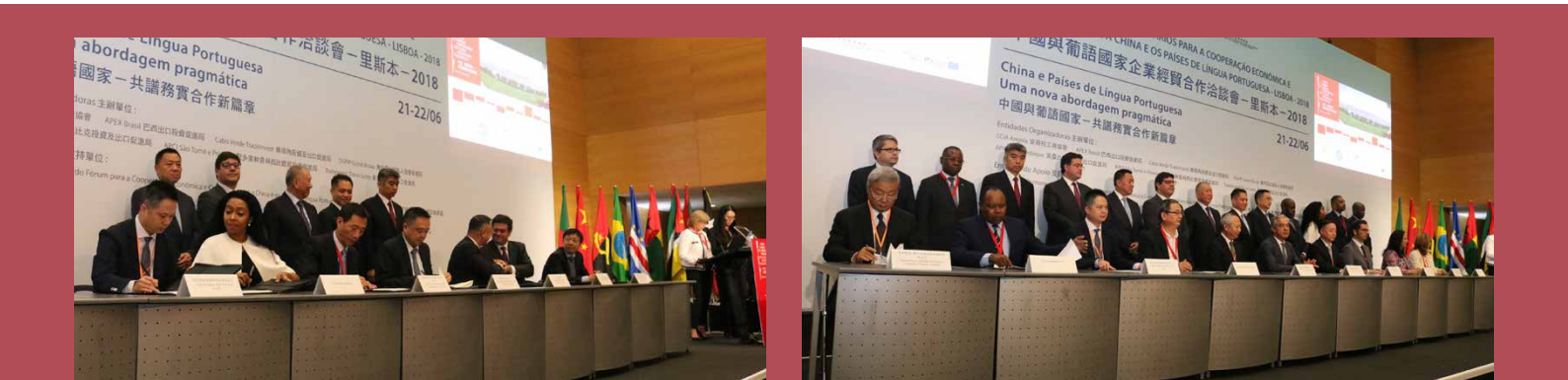
In his opening address, Secretary Leong Vai Tac stated that Macao is now working to build a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, which is the strategic positioning set by the Chinese Central Government for Macao SAR, but also a crucial way for the city to serve the country, as well as a key means to promote the moderate diversification of the city’s economy.

The efficient implementation of the “Belt and Road” initiative and improvements in Sino-Lusophone commercial and trade co-operation - which are aligned with Mainland China’s open-door policy - will create new development opportunities. Shanghai will host the first China International Import Expo in November 2018, which is expected to welcome 150,000 participants from around the world.





企業洽談會開幕典禮
Opening ceremony of the Entrepreneurs Meeting



企業洽談會簽約儀式
Agreement signing ceremony at Entrepreneurs Meeting

澳門服務國家所需、推動經濟適度多元可持續發展的重要路徑。國家開放政策、共建「一帶一路」倡議與「中國與葡語國家商貿合作」有效對接，將蘊藏著龐大的發展機遇。「首屆中國國際進口博覽會」將於2018年11月在上海舉行，預計將有15萬名來自全球各地的採購商參與。在國家商務部的支持下，澳門將組織代理葡語國家產品的澳門企業參展，協助葡語國家產品在這個重要的經貿平台上展示，把澳門的中葡商貿服務平台功能與國家開放政策和「一帶一路」建設有機結合。

探索新市場

梁維特表示，在國家的支持下，「中葡合作發展基金」總部已於2017年6月落戶

With the support of the Ministry of Commerce, Macao will organise a delegation of local enterprises that distribute products from Portuguese-speaking Countries to attend the event in Shanghai. The goal is to introduce these products to this important business and trade platform, and integrate Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries with the country's open-door policy and the construction of the "Belt and Road" initiative.

Exploring new markets

According to Secretary Leong, with the support of the Central Government in

June 2017, the headquarters of the China-Portuguese-speaking Countries Co-operation and Development Fund (CPD Fund) opened in Macao. The CPD Fund further strengthens the communication between Macao and its partners from Portuguese-speaking Countries.

The city is striving to promote the development of a featured financial industry, which is focused on financial leasing, wealth management, RMB clearing business and other areas. Together with the establishment of the financial service platform between China and Portuguese-speaking Countries, the CPD Fund provides financial support to enterprises both from China and Portuguese-speaking Countries, which



澳門，讓澳門與葡語國家項目方的聯繫進一步加強，澳門正致力推動特色金融產業發展，重點包括融資租賃、財富管理、人民幣清算業務等，結合中葡金融服務平台的構建，為中葡企業提供金融支持，澳門服務平台的內涵不斷充實。他期望未來有更多金融機構支持和參與澳門的平台建設，考慮與澳門建立合作關係或到澳門設立分支機構，共同為中葡商貿合作培育新動能，創造更多的商機。

與會的企業均表示，今次洽談會收穫甚豐。有本地的科技企業稱，憑借國家「一帶一路」倡議，依托澳門作為中葡平台的優勢，推進葡語國家的合作是公司發展業務上的重點規劃。通過澳門開展葡語國家市場具備文化、中葡人才及產業合作資源共享這三個優勢。公司首階段重點是繼續推進已在巴西開展的金融產業項目，以及通過巴西將業務輻射至其他南美國家；次階段著手開展與葡萄牙企業的合作項目，並依托葡萄牙往歐盟發展。未來也會研究把一些在澳門較成功的項目、科技類核心技術、商業模式、前沿的科技創新等，通過澳門平台與葡語國家合作走出去。

有首次聯同澳門企業開拓葡語國家市場的內地企業表示，公司自身對拓展其他葡語國家市場感興趣，今次與澳門企業合作，除了是相信夥拍企業的實力外，亦基於澳門的中葡平台優勢，相信是次合作不但能把握全球智能化發展的趨勢，亦有利提升澳門科技領域的競爭力。

由梁維特率領、澳門貿易投資促進局組織之一行近 60 人的澳門企業家代表團赴葡萄牙除參加洽談會外，期間還參觀當地工業及物流園和基建企業。

2019 年的洽談會將於聖多美和普林西比舉行。■

will also enrich the content of the service platform itself. Secretary Leong expects more financial institutions to support and take part in the platform's construction, by considering establishing a co-operation partnership with Macao or setting up a branch office in the city, in a bid to jointly generate new business opportunities and trade collaboration between China and Portuguese-speaking Countries, while more and more business opportunities will also be created.

Enterprises that participated in this year's Entrepreneurs Meeting said they achieved productive results. A local technology company said that by relying on China's "Belt and Road" initiative and the advantages of Macao as a co-operation platform between China and Portuguese-speaking Countries, the company's top priority was to enhance co-operation with Portuguese-speaking Countries. To explore the markets of Portuguese-speaking Countries via Macao, enterprises would be able to take advantage of three areas: culture, bilingual professionals fluent in Chinese and Portuguese and industry co-operation resources. A representative of the tech company, which is currently focusing on the financial projects that it launched in Brazil, said it now expects their business to expand to other countries in South America. Later during the next phase, the company will work on co-operation projects with Portuguese companies, and will expand its footprint to the European Union by relying on Portugal. In the future, it will

also study the feasibility of introducing some of its most successful projects to other Portuguese-speaking Countries by establishing partnerships through the Macao platform. Its projects offer different types of technologies and cutting-edge technological innovations, getting ready to "go global" in collaboration with Portuguese-speaking Countries.

One Mainland Chinese enterprise joined the Entrepreneurs Meeting for the first time in search of business opportunities with Portuguese-speaking Countries. According to its representative, the enterprise is interested in expanding its business to Portuguese-speaking Countries. By co-operating with Macao companies and having faith in their strength, the Mainland Chinese enterprise expects to make use of Macao's advantages as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. The enterprise believes that this co-operation model would not only be in line with the trend of global intelligent development, but would also enhance the competitiveness of Macao's science and technology sector.

Organised by the Macao Trade and Investment Promotion Institute (IPIM) and led by Secretary Leong, a delegation of about 60 entrepreneurs from Macao travelled to Portugal for this year's Entrepreneurs Meeting. During the event, the delegation also visited some local industrial and logistics parks and infrastructure enterprises.

The 2019 Entrepreneurs Meeting will be held in São Tomé and Príncipe. ■



中葡論壇創建成就十五載 Forum Macao celebrates 15 years of success

2003年10月，由中央發起的中葡論壇部長級會議首度在澳門舉行，至今已成功舉辦五屆。十五年來，澳門特區政府積極配合「中葡論壇」共五屆部長級會議並落實相關的《行動綱領》各項目標，努力發揮澳門在語言、文化、訊息服務等多方面的優勢，成為中國與葡語國家間的橋樑。

中國—葡語國家經貿合作論壇（澳門）常設秘書處秘書長徐迎真接受本刊訪問時表示，論壇成立十五年來，中國與葡語國家間積極開展互利合作，而在澳門特區政府的大力支持下，論壇已經成為中國與葡語國家商機對接、資源整合、信息溝通、共創機遇的重要平台。

「中葡論壇已成功召開了五屆部長級會議，為推動會議成果文件的落實，中方還專門成立了涉及經貿、農業、文化、醫藥衛生、人力資源等多個領域的部委組成的中方後續行動委員會，負責各自領域舉措的推進落實。通過各項舉措的落實到位，推動中國與葡語國家經貿關係不斷發展。」徐迎真說。

THE Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries has been successfully organised for five editions, since October 2003. For the past 15 years, the Macao SAR Government has been actively co-ordinating its efforts to achieve the objectives identified in the respective Strategic Plans approved in each Ministerial Conference, in order to strengthen Macao's advantages in terms of language, culture and information exchange, and to act as a platform between China and Portuguese-speaking Countries.

Xu Ying Zhen, Secretary-General of the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), also known as Forum Macao, stated in an interview with *Macao Image* that since the launch of Forum Macao 15 years ago, China and the Portuguese-speaking

Countries have been actively carrying out mutually beneficial co-operation. With the vigorous support from the Macao SAR Government, Forum Macao has become an important platform that enhances joint business opportunities, resource integration and exchange of information, while the two parties create opportunities through Macao based on the latter's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

“Forum Macao successfully hosted five editions of the Ministerial Conference. In an effort to promote the implementation of plans and measures that were announced during the conference, the Central Government has formed a special follow-up action committee consisting of ministries and commissions from various sectors, including economy and trade, agriculture, culture, medicine and health, and human



中葡論壇舉辦一系列活動以慶祝成立十五週年
Forum Macao has organised a number of activities to mark its 15th anniversary

她指出，2003年中葡論壇成立時，中國與葡語國家進出口貿易總額約110億美元，2017年這一數值已達1,176億美元，增長了十多倍，中國已經成為葡語國家最大的貿易夥伴。在投資領域，中國對葡語國家的直接投資額從2003年的5,600萬美元增加到2016年的56.99億美元，增長了約100倍。

另外，論壇影響力不斷提升。徐迎真提到，中國江蘇、湖南、天津、青島等省市和中國貿促會等機構都與論壇秘書處建立了合作關係。越來越多的中國內地、澳門和葡語國家的企業參加論壇秘書處舉辦的各類經貿促進交流活動，如產能對接會、企業經貿洽談會等。

平台角色

於2016年舉行的「中葡論壇」第五屆部長級會議上，中國政府提出了惠及葡語國家經濟社會發展以及進一步推動中葡合作的十八項舉措，當中有多項內容是與建

resources. This committee is responsible for the implementation of initiatives across respective fields,” Ms Xu told *Macao Image*. “By implementing these plans and measures, we promote the continuous economic and trade development between China and Portuguese-speaking Countries,” she added.

Ms Xu said that in 2003, when Forum Macao was established, the import and export trade between China and Portuguese-speaking Countries amounted to US\$11 billion. In 2017, the figure rose more than tenfold to US\$117.6 billion. Through this impressive growth, China has become the largest trading partner of the Portuguese-speaking Countries. In terms of investment, China directly injected US\$56 million into Portuguese-speaking Countries in 2003, and has increased by 100 times to US\$5.699 billion in 2016.

The influence of Forum Macao also continues to grow. Ms Xu said that a number

of provinces and cities across Mainland China such as Jiangsu, Hunan, Tianjin and Qingdao, as well as the China Council for the Promotion of International Trade, have all built collaborative relations with Permanent Secretariat of Forum Macao. More and more enterprises from Mainland China, Macao and the Portuguese-speaking Countries are taking part in various economic and trade promotion and exchange activities organised by Permanent Secretariat of Forum Macao, including meetings on industrial capacity co-operation and trade fairs.

Macao's role as a platform

At the 5th Ministerial Conference, in 2016, China announced 18 measures aimed at enhancing the economic and social development of Portuguese-speaking Countries and promoting co-operation. Various new policies related to the construction of the Macao Platform have been announced, including: the establishment of a financial services platform between China and Portuguese-speaking Countries, the formation of the China-Portuguese-speaking Countries Federation of Entrepreneurs, with a secretariat based in Macao; the establishment of a Chinese-Portuguese bilingual talent training base in Macao. Policies also include the establishment of a Centre for Cultural Exchanges between China and Portuguese-speaking Countries and the Youth Innovation and Entrepreneurship Centre for young entrepreneurs in China and the Portuguese-speaking Countries. Moreover, one of the measures was the plan to build the Complex of Commerce and Trade Co-operation Platform for China and Portuguese-speaking Countries, in a bid to provide substantial support for both parties in fields ranging from trade, investment, conventions and exhibitions, to culture.

According to Ding Tian, Deputy Secretary-General of the Permanent Secretariat of Forum Macao (appointed by the People's Republic of China), the series of measures is an indication of China's focus on Forum Macao and the construction of the

「我們認為，中葡論壇未來的發展，應當積極融入『一帶一路』倡議，將論壇自身機制優勢與『一帶一路』合作發展理念相結合。」

We believe that the future development of Forum Macao should be actively integrated into the 'One Belt, One Road' initiative, which include the advantages of Forum Macao and the co-operation and development attached to such initiatives.

中國—葡語國家經貿合作論壇（澳門）常設秘書處秘書長徐迎真

Xu Ying Zhen, Secretary-General of the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao)



設澳門平台相關的，包括：支持澳門特區打造中葡金融服務平台；成立中國與葡語國家企業家聯合會，秘書處設在澳門；在澳門建設中葡雙語人才培養基地；在澳門設立中葡文化交流中心、中葡青年創新創業交流中心；在澳門建設中葡商貿合作平台綜合體，為中國和論壇葡語國家在貿易、投資、會展、文化等多領域合作提供實質性支持。

中國—葡語國家經貿合作論壇（澳門）常設秘書處副秘書長丁恬認為，此一系列舉措體現了中方對論壇以及對澳門平台的重視，尤其是對加強中國和葡語國家合作的重視。目前，澳門特區政府正積極推進有關舉措的落實，大部分已經取得進展。

「澳門方於今年5月成立了澳門中葡企業家聯合會，以代表澳門參與〔中國與葡語國家企業家聯合會〕指導委員會，現正緊密協調相關文件的收集工作，以推進聯合會在澳門註冊事宜，期望以更貼近企業和市場需求的模式，促進加強中國與葡語國家企業之間的聯繫和交流合作。」中國—葡語國家經貿合作論壇（澳門）常設秘書處副秘書長吳愛華補充道。

Macao Platform, with a significant emphasis on the co-operation between China and Portuguese-speaking Countries. Currently, the Macao SAR Government is proactively implementing relevant measures, of which the majority have attained substantial progress, he noted.

The Deputy Secretary-General of the Permanent Secretariat of Forum Macao (appointed by the Macao SAR), Glória Batalha Ung, reiterated that the Macao Chinese and Portuguese Entrepreneurs Union Association was established in May 2018, which would be the city's representative body at the Steering Committee of the China-Portuguese-speaking Countries Federation of Entrepreneurs.

“We are now working closely to co-ordinate the collection of relevant documents, aiming to assist with the organisation's registration in Macao. The objective is to strengthen the connection, exchange and co-operation between China and Portuguese-speaking Countries in a way which is closer to the needs of enterprises and the market,” said the official.

Ms Ung, who is also a Executive Director of the Macao Trade and Investment Promotion Institute (IPIM), said her roles help to better integrate the resources of Forum Macao and IPIM, as well as to enhance communication and to provide more support for the Permanent Secretariat of Forum Macao through the organisation of economic and trade exchange activities.

She also expressed that her goal is to promote collaboration of industry capacity and finance, as well as to foster economic and trade relations between China and Portuguese-speaking Countries. IPIM will continue to host the International Infrastructure Investment and Construction Forum (IIICF), to organise trade delegations of finance and other industries from Mainland China and Macao to Portuguese-speaking Countries. Meanwhile, IPIM will continue to organise and participate in trade fairs and other business exchange activities in Mainland China, Macao and Portuguese-speaking Countries. These events include: the Macao International

吳愛華提到，同時作為澳門貿易投資促進局行政管理委員會執行委員，有助更好地結合兩個機構的資源和有助強化溝通，加強支援論壇秘書處開展經貿交流活動。

她亦稱，為了促進中國與葡語國家的產能及金融對接以及雙方的經貿往來，澳門貿促局將繼續舉辦「國際基礎設施投資與建設高峰論壇」、組織內地和澳門金融及其他相關行業赴葡語國家考察；同時繼續在內地、澳門、葡語國家舉辦及參與經貿會展交流活動，包括「澳門國際貿易投資展覽會」(MIF)、「澳門國際環保合作發展論壇及展覽」(MIECF)、「葡語國家產品及服務展」(PLPEX)等，以及在葡語國家輪流舉行的「中國與葡語國家企業經貿合作洽談會」和其他在內地及海外舉辦的經貿活動。而論壇秘書處在每年的工作計劃中，皆有組團赴內地省市開展考察和與當地企業座談，也有與貿促局合作，赴葡語國家開展貿易投資促進活動。

緊抓商機

隨著粵港澳大灣區內的城市之間聯繫日趨緊密，中國一葡語國家經貿合作

Trade and Investment Fair (MIF), the Macao International Environmental Co-operation Forum & Exhibition (MIECF), and the Portuguese-speaking Countries Products and Services Exhibition (PLPEX), the Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries which is held annually on a rotational basis among the Portuguese-speaking Countries, as well as trade activities in Mainland China and overseas. Similarly, the annual working plan of the Permanent Secretariat of Forum Macao also includes visits to Mainland China, collaboration with different provinces and cities in organising seminars and symposiums, as well as investment promotion activities of Portuguese-speaking Countries jointly organised with IPIM.

Seizing opportunities

Rodrigo Manuel Ferreira Brum, Deputy Secretary-General of the Permanent Secretariat of Forum Macao (representing

the Portuguese-speaking Countries), said he expects enterprises from Portuguese-speaking Countries to seize business opportunities due to the increasingly close ties between cities within the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area). Forum Macao, he stated, would be able to help in such endeavours.

“Forum Macao makes these opportunities known and boosts connection between companies and institutions, which can then be the basis of business decisions to be made by entrepreneurs and investors, thus eliminating delays in market research and exploration,” Mr Ferreira Brum told *Macao Image*. He added that enterprises and investors could take advantage of Macao’s role as a platform, particularly with the city’s highly efficient and transparent finance system.

In her comments to *Macao Image*, Ms Ung said that IPIM’s Guangzhou Representative Office helps strengthen the services to cities of the Greater Bay Area by providing further support – such as referrals, contact and

2017年中國與葡語國家進出口商品總值

Trade between Mainland China and Portuguese-speaking Countries in 2017 (US\$ mln)





中國—葡語國家經貿合作論壇（澳門）常設秘書處副秘書長羅德高

Rodrigo Manuel Ferreira Brum,
Deputy Secretary-General of the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao)



中國—葡語國家經貿合作論壇（澳門）常設秘書處副秘書長丁恬

Ding Tian, Deputy Secretary-General of the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao)



中國—葡語國家經貿合作論壇（澳門）常設秘書處副秘書長吳愛華

Glória Batalha Ung, Deputy Secretary-General of the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao)

論壇（澳門）常設秘書處副秘書長羅德高認為大灣區市場大且充滿動力；葡語國家的企業要從中緊抓商機，論壇亦可助一臂之力。

「論壇能有助確定市場有什麼機遇，加強企業與機構間的聯繫。這樣可以幫助到企業家和投資者作出業務上的決策，減少市場研究時遇到的延誤。」羅德高對本刊說。他亦認為，企業與投資者可利用澳門的平台優勢，尤其澳門有著高效、透明度高的金融系統。

吳愛華稱，透過澳門貿促局廣州代表處，加強面向大灣區內地城市的服務，為有意到澳門或葡語國家投資的企業提供轉介、聯絡及代辦行政手續等系列支援。

而在著力打造澳門成為中葡金融服務平台方面，吳愛華提到澳門貿促局於今年3月及6月分別與工商銀行及中國銀行簽署合作文件，共同推進葡語國家資產交易平台建設和特色金融發展。論壇常設秘書處將協助推動落實中葡金融項目，推動「中葡金融服務平台」建設。

精益求精

談及到論壇常設秘書處的優化工作，在加強宣傳力度方面，徐迎真說論壇除了

liaison, as well as administrative assistance – to enterprises who plan to invest in Macao or Portuguese-speaking Countries.

While discussing the efforts on constructing a financial services platform between China and Portuguese-speaking Countries, Ms Ung mentioned about the two co-operation protocols that IPIM signed with ICBC and Bank of China respectively in March and June this year, aiming to jointly implement the construction of the asset exchange platform for Portuguese-speaking Countries, as well as the development of featured financial services. The Permanent Secretariat of Forum Macao will strive to promote the implementation of these financial projects and the establishment of a financial services platform between China and Portuguese-speaking Countries.

Striving for perfection

With respect to the optimisation of the Permanent Secretariat of Forum Macao, Ms Xu said that in order to improve the effectiveness of the body's promotional and marketing efforts, apart from scheduled

future visits to provinces and cities in Mainland China and Portuguese-speaking Countries, Forum Macao is also leveraging its interaction with media across Mainland China, Macao and Portuguese-speaking Countries, and with students through visits to campuses, to expand its promotional channels.

Ms Xu also mentioned that, in an effort to strengthen communication and information exchange with departments responsible for the Forum Macao affairs and trade promotion organisations of the Portuguese-speaking Countries, the Permanent Secretariat of Forum Macao modified its annual outbound visit plan to include all the Portuguese-speaking Countries, compared with visiting only some of them in the past.

In addition, the course subjects for participants attending the Workshops for Portuguese-speaking Countries are mainly arranged according to the economic development needs of related countries, and in accordance with participants' requirements. Forum Macao will pay more attention to organising training in the form of classroom discussion and field visits, while

中國與葡語國家文化論壇

FÓRUM CULTURAL ENTRE A CHINA E OS PAÍSES DE LÍNGUA PORTUGUESA

2018 ● 07 ● 07 ● 08



每年有計劃地訪問內地省市並遍訪葡語國家外，還加強與中國內地、澳門和葡語國家的媒體接觸，開展走進校園等活動，不斷拓展論壇的宣傳渠道。

她亦提到，為加強與各葡語國家負責論壇和經貿事務的部門的聯繫和交流，秘書處由每年訪問部分葡語國家改為每年遍訪所有葡語國家。

另外，在葡語國家學員培訓方面，研修領域主要是根據各葡語國家的經濟發展需求和學員的訴求來安排，論壇將更加重視採取課堂討論學習和實地考察的形式組織研修，同時考慮進一步提高研修的專業性和針對性、豐富研修的形式，進一步加大加深學員對相關領域知識的了解以及對中葡經貿合作發展和澳門平台的認識。

「我們認為，中葡論壇未來的發展，應當積極融入『一帶一路』倡議，將論壇自身機制優勢與『一帶一路』合作發展理念相結合；同時，應繼續打造好澳門中國與葡語國家商貿合作服務平台，既通過澳門平台使中葡合作獲得更大發展，又使澳門在平台建設過程中獲得多元化的發展。」徐迎真總結論壇常設秘書處的未來工作方向。 ■



1,175.9億美元

2017年中國與葡語國家進出口總額

US\$117.59 billion

Value of trade between the Mainland and Portuguese-speaking Countries in 2017

it is also considering to further enhance the professionalism together with the focus of these courses, so that the training model is enriched and participants will have a more in-depth understanding about the development of China and Portuguese-speaking Countries economic and trade co-operation, as well as the Macao platform.

“We believe that the future development of Forum Macao should be actively integrated into the ‘One Belt, One Road’ initiative, which include the advantages of Forum Macao and the co-operation and development attached to such initiatives,” stated Ms Xu.

She concluded: “At the same time, we should continue to build the Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries; on one hand we can achieve further development through such co-operation, and on the other, Macao will benefit from the diversification of its economy through the construction of the city as a Platform.” ■

基礎建設高峰論壇有效促進 「一帶一路」國家創新及一體化

IIICF successfully drives innovation, boosts connectivity for 'Belt and Road' countries

由國家商務部、中央人民政府駐澳門特別行政區聯絡辦公室和澳門特別行政區政府指導，中國對外承包工程商會與澳門貿易投資促進局共同主辦，「第九屆國際基礎設施投資與建設高峰論壇」（以下簡稱「基建論壇」）於2018年6月7至8日在澳門成功舉行。

本屆基建論壇主題為「培育發展新動能 促進基礎設施建設與互聯互通」，在為期兩天的活動中安排了14場專題論壇、主題論壇、平行論壇及活動、60個展位、超過160場商務會談及簽署了17份合作項目協議，其中3個合作項目涉及中國與葡語國家合作。

澳門特別行政區政府行政長官崔世安致辭時表示，「基建論壇」是各國交流「一帶一路」合作經驗、豐富合作成果的重要平台。澳門能夠善用平台、發揮優勢，以學習新經驗、新技術，增強自身競爭力，並有利於助力促進沿線國家的基建合作。他還表示，繼續發佈《「一帶一路」國際基礎設施發展指數》、《「一帶一路」國家基礎設施發展報告》，為推動設立基建領域的指標體系提供參考數據。

本屆基建論壇吸引了66個國家和地區，逾1,800位代表參會，其中包括56位部長級以上的政府官員以及逾630家涉及2017年財富世界500強的企業、國內外金融投資機構、國際承包商、諮詢服務機構以及產業鏈服務供應商等一同討論基礎設施發展，創新進行國際合作，技術改革及促進「一帶一路」國家之間的互聯互通。

活動首日舉辦了兩場主題論壇：「培育基礎設施發展與國際合作的新動能—中國新時代世界新機遇」及「培育基礎設施發展與國際合作的新動能—創新驅動的力量」。

在主題論壇上，嘉賓討論了中國與「一帶一路」國家的合作，以及這些國家在能源開發、交通及運輸、電力、通信、港口等方面的基礎設施計劃和需求，探討如何通過跨國價值鏈合作促進全生命週期綠色建築理念，並認同產業鏈上下游應通力合作以實現共同目標。

基建論壇第二天舉行的平行會議上，主要討論了港珠澳大橋和粵港澳大灣區的發展，參與大灣區對澳門的發展起到了舉足輕重的作用。

「第十屆國際基礎設施投資與建設高峰論壇」將於2019年5月30至31日在澳門舉行。

澳門積極參與「一帶一路」建設

澳門貿易投資促進局主席張祖榮表示，今屆基建論壇達到了三個重要目標，一是為國際基礎設施發展和合作提供了新思維；二是促進了國際間的發展資訊互聯互通和交流；三是澳門參與建設「一帶一路」的角色進一步突顯。「港珠澳大橋與粵港澳大灣區發展」平行論壇及「中國—葡語國家基礎設施建設研討會」，均充分發揮

THE 9th International Infrastructure Investment and Construction Forum (IIICF), led by the Ministry of Commerce of the People's Republic of China, the Liaison Office of the Central People's Government in the Macao SAR and jointly organised by the China International Contractors Association and the Macao Trade and Investment Promotion Institute (IPIM) was successfully hosted in Macao from June 7 to 8, 2018.

“Fostering New Drivers of Development to Boost Infrastructure Construction and Connectivity” was the theme for this year, the two-day event featuring 14 forums, symposiums, parallel sessions, 60 exhibitor booths, over 160 business meetings and matching sessions. A total of 17 co-operation project agreements were signed during the event. Three of those agreements are collaborations between China and Portuguese-speaking Countries.

In his IIICF welcome address, Macao Chief Executive Chui Sai On said: “The International Infrastructure Investment and Construction Forum is an important platform for all countries along the ‘Belt and Road’ to share their experiences and enrich the achievements of co-operation. By giving full play to its platform and advantages, Macao is able to gain new experience and technology and enhance its competitiveness, and eventually contribute to the infrastructure collaboration with the ‘Belt and Road’ countries.”

He also said that “The Belt and Road Infrastructure Development Index” and the “Annual Report on Development of the Belt and Road



活動首日舉辦了兩場專題論壇
Two thematic forums were held on the first day of IIICF



1,800

位代表參與是次基建論壇
Delegates took part
in this year's IIIICF

了澳門的平台和區位優勢，以貿易暢通、資金融通、民心相通等作為著力點，為「一帶一路」建設作出貢獻。

中國對外承包工程商會會長房秋晨認為本次基建論壇主題鮮明、參與廣泛和形式創新。他指出論壇確實凝聚了各方共識、推動了務實合作、具權威性的資訊發佈引領行業趨勢並有效促進澳門與區域經濟協同發展。

國際基礎設施投資與建設高峰論壇不斷壯大

澳門建造商會理事長鄧漢昌表示，商會自首屆基建論壇與內地主辦方中國對外承包工程商會簽署諒解備忘錄後，於2013年至今一直作為論壇的協辦單位，可謂見證著建基論壇的發展與本地企業利益的結合和成長。

他認為雖然本地企業在國際基建中，人力資源及財力不足，但隨著多個大型酒店建設陸續落成，當中所牽涉的跨地域管理團隊緊密合作和會使本地企業累積豐富的管理經驗，加上澳門獨特的國際地位、語言優勢、國際工程規範及與葡語國家的各項頻繁交流，均顯示出本地企業獨具優勢。PI

Construction” would continue to be released to provide statistics for the infrastructure sector.

More than 1,800 delegates from 66 countries and regions, including 56 ministerial level officials and guests from 630 enterprises related to the Forbes 500 of 2017, financial institutes from home and abroad, international contractors and consultancy institutes, as well as industrial chain service providers came together and discussed infrastructure development, international co-operation through innovation, technological changes, and promoted the connectivity among the countries covered by the “Belt and Road” initiative.

Two thematic forums were held on the first day of the event: “Cultivating New Drivers for Infrastructure Development and International Cooperation - New Era of China, New Opportunities of the World” and “Cultivating New Drivers for Infrastructure Development and International Cooperation - Innovation-driven Momentum”.

During these forums, delegates discussed the co-operation between China and the “Belt and Road” countries, as well as the infrastructure plans and needs of these countries in the fields of energy exploitation, road and transportation, electricity, network and wharf. They also looked into how to promote green architecture in whole-life-cycle of construction through the co-operation of transnational value chains, and agreed that the upstream and downstream parts of the industrial chains should work closely together to reach a common goal.

Throughout the parallel sessions on the second day, the development of the Hong Kong-Zhuhai-Macao Bridge and Guangdong-Hong Kong-Macao Greater Bay Area were the main



17

簽訂合作協議
Co-operation
agreements signed

topics of discussion. Apparently, it plays a pivotal role in Macao's participation in the growth of the Greater Bay Area.

The 10th IIICF will be held from May 30 to 31, 2019 in Macao.

Macao's role in the development of 'Belt and Road'

IPIM's President Jackson Chang said three important objectives were reached at this year's IIICF. First of all, the forum provided innovative ways of thinking on international infrastructure development and co-operation. Secondly, it enhanced the interconnection and exchange of information for development on an international level. Lastly, and even more importantly, Macao's role in the development of the "Belt and Road" initiative made a major breakthrough.


This year's parallel session on the Hong Kong-Zhuhai-Macao Bridge and the Guangdong-Hong Kong-Macao Greater Bay Area Development and the Infrastructure Construction Seminar of China and Portuguese-speaking Countries highlighted the function of Macao's role as a platform and its regional advantages to contribute

to the construction of the "Belt and Road" initiative through unimpeded trade, financial integration, and people-to-people bonds.

Fang Qiuchen, President of the China International Contractors Association, said this year's forum presented a very clear theme with excellent participation and innovative formats. He added that IIICF enables parties to come together to reach a consensus; promotes co-operation; guides industry trends in an authoritative manner and boosts the co-ordinated development between Macao and the regional economy.

IIICF goes from strength to strength

Tang Hong Cheong, President of the Macao Construction Association, said that when he first joined IIICF, the association signed a memorandum of understanding with China International Contractor, one of the forum's organisers. Then in 2013, he became a co-ordinator and he has thereafter watched IIICF grow from strength to strength and also witnessed how local enterprises benefit from the forum each year.

Mr Tang said he believes that while local companies may not have enough human resources and financial capital, the international role that Macao now plays is a tremendous benefit for local companies. The management experience gained from the arrival of major international hotels in Macao is a tremendous advantage for local companies, he added. Macao also plays a special international role with its multilingual society, international technical standards and its close ties with Portuguese-speaking Countries in various areas. All of these are demonstrating the unique fortes of Macao companies, stated Mr Tang. 



粵澳名優商品展成效豐碩 Guangdong & Macao Branded Products Fair generates lucrative returns

由澳門貿易投資促進局、廣東省商務廳聯合主辦的「2018 粵澳名優商品展」已於7月27至29日假澳門威尼斯人舉行。為期三天的展會吸引大批市民及旅客參觀，入場人次與去年相若，場內設置了382個展位，不少展商反映銷情理想。

「2018 粵澳名優商品展」展場面積達9,000平方米，設有廣東省名優商品展示區、澳門特色商品展區、以「粵澳10週年碼頭」為主題的「粵港澳大灣區展區」、「一帶一路」展區、新設「粵澳青創力展區」及特設貴州省從江縣展區。其中，廣東省今年共組織了132家企業、「澳門特色商品展區」共組織了112家企業、「一帶一路」展區共組織了44家企業參展。展會期間還舉辦了「粵港澳大灣區商務機構圓桌會議」、「澳門與從江經貿推廣合作系列」之『品牌包裝與展覽的行銷策略』— 實踐分享會、「青創故事你與我」分享會及商品推介會，協助企業把握大灣區發展商機。

澳門貿易投資促進局於「2018 粵澳名優商品展」開幕儀式上，簽署了5份合作備忘錄及合作協議。澳門貿促局分別與惠州商務局簽訂《惠州澳門聯合參與「粵港澳大灣區」經貿合作備忘錄》、與東莞商務局簽訂《東莞澳門聯合參與「粵港澳大灣區」經貿合作備忘錄》、

JOINTLY organised by the Macao Trade and Investment Promotion Institute (IPIM) and the Department of Commerce of Guangdong, the Guangdong & Macao Branded Products Fair 2018 (2018GMBPF) was held at the Venetian Macao from 27 to 29 July. The three-day fair attracted a large number of residents and visitors, which was on par with last year. There were also 382 booths at the event and most exhibitors reported a satisfying sales performance.

The 2018GMBPF was held over a large exhibition area, spanning an impressive 9,000 square metres of space. This year's fair featured an array of exhibition areas including the "Guangdong Province Branded Products Exhibition & Sales Area", "Macao Featured Products Area", "Guangdong-Hong Kong-Macao Bay Area Exhibition Area" with the theme "Guangdong-Macao 10th Anniversary Pier", "Belt and Road Exhibition Area", the newly-established "Guangdong-Macao Young Entrepreneur Exhibition Area", and a special exhibition area for Congjiang county of Guizhou. The Guangdong province



與江門市商務局簽定《聯合參與「粵港澳大灣區」經貿合作備忘錄》、與肇慶市商務局簽定《聯合參與「粵港澳大灣區」經貿合作備忘錄》，從江縣投資促進局也與中國國貨公司簽訂《戰略合作協議》。

豐富體驗

今屆粵澳名優商品展繼續與「澳門國際品牌連鎖加盟展」(MFE) 同期舉行，同時喜迎十週年，場內參展商種類繁多，設有豐富表演節目，從不同方面為市民及旅客提供更佳的消費及玩樂體驗。展場內設有多個「打卡點」及「遊戲點」，結合澳門作為中國與葡語國家商貿合作服務平台等獨特優勢、粵澳名優商品展十週年吉祥物「巴巴」及一眾好友們以及VR技術等，推出「粵澳10週年碼頭」、「粵澳花園」、「四圍葡」、「巴巴船長尋寶之旅」等，吸引不少與會者拍攝及親身試玩。今年展會首次引進虛擬實境VR科技，透過VR線上商品目錄，讓大眾能率先在展前一睹各項創新商品。今年名人廚房特別請來澳門名廚Antonieta Manhão，與同樣是「創意城市美食之都」的順德名廚何惠洪同場進行廚藝比試。還有兩地傳統美食傳人為大眾講述美食背後有趣的歷史故事，以及帶來多款美味小吃供大家品嚐。

此外，大會還組織參展參會客商參加社區經濟導覽團，讓客商更深入了解澳門社區的經濟發展狀況，帶動社區經濟和惠及本澳中小企業，亦擴大展會成效。

緊密聯繫

參展商普遍認為今屆展覽人流理想，宣傳成效佳。有公司與其他展商洽談合作，亦有公司表示今次參展除了B2C之外，也有助尋求B2B合作夥伴，不論展銷產品或尋求合作，均達到預期成效。

貴州省從江縣首次派出企業參展「粵澳名優商品展」，共11家龍頭企業參與，主要涉及大米、香豬、雞蛋等農產品。從江縣縣長涂剛表示，澳門特區政府、澳門中聯辦及從江縣政府於今年5月簽訂了多份合作協議，明確澳門將從教育、會展及經貿合作等方面

was represented at 2018GMBPF by about 132 enterprises, while the “Macao Featured Products Area” attracted approximately 112 enterprises. A total of 44 companies set up their booths at the “Belt and Road Exhibition Area”. Events such as the “Roundtable Conference of Guangdong-Hong Kong-Macao Greater Bay Area Commercial Organisations”, “Macao-Congjiang Co-operation on Trade and Economics Series – Marketing Strategies for Branding and Exhibitions”, “Sharing Session on Young Entrepreneurship” and product promotional sessions were also held during the fair, aiming to help enterprises seize business opportunities for the future development of the Greater Bay Area.

An aggregate of five co-operation memorandums and agreements were signed during the opening ceremony of 2018GMBPF. IPIM respectively signed: the “Economic and Trade Co-operation Memorandum on Huizhou and Macao Jointly Participating in the ‘Guangdong-Hong Kong-Macao Bay Area’” with the Bureau of Commerce of Huizhou Municipality; the “Economic and Trade Co-operation Memorandum on Dongguan and Macao Jointly Participating in the ‘Guangdong-Hong Kong-Macao Bay Area’” with the Bureau of Commerce of Dongguan City; the “Economic and Trade Co-operation Memorandum on Jointly Participating in the ‘Guangdong-Hong Kong-Macao Bay Area’” with the Jiangmen Bureau of Commerce; and the “Economic and Trade Co-operation Memorandum on Jointly Participating in the ‘Guangdong-Hong Kong-Macao Bay Area’” with the Bureau of Commerce of Zhaoqing City. In addition, the Investment Promotion Bureau of Congjiang County signed a “Strategic Co-operation Agreement” with China Products Company.

Enhanced experience

The latest edition of GMBPF was held concurrently with MFE, both marking their respective 10th anniversaries this year. In celebration of these milestones, there were a wide variety of exhibitors at the venue, with a rich performance programme to create a better shopping and entertainment experience for residents and visitors from around the world. The event featured a large number of “check-in points” and “game corners”, detailing the advantages of Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries; also on site was the show’s mascot “Ba Ba” and its friends, and the opportunity for visitors to take part in Virtual Reality (VR) experiences; all as part of celebrations to mark the 10th anniversary of GMBPF. These promotional activities helped launch a number of creative offerings at the venue, including “Guangdong-Macao 10th Anniversary Pier”, “The Florist’s Garden”, “Stroll and Seek” and “Ba Ba Treasure Hunt”, attracting many visitors to play and to take photos.

VR technology was also used at GMBPF for the first time: an online VR catalogue enabled the public to find information on a variety of innovative products showcased before the exhibition. In addition, Antonieta Manhão, a renowned chef from Macao,



簽約儀式
Agreement signing ceremony



展場多個「打卡點」及「遊戲點」現人龍
Visitors queuing at "check-in points" and "game spots" inside the venue



「粵澳10週年碼頭」
"Guangdong-Macao 10th Anniversary Pier"



名人廚房澳門順德名廚廚藝比試
Macao-Shunde Cooking Battle at the Celebrity Cooking Live Show



從江縣首次派出企業參加「粵澳名優商品展」
A delegation of Congjiang county took part in GMBPF for the first time



大會組織參展商參觀澳門社區
Guided tours were arranged for exhibitors to explore local neighbourhoods

2018 粵澳名優商品展

2018 Guangdong & Macao Branded Products Fair

**9,000**平方米
square metres**382**展位
booths**132**來自廣東省的參展企業
companies from Guangdong**112**來自澳門的參展企業
companies from Macao**44**來自一帶一路沿線地區的參展企業
companies at the
'Belt and Road Exhibition Area'**5**簽訂合作協議
co-operation memorandums
and agreements

協助從江脫貧，在此框架下，大會為從江企業是次參展提供了不少便利。他認為是次展會規模大、參與人數眾多，為內地企業走進澳門市場構建了一個良好的平台，讓澳門民眾認識從江優質的農產品之餘，也深化澳門與從江企業之間的合作交流。展望未來，他認為本次參展是兩地合作的開端，期望於10月再次組團赴澳參加「澳門國際貿易投資展覽會」(MIF)，推動更多從江產品打入澳門市場。

「2018 粵澳名優商品展」閉幕後，主辦單位將所有參展商資料及商品圖片上載到網站作長期性推廣。如欲尋回喜愛的名優商戶及產品，可瀏覽「粵澳名優商品展」官方網站：www.guangdongmacaofair.com。

「2019 粵澳名優商品展」聯同「澳門國際品牌連鎖加盟展 2019」將於2019年7月26至28日舉行。 

was invited to attend the event, as was He Huihong, a chef from Shunde, a city in Guangdong that was also designated by UNESCO as a “Creative City of Gastronomy”. While Antonieta Manhão and He Huihong performed a cooking competition, there were also food lovers from both places that explained the history behind the food and introduced a variety of delicious snacks to the public.


The organisers also put together guided tours for exhibitors so that they could explore local neighbourhoods. The aim of these tours was to offer a deeper insight into the economic development of the city, to boost community economies, to benefit local SMEs and to increase the effectiveness of the fair.

Closer ties

Exhibitors were happy with the number of visitors and also the promotions, which they said were very effective. By participating in the 2018GMBPF, enterprises discussed co-operation with other exhibitors and others said that in addition to B2C partners, they were also able to establish B2B partnerships. Exhibitors reported that the event allowed them to achieve their respective goals in terms of product sales and partnerships.

Eleven leading enterprises from Congjiang county of Guizhou province participated in the GMBPF, showcasing their agricultural products such as rice, pork, eggs and more. It was the first time for the county to send a delegation to the event. Tu Gang, Magistrate of Congjiang County, said that a number of co-operation agreements were signed in May between the Macao SAR Government, the Liaison Office of the Central People's Government in the Macao SAR and the Congjiang County Government. These agreements confirm that Macao will assist to alleviate poverty in Congjiang County by means of education, MICE (meetings, incentives, conventions and exhibitions) and trade co-operation. Under this framework, the organisers of GMBPF gave Congjiang County good access to much facilitation. According to Mr Tu, being a large fair with a huge number of visitors, GMBPF created a sound platform for Mainland China's enterprises to enter the Macao market, giving local residents and visitors the opportunity to learn about quality farm products from Congjiang. The collaboration and exchange between enterprises from the two cities also improved significantly. Looking ahead, he believes that participation at this year's GMBPF is only the beginning of the co-operation between Congjiang and Macao. He plans to return once again with his delegation in October to participate in the 23rd Macao International Trade and Investment Fair (MIF), bringing more products from his hometown to Macao.

Following on from 2018GMBPF, all exhibitor information and product photos are available online for long-term promotion. If you want to find your favourite merchants and products, you can browse the GMBPF official website: www.guangdongmacaofair.com.

The Macao Franchise Expo 2019 and the Guangdong & Macao Branded Products Fair 2019 will be held from 26 to 28 July, 2019. 



澳門國際品牌連鎖加盟展(MFE)盡顯平台作用 Macao Franchise Expo (MFE) successfully showcases its role as a platform

「澳門國際品牌連鎖加盟展2018 (2018MFE)」於7月27日至29日在澳門威尼斯人舉行。今年MFE踏入第十年，展場面積超過6,000平方米，秉承「品牌無限延伸，商機一觸即發」的理念，吸引超過150家來自中國內地、捷克、日本、馬來西亞、巴基斯坦、葡萄牙、越南以及港澳台地區等展商，設置逾200個展位，涵蓋餐飲、服務、零售、品牌代理、教育、電子商貿及潮流服飾等行業。為期三天的展會入場人次與2017年相若，其中專業觀眾超過6,000人次。

2018MFE由澳門貿易投資促進局、澳門國際品牌企業商會、澳門連鎖加盟商會、巴西特許經營商會、社團法人台灣連鎖加盟促進協會及香港專利授權及特許經營協

會共同主辦。三天展會的商業配對洽談區共進行了111場洽談配對，洽談內容涉及餐飲、特許經營、品牌代理、品牌再包裝、數據平台、零售、教育及項目招商等。大會三天安排簽署了10份項目，內容涉及政府間的商務合作、推進澳門零售行業走進大灣區戰略合作、酒店特許經營、飲品代理銷售、澳門品牌參與活化舊區項目、3D打印設備代理、兒童攝影合作及教育中心特許經營等。簽約方來自中國內地、澳門及香港。

今年還首設「粵港澳大灣區商務區」，粵港澳大灣區的經貿機構駐場並設置櫃檯，為與會人士提供商務諮詢。今年繼續設置的美食街，共有超過20個特色美食攤位，加上同期舉行的「粵澳名優商品展」所設

THIS year marked the 10th anniversary of the Macao Franchise Expo (MFE), which was held at The Venetian Macao from 27 to 29 July.

Themed “Brand Expansion Continues, Business Opportunities to Be Seized”, 2018MFE attracted more than 150 exhibitors from Mainland China, the Czech Republic, Japan, Malaysia, Pakistan, Portugal, Vietnam, Hong Kong, Macao, Taiwan and more. More than 200 booths at the exhibition venue with a exhibition area of 6,000 square metres covered a cross-section of industries, including catering, services, retail, brand agencies, education, E-commerce, fashion and others. The total

的澳門及順德美食，藉此帶動兩展人潮，讓與會者在品嚐不同的特色美食同時，發掘加盟商機。

加設新零售元素

展會的重點活動之一「國際品牌連鎖加盟商機論壇」則邀請了來自中國內地、日本、葡萄牙、新加坡等地的連鎖加盟、國際品牌商協會、業界領袖及企業等代表，分享並相互交流，讓本地企業掌握最新市場發展趨勢。第二環節由澳廣視電視節目《品味商學》邀請海內外企業家，探索消費升級新時代下的商業哲學。除現場約 140 人參與外，精彩的活動內容還在電視及網上轉播，其中線上有逾 12 萬人次同步觀看。

今年 MFE 特設新零售展區，向與會者介紹用於零售的最新技術。展示人面識別機械人、無人咖啡機及無人榨汁機等體驗，同時加入新連鎖業務發展的支援服務，如 IT 支援；電商物流、企業顧問、電子/快速支付等，讓企業家和創業者探索更大的轉型創業商機。

number of visitors attending the three-day event was similar to that of 2017, while the number of trade visitors exceeded 6,000.

The 2018MFE was jointly organised by the Macao Trade and Investment Promotion Institute (IPIM), the Macao International Brand Enterprise Commercial Association (MIBA), the Macao Chain Stores and Franchise Association (MCFA), the Brazilian Franchise Association (ABF), the Association of Chain and Franchise Promotion, Taiwan (ACFPT) and the Licensing & Franchising Association of Hong Kong (HKLFA).

During the three-day expo, a total of 111 business matching sessions were conducted, covering business sectors from catering, franchising, brand agencies, rebranding, data platforms, retail, education, and investment project recruitment. A total of 10 co-operation protocols were signed, covering projects related to intergovernmental co-operation

in business promotion; promotion of the retail industry of Macao into the strategic co-operation of the Greater Bay Area; hotel franchising; beverage product distribution; Macao brand involvement in the revitalisation of old districts; 3D printing device distribution; kids' photography co-operation and franchise of education centres. The signatories were primarily from Mainland China, Macao and Hong Kong.

The "Guangdong-Hong Kong-Macao Bay Area Business Zone" also made its debut at MFE this year. Economic and trade institutions in the Greater Bay Area set up counters in the zone to provide business consultation services to participants.

The well-received "Gourmet Avenue" returned to MFE again, featuring more than 20 booths and offering culinary specialties. Together with the synergetic promotion of Macao and Shunde cuisines at the Guangdong & Macao Branded Products Fair (GMBPF), the two concurrent exhibitions allowed visitors to savour a variety of cuisines and explore new business opportunities.

澳門國際品牌連鎖加盟展2018 2018 Macao Franchise Expo



6,000

平方米
square metres



150+

參展商
exhibitors



6,000+

專業觀眾
professional visitors



111

商業配對洽談區
business matching
sessions



200+

展位
booths



10

簽訂合作項目
co-operation
agreements signed

Smart retail element

One of the key activities of the year – the "Forum on Chain and Franchise Business Opportunities of International Brands" – brought representatives of franchises, international brand associations and enterprises from Mainland China, Japan, Portugal and Singapore together to share their insights and allow local companies to get a grasp of the latest trends of the market.

The second session was a TDM television programme called "Business Elite", inviting local and overseas entrepreneurs to discuss new marketing opportunities and business philosophies in an era where consumption is on the rise. In addition to the 140 participants, live broadcasting was also available online, attracting over 120,000 viewers.

The "Smart Retail Zone" was set up to showcase the latest trends in retail, showcasing face-recognition robots, automated coffee machines and unmanned juice bars. Supporting services for innovative



中葡電子商務商會常務副會長馬俊
Johnny Ma, Executive Vice Chairman of the Sino-Portuguese E-Commerce Chamber



澳門蛋撻王集團有限公司董事長白自力
Bai Zili, Managing Director of Macau Egg Tart King Group



傢俬設計及生產商Commune澳門區董事劉泳思
Wensie Lao, Director of Macao Region of Commune



澳門速賣科技有限公司創辦人及執行總裁林思朗
Jack Lam, Founder and CEO of Speedking Technology

中葡電子商務商會今年亦協助組織企業參展。該會常務副會長馬俊表示，今次是商會首次組織會員企業參展，主要是因為今屆 MFE 加入新零售元素。作為主力發展電商及跨境電商的組織，希望透過參展推動更多企業利用新零售模式拓展業務。當中強調線上線下銷售相結合，線上展示產品可以吸引消費者，從而支持線下銷售。他指出，新零售不僅是創業新模式，亦是連鎖加盟企業的發展新模式，尤其是年青人較易接受新零售元素，在利用連鎖加盟創業時，新零售元素會發揮更大作用。

澳門蛋撻王集團有限公司董事長白自力表示，該公司於 2008 年成立，主打冰皮蛋撻。由於以低溫冷凍技術生產，並採用真空包裝，產品材料均以優質和安全為先，且可以在一日內送達內地，因此產品在線上的銷售情況十分理想。除了線上銷售外，公司在內地多個省會城市均有銷售點，並

chain developments were also part of the exhibition, namely IT support, E-commerce and logistics, business consultation, E-wallet and mobile payment, allowing entrepreneurs and business starters to explore more opportunities to improve and transform their respective businesses.

The Sino-Portuguese E-Commerce Chamber has shown its effort to organise its member enterprises to participate in 2018MFE. Johnny Ma, Executive Vice Chairman of the Chamber, said that it was the first time for his Chamber to organise members to take part, thanks to the smart retail element of the event. As an organisation that concentrates on the development of E-commerce and cross-border E-commerce, the Chamber aims to encourage more enterprises to expand

their businesses in this field. Smart retail bridges online and offline sales by displaying products online to first attract customers, and thereby triggering offline sales. Mr Ma said smart retail should not only be a new paradigm of entrepreneurship, but also a new model towards the development of franchising enterprises. Young individuals, especially, should be ready to accept the concept of smart retailing much more quickly and this new element could play an even greater role in terms of starting new businesses through franchising.

As an example, Bai Zili, Managing Director of Macau Egg Tart King Group Ltd., said the company was established in 2008 with its flagship product - egg tarts with skin 'as thin as a layer of ice'. Cryogenic refrigeration technology and vacuum packaging are used



「美食街」助提高本地飲食產品的知名度
The 'Gourmet Avenue' helped promote food and beverage products from Macao

在澳門貿促局的協助下，在泰國找到合作夥伴，於曼谷設立廠房，產品銷往泰國、新加坡、韓國及日本等地。該公司已多次參加 MFE，因為 MFE 是理想的推廣平台，在今年的 MFE 收到來自內地、馬來西亞及新加坡等地的五個企業表達投資意向。

探索市場無限商機

Commune 澳門區董事劉泳思應大會邀請出席「國際品牌連鎖加盟商機論壇」分享經營經驗。她表示，該公司透過特許經營模式引進新加坡的傢俬品牌產品，主要是看準澳門傢俬市場較缺乏外地的優質設計品牌，該品牌在澳門市場仍是新丁，但生產商在新加坡是老字號，在品質上有一定保證，傢俬設計亦有其獨特性，可以吸引對品質和設計有要求的顧客。面對澳門傢俬市場的競爭，該公司除了以品質取勝，

in making its products. The company is also able to assure its customers that the quality and safety of its ingredients are of the highest standards and can be delivered to Mainland China within one day. Online sales have therefore achieved positive results.

In addition to online sales, Macau Egg Tart King has set up retail outlets in a number of provinces and cities throughout Mainland China. With the support of IPIM, the company built partnerships with an enterprise from Thailand and successfully established a plant in Bangkok. Its products are now exported to Thailand, Singapore, South Korea and Japan. Considering MFE as an ideal marketing platform, Macau Egg Tart King has participated in the exhibition for a number of years. During the 2018 event, five enterprises from Mainland

China, Malaysia and Singapore expressed interest in investing in the brand.


Exploring the market

Wensie Lao, Director of Macao Region at furniture designer and manufacturer Commune, was invited by the "Forum on Chain and Franchise Business Opportunities of International Brands" to share her business experience with attendees. Ms Lao said her company is selling branded furniture from Singapore through product franchising because there is a lack of high-quality, overseas brands in Macao's furniture market. Although the brand may be new to Macao, the manufacturer is a well-established brand in Singapore famous for its quality assurance and unique designs, which are factors



更利用虛擬實境技術，讓顧客感受不同類型傢俬擺放在家中的情況，從而更快、更好地作出合適的選擇。


澳門速寶科技有限公司代表也獲邀出席商機論壇分享經驗，該公司於2016年成立，為本地市場引進內地24小時智能櫃系統「速遞易」。其創辦人及執行總裁林思朗表示，該技術有效地協助本澳物流業解決人力成本高漲等問題，快遞員不用逐家逐戶上門派送貨物，只需將同一區的貨物集中派送到智能櫃，然後系統自動發送訊息給收件者，提醒他們可於任何時間到智能櫃提貨。目前，速寶主要與物流企業、網購代收店及本地商戶合作，在38個地點設有智能櫃，總貨物容量約2,000件。林思朗續稱，隨著本地網購風氣逐漸盛行，業務一直有穩定的增長，冀望未來在網購物流市場的佔有率達到10%。

「澳門國際品牌連鎖加盟展2019」聯同「2019粵澳名優商品展」將於2019年7月26日至28日舉行。 

appealing to local customers. In the face of competition from local players, Commune is able to stand out not only because of its outstanding quality, but also its application to virtual reality technology. This technology gives customers an opportunity to 'virtually fit in' different types of furniture in their own homes so they can purchase what is right for them more quickly and efficiently.

A representative of Speedking Technology Co., Ltd. was also invited to the Forum to share his insight. The company was established in 2016 and introduced Sposter – a 24-hour intelligent parcel locker system in Mainland China, to the Macao market. Jack Lam, Founder and CEO of Speedking Technology, stated that the system could effectively assist Macao's logistic industry to resolve issues such as manpower costs and more. Through the system, door-to-door delivery would not be necessary. Couriers

only have to collect items in the same area and put them into smart lockers. Then messages are automatically sent to the owners of the goods to remind them to collect their belongings at a certain time of the day. As of now, Speedking Technology has set up partnerships with logistic enterprises, collection shops for online purchases and local enterprises, and smart lockers have been placed in 38 different locations, allowing a total capacity of about 2,000 items. Mr Lam added that since online shopping has become increasingly popular in Macao, he reckons the business of Speedking Technology will continue to grow steadily. Looking ahead, he hopes his company will occupy 10 percent of the online shopping logistics market share.

The Macao Franchise Expo 2019 will be held concurrently with the Guangdong & Macao Branded Products Fair 2019 from 26 to 28 July, 2019. 

澳門平台助力發展 雙詩氏冀深化中巴商貿合作

Sesa seizes opportunity to boost Brazilian trade with China through Macao



雙詩氏積極參與澳門貿促局舉辦的各項活動以提升旗下品牌的知名度
Sesa has taken part in various promotional events organised by IPIM

提到中國及巴西的雙邊貿易，不少人會立即聯想到大豆，2017年該產品佔巴西對華出口總額近43%。但隨著中巴戰略夥伴關係持續深化，兩國貿易空間遠遠不止於大豆。雙詩氏國際（澳門）有限公司看準這商機，善用澳門作為中葡平台的角色，冀望引進及推廣更多優質的巴西商品到中國內地市場。

市場發展商機無限

雙詩氏母公司的總部位於杭州市，多年來主要從事中巴食品貿易。該企業執行董事池榮彪接受本刊訪問時表示，巴西食品目前在中國內地市場的佔有率僅約1%，所以相關產品在中國內地具有龐大的潛力及發展空間。「巴西產品在內地市場所佔比例較少，主要面對其他歐美產品和國產品

SOYBEANS are often the first to come to mind when one thinks of bilateral trade between China and Brazil, because they accounted for nearly 43 percent of Brazilian exports to China in 2017. The trade between the two nations, however, could soon move well beyond just soybeans.

Sesa International (Macao) Company Ltd. aims to tap into new opportunities by utilising Macao as a platform between China and Portuguese-speaking Countries. Their goal is to introduce and promote more quality Brazilian products to the Mainland Chinese market.

Enormous business opportunities

Headquartered in Hangzhou, Sesa has been focusing on the trading of food products

between China and Brazil for years. Bobby Chi, Executive Director of Sesa, says Brazilian food products only has 1 percent market share in Mainland China today, implying tremendous potential for more Brazilian products to enter the market in future.

“There are relatively few Brazilian products in the Mainland Chinese market because they are rivalled by European, American and local brands,” Mr Chi told *Macao Image*. “Thus, at the beginning it was rather difficult to promote Brazilian products in the Mainland market, but the sales are getting better now that these products have become more and more popular.”

According to Mr Chi, there are natural resources in abundance in Brazil and the country’s products have advantages in terms of quality, technological development,



「澳門本身作為自由貿易港，擁有較完善的營商環境和體系，能夠更有效地在內地推廣葡語國家產品，是中巴經貿合作的重要橋樑。」

Being an important bridge for the economic co-operation between China and Brazil, Macao offers an ideal business environment and is a free trade port, which helps promote products from Portuguese-speaking Countries on Mainland China in a more efficient manner.

雙詩氏國際(澳門)有限公司執行董事池榮彪 Bobby Chi, Executive Director of Sesa International (Macao) Company Ltd.

牌的競爭，因此推廣巴西產品在開始時比較困難，但隨著產品逐漸流行，銷路就越來越好。

他指出，巴西自然資源豐富，產品重視質量、技術開發、環保及健康等元素，且具有獨特的森巴風情，南美洲產品迎合內地消費者日益漸高的要求。該企業也特別設立了「巴西名品匯」這平台，專門代理優質的巴西品牌，自2015年引入第一個品牌後，至今已發展成為18個巴西品牌的代理商，涵蓋零食、蜂膠、堅果、開胃酒及咖啡豆等產品，包括巴西主要奶類品牌伊丹貝。

然而，誠如池榮彪所言，鑑於巴西產品在內地市場的知名度較低，且兩國消費觀念各有不同，雙詩氏需要進行大量的推廣工作，如安排體驗互動活動及公益活動以提高產品的知名度，還需要善用網上資



environmental protection and health. Coupled with the unique Brazilian flair, South American products appeal to Mainland Chinese consumers, who now have higher standards than before.

The company set up a platform, Brazil Centre, to serve as an agency for quality Brazilian brands. Since acquiring the agency rights for their first Brazilian brand back in 2015, Sesa now manages 18 Brazilian brands ranging from snacks, propolis, nuts, aperitifs, to coffee beans and others, including a major Brazilian dairy product brand Itambe.

Making inroads into the Mainland Chinese market, however, has not always been easy, said Mr Chi. Since the brand exposure for Brazilian products in China is limited and there are significant differences in consumer attitude between both countries, Sesa has had to lay a lot of groundwork to promote Brazilian products. As an example, the company proactively introduces interactive promotional activities for customers to try their products and organises welfare events to increase the exposure of their products. They also test market reception of Brazilian

products through online sales. A good mix of online and offline resources is crucial for steadily building up the sales network and channels in proper scale, as well as finding appropriate district agents for the products.

“The Brazilian market is generally dominated by big brands, so introducing a good brand will bring you halfway to success,” Mr Chi noted. It takes patience and sincerity to negotiate agency rights with large Brazilian brands, as these brands do not just focus on the financial side of the business. They expect others to understand the corporate culture of Brazil, he said, adding that it took Sesa a long time to become an agent of some of these brands.

Bridge between Brazil and China

In addition to its headquarters in Hangzhou, Sesa also has branches in Brazil, Guangzhou, and Hong Kong. Through the assistance of the Macao Trade and Investment Promotion Institute's (IPIM's) One-stop Service for investors, Sesa has been successfully incorporated in Macao.

源，利用網絡銷售測試產品的市場接受程度之餘，也要線上和線下相結合，逐步建立具規模的銷售渠道和網絡，以及尋找合適的區域代理進行合作。


「巴西一般都是由大品牌壟斷市場，所以引進一個好的品牌是成功的一半。」他坦言，與巴西大品牌商談代理時需要耐心和誠意，不能只貪求利益，並要深度了解巴西的企業文化，他們亦花了很多時間才可成為大品牌的代理。

中巴經貿合作重要橋樑

除了杭州總部，雙詩氏也在巴西、廣州及香港設有分支公司，2018年初在澳門貿易投資促進局投資者「一站式」服務的協助下，成功落戶澳門。池榮彪表示，中央政府設有多項措施支持澳門構建成為「中國與葡語國家商貿合作服務平台」，而澳門本身作為自由貿易港，擁有較完善的營商環境和體系，能夠更有效地在內地推廣葡語國家產品，是中巴經貿合作的重

要橋樑。他提到該公司積極參與澳門貿促局在各地舉辦的推廣和宣傳活動，包括2017年在廣州及杭州舉行的「葡語國家產品推廣活動」，以及2018年7月舉行的東莞站，有助提升旗下品牌在內地的知名度。

隨著澳門逐步構建成為「世界旅遊休閒中心」，加上2017年獲聯合國教科文組織評定為「創意城市美食之都」，池榮彪透露雙詩氏將充份把握澳門提供的機遇，計劃未來在小城建設「澳門巴西創業園」，展示巴西產品及美食文化，有關舉措包括：設立巴西產品展示中心，推廣巴西一般產品貿易及主要農產品交易；建立巴西商品無人體驗店，深化澳門的購物體驗，鼓勵澳門青年人成為加盟商後前往內地開創相關的體驗店；邀請巴西知名美食評論家來澳，以豐富澳門的美食文化及促進旅遊發展。

池榮彪還表示，希望吸引更多澳門年輕人參與其中，利用好國家的政策措施，擴大中巴經貿合作，參與國家發展，共享國家發展的新機遇。 

Mr Chi believes that Macao serves well as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries since China's Central Government has laid down a number of measures in support of Macao's platform role. Being an important bridge for the economic co-operation between China and Brazil, Macao offers an ideal business environment and is a free trade port, which helps promote products from Portuguese-speaking Countries to Mainland China in a more efficient manner.

Sesa has actively participated in various promotional events organised by IPIM, including the "Portuguese-speaking Countries Food Products Promotion Fair" held in Guangzhou and Hangzhou in 2017 and in July 2018 in Dongguan, to boost awareness of Sesa's products on the Mainland China market, Mr Chi added.

Macao is fast-tracking its way toward becoming a World Centre of Tourism and Leisure, and was recognised in 2017 by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a "Creative City of Gastronomy".

Mr Chi says Sesa will make better use of the opportunities provided by Macao with a plan to build a "Macao-Brazil Entrepreneurship Park" in the city to showcase the products and food culture of Brazil. This would involve setting up an exhibition centre for Brazilian products in Macao to advocate the general Brazilian trade and Brazilian primary agriculture products; establishing an unmanned shop of Brazilian products to enrich the shopping experience of Macao customers, while encouraging Macao youths to become franchisees of this model and open similar shops in Mainland China; and inviting reputable Brazilian food critics to Macao to enrich the local food culture and boost tourism development.

"We hope to attract more Macao youngsters to join us in making good use of the policy and measures of China's Central Government to expand our business and trade co-operation between China and Brazil," Mr Chi said. "We can participate in the development of the nation and share in many of the new opportunities arising from this development." 



雙詩氏目前是18個巴西品牌的代理商
Sesa currently manages 18 Brazilian brands



圖：PHOTO-澳門環球攝影有限公司

澳門婚禮業具發展潛力 Macao wedding industry has potential

隨著澳門旅遊城市的地位逐漸提高以及日趨成熟的酒店宴會服務，本地婚禮業者表示，客源已逐漸由本地市場慢慢擴展至海外市場，相關的婚禮攝影服務也呈專業化的態勢，認為本澳的婚禮業具潛力進一步發展。

譚歡里於 2015 年成立，是本澳一家提供一站式婚禮統籌服務的公司，其首席婚禮統籌師張芯宜於公司成立前，曾在國際五星級酒店擔任宴會銷售的工作，期間認識了一些澳門的婚禮統籌師，因而對這個職業產生興趣，隨後在香港報讀了相關的專業課程。

課程結束後，張芯宜對婚禮統籌工作有著更多的熱衷憧憬，開始以兼職形式擔任婚禮統籌師，發現本地市場對有關服務存在不少需求，所以她於 2017 年放棄了收入不俗的全職工作，全身投入在自己開設的婚禮統籌公司上。「就我的公司而言，需要婚禮統籌服務的客人每年有百分之五十的增長，需求是非常非常多。而且我們有兩成的客人從世界各地到澳門舉辦婚禮，所以市場不只在澳門，還有來自香港、上海、馬來西亞、澳洲、英國、美國、中國內地、加拿大、台灣等地的客人。」張芯宜接受本刊訪問時說。

她認為，澳門眾多的世遺景點加上成熟的酒店配套，是吸引海外客人在澳籌辦婚禮活動的一大賣點，而旅遊局針對海外賓客提供的「旅遊激勵計劃」也是市場另一重要推手。

婚攝潮流

隨著九十後開始步入適婚年齡，且多家國際酒店先後進駐本澳並提供優質的婚宴場地，澳程環球攝影有限公司看好澳門婚禮市場的增長潛力，指出客源不再局限於本地客人，而是整個粵港澳大灣區。「現時年輕一輩的消費模式已逐漸由『物質』轉到『精神』上。消費者更願意花費金錢去學習、體驗及享受事物，大部分人一輩子只會舉辦一次婚禮，他們更願意花費於婚禮或婚紗拍攝等相關服務上。」澳程環球攝影負責人 Hazel Lei 道。

澳程環球攝影成立於 2017 年，旗下的 OUTRO Travel & Photography 工作室是以旅拍為概念的拍攝團隊，產品內容以海外旅拍、婚紗攝影、婚禮拍攝、家庭拍攝等為主。Hazel Lei 解釋，澳程環球為準新人在旅遊目的地安排當地攝影師進行拍攝，是澳門



AS Macao elevates its status as a world-class tourism destination and as hotel banqueting services continue to mature, the customer base now comprises more and more overseas clients, according to local wedding operators. They also believe that with the growing professionalism of wedding photography services, Macao's wedding industry has tremendous potential for further growth.

La Maison de Marriage, founded in 2015, is a local wedding planning company offering one-stop services for couples. Wini Cheong is now Chief Wedding Planner for La Maison de Marriage after having first worked as a banquet sales agent for an international five-star hotel. When she worked for the hotel, Ms Cheong met a number of local wedding planners. So she took an interest in this profession and subsequently enrolled in wedding-related courses in Hong Kong.

After taking the courses, Ms Cheong became more enthusiastic and passionate about this area of the business, so she started her career as a part-time wedding planner. She noticed there was a demand for local services. In 2017, she quit her high paying job and devoted herself completely to La Maison de Marriage.

“The number of customers coming to our company to ask for wedding planning services is growing by 50 percent every year,” she said. “The demand is huge. Twenty percent of my customers are actually coming from different parts of the world to host their weddings here in Macao. That means the market is not limited just to locals. We have customers from Hong Kong, Shanghai, Malaysia, Australia, the United Kingdom, the United States, Mainland China, Canada, Taiwan and more,” Ms Cheong told *Macao Image*.

She thinks that a number of local world heritage sites, and the excellent facilities of local hotels are attractive to overseas customers. In addition to this, the Travel Stimulation Programme launched by the Macao Government Tourism Office is another key market promoter.

Wedding photography boom

The post-1990 generation is now entering the marriage age, and a number of international hotels have opened one after another in Macao, offering very nice wedding venues. Outro Travel & Photography is



首間提此項服務的工作室；鑑於有關服務於港澳及內地仍是一個新概念，該公司希望把這種服務在市場普及化。

「我們公司其中一項主要業務是搜羅各地的優質攝影師，與他們合作，再把他們帶入本地市場。體驗過的客人都對我們這項服務十分讚賞，他們覺得（服務）有趣和新鮮，攝影師也是當地人，比我們更了解當地有哪些鮮為人知的地方值得拍攝。」 Hazel Lei 補充道，該公司留意到近年新人對結婚註冊及新娘婚前派對的拍攝需求也日益增多。

在開拓海外客源方面，Hazel Lei 建議政府可考慮參考鄰近城市如三亞、檳城等的做法，以「旅遊+婚攝」作為其中一個休閒旅遊的發展模式，吸引外地新人來澳遊玩拍攝。

另一家攝影公司創力製作也有為客戶提供婚攝服務，其創意總監及攝影師黃英輝表示，近年本澳婚攝市場蓬勃起來，不少業餘攝影師也投入相關服務，更多的專業攝影工作室也應運而生，令澳門婚攝專業化的程度漸見「雛形」。

黃英輝表示，市場的選擇多了，客人選擇他們這些獨立的攝影工作室，是追求個人化的相片。他們會與客人溝通，了解其相識經

well aware of the growth potential for Macao's wedding market. The company not only serves local customers, but also costumers from the entire Guangdong-Hong Kong-Macao Greater Bay Area.

Hazel Lei, head of Outro Travel & Photography, said: "Today, the spending patterns of youths have shifted from 'substance' to 'experience'. Consumers are more willing to spend money on discovering, experiencing and enjoying the best life has to offer. Weddings are a once-in-a-lifetime event. Customers have become more willing to spend money on weddings, wedding photography and other related services."

Established in 2017, the studio that belongs to Outro Travel & Photography is a team characterised by its concept of travel photography, providing services including overseas travel photography programmes, pre-wedding and wedding photography, family photography and more.

Ms Lei explained that the company was the first studio in Macao to arrange photography and travel services for couples carried out by local photographers and personnel of the travel destination. Since this is still a new concept in Hong Kong, Macao and Mainland China, Outro



過、建議新人去拍拖的地方拍照。這樣客人才能真正擁有一輯屬於自己獨一無二的相片，這些是好玩的體驗，故事性也強得多。

婚禮勝地

在過去三年，澳門每年平均結婚登記數字超過三千宗，同時多間五星級酒店於城中陸續開業。面對市場白熱化的競爭，澳門 JW 萬豪酒店及澳門麗思卡爾頓酒店宴會銷售副總監楊丹楓表示，其婚禮服務穩定增長，且越來越多新人選擇其酒店作為婚宴場所。

位處路氹區的澳門 JW 萬豪酒店和澳門麗思卡爾頓酒店以優雅精緻的宴會場所及度身訂造的婚宴統籌服務吸引客人，例如：兩家酒店均設有活動統籌專員，為客人的婚禮活動進行充分的計劃及準備。兩家酒店也讓客人在他們的大日子後，享有不同的獎賞優惠，包括可在萬豪國際旗下的酒店享有免費的客房住宿、各折扣和禮遇，以及專屬房價等。

同樣位於路氹區的澳門君悅酒店表示，在近年澳門經濟增長的帶動下，新婚人士的消費力也隨之上升，對酒店的婚宴服務需求亦


Travel & Photography hopes this service will become more popular.

“One of our primary business operations is to find quality photographers from all over the world, and work with them, as well as introduce them to the Macao market,” Ms Lei said. “Customers who have used this service so far are very appreciative. They think it [this service] is interesting and new. Local photographers have a better understanding of the travel destination and they know places that are fit for photo shooting much better than we do.”

Outro Travel & Photography also notes that the demand for photography services in wedding registration and bridal showers have also grown in recent years.

Speaking of the development of overseas markets, Ms Lei suggested that the Government should consider taking Sanya, Penang and other neighbouring cities as examples, and adopt “tourism and wedding photography” as one of the development models of leisure tourism. That way, Macao can attract couples from abroad to Macao to have fun discovering the city while taking their wedding photos.

有所增加，不少新人會將部分的婚禮預算用於活動製作公司上，為婚禮打造特別的會場佈置、燈光和音效。

澳門君悅酒店總經理博宇時介紹：「我們為新人提供不同的婚宴佈置和顏色主題，也更新了酒店的場地和設施，包括近期在宴會廳安裝的LED螢幕、內置空調的戶外新帳篷及多功能區的地毯。」他亦提到，為了吸引更多新人使用酒店的婚宴服務，酒店設有多種婚前婚後的特別優惠套餐，包括在婚禮前享有健身室會籍或享用水療服務，也可在凱悅酒店集團旗下的酒店歡度蜜月 and 享用結婚週年晚餐。 



M-Power Creation, another local photography company, also provides wedding photography services. Nico Vong, Creative Director and Photographer, said that the local wedding market has really flourished in recent years. Many amateur photographers are also investing in offering these services, resulting in an increasing number of professional studios established to seize these opportunities.

Now that people have more to choose from in Macao, customers prefer to go to independent photography studios like M-Power Creation for a more personalised touch. The company will ask couples how they met each other and recommend taking photos in places where the couples created special memories. Through this way, customers are able to own a series of truly unique photos, which are also fun experiences, and the overall story will be more powerful and impactful.


Macao's leading wedding venues

Over the past three years, the annual average number of Macao marriage registrations has exceeded 3,000. And at the same time, a number of five-star hotels have opened one after the other in Macao. In the face of fierce market competition, Tan Jeong, Assistant Director of Catering Sales for JW Marriott Hotel Macau and The Ritz-Carlton, Macau, said that wedding business continues to grow. "It is good to see that more and more couples prefer to choose our hotel for their wedding events," said Mr Jeong.

JW Marriott and The Ritz-Carlton, located on Cotai, attract customers seeking refined and elegant banquet venues, as well as tailor-made wedding planning services. Both hotels provide event concierge services, that provide meticulous full-service wedding planning and preparations for their customers. Both hotels reward their customers with discounts and gifts after the big day, including complimentary accommodations, discounts, benefits, and exclusive room rates at Marriott International hotels.

Grand Hyatt Macau, also located in the Cotai area, said Macao's economy has grown well in recent years and the spending power of new couples has risen while their demand for hotel wedding banquet services has also increased. They are now allocating more of their budgets towards using production houses that provide unique decorations, lighting and sound effect settings.

Timothy Bruce, General Manager of Grand Hyatt Macau, said: "We provide different venue setups and themed colour settings for the couples. We have also upgraded our venues and facilities; the recent installation of the LED screens in the ballroom, the new outdoor air conditioned dome-shaped Marquee and the changing of new carpet in the function space are some examples of the enhancement."

He also said that to attract more new couples to Grand Hyatt, the hotel offers a comprehensive selection of exclusive wedding packages for them to enjoy before and after the wedding. For example, the package includes gym membership or spa treatments before the wedding, or a honeymoon stay at other Hyatt sister properties and an anniversary dinner after the wedding. 

歷久彌新的本地優質品牌

Macao quality brands stand the test of time

西方諺語有云：「信譽歷百年累之，受一朝之毀。」此道尤見於澳門，這座人與人之間關係密切的小城。對於像檀香山咖啡和張權破痛油這些創立逾半個世紀的本地老字號，建立良好的商譽讓他們成功通過時間的考驗。全賴他們的優質並有信譽的產品，今天我們有幸一探這些公司的成功之道，以及如何適應市場新動態。

生於澳門、長於澳門的咖啡品牌 — 檀香山

對很多人而言，喝咖啡是每日不可或缺的例行公事。如果你問澳門人哪一家是本地頗有名氣的咖啡店，檀香山咖啡可能就是你會聽到的名字。

在 1950 年代，檀香山咖啡以咖啡供應廠的模式開始經營。當時，他們業務範圍包括咖啡豆烘焙、調配咖啡豆及批發各項咖啡產品至本地的餐飲商戶。直至 1988 年，現任檀香山咖啡主席吳子鋒先生從上一代接手後，檀香山便開始主力擴展業務，經營自家品牌的咖啡連鎖店。

檀香山咖啡從全球不同的產地進口上乘的咖啡豆，為客人提供獨特的配方咖啡及單品咖啡，當中包括世界知名的牙買加藍山咖啡、檀香山咖啡及印尼的貓屎咖啡。「我們從亞洲、南美及非洲等地採購最優質的咖啡豆，再配合我們的咖啡製作技術及調配方法，按照客人的喜好配製出不同的口味。我們相信，客人皆能在檀香山找到屬於他們的咖啡。」吳先生表示。

檀香山的咖啡廠位於澳門跨境工業區內的工業園北街，遠遠見到這座數層高的廠房時，已經可以聞到濃濃的咖啡香氣。廠房內的咖啡生產區內合共有三台咖啡烘焙機，所有檀香山的咖啡產品皆在這裡生產出來。「檀香山以『澳門製造』而自豪。我們的廠房規格是通過 ISO9001 及 ISO22000 認證，每一個工序都嚴格把關，客人絕對可以放心享用我們的產品。」吳先生繼續表示。

除了寬敞的咖啡生產區及倉庫外，檀香山的總部設有一層麵包生產區。由 2015 年起，檀香山便開始自家生產各款



由 1950 年代起，檀香山咖啡以咖啡廠模式開始經營
Café T.H.S. Honolulu started out as a coffee factory and supplier in the 1950s

As the old saying goes, “Reputation takes years to build and seconds to lose”. Even more so in a small place like Macao where virtually everyone knows one another. Since upholding a good reputation was paramount for both Café T.H.S. Honolulu and Cheong Kun when they started their businesses more than half a century ago, these long-lasting Macao brands have survived the test of time. Thanks to their high-quality, reputable products, they have successful stories to tell about their past and how they plan to achieve more in future.

Honolulu – born and brewed in Macao

For most, coffee is not only a daily ritual, it is an essential part of one’s life. If you ask anyone born and bred in Macao to name a classic, local coffee brand, Café T.H.S. Honolulu is very likely to be on the tip of their tongues.

In the 1950s, Café T.H.S. Honolulu started out as a coffee factory and coffee product supplier. The focus of their business at the time was roasting, formulating and wholesaling coffee products to local food and beverage outlets. Thirty years later, in 1988, Jack Ung, now owner of Tan Heong San Enterprise Ltd. and Chairman of Café T.H.S. Honolulu, took over the business and decided to expand with a chain of cafés throughout Macao.

Café T.H.S. Honolulu sources a wide selection of premium coffee beans from around the globe, offering unique coffee blends and single origin coffees including Jamaica Blue Mountain, Honolulu, Indonesian Luwak, just to name a few. Sourcing the finest of coffee beans from around the world is paramount to Mr Ung. “We source the best coffee beans from high quality coffee farms in Asia, South America and Africa,” he told *Macao Image*. “Together with our technique and formulation, we



「檀香山以『澳門製造』而自豪。」

Honolulu takes pride in being a 'Made in Macao' brand.

檀香山咖啡主席吳子鋒
Jack Ung, Chairman
of Café T.H.S. Honolulu

新鮮麵包、意大利式及丹麥式包點，供應至各大酒店、娛樂場及自己的連鎖咖啡店。「隨着過去十年來的經濟發展，我們亦把握機會嘗試踏出咖啡製作及餐廳經營以外的新領域。咖啡與麵包兩者是完美的配搭，所以我們便朝着這個方向前進。」吳先生說道。

檀香山咖啡的發展里程上還有更遠大的目標，包括在本澳再增添兩間咖啡店、以融合新概念打造咖啡及中式點心兩者共融的概念餐廳來進入中國內地市場。吳先生稱，檀香山的發展絕不會不安於現狀，而他將會繼續秉持開放的態度，以創新思維不斷向前。

家傳戶曉的張權破痛油

在每戶中式家庭的藥箱裡，一定少不了一瓶跌打藥油。而澳門亦有本地研製的跌打藥油。張權破痛油由張權師傅自家精製提煉，在 50 年代經過多年臨床測試後才推出於世。每一瓶張權破痛油由生產至出產均需要經過 3 至 4 個月的時間。

經過逾半世紀的發展，張權破痛油已廣受本地居民以及香港、大陸旅客的青睞。

張權破痛油中藥廠董事長兼張權的傳人張建能先生表示，目前，張權破痛油年產量為 80 萬支，供應給全澳逾 300 多間藥房。「我們最初經營的規模相當小，但慢慢地，憑藉客人一直以來的支持，我們得以逐漸擴充經營。我們的破痛油就是依靠口碑及質量一直承傳下來。」

adjust the taste of our products to the preferences of our customers. We believe everyone can find their favourite cup of coffee with us.”

In their multi-story coffee factory at Rua Norte do Parque Industrial in the cross-border industrial zone of Macao, you can smell the aroma of freshly roasted coffee beans from afar. All of Honolulu's products are produced in Macao, and they are made from one of three modern coffee bean roasting machines fitted in the spacious roasting area.

“Honolulu takes pride in being a 'Made in Macao' brand. Our customers can always rest assured knowing that all our coffee products are produced in this ISO 9001 and ISO 22000 certified factory in Macao, under very stringent quality control conditions,” Mr Ung said.

Honolulu's headquarters not only features an ample coffee production and storage area, but also a bakery floor. The company started a new line for baked goods in 2015, supplying fresh buns as well as Italian- and Danish-style baked goods to hotels, casinos and their own cafés.

“With the growth of our city in the past decade, we've managed to engage in new opportunities and venture into new areas beyond coffee production and the restaurant business,” Mr Ung said. “Coffee and pastries

are the perfect combo, and this is why we headed in this direction.”

Mr Ung is setting his sights even higher in future with ambitious goals to open two new cafés in Macao and may also expand into the Mainland China market to introduce a fusion-concept restaurant where customers can pair coffee with Chinese dim sum. As Honolulu moves forward, Mr Ung stated he aims to stay ahead by keeping an open mind, staying innovative and never settling for less.

Cheong Kun – trusted homemade remedy

In every Chinese family's first-aid kit, a bottle of pain remedy oil is an absolute must. And Macao has formulated its very own. After years of clinical studies, Master Cheong Kun first introduced the formula for Cheong Kun oil in the 1950s, and it takes three to four months to produce just one bottle.


Now, more than half a century later, the Cheong Kun remedy oil has become popular not only with Macao locals, but also with visitors from Hong Kong and Mainland China.

Cheong Kin Nang, Director of Fábrica de Medicina Chinesa Cheong Kun and successor of Master Cheong Kun, said that each year, Cheong Kun produces 800,000

市面上眾多藥油品牌中，本地生產的張權破痛油因為其快速止痛、止血、舒緩紅腫、燙傷，及緩解風濕的多種功效而聞名。破痛油的配方絕對百分百天然，不含任何化學成份，藥性溫和，是老少適用的安家良藥。

張權破痛油的生產線自 1999 年起正式遷進了位於澳門台山牧場街的工業大廈內，這個轉變亦為破痛油迎來了製藥生產方面的新一頁。擴充後的廠房使用現代化生產，廠房內分為儲存、準備工作、生產、入瓶及包裝各個區域。由製作到成品，每一瓶張權破痛油均須經過澳門衛生局的嚴格質量監管。

繼打造現代化廠房後，張權破痛油中藥廠現正為打入新市場做好準備。「在現階段，我們正籌備打入葡語國家位於非洲莫桑比克的市場，並期望藉此連繫至更多葡語國家，例如巴西。」自 2011 年起加入藥廠的質量保證主管及未來接班人張樂祈先生表示。「我們亦希望藥油能夠以更簡單易用的模式為用家帶來便利。所以，我們正在研究如何把藥油轉化成藥貼、噴霧等形式推出市面，希望在不久將來大家將會在市場上見到其他衍化版的破痛油。」

張氏傳人雖然不斷將品牌朝現代化的方向發展，但他們卻一直堅持以傳統的橘色包裝盒，以及人手用牛皮紙把每一打藥油分類包裝起來。對他們而言，這些歷久不變的傳統細節就是張權破痛油歷史悠久的最佳見證。 



張建能(左)與張樂祈(右)現打理家族生意
Cheong Kin Nang (left) and Cheong Lok Kei (right) - managing the family business

bottles of oil, and supplies them to more than 300 local pharmacies.

“We started with a very small volume, but slowly we’ve scaled up through the years thanks to the support of our loyal customers,” Mr Cheong told *Macao Image*. “Our business relies entirely on the reputation and quality of our product.”


Among the wide array of remedy oils available on the market, Cheong Kun oil is well known for its all-rounded functions – providing pain relief, treating bleeding wounds, swelling and scalding as well as easing rheumatism. The remedy oil is 100 percent natural and free of chemical substances. It is mild and suitable for people of all ages including infants, according to the company.

In 1999, Cheong Kun moved its remedy oil production factory into an industrial building at Rua dos Currais. This millennium milestone marked a new chapter for the pharmaceutical company. With the expanded space, the line of production was modernised and sectioned into different isolated areas – storage, prep work, production, filling and packaging. From start to finish, every bottle of Cheong Kun

pain release oil takes months to produce and must undergo the Macao Health Bureau’s strict quality control process.

Modernising the production line also enables Cheong Kun to look into new business opportunities. “At the moment, we are planning to expand our business in Mozambique, a Lusophone country in Africa. With that move, we hope to open doors to other Portuguese-speaking Countries such as Brazil,” explained Cheong Lok Kei, Quality Assurance Supervisor and future successor of the business. He has been fully engaged in the pharmaceutical field since 2011.

“Simplicity makes life easier,” he said. “With that in mind, we are also looking into possibly transforming our product into other user-friendly forms of pain release products, such as bandage and spray, and hopefully we can launch these products in the near future.”

In spite of their moves to modernise, they will always keep the classic orange packaging and kraft paper wrapped around each of the dozen bottles of Cheong Kun oil. For Cheong Kun, it is the traditional, small touches like these that represent the rich history of the local brand. 



張權破痛油因為其多種功效而聞
Cheong Kun oil is well known
for its all-rounded functions

中小企把握新營商機遇 SMEs eye new business opportunities



隨着粵港澳大灣區的發展趨勢，不少本地中小企業均認為澳門經濟前景樂觀。當澳門與鄰近地區的聯繫更緊密，便意味着更好的機遇，促使中小企乘勢發展。

別樹一幟的原創服飾

成衣製造業是在上世紀 80 年代主導本澳經濟的骨幹行業，直至後期才開始逐漸走下坡。然而，這並不代表時裝行業已經不存在於本澳，剛剛相反，不少新一代的本地原創服飾品牌在近年漸露頭角，吸引時尚達人的目光。

Nega C. 就是其中一個年輕本地品牌。由本地時裝設計師徐雅婷小姐於 5 年前創辦，Nega C. 是以復古設計為主軸的時裝品牌，演繹不同概念的時裝類型。Nega C. 的服飾店位於澳門雅廉訪大馬路，小小的時裝店內充滿格調，店內一半為自家設計、自家生產的服飾及鞋具，另一半為由韓國及世界各地進口的時裝。

Nega C. 的設計總監徐雅婷曾在英國攻讀時裝設計學位，因此作品的靈感亦主要源自英倫的時裝風格，「復古元素、碎花圖案、顏色拼搭及優雅的細節皆是我們品牌的主要特色。我們的生產模式屬少量製作，

每個款式皆以優質、耐用的物料在我們的工作室製作，並通過嚴格的品質監控；因此，我們出品的服裝非常適合對衣着品味有要求、喜歡特別細節的時尚愛好者。」徐雅婷表示。

店內的陳列架上充滿着各款不同外形、顏色及細節的服裝，款色看來一點也不沉悶。對 Nega C. 而言，以新款式帶來新鮮感就是留住客人的最好方法。

目前，Nega C. 每一至兩個月便會推出一個新系列，合計起來，每一季有約推出 60 至 70 件新品供客人選擇。「由設計到生產，由銷售到市場推廣，所牽涉的前線及後台工作我都會親力親為，這樣能讓我掌

「Pinkoi是一個推動原創設計的知名銷售平台，我們正準備加盟 Pinkoi，將自家產品遠銷至海外。」

Pinkoi is a renowned platform for original designer brands. We're preparing to join the platform and start selling overseas through the partnership.

Nega C. 創辦人徐雅婷
Isabella Choi, Founder of Nega C.
Fashion Macau



握市場動向，有助我們確定推銷、減低成本及引入新機遇等方面的策略。」徐雅婷對本刊說。

「速食時裝」及網上購物的流行顛覆了全球的時裝零售業。以低廉的價錢快速地製造大量新產品，這種趨勢造成了品牌及賣家之間的激烈競爭。為了應對「快速」的市場環境，Nega C. 現正籌備在特色原創網站開拓銷售商機，「Pinkoi是一個推動原創設計的知名銷售平台，我們正準備加盟 Pinkoi，將自家產品遠銷至海外。」

面對着充滿業界競爭的營商環境，Nega C. 認為他們在營銷方面的工夫絕對需要加大力度。「品牌推廣能夠帶動銷售，甚至為我們帶來其他機遇。當下，我們正積極透過網上廣告及到不同地區參展，以提升品牌的知名度。我們希望能夠接觸到更多潛在的買家，為品牌的長遠發展打好基礎。」

澳門的東南亞風味

在嘉路米耶圓形地附近，即為人認知的「三盞燈」區域，是本澳東南亞歸僑的聚集地。在這一區的街道上，有着各式各樣的食店及雜貨店，售賣地道東南亞的美食、乾貨及食材。

緬甸風味廣受本地及本澳外來僱傭的愛好。每日下午，在位於拿爹利仙拿姑娘街娘街的 QQ 美食門外，都會有一條長長的人龍排隊等待進店購買東南亞特色美食

THE future of Macao's economy looks promising in the eyes of small and medium-sized enterprises (SMEs) thanks to the continued growth of the Guangdong-Hong Kong-Macao Greater Bay Area. Better connection with neighbouring regions means greater opportunities and local SMEs are moving fast to ride the wave of change.

Fashion fast forward

The manufacturing of clothing was once the backbone of Macao's economy in the 1980s until the industry started to go downhill later on. That however does not mean the fashion industry has vanished entirely from Macao. Quite the contrary. A new generation of small, individual local brands are now attracting the attention of local fashionistas.

Nega C. Fashion Macau, a homegrown vintage reproduction design house, is one of Macao's up-and-coming fashion brands. Founded five years ago by local fashion designer Isabella Choi, Nega C. is taking its own spin on vintage-inspired style. Located at Avenida do Ouvidor Arriaga, Nega C.'s stylish boutique dedicates half of its space to in-house designed clothing items, footwear and accessories, whereas the other half of the shop sells imported trendy clothing items

from South Korea and other regions around the world.

Nega C.'s own creations are inspired by fashion trends in England, where Ms Choi pursued her degree in fashion design. "Vintage elements, floral prints, playful colours and feminine touches are the signatures of my creations. Our production line is in small runs. Every piece of clothing is well-made with durable fabrics under very strict quality control at our production studio, so what we offer are perfect for sophisticated shoppers who seek fine details," explained Ms Choi, Creative Director of the brand.

The vibrant clothing racks at Nega C. are full of clothes in all different shapes, colours and details. They are anything but dark and dull. The best way to keep customers interested, is to keep up the hype and excitement of new products, Ms Choi said.

Nega C. launches a new collection every one to two months and introduces 60 to 70 new styles every season. "From design to production, retail to marketing, I'm involved in the front and back line of the business, which enables me to understand the market trends and determine better strategies for promoting sales, cutting costs and bringing in new opportunities," Ms Choi told *Macao Image*.

Fast fashion and a growing online shopping culture have dramatically changed the global retail landscape. Moving fast at lower prices leads to major competition among brands and sellers. To cope with the fast-changing business environment, Nega C. is planning on establishing their presence online. "Pinkoi is a renowned platform for original designer brands. We're preparing to join the platform and start selling overseas through the partnership," said Ms Choi.

Jumping into a competitive environment requires a lot of effort, and Nega C. believes marketing is where their focus needs to be. "Brand awareness can lead to sales opportunities and much more. Currently, we are upscaling our marketing strategies through online ads and active participation in trade fairs. Through these means, we hope to connect with more potential buyers and



「目前，我們馬不停蹄地到中國內地多個省市參與展銷會，亦正在籌劃擴大生產線至現代廠房。」

We are actively participating in tradeshows throughout different Chinese cities to promote our products, and we are also working on expanding our production line in a modern factory space.

QQ美食董事長盧九俊
Sanny Lou, Chairman of QQ Food World

品。這家雜貨店可謂「麻雀雖小，五臟俱全」，店內售賣着數百種來自緬甸及東南亞國家的食材、調味料、小食及乾貨，而眾多商品中，最受大眾歡迎的，莫過於QQ美食自家生產的馬拉盞醬。

「我們自家配方調製的馬拉盞適合本地人喜歡的口味；一直以來，我們直接在緬甸進口最優質的蝦乾，以製作出最美味的口感。」QQ美食董事長盧九俊先生表示。盧先生是緬甸歸僑，自2007開始經營東南亞食品批發及一間位於三盞燈的緬甸食店。

由原來的馬拉盞醬出發，QQ美食進一步研發及配製出多款不同種類的馬拉盞醬，包括魚乾馬拉盞、牛肉乾馬拉盞、魷魚乾馬拉盞及XO醬馬拉盞。「東南亞國家都十分喜歡馬拉盞。不論是配搭米飯、麵食還是主菜，馬拉盞均能為無數的菜式提升味道，基本上每一餐都少不了馬拉盞。」盧先生表示。現今不少人都崇尚健康的飲食標準，有見及此，QQ美食正在研製首種以蘑菇製作而成的素食馬拉盞，以吸引素食者的青睞。

近年來，隨着馬拉盞逐漸廣受內地市場的歡迎，作為澳門自製馬拉盞的元祖，QQ美食亦正準備抓緊機會把產品開拓至內地市場。

盧先生表示：「目前，我們馬不停蹄地到中國內地多個省市參與展銷會，亦正在籌劃擴大生產線至現代廠房、把零售拓展至淘寶銷售平台，以及在紅街市附近加開一間食店。相信多元的發展方向能夠引領我們的業務，帶來正面的影響。」

lead to greater brand development in the long run,” she added.

Southeast Asian flavour in Macao

“The Three Lamps” area near Rotunda de Carlos da Maia is home to many overseas Chinese from Southeast Asia who have returned to Macao to live. Visitors to “The Three Lamps” will discover the area dotted with colourful little eateries and mini-supermarkets offering authentic Southeast Asian delicacies, dry goods and ingredients.

The flavours of Myanmar are very popular among both local and foreign workers in Macao. Every afternoon, you will see a long queue of people waiting to get into QQ Food World – a tiny grocery store at Rua da Madre Terezina. The shop offers a few hundred varieties of ingredients, spices, snacks and dry goods from Myanmar and its neighbouring countries. Among the long list of products, QQ Food World’s homemade belacan sauces - a type of shrimp paste - are without doubt, their best-sellers.

“We’ve developed various recipes with localised flavours. For belacan, we always source the highest quality dried shrimps from Myanmar to ensure the best taste,” explained Sanny Lou, Chairman of QQ Food World. Mr Lou is Chinese and has returned to Macao from Myanmar. In 2007,

he started his own Southeast Asian food product wholesale business and runs a small Myanmar eatery in “The Three Lamps” area.

Taking the original belacan recipe, QQ Food World made a few more tweaks to create a few more varieties such as dried fish belacan, dried beef belacan, dried squid belacan and XO sauce belacan. “Southeast Asians love belacan, which can be mixed with noodles and rice, and work as an enhancer to countless dishes. Basically, no meal is complete without belacan,” Mr Lou said. As more and more people are concerned about leading healthier lifestyles, one of QQ Food World’s goals is to launch their first-ever vegetarian belacan product made of mushrooms in the near future for their vegetarian customers.

Belacan is also becoming more appealing to the Mainland Chinese, so Macao’s very own master of belacan sauce plans to seize this opportunity to export his products to the Mainland China market.

“We are actively participating in tradeshows throughout different Chinese cities to promote our products, and we are also working on expanding our production line in a modern factory space,” Mr Lou told *Macao Image*. “On top of this, we are also launching our products on Taobao and opening another small eatery near the Red Market. I believe these moves will definitely have a positive influence on our future developments.”



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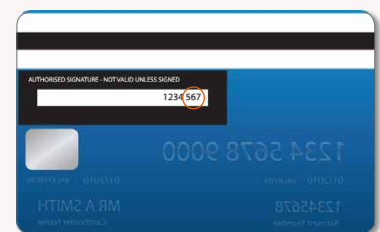
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