

澳門 MACAO 經貿 IMAGE 貿易

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智慧系統改變生活方式
How smart systems
are changing our lives

都市蛻變 REDESIGNING CITIES

澳門如何構建智慧城市
How Macao is trying to build
a smart city from the ground up

永續發展 SUSTAINABLE DEVELOPMENT

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澳門構建智慧城市 MACAO THE RISE OF A SMART CITY



MIECF 推動環保協作
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co-operative efforts

葡語國家的跨境電商新機遇
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隨著澳門特區政府嘗試通過科技手段改善居民的生活質素，本期的《澳門經貿之窗》探討了澳門如何掌握雲端科技，發展成先進的智慧城市。

管理城市發展、未來規劃以及維持經濟強韌有力等，都是世界各地政府正面臨的挑戰。澳門特區政府目前把智慧城市建設納入發展戰略之中，作為澳門實現提高城市競爭力、提升區域地位和影響力等目標的重要一環。


特區政府與亞里巴巴集團合作，利用其雲端科技——阿里雲，進一步發展澳門資訊科技的基礎建設，以推進旅遊、交通、醫療服務、公共行政與人才培育等各方面的數碼技術發展。本期的受訪者亦評述，要將澳門建設成為智慧城市，必需訂立周詳的計劃，並仔細地就自身特點和優勢訂定合適的目標。

澳門於2017年獲聯合國教科文組織評定為「創意城市美食之都」，本刊就此訪問了澳門美食同業聯合商會。特區政府已展開一連串工作，並承諾進行為期四年的「創意城市美食之都」推廣計劃，商會認為這些措施可讓澳門美食的國際知名度更上一層樓，吸引遊客造訪。

世界各地對環保的需求越趨龐大，有見及此，澳門特區政府於本年3月組織泛珠省區代表赴葡萄牙及德國考察環保範疇的業務。參與今次「綠色行」的企業向本刊表示，此行擴闊了國際視野，成果豐碩，為未來的合作奠定了良好的基礎。

本期的《澳門經貿之窗》亦回顧了於今年4月12日至14日舉行的「2018年澳門國際環保合作發展論壇及展覽」(2018MIECF)。此項活動成功聯繫了世界各地的環保企業，而本屆更為各大綠色企業促成許多商機。

本期的另一焦點報道是跨境電子商務市場的擴展。受訪的電子商務企業家向本刊透露了如何善用澳門的平台，以加強中國與葡語國家之間電子商務合作。

最後，本期的《澳門經貿之窗》一如既往，檢視了澳門貿易投資促進局的投資者「一站式」服務的成效。兩家企業分享了這項服務如何幫助他們理順在澳門的開業流程。 

THIS issue of *Macao Image* looks at how Macao is harnessing cloud computing to help transform itself into a leading smart city, as the Macao SAR Government seeks to use technology to improve the quality of life for the city's residents.

Managing urban development, planning for the future of their cities and building strong, vibrant economies are challenges facing all governments. The Macao Government SAR says the development of a smart city is crucial to the enhancement of the competitiveness of Macao, and of its status and influence among its neighbours.

Using the technologies of the Alibaba Group cloud computing subsidiary, Alibaba Cloud, the Government and Alibaba Group will collaborate in upgrading the city's information technology infrastructure to foster the development of digital techniques in the fields of tourism, transport, healthcare, public administration and nurturing talent. Observers interviewed for this issue say that to make Macao a smart city, a thorough plan is needed to set out proper objectives suited to the city's unique features and advantages.


Macao Image talks to the Chairman of the Association of Great Food Merchants of Macao, in the light of the UN Educational, Scientific and Cultural Organization (UNESCO) awarding Macao the title of UNESCO Creative City of Gastronomy in 2017. The Macao Government has begun taking a series of measures to promote the city as a place to visit for its cuisine and will put into action

a four-year plan to strengthen Macao's appellation as a UNESCO Creative City of Gastronomy. The Association's head says these developments enhance the international reputation of Macao as draw for tourists.

The need to care for the environment prompted the Government to arrange for a delegation representing the Pan-Pearl River Delta Region to undertake a business mission to Portugal and Germany in March this year. We hear from businesspeople that took part. They say the visit widened their perspective, yielding fruitful outcomes and laying foundations for further co-operation.

This issue also takes a look at the success of the Macao International Environmental Co-operation Forum and Exhibition 2018, held from 12 to 14 April this year. The event plays a pivotal role in connecting enterprises in the environmental protection business around the world, and the exhibition this year proved to be a more-than-ample opportunity for green enterprises.

Another important topic in this edition of the magazine is the expansion of cross-border E-commerce. Entrepreneurs in e-commerce tell us how expansion can promote exchanges between China and the Portuguese-speaking Countries, through the Macao platform.

As always, we examine the results achieved by the IPIM "One-stop Service" in this edition. Two companies tell *Macao Image* how this unique service helped guide them through the process of setting up a business in Macao. 

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出版 Published by

澳門貿易投資促進局

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撰稿、攝影與設計

Content, Photograph and Design by

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

地址 Address: 常春藤園永樂里8號地下

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網址 Website: www.teampublishing.com.mo

發行量

Print Run

4,000本

4,000 copies

承印 Printed by

城市印刷廠有限公司 Tipografia Seng Si Lda. CITIPRINT LIMITED

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貿促局與工商銀行簽署支持澳門金融發展協議

2018年3月29日，澳門貿易投資促進局（貿促局）與中國工商銀行股份有限公司簽署了《關於支持澳門特色金融發展的工作備忘錄》。

特區政府發表的2018財政年度施政報告提到，要積極發展以融資租賃和財富管理為重點的特色金融，強化金融服務。

特區政府的願景是澳門能成為國際融資平台，在各方共同努力下，澳門和葡語國家各類機構能融入「一帶一路」，進一步推動人民幣國際化。

政府亦冀望透過中葡合作發展基金總部落戶澳門以助力發展自身的金融基礎設施。

IPIM, ICBC agree on development of Macao financial industry

Representatives of the Macao Trade and Investment Promotion Institute (IPIM) and Industrial and Commercial Bank of China Ltd. (ICBC) signed on 29 March 2018 the Memorandum to Support the Inherent Work to Develop Macao's Financial Sector with Its Own Characteristics.

The Policy Address for the Fiscal Year 2018 envisages the city making the most of its financial industry, giving the industry a distinct form that encompasses financing, leasing and wealth management.

The Government's vision is for the city to be a platform for co-operative efforts, where institutions here and in Portuguese-speaking Countries are encouraged to join the "Belt and Road" initiative and to make greater use of the Mainland Chinese currency internationally.

The Macao SAR Government said it expects the establishment of the headquarters of the China-Portuguese-speaking Countries Co-operation and Development Fund to help develop the city's financial infrastructure.



澳門貿易投資促進局與中國工商銀行股份有限公司簽署《關於支持澳門特色金融發展的工作備忘錄》
The Memorandum of Co-operation to Support the Development of Macao's Featured Financial Services Signed between IPIM and ICBC

澳門2017年全年經濟 實質增長9%

根據澳門統計暨普查局資料顯示，2017年全年澳門生產總值增長9.1%，終止了自2013年起的經濟放緩發展。經濟增長受服務出口及投資上升推動；其中，由於訪澳旅客增加，總體服務出口量增加了15.4%。

2017年本地生產總值為4,042億澳門元（約500億美元），人均本地生產總值為622,803澳門元。

國際貨幣基金組織（IMF）於2017年10月發佈的《世界經濟展望》報告中預測澳門特別行政區2018年的經濟增長13.4%，較之前的預測高。

惠譽國際評級有限公司於2018年2月公布，決定將澳門特區的長期本外幣發行人信貸評級由“AA-”上調至“AA”，評級展望為「穩定」。

惠譽指出基於澳門特區非常穩健的財政實力及對外收支狀況、政府零債務、審慎公共支出管理及具高度信譽的政策框架等有利因素，決定維持特區的高信貸評級及「穩定」展望。

Macao GDP expands 9 pct in 2017

Gross domestic product in the Macao SAR was up by 9.1 percent in real terms in 2017 than in 2016, according to Statistics and Census Service data. Last year's growth was the first in any calendar year since 2013.

The Statistics and Census Service said the expansion was propelled by increases in exports of services and in investment. Among them, the value of exports of

services increased by 15.4 percent as more tourists visited the city.

GDP amounted to 404.2 billion patacas (US\$50 billion) and GDP per person was 622,803 patacas.

The International Monetary Fund said in the October 2017 edition of its World Economic Outlook that it had increased its forecast of the Macao SAR GDP in 2018 to 13.4 percent.

Fitch Ratings said in February

2018 that it had raised its credit ratings for Macao to AA from AA-, with a stable outlook.

The ratings agency noted that with Macao SAR's exceptionally strong fiscal and external financial position, zero government debt, prudent public expenditure management and credible policy framework are key factors supporting its high credit ratings and "stable" outlook.

澳門去年的年度生產總值在經歷四年收縮後，終止跌回升
Macao's annual GDP has grown for the first time in four years



澳門經濟財政司司長談粵港澳大灣區願景

2018年4月，「博鰲亞洲論壇2018年年會」在海南博鰲舉行期間，澳門經濟財政司司長梁維特出席《粵港澳大灣區》分論壇時表示，粵港澳大灣區建設為澳門深化區域合作，融入國家發展提供了重大的機遇。

他又指出，共有11座城市的粵港澳大灣區需探索新的合作模式。而粵澳雙方已完成了規模為200億元（約32億美元）人民幣的「粵澳合作發展基金」的磋商工作。

梁維特續說，澳門要發揮優勢，加快建設以中華文化為主流、多元文化共存的交流合作基地，特別是推進中國內地與葡語國家的文化交流和合。

澳門特區政府亦將與灣區兄弟城市一起，推動大灣區基礎設施互聯互通，提升口岸通關便利水平，以提升廣大居民福祉，致力打造經濟繁榮、社會和諧的大灣區。

Finance chief outlines vision for Guangdong-HK-Macao cluster

During the session of the Guangdong-Hong Kong-Macao Greater Bay Area at the Boao Forum for Asia Annual Conference 2018, Macao Secretary for Economy and Finance Leong Vai Tac expressed his expectation of the Guangdong-Hong Kong-Macao Greater Bay Area creating

opportunities for Macao, strengthening Macao's ties with its neighbours and to becoming more closely integrated with national development efforts.

Mr Leong added that the Guangdong-Hong Kong-Macao Greater Bay Area – a cluster of 11 metropolitan areas

– required a novel model for co-operation. He said representatives of Guangdong and Macao had completed negotiations on the establishment of a 20-billion yuan (US\$3.2 billion) fund for investment in co-operative endeavours.

Mr Leong said Macao would press on with making itself a place for multicultural exchanges and co-operation, with an emphasis on Chinese culture and on promoting exchanges between Mainland China and the Portuguese-speaking Countries.

The Government and its counterparts elsewhere in the Guangdong-Hong Kong-Macao Greater Bay Area would work together to reduce the impediments to clearing customs swiftly and to enhance wellbeing generally – in the interests of building prosperity and harmony in the cluster.



澳門經濟財政司司長梁維特出席「博鰲亞洲論壇2018年年會」
Macao Secretary for Economy and Finance Leong Vai Tac at the Boao Forum for Asia Annual Conference 2018

澳門會展業界赴滬推介優勢

澳門貿易投資促進局（貿促局）組織本澳會展及旅遊業界於2018年3月21日至23日赴上海參加「中國（上海）國際會獎旅遊博覽會」（IT&CM China 2018）。

透過是次展會，成功深化了本澳會展業界與中國內地、尤其上海會展業界的交流合作，隨後一系列有助加強滬澳會展合作的活動亦將分別在澳門及上海展開。

貿促局在IT&CM China 2018展場設置「澳門館」，為27家本地酒店、旅行社、專業會議組織者、目的地管理公司及會議服務供應商等企業提供展示和洽談平台，同時安排了超過600場商業配對。

據統計暨普查局的資料顯示，2017年全年會展活動共1,381項，較往年上升105項；全年與會/入場人數達190萬人次，按年上升10.4%。

Macao MICE industry shows its strengths in Shanghai

The Macao Trade and Investment Promotion Institute (IPIM) has arranged for representatives of the meetings, incentives, conventions and exhibitions (MICE) and tourism industries in Macao to attend the

Incentive Travel & Conventions, Meetings China 2018 (IT&CM China 2018), held in Shanghai from 21 March to 23 March 2018.

The event saw increased exchanges and co-operation within

the Macao MICE industry and with the Mainland MICE industry, particularly with Shanghai. Further events meant to increase collaboration will be held in Macao and Shanghai.

At IT&CM China 2018, IPIM ran the Macao Pavilion to house counters to promote 27 Macao businesses, including hoteliers, travel agents, event organisers, destination management companies and conference service providers. IPIM arranged more than 600 business-matching sessions during the event.

The Statistics and Census Service says 1,381 MICE events took place in Macao last year, 105 more than the year before. About 1.9 million people attended events held in 2017, an increase of about 10.4 percent compared to 2016.



本澳會展業界赴上海出席「中國（上海）國際會獎旅遊博覽會」
Macao MICE industry representatives attended the IT&CM China 2018 in Shanghai

建設智慧城市 把握區域合作機遇

Developing a smart city to seize regional co-operation opportunities

澳門特別行政區政府於2017年發表的《澳門特別行政區五年發展規劃(2016-2020年)》中，把「加快智慧城市建設，推動產業與互聯網融合」納入發展戰略之中，成為澳門實現提高城市競爭力、提升區域合作等目標的重要一環。

隨着《五年規劃》公佈，特區政府立即對發展智慧城市需要優先應用的技術，以及為特區提供相關技術支援的合作伙伴展開了深入的研究和分析，並決定向阿里巴巴提出邀請，共同推進智慧城市建設的工作，並簽訂《構建智慧城市戰略合作框架協議》。

認清目標

「羅馬非一天造成」，把澳門建設成為智慧城市需要周詳計劃，仔細地就自身特點和優勢訂定合適的目標。

澳門科技大學資訊科技學院院長張渡教授表示，建設智慧城市並不能以「倒模」的形式進行。因此，必須首先針對澳門本身的狀況和特點，例如在社會、經濟、地理及政治上的獨特性質來找出發展方法，然後再從中選擇那些高效、可持續和有利經濟發展及社會繁榮的辦法。

張渡指出，澳門正經歷轉變，並且正體驗經濟急速發展及城市擴張所帶來的問題和壓力。發展智慧城市就正正給予澳門一個可持續發展的新機會，從而帶來經濟增長及社會的繁榮和安定。發展智慧城市更重要的好處是可改善澳門居民的生活質素。

另外，張渡也預料，澳門將能夠通過發展智慧城市來提高自己在世界經濟舞台上的競爭力。同時，如果澳門可以藉此成為世界首屈一指的旅遊目的地或宜居城市，將能吸引來自全球各地的人才來澳。

大眾受惠

澳門特區政府發展智慧城市，是以居民的福祉為依歸，願景是為廣大居民建設宜居城市，希望不落後於鄰近地區發展的

趨勢，嘗試通過科技手段改善社會環境，更好地回應居民的需求。

澳門智慧城市聯盟協會理事長黃承發博士認為，澳門如果建設智慧城市，本地居民將能從多方面受益，當中包括政務及交通。

黃承發表示，智慧政府的好處在於很多手續都能以「一站式」的方法完成，有些申請更可以透過手提電話等流動裝置辦理，大大加快處理的流程。

在交通方面，黃承發認為建設智慧城市可以有助疏導交通，方便市民出行。但他表示，所謂智慧交通並不單指就路面情

況對出行路線作出建議，而是由政府掌握整個城市的交通數據後，再對未來的交通情況進行預測，從而作出合適的安排。

但他亦同時提醒，在開始建設智慧城市前，澳門應先讓一個整體法律框架出台，要先看那些法律需要改動，包括《個人資料保護法》，然後提早完成有關條例的修訂。

數據共享

在建設智慧城市的過程當中，資訊及數據的收集、流通及分析都非常重要。群力智庫中心副理事長雷民強指出，澳門特

把澳門建設成為智慧城市需要周詳計劃，仔細地就自身特點和優勢訂定合適的目標
Turning Macao into a smart city entails a well-laid plan that suits the unique features and advantages of the city



區政府應該每年都對收集所得的澳門大數據——例如來澳旅客的年齡層及來源地等資料進行整體分析，讓商界掌握和運用數據，業界從而能夠準確地部署。

但雷民強亦認為，私人界別不應只依賴政府去收集數據，應要追求建立合作關係。他表示，對於一些有能力收集澳門經濟數據的企業，政府可以考慮給予資助。那些企業亦需要與政府共享收集到的數據，這樣，既能減低私人界別對政府的依賴，而政府亦可以得到相關的數據，幫助施政。

雷民強舉例說，政府現在為一些手提應用程式提供資助。他認為政府可以要求這些應用程式的營運者適當地分享數據，以了解一些資料，例如居民消費習慣等。

帶動旅遊

其實澳門發展智慧城市除了對改善民生有重大作用外，亦與旅遊業發展息息相關。作為一個以建設「世界旅遊休閒中心」

為目標的城市，建設智慧城市也將為本地的旅遊業帶來益處。

澳門聖若瑟大學訪問教授費義儒博士表示，澳門在數百年來，由於社會、文化及經濟等種種原因而成為一個接納及包容不同文化的地方。他認為，區域內各城市都以其優勢進行分工（如香港可扮演世界金融及法律中心、深圳可成為區內的「矽谷」），澳門及鄰近的珠海亦可在發展旅遊休閒事業方面更上一層樓。

費義儒博士目前在大學任教開放式創新、企業數碼轉型、創業、策略及經濟。他指出，澳門未來的發展目標清晰，並能通過更高價值的旅遊休閒服務及體驗而有所得益。因此，澳門需要發展一套智慧旅遊承載力系統，以支持澳門在資源、服務及運作上的管理。

他認為，通過執行一系列發展及創新政策，以及保持與不同政府機構和主要持份者的合作，澳門將能夠創造、設計、發展及管理一個傑出的旅遊休閒體驗。PI



「發展智慧城市就正正給予澳門一個可持續發展的新機會，從而帶來經濟增長及社會的繁榮和安定。」

Smart city initiatives afford Macao a new opportunity to start its next round of highly efficient and sustainable growth toward economic prosperity and social wellbeing.

澳門科技大學資訊科技學院院長張渡
Zhang Du, Dean of Macao University of Science and Technology Faculty of Information Technology

THE Macao Special Administrative Region Five-Year Development Plan (2016-2020), published in 2017, says one strategy Macao should adopt is “to expedite the development of a smart city and to facilitate the integration of industries and the Internet”. This is considered crucial to enhancing Macao’s competitiveness and the city’s collaboration with its neighbours.

As soon as the Five-Year Development Plan was published, the Macao SAR Government began the in-depth study and analysis of what technologies were required to develop a smart city and which partners could help the Government obtain the necessary technical support. The Government decided to form a partnership with Alibaba Group and the partners signed the Framework Agreement of Strategic Cooperation on Smart City Development.

Clear vision

As the saying goes, Rome was not built in a day. Turning Macao into a smart city entails a well-laid plan and proper definition of objectives that suit the unique features and advantages of the city.

Macao University of Science and Technology Faculty of Information Technology Dean Zhang Du says the development of a smart city is far from being a simple, copy-and-paste process. “Macao has unique social, economic, geographical and political features and constraints,” Prof. Zhang tells *Macao Image*. “We have to identify solutions that fit the specific situation and circumstances of Macao, adopt those that are highly efficient and sustainable, and so generate economic prosperity and social wellbeing.”

Macao is “a city in transition”, Prof. Zhang says. The city is simultaneously enjoying yet enduring rapid economic growth and urban expansion. “Smart city initiatives afford Macao a new opportunity to start its next round of highly efficient and sustainable growth toward economic prosperity and social wellbeing. Helping improve the quality of life of Macao citizens is the single most important benefit of the smart city efforts,” he says.





「智慧政府的好處在於很多手續都能以『一站式』的方法完成，有些申請更可以透過手提電話等流動裝置辦理。」

With smart government, many processes can be completed in one stop. Some applications can be submitted through mobile devices.

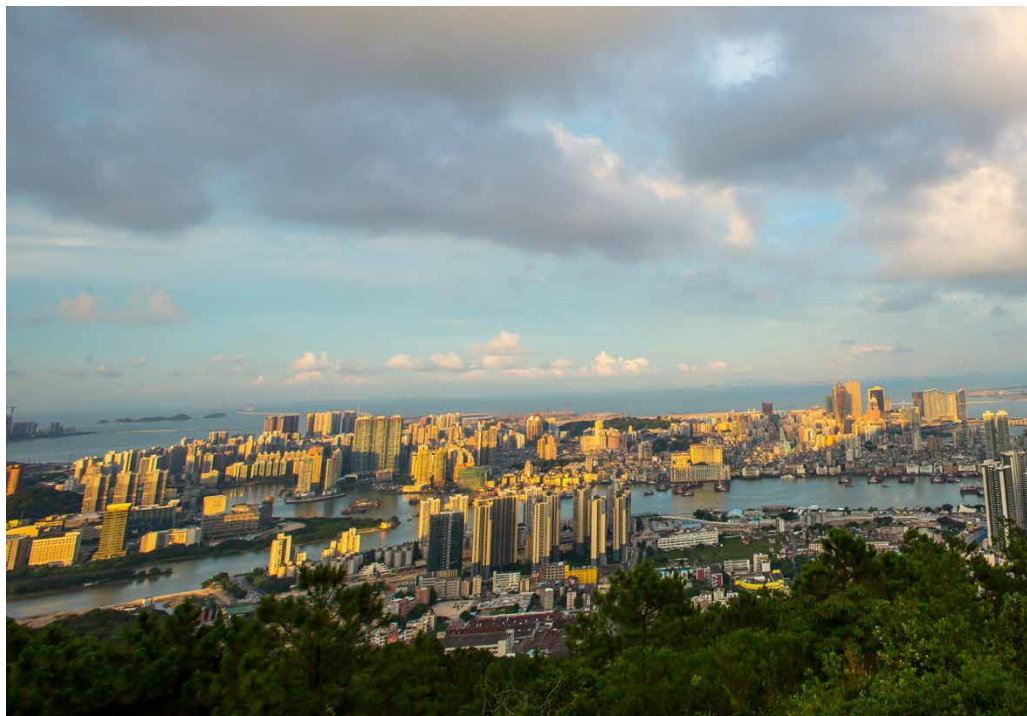
澳門智慧城市聯盟協會理事長黃承發
Alfred Wong, Director of Smart City Alliance Association of Macau

Prof. Zhang believes Macao will be better able to compete globally if it becomes a smart city, which would enable it to “secure a top spot in rankings such as tourist destinations or most liveable cities in the world”, he says. He thinks Macao “will become a magnet attracting people and talents from all over the world”.

Public benefits

The Macao Government says the purpose of making Macao a smart city is to benefit its citizens. Its vision is of a liveable city that keeps pace with its partners round about in its degree of development and, through technology, enhances the social environment and meets the demands of its residents.

Smart City Alliance Association of Macau Director Alfred Wong believes the people of Macao will benefit in many ways from the application of the smart city



concept, including its application in public administration and transport.

Mr Wong tells *Macao Image*. “With smart government, many processes can be completed in one stop. Some applications can be submitted through mobile devices.” Such intelligent approach has greatly shortened the duration of the whole procedure.

As for transport, he says developing a smart city can help sort out the traffic on the roads, making getting around more convenient. He says smart transport is about more than just route planning based on the current traffic condition. “It is for the Government to collect data on transport in the city and then predict future traffic conditions, which can allow the Government to make appropriate arrangements,” he says.

Mr Wong says Macao should first of all build a comprehensive legal framework for a smart city, and decide which laws and regulations must be changed to allow its development – such as the Personal Data Protection Act.

Data sharing

Collective Wisdom Policy Center Vice-president Andy Loi Man Keong says that



「對於一些有能力收集澳門經濟數據的企業，政府可以考慮給予資助。那些企業亦需要與政府共享收集到的數據。」

The industry should go after a partnership, where the Government could consider subsidising businesses that are able to collect data, on the condition that the businesses have to share them with the Government.

群力智庫中心副理事長雷民強
Andy Loi, Vice-President of Collective Wisdom Policy Center



構建智慧城市戰略合作框架協議內容
**CO-OPERATION PLAN DEFINED UNDER THE FRAMEWORK AGREEMENT
 OF STRATEGIC CO-OPERATION ON SMART CITY DEVELOPMENT**

第一階段 (2017年8月至2019年6月)
FIRST PHASE (August 2017 to June 2019)

第二階段 (2019年7月至2021年6月)
SECOND PHASE (July 2019 to June 2021)



雲計算中心及大數據平台
 (第一期)
 Build cloud computing
 centre and big data
 mapping platform
 (first phase)



促進旅遊
 Tourism development



人才培訓
 Train information
 technology workers



交通管理
 Transport management



醫療服務
 Medical services



城市綜合管理與服務
 Urban management



金融科技
 Financial technology



雲計算中心及大數據平台
 (第二期)
 Build cloud computing
 centre and big data
 mapping platform
 (second phase)



環境保護
 Environmental protection



海關通關
 Customs clearance



經濟預測
 Development of
 forecasting models
 for Macao's economy

data collection, circulation and analysis are essential to developing a smart city.

Mr Loi thinks the Government should analyse the big data it collects each year – such as the ages and origins of visitors – and let the sector use them in putting business plans into action.

But Mr Loi thinks the private sector should do more than just depending on Government-collected data. “The industry should go after a partnership, where the Government could consider subsidising businesses that are able to collect data, on the condition that the businesses have to share them with the Government,” he says. “On one hand, the Government doesn’t have to shoulder the whole burden. On the other, it still gets what it wants for administration enhancement.”

Mr Loi says the Government already supports some mobile applications. He thinks the Government can ask the operators of the applications to share the data they collect, such as the consumption behaviour of Macao people.

Tourism promotion

Making Macao a smart city is important for the tourism industry as well as the



「澳門需要發展一套智慧旅遊承載力系統，以支持澳門在資源、服務及運作上的管理。」

Macao needs to develop a smart tourism-carrying-capacity system to support resources, services and operations management of the city.

澳門聖若瑟大學訪問教授費義儒
Filipe Castro Soeiro, Visiting Professor
at the University of Saint Joseph

people of the city. University of Saint Joseph Visiting Professor Filipe Castro Soeiro says that as the World Centre of Tourism and Leisure policy envisages Macao becoming a draw for tourists and leisure-seekers from all over the globe, becoming a smart city will certainly benefit the tourism industry in Macao.


“The socio-cultural and economic dynamics of Macao have, down through the centuries, led to the creation of a society where people continue to view as harmonious, friendly and tolerant of cultural and ethnic differences, which can evolve, naturally, towards an open system and internationalisation,” he tells *Macao Image*.

Macao and neighbouring cities “will have to focus on a smart multifunctional specialisation approach based on comparative advantages,” Prof. Castro Soeiro says. “For example, Hong Kong is to play the world financial and legal centre (smart economy and smart governance). Shenzhen is to play China’s Silicon Valley because of its innovation

and start-up culture (smart economy, smart living, smart people and smart mobility),” he says. “Macao and Zhuhai are set to reach higher value in leisure and tourism (smart economy and tourism, smart mobility and living).”

Prof. Castro Soeiro teaches innovation, digital business transformation, entrepreneurship, strategy and economics.

Macao will benefit from a “clear vision and an offering portfolio focusing on leisure and tourism’s higher-value services and experiences”, Prof. Castro Soeiro says. “Macao needs to develop a smart tourism-carrying-capacity system to support resources, services and operations management of the city.”

Prof. Castro Soeiro believes that by pursuing development and innovation policies co-ordinated at every level of government and co-ordinated with key stakeholders, “Macao will be able to co-create, design, develop and manage a top, distinctive leisure and tourism portfolio of experiences”. 

永利為本地中小微企建構互利共贏的合作平台

WYNN BUILDS MUTUALLY BENEFICIAL COOPERATION PLATFORM FOR LOCAL SMEs



永利持續為本地中小企舉辦合作洽談會
Wynn continues to organize
business matching sessions for local SMEs



洽談會反應熱烈，吸引了超過200家本地中小企業代表報名參與
The partnership meeting attracts participation
from more than 200 representatives from local SMEs

永利自開業以來一直貫徹優先本地採購，透過去年推出的「永利本地中小企匯盟計劃」，與更多本地中小微企結成合作夥伴。當中，「永利本地中小企業供應商推薦計劃」是匯盟計劃的重點活動之一，由現為永利已註冊供應商推薦其屬於本地三類中小企業供應商的合作伙伴予永利，藉以動員現有永利供應商的力量，建構更廣大的商界網絡，與本地中小微企開拓更多合作機遇，共創商業成就。

與此同時，永利宣布推出「永利中小微企扶持發展計劃」，計劃首階段會挑選具發展潛力和前景但在物流上遇到困難的中小微企，依據各自的優勢條件，為他們提供物流方面的財務支援，減輕他們的經營壓力，支持他們愈做愈大、愈做愈強。

Since its opening, Wynn has been committed to prioritizing local procurement. The company has further expanded its cooperation with local SMEs following the launch of the "Wynn Local SME Network" last year. The "Wynn Local SME Vendor Referral Program" is one of the key elements of the initiative, with Wynn's registered vendors recommending their own partners from among the three major types of SMEs. This program mobilizes the power of existing Wynn vendors to build a broader business network, opening up more opportunities to cooperate with local SMEs and to achieve business success.

Wynn has also announced the launch of the "Wynn SME Development Support Scheme", where the company will assist in selecting SMEs with significant development potential, and are facing logistical difficulties, to be provided financial support for logistics based on their respective strengths and needs. This will help reduce operational pressures and help them grow bigger and stronger.

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

ORGANIZER 合作機構



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相片 Photo: 新聞局 Government Information Bureau

於2017年開通的一個新的物流渠道，讓澳門或葡語國家生產的商品運至廣州南沙新區

A logistics channel to take goods made in Macao or the Portuguese-speaking Countries to the Nansha New Area in Guangzhou was launched in 2017

龐大的中國電子商務市場吸引葡語國家賣家 Chinese online market beckons Portuguese-speaking sellers

據了解，葡語國家的產品將在競爭日益激烈的中國內地電子商務市場上有更多的展示空間。中葡電子商務商會執行副總裁馬俊向《澳門經貿之窗》表示，該商會即將加入「中國其中一個最大的電子商務平台」，這意味著該商會將在阿里巴巴集團旗下的淘寶或其競爭對手京東上架。

看準了中國內地近 14 億消費者龐大市場的不單止是葡語國家的企業。在 2017 年 3 月，澳門電訊 (CTM) 推出電子商務網站「澳門好幫手」，協助澳門商家銷售本地產品。CTM 商業服務和拓展部主任溫聶航向本刊透露，CTM 計劃今年內將「澳門好幫手」的業務擴展到內地。

澳門特區政府正致力構建中國與葡語國家商貿合作服務平台，此舉是減少澳門經濟對旅遊博彩業依賴的主要途徑之一。馬俊表示，儘管去年澳門旅客人數達歷史新高的 3,260 萬，但澳門市場規模仍然有限。他認為，擴大業務的最佳途徑是利用澳門的特殊地位進入內地電子商務市場。

溫聶航表示，「澳門好幫手」也長期使用這一個策略，該網站一開始主要集中銷售澳門商家的貨品。當外商試圖進入以中文為主的市場營商，語言和文化的差異均會帶來不少難題。

馬俊表示，澳門可以幫助解決這種差異帶來的難題。基於澳門特殊的歷史背景，葡萄牙語是其中一個官方語言；他認為，以他經常前往的葡萄牙為首的葡語國家所出產的商品能夠迎合內地市場需求，而且品質優良，價格亦比其他來源地的同類商品更親民。

市場推廣勢在必行

然而，馬俊表示，走上坡路的過程更需迎難而上。「現在中國的消費者購買力很強，但來自葡語國家的產品在中國市場中並不廣為人知。」內地的網絡購物消費正迅速增長，當中的年輕人更是

網購消費的生力軍，在過去幾年，西方國家的知名品牌投放了大量資金在中國網絡市場上宣傳。

葡語國家的企業家起步較晚，意味着他們必須花費時間和金錢來推廣他們的商品。馬俊說：「這需要一個非常有經驗，而且熟悉如何通過互聯網進行推廣的營銷團隊，這樣的成本很大。」有種說法是電子商務是低成本營商，他認為這是個謬誤。「目前，電子商務的成本幾乎與傳統商業模式的成本相同，因為在線推廣需要大量的資金投入。」

為應對激烈的網購市場競爭，任何進入內地市場的外國銷售商都必須提供該產品的詳盡資料，「至少要提供照片。為了讓產品脫穎而出，你需要有一個好的品牌故事，讓我們的團隊幫助推廣，但澳門的經銷商常常無法整理出營銷所需的要素。」馬俊說。

不過，溫聶航表示，澳門的商人亦掌握一定的優勢。她說：「這些商家真的很聰明，懂得如何使用社交媒體，這是一項很重要的技巧。」由於 Facebook 和 Twitter 等世界上最大的社交媒體在中國內地遭到封鎖，因此微博和微信等中國社交媒體成為在線推廣產品的重要途徑。

馬俊表示，在眾多接觸中國內地潛在買家的低成本方式中，最好的方式是參加澳門貿易投資促進局（IPIM）舉辦的會展活動，當中，品酒和試食活動最為受歡迎。

新門戶：廣州南沙新區

於 2017 年 8 月份開通的一個新的物流渠道，讓澳門或葡語國家生產的商品通過澳門公司在網上銷售，並將產品通過澳門邊境運至廣州南沙新區。這條新的物流渠道在經濟局、廣東出入境檢驗檢疫局、南沙出入境檢驗檢疫局、南沙海關、廣州市商務委及廣州南沙開發區管委會口岸工作辦公室等部門的大力支持和推動下，以及在澳門中葡電子商務商會協助下開通。

經濟局表示，澳門與內地雙方同意於南沙設立報關渠道，通過「跨境電商一站式服務」貨品直接經陸路從澳門運到南沙。

馬俊表示，廣州可以解決阻礙澳門電子商務發展的另一難題：貨品的倉儲問題，這特別有利於擴大葡語國家的產品銷售。

中國內地電子商務蓬勃發展推動了中國快遞業務迅速增長。馬俊說：「中國消費者一直受益於內地電子商務平台的高效率。」內地消費者現在認為隔夜送貨和包裹追縱是常態，迫使阿里巴巴集團和騰訊控股等大型中國電子商務公司在中國各地建立龐大的倉庫。

這樣的物流設施超越了葡語國家產品銷售的方法。馬俊說：「目前葡語國家產品的經銷商只會根據訂單銷售，或在澳門只保留少量庫存。」如此小規模的庫存僅能用以試水內地市場，但真正發展遠遠不夠。馬俊指出，現在商家註冊做生意非常簡單，其商品也並不需要中文標註，但僅僅限於目前這個發展階段。

一旦在線銷售商品的業務增長到一定規模，商家就會面對更多難題。馬俊表示，淘寶和京東等電子商務公司需要保持最低庫存量，以確保他們能夠及時交付所銷售的產品。他表示，產品從葡萄牙海運到中國需時大約 50 天，「我們怎能要求消費者等待這麼長的時間呢？」

馬俊認為，外國商家應充分利用南沙新區。「只要流通速度不太慢，大多數支持電子商務的自由貿易區的倉庫都不會收取庫存費用。」他補充，由於中國內地的薪酬水平較低，包裝和運送貨物的成本亦隨之降低。■

PRODUCTS of the Portuguese-speaking Countries will have a much bigger showcase in the fiercely competitive E-commerce market in Mainland China, say those in the know. Sino-Portuguese E-commerce Chamber Executive Vice-President Johnny Ma tells *Macao Image* that the chamber will shortly join what he describes as “one of the biggest E-commerce platforms” in China. That means either Taobao, part of Alibaba Group, or its rival, Jindong.

Entrepreneurs in the Portuguese-speaking Countries are not alone in eyeing the nearly 1.4 billion Mainland Chinese consumers. The Companhia de Telecomunicações de Macau (CTM) E-commerce website, Macao Good Hands, was launched in March 2017 to help Macao merchants sell their products in the city. CTM Business Services and Development Officer Nicole Wan Nip Hong tells *Macao Image* that her company now has plans to open Macao Good Hands for business in Mainland China this year.

The Macao SAR Government is focusing on making the city a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, as one of the main ways to make the Macao economy less dependent solely on tourism and gaming industry. Mr Ma says that even though Macao had 32.6 million visitors last year – the most in any year yet – the market in the city is still small. He believes the best way to increase business is to exploit the special status of Macao to open up a path to the Mainland Chinese E-commerce market.

Ms Wan says Macao Good Hands has the same strategy for the long term. The E-commerce website concentrated in the beginning on selling the wares of Macao merchants. When foreign merchants try to enter Chinese-speaking markets, language and cultural differences can be a big problem.

Mr Ma says Macao can make such differences less of a problem because its unique history means Portuguese is an official language in the city. He believes the Portuguese-speaking Countries – and particularly Portugal, which he visits regularly – have products that are suitable for the Mainland Chinese market and are of good quality, and that sell for prices more acceptable than the prices of similar goods from other sources.

Advertising imperative

However, the road ahead is uphill, Mr Ma says. “Chinese consumer purchasing power is quite strong now, but products from the Portuguese-speaking Countries are not broadly known in the Chinese market,” he says. Famous Western brands have invested a lot of money in the past few years in advertising their products online in China, because that is where consumption, especially among the young, is growing.

Entrepreneurs in the Portuguese-speaking Countries are starting from behind and so will have to spend time and money to spread the word about their wares. “It would take a very experienced operations team that knows how to promote through the Internet – and that costs a lot,” Mr Ma says. He regards the notion that E-commerce is



「中國消費者一直受益於內地電子商務平台的高效率。」

The Chinese consumer has been quite spoilt by the high efficiency of E-commerce platforms.

中葡電子商務商會執行副總裁馬俊
Johnny Ma, Executive Vice-President of
Sino-Portuguese E-commerce Chamber

low-cost commerce as a fallacy. “Right now, the costs of E-commerce are almost the same as those of conventional channels for commerce, because a lot of money goes into online promotion.”

Fierce competition online means that the seller of any foreign product entering the Mainland Chinese market has to give good information about the product, “such as pictures at least”.

Mr Ma says. To make a product stand out, “you need to have a good story to give our promotion team,” he says. But Macao middlemen have trouble putting together the essentials of good sales.

Macao merchants have some strengths, though, says Ms Wan. “Merchants are really clever, and know how to use social media, which is a big skill,” she says. Since some of the biggest social media in the world, such as Facebook and Twitter, are blocked in Mainland China, Chinese social media such as Weibo and WeChat are the most important ways of advertising products there online.

Mr Ma says that among the low-cost ways of reaching potential buyers in Mainland China, the best is to attend conference and exhibition events organised by the Macao Trade and Investment

Promotion Institute (IPIM). Wine and food tastings are particularly popular, he says.

Gateway: Nansha New Area in Guangzhou

In August 2017, a logistics channel was opened to take goods made in Macao or the Portuguese-speaking Countries that are sold online by Macao companies, and to move them across the Macao border to the Nansha New Area in Guangzhou. The new logistics channel was jointly launched by the Macao Economic Bureau, the Guangdong Entry-Exit Inspection and Quarantine Bureau, the Nansha Entry-Exit Inspection and Quarantine Bureau, the Nansha Customs Unit, the Guangzhou Municipal Commission of Commerce and Administration Committee of Guangzhou Nansha Development Zone; counting also with the support from the Sino-Portuguese E-Commerce Chamber.

According to the Economic Bureau, authorities from both sides have agreed to “set up a customs declaration channel” in Nansha for direct imports of goods transported by land from Macao using “cross-border E-commerce customs clearance facilitation measures”.

Mr Ma says Guangzhou can solve another problem that hampers E-commerce in Macao, especially the sale of products from the Portuguese-speaking Countries: warehousing in Macao.

The boom in E-commerce in Mainland China has driven the fast growth in express delivery services there. “The Chinese consumer has been quite spoilt by the high efficiency of E-commerce platforms,” Mr Ma says. Mainland Chinese consumers now regard overnight delivery and package tracking as the norm, compelling big Chinese E-commerce companies such as Alibaba Group and Tencent Holdings Ltd. to put up huge warehouses all over China.

Such logistical infrastructure is beyond the means of sellers of products made in the Portuguese-speaking Countries. “The distributors of goods from the Portuguese-speaking Countries will sell only to order, or keep only a small inventory here in Macao,” Mr Ma says. Such practices will suffice only while the sellers are still trying out their products in the Mainland Chinese market. Mr Ma says the sellers also have it easy in that registering to do business is simple and their wares are not required to be labelled in Chinese – but only for the time being.

Once the business of selling their goods online grows beyond a certain size, the sellers will have a tougher time. Mr Ma says E-commerce companies such as Taobao and Jindong need to keep minimum inventories to ensure that they can deliver the products they sell in good time. He says shipping a product by sea from Portugal, for example, takes about 50 days. “How can we ask consumers to wait around for it?”

Mr Ma says merchants should make the most of the Nansha New Area. “Most of the free trade zone warehouses that support E-commerce won’t charge for inventory, as long as your turnover is not too slow.” That, along with lower wages in Mainland China, reduces the cost of packing and delivering goods, he says. ■



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Macau Trade and Investment Promotion Institute



從多方面推廣「美食之都」文化

—訪澳門美食同業聯合商會會長

Multiple ways to promote Macao as a UNESCO Creative City of Gastronomy

An interview with the Chairman of the Association of Great Food Merchants of Macao



澳門美食同業聯合商會會長梁仕友
Leong Si Iao, Chairman of the Association of Great Food Merchants of Macao

豬扒飽、葡撻、杏仁餅……這些食物可謂每位訪澳旅客必嚐的「澳門味道」，但這片三十多平方公里的土地所蘊藏的美味怎會這麼簡單。澳門近來獲聯合國教科文組織評定為「創意城市美食之都」，澳門美食同業聯合商會會長梁仕友認為，這可讓大眾關注到澳門旅遊區以外的美食，讓飲食行業運作更規範化，企業亦要善用新媒體及出外參展交流的機會，宣揚澳門的美食文化。

橫街小巷美食吸客

繼 2005 年澳門歷史城區獲列入聯合國教科文組織《世界文化遺產名錄》後，小城於 2017 年 11 月 1 日又增添了一張亮麗的名片，獲評定為創意城市網絡 (UCCN) 美食範疇的新成員城市，是繼成都及順德加入網絡後，第三個獲評定為「創意城市美食之都」的中國城市。申都成功後，澳門特區政府展開了一連串工作，承諾了四年建設「美食之都」的工作計劃，並將今年定為「澳門美食年」。

梁仕友表示，自開埠以來，澳門已有四百多年歷史，回歸祖國亦將近二十年，

PORK-CHOP buns, Portuguese egg tarts, almond cakes: these delicacies are the tastes of Macao that every visitor to the city is bound to try. But there are even more intriguing flavours to be found within the thirty-some square kilometres of the city.

Chairman of the Association of Great Food Merchants of Macao Leong Si Iao says that Macao's recent recognition as a UNESCO Creative City of Gastronomy may make people more aware of delicacies to be discovered in places where tourists rarely venture, while standardising the operation of the food and beverage industry in Macao.

Mr Leong says enterprises should make use of new media and grasp the opportunities to take part in exhibitions and trade fairs abroad to promote the food Macao offers.

Street fare

Having had its historic centre inscribed on the World Heritage List by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2005, Macao

received further international recognition on 1 November 2017 when it was made a member of the UNESCO Creative Cities Network in the field of gastronomy. Macao became the third Chinese city to gain membership, after Chengdu and Shunde.

After Macao joined the network, the Macao SAR Government began taking a series of measures to promote the city as a gastronomic destination, and will put into action a four-year plan to strengthen its position as a UNESCO Creative City of Gastronomy. The authorities have designated 2018 as the Macao Year of Gastronomy.

Mr Leong says that Macao has a history of more than four centuries of openness to the outside world, with almost two decades under the administration of the People's Republic of China. The mixture of Chinese and Western cultures has been evolving in this city all these years, which is also reflected in its food – especially in Macanese cuisine, the product combining the culinary talents of the Chinese and the Portuguese, he says.

As many restaurants in Macao are

一直以來中西文化交融，在美食層面上也是如此，更衍生了土生菜這種糅合了中葡特色的佳餚；澳門餐飲商戶大多以家庭式及中小微企的形式經營，食品質量皆有保證，深受大眾愛戴。是次申都成功，讓澳門美食在國際知名度上進一步提升，特別是旅遊區以外、位於橫街小巷的食店，過往較少能夠吸引旅客拜訪。

參展交流擴闊視野

梁仕友提到申都成功前數年，澳門已有不少人投資餐飲行業，尤其是特區政府推出「青年創業援助計劃」後，不少青年企業家利用貸款開創甚具特色的食肆，成功在飲食界闖出名堂。「經營餐飲業，來來去去都是差不多的食材，要做到甚具特色，重要的是怎樣去維持經營的質素。」他認為澳門成為「美食之都」後，將令行業經營模式更規範化。


為了讓更多人認識澳門的美食佳餚，他認為商戶應多出外參展，展示小城的飲食特色之餘，也可擴闊視野。例如，今年1月澳門貿易投資促進局及廣州市商務委員會在廣州市合辦的「2018 澳門·廣州繽紛產品展」中，主辦單位在場內設置了「澳門特色美食區」，邀請了本澳企業參與，為觀眾現場烹製各款地道特色美食，如燒葡式乳豬、木糠布甸等等。澳門美食同業聯合商會也於今年4月率團前往北京參加食品展覽會，梁仕友稱商戶反應踴躍，原本預計只有約二十人參與，最後卻有三十多人成行。

老店傳承與新媒體宣傳

帶領商戶參展只是澳門美食同業聯合商會推廣本地美食文化的其中一項工作。梁仕友透露，該會於1996年成立，目前有100多家商號會員，店鋪數目超過200間，未來三年的發展方向及工作目標以「團結傳統小店，堅持傳承，創意創新」為大方向，期望進一步配合及豐富澳門「美食之都」的美譽和內涵，結合歷史和美食文化，強化老店傳承，也助力澳門推廣旅遊業。談到本澳老店傳承的問題，他提到部分老店消失的原因與人手不足及下一代不想繼承有關，亦有因為租金升值面臨搬遷的問題。

此外，該會最近建立了美食評團隊，以低成本形式為中小微企拍攝美食宣傳視

頻，再發佈至社交網絡平台。「社交平台宣傳是很重要的一環，現時社會資訊發達，長篇大論的東西人們未必有時間看。透過短片宣傳，可以發揮更大效益。」他表示，在社交平台宣傳後，商戶均反映客人及生意有所增加，有不錯的效果。

要抓住「美食之都」帶來的機遇，科技建設都要配合時代的發展趨勢。梁仕友表示，支付寶及微信支付等電子支付模式在內地十分盛行，本澳要形成這股浪潮仍需一段時間，且本澳Wi-fi覆蓋率未夠全面。期望政府在此多做工作，讓免費Wi-fi覆蓋更多地方。 



family-run businesses, micro-businesses, or small and medium-sized enterprises, Mr Leong says, they guarantee the quality of the dishes they serve and so remain popular. Being a UNESCO Creative City of Gastronomy may enhance the international standing of Macao as a place to eat, particularly the reputation of the food and drink outlets in back streets and alleyways where tourists have rarely ventured before.

Broad perspective

Mr Leong says that for the past few years, even before Macao became a UNESCO Creative City of Gastronomy, many of its people have been investing in the food and drink business, especially since the Macao SAR Government instituted its Young Entrepreneurs Aid Scheme. Many young entrepreneurs have used money they borrowed through the scheme to open novel and unique outlets for food and drink, and achieved success in their endeavours, he says.

“Almost all outlets use similar ingredients, and the key to making your food and beverage business stand out is maintaining your operating standards,” he says. Standards in the food and drink industry could now become more uniform, he notes.

Mr Leong believes that to make Macao food better-known, businesses in the city should take part in more exhibitions and fairs abroad to show how singular Macao delicacies are, and to broaden their horizons. For instance, the 2018 Macao-Guangzhou Products Fair had a pavilion for Macao delicacies, where Macao purveyors prepared various Macao dishes on the spot and served them to visitors. The dishes included Portuguese-style roast suckling pig and serradura. The 2018 Macao-Guangzhou Products Fair was arranged jointly by the Macao Trade and Investment Promotion Institute (IPIM) and the Guangzhou Municipal Commission of Commerce, and was held in Guangzhou in January.

The Association of Great Food Merchants of Macao led a party of Macao business people that exhibited at a food fair held in Beijing in

April this year. Mr Leong says the response to the invitation to exhibit was better than he expected. At first he thought about 20 representatives of businesses would join the party, but in the end more than 30 joined.

Torch bearers

Arranging for purveyors to exhibit in trade fairs is just one of the ways the Association of Great Food Merchants of Macao promotes



「經營餐飲業，來來去去都是差不多的食材，要做到甚具特色，重要的是怎樣去維持經營的質素。」

Almost all outlets use similar ingredients, and the key to making your food and beverage business stand out is maintaining your operating standards.

澳門美食同業聯合商會會長**梁仕友**
Leong Si Iao, Chairman of the Association of Great Food Merchants of Macao

Macao food. Mr Leong says the association was formed in 1996 and now has more than 100 members, which together run about 200 establishments. He describes the purposes of the work the association will do in the next three years as “uniting traditional outlets, emphasising their heritage, and being creative and innovative”.

The association hopes to burnish the reputation of Macao as a UNESCO Creative City of Gastronomy and to enrich the basis of that reputation by intertwining the history of the city with the food the city offers, Mr Leong says. He says the association hopes to do so by helping preserve the heritage of typical old-fashioned establishments serving food and drink, and by speaking up for tourism in Macao. Some typical old-fashioned establishments have closed because they were unable to find staff, keep up with increases in rents or because the younger generation was reluctant to take over family-run businesses.

The association recently formed a panel of food critics who help micro-businesses and SMEs in the food industry to make inexpensive advertising videos to be shown in the social media. “Social media are an important vehicle for promotion,” he says. “In this information era, people may not have time to engage in communication in detail. Short advertising videos can maximise the efficiency of promotion.” Merchants report that advertising in the social media brings in more customers and increases business, showing that the panel of food critics has had some success, he says.

To take the opportunities arising from its becoming a UNESCO Creative City of Gastronomy, Macao should improve its information technology infrastructure to keep up with current developments, Mr Leong says. Electronic payment services such as Alipay and WeChat Pay are used widely in Mainland China, but need more time to establish themselves in Macao, he says. And the Wi-Fi coverage in the city is insufficient, he says, so he hopes the Government will endeavour to have the coverage of free Wi-Fi extend to more places across the city. 📺

泛珠省區葡德環保交流團收穫豐

A Pan-Pearl River Delta mission gets results from a visit to Portugal and Germany

推動環境保護及綠色生活已成為全球發展大趨勢，澳門特區政府於2018年3月組織「泛珠9+2省區代表葡萄牙及德國商務交流團」一行逾60人，前往環保技術先進的歐洲國家考察，發揮澳門的平台作用，讓歐洲及泛珠省區的官產學代表相互學習取經，加強彼此在經貿及環保產業等領域的聯繫和合作。參與今次「綠色行」的企業表示，此行擴闊了國際視野，成果豐碩，為未來的合作奠定了良好的基礎。

平台作用拓市場視野

自2016年起，澳門特區政府持續深化泛珠三角區域合作，組織泛珠省區代表攜手開拓葡語國家及歐洲市場。是次交流團由澳門貿易投資促進局主席張祖榮擔任團長，成員包括泛珠省區環保和經貿範疇的政府部門及企業代表等，於3月11日至19日赴葡萄牙及德國開展「綠色行」。交流團行程緊湊，參觀了當地多家綠色企業，

拜會當地商會及機構，並獲中國駐法蘭克福總領事館經濟商務室、中國駐葡萄牙大使館等代表接見。

張祖榮表示，組織是次交流團充分體現了澳門作為中國與葡語國家商貿合作服務平台的定位，讓泛珠省區官產學代表拓展國際環保視野，對比內地技術及歐洲技術水平，發揮優勢互補，有利在環保範疇的業務方面得到改善或開拓其他市場。此外，藉此行澳門企業除結識到葡、德環保領域的朋友外，亦在交流團內成功與其他省區環保企業取得聯繫。

持續聯繫借鑑先進經驗

澳門清潔專營有限公司執行董事李文壽參與了是次「綠色行」。他表示，交流團將泛珠9+2省區不同的代表連繫起來，令澳門作為中國與葡語國家商貿合作服務平台的獨特作用得以發揮。他透露是次行程結束後，交流團成員繼續透過社交平台保持聯繫，進行技術交流乃至分享生活點滴。



「泛珠9+2省區代表葡萄牙及德國商務交流團」一行逾60人
The PPRD delegation that visited Portugal and Germany had more than 60 members



創達科技有限公司行政總裁廖定中稱參與是次「綠色行」有助認識歐洲的環保產業
eNovation Technologies CEO Sam Liu says the visit taught companies about the characteristics of the environmental protection industries in Europe

李文壽指出，是次交流團的專業水平高，跟同團成員交流時，了解到內地不同單位對環保事業所作的舉措及期盼，亦理解到內地環保產業已處於全球前列的位置。他隨團參觀了德國及葡萄牙的污水處理、河流淨化、塑膠分類廠等環保生態設施，指出當地不少經驗可讓澳門借鑑，如塑膠分類廠使用了紅外線光譜技術將塑膠分離，過程全自動化且技術已發展得相當成熟；雖然與歐洲國家相比，澳門土地有限，未必有空間設立同類型的工廠，但相關技術或可應用至其他方面。

官產學交流專業水平高

交流團的另一澳門企業代表、創達科技有限公司行政總裁廖定中也讚揚交流團的專業水平高，跟以往只有企業或官方代表的代表團不同，是次「綠色行」包含了官產學三方，除了加強業界聯繫，也可促進企業與政府部門之間的交流，掌握業界及官方對環保政策的不同理念及思維，有助企業擴闊視野。此外，企業在行程中也充分體會各地環保產業技術的特色，以便優勢互補，例如德國的工藝及設施均相當精細。

廖定中續稱，是次「綠色行」為各地企業提供了很好的交流平台。他透過此行認識了過往較少接觸的澳門環保企業，以及了解內地市場的龐大商機，不論是項目規模，還是環保方面的覆蓋性，均比澳門市場複雜。他強調交流團只是各地企業加強聯繫的起點，不少泛珠及葡、德代表於4月中旬來澳出席「2018年澳門國際環保合作發展論壇及展覽(2018MIECF)」，繼續共同探索進一步合作的空間。

此外，有德、葡企業表示，藉著是次交流可與中國代表建立聯繫，為未來合作「鋪路」。泛珠方企業亦指雙方具備合作空間，可達致雙贏局面，澳門可繼續發揮其獨特的平台優勢，助中國企業連結葡語國家。 **M**



澳門清潔專營有限公司執行董事李文壽認為歐洲的環保生態設施可讓澳門借鑑
CSR Executive Director Morse Lei says Macao could draw wisdom from green facilities in Europe

WITH the need to better protect the environment and lead a green lifestyle, the Macao SAR Government arranged for 60 delegates of the Pan-Pearl River Delta Region to undertake a business mission to Portugal and Germany in March 2018. The mission was designed to find out more about the advanced technologies used in those European countries to protect the environment. The aim is to boost Macao's role as a conduit for interaction among people in government, business and academia in Europe and the Pan-Pearl River Delta (PPRD) Region, so they can learn from each other and thus enhance exchanges and co-operation in the fields of business and environmental protection.

Business representatives among the delegates said the visit widened their perspective, yielding fruitful outcomes and laying foundations for further co-operation.

New markets explored

The Government has been arranging visits to places abroad for PPRD representatives since 2016, helping them look into markets in the Portuguese-speaking Countries and in Europe. The delegation that visited Portugal and Germany from 11 to 19 March was led by the President of the Macao Trade and Investment Promotion Institute (IPIM) Jackson Chang. The delegation included representatives of government departments and companies from across the PPRD region.

The members had a busy schedule. They visited environmental companies, business chambers and many other organisations. And they had meetings with trade and economic representatives of the Chinese Consulate-General in Frankfurt and the Chinese Embassy in Portugal.

Mr Chang says the visit highlighted the function of being the Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries that Macao performs, and widened the view of environmental protection taken by the representatives of government, business and academia in the Pan-Pearl River Delta Region. The visit allowed delegation members to compare the green technologies of Europe with the ones of China, with a view to using the respective advantages of those technologies to complement each other in endeavours to grow the environmental protection business or enter new markets.

The visit did more than just making connections with the counterparts in Portugal and Germany, Mr Chang says. The Macao enterprises represented in the mission were also put in touch with businesses elsewhere in the region.

Exchanges are instructive

Companhia de Sistemas de Resíduos Lda. (CSR) Executive Director Morse Lei was part of this “green voyage”. Mr Lei says the mission brought together people from various fields in the region and that Macao performed its unique function as a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries. Since the visit, the delegates have remained in contact through social media, continuing their exchanges on topics from professional technology to daily life stories.

Mr Lei emphasised the great expertise to be found among the delegates. He says communicating with people in government and business gave him a better grasp of environmental protection policy and expectation in various parts of Mainland China, and an appreciation of the global prominence of the Mainland Chinese environmental protection industry.

The schedule included inspections of a sewage treatment plant, river purification infrastructure, a plastic sorting plant and other green facilities in Germany and Portugal. Mr Lei says Macao could draw wisdom from such facilities, such as the NIR spectroscopy used in sorting plastic. He says the technology is advanced and that the whole process of handling the waste is fully automated. Macao may have insufficient space for a similar plant because it has less land than most European cities, but the technology may still be applied in other fields, he says.

Exchanges build expertise

Another Macao member of the party was eNovation Technologies Ltd. Chief Executive Officer Sam Liu, who lauds the degree of expertise to be found among his fellow delegates. Mr Liu says that unlike previous missions, which brought together only people in government or businesspeople, the latest mission included representatives of government, businesses and academia, so enhancing the connection within the sector itself and facilitating




參與交流團的企業旨在了解更成熟的環保科技
The mission was designed to find out more about advanced technologies to protect the environment

communication between the industries and government departments. He says the new formation of a delegation helps introduce companies to the concepts of various environmental protection policies and mindsets about it among the sector and government departments, effectively broadening the horizons of the representatives of the environmental protection industry.

Mr Liu says the visit taught companies about the characteristics of the environmental protection industries elsewhere so that the companies may use the respective advantages of those industries and their own to complement each other, and thus increase co-operation. For instance, the German industry is well known for the attention to detail shown in its best facilities, he says.

The visit has offered a productive exchange platform for all the companies involved, he says. He met some new Macao companies in the environmental protection industry with which he rarely had chance to co-operate in the past, and learned about the abundant business opportunities in the Mainland Chinese market, which is much further-reaching than the Macao market, whether in the size of the projects undertaken or in the scope of the environmental protection industry.

Mr Liu says the visit was just the start of the process of strengthening ties among businesses in the PPRD region, and Germany and Portugal, as many people from those parts of the world also attended the 2018 Macao International Environmental Co-operation Forum and Exhibition (MIECF), held in April, seeking further opportunities for co-operation.

German and Portuguese companies report that they have taken this opportunity to make connections with the delegates representing the Pan-Pearl River Delta Region, paving the way for future co-operation. The visitors believe that with Macao performing its role as a place where Mainland Chinese enterprises and those in the Portuguese-speaking Countries can conduct business, there is room for greater co-operation among all concerned to achieve a win-win outcome. 



2018 MIECF 成效理想 2018 MIECF yields ideal results

由澳門特別行政區政府主辦的「2018年澳門國際環保合作發展論壇及展覽」(2018 MIECF) 於4月12至14日期間舉行，為期三日的展會充分展現出國際綠色平台的作用，促進一帶一路沿線國家、泛珠三角區域、粵港澳大灣區、葡語國家及歐洲國家的綠色企業交流合作，今屆 MIECF 綠色配對洽談區進行的配對洽談較 2017 年增加 28%，與會展商多認為 MIECF 發揮的綠色平台作用越來越顯著。

MIECF 今年已舉行第十一屆，大會主題為「構建生態城市 共享綠色經濟」。大會安排了綠色配對、專業推介洽談會、「大灣區環保合作交流會」以及「綠色建築行業交流會」等多個活動，供與會人士交流和洽談合作。三天的交流洽談活動共安排了 35

份簽約項目，在綠色配對洽談區內進行了 349 場配對洽談，較 2017 年增長 28%。

今屆綠色展覽總面積約為 16,900 平方米，邀請了逾 490 家、來自 19 個國家及地區的展商參與，重點展示整治大氣、水、土壤污染及生態城市建設的環保解決方案。今年，為配合「粵港澳大灣區」落實生態優先、綠色發展，展場增設「大灣區環保產品及方案展區」，以深化大灣區環保合作。同場續設有「創新環保科技展示區」、「綠色建築展區」，「綠色交通專區」等。為了加強政府部門對環保產品及技術的認識，促進環保產業發展，大會繼續安排政府導賞團參觀展場，邀請逾 30 個政府部門派員參與。同時今年增設的政府採購對接會專場，共有 16 個政府部門參加，進行超過 80

場配對洽談，為各部門的環保採購需求提供現場配對平台，進一步延伸及加大導賞團的成效。參與的政府部門採購人員表示，此活動讓他們了解最新的環保用品及設施，現今政府部門採購用品時，亦將環保內容列為考慮條件之一，導賞團及洽談活動可以增加選擇，有利日後的採購工作。

交流意見

綠色論壇作為 MIECF 重點活動之一，今年舉行了 6 場綠色論壇及 1 場特別環節，超過 50 位來自中國內地、澳洲、哥斯達黎加、荷蘭、葡萄牙、新加坡、美國、中國香港和中國澳門等國家及地區的環保先鋒、跨國企業高層及政策制定者等擔任演講嘉賓出席，就旅遊業的可持續發展、綠色會展、生態城市、綠色金融、綠色化工等議題發表真知灼見，交流資訊推動區域間環保合作發展，促進多元合作。

今年大會更邀請全球氣候變化的世界權威、現任「氣候和能源市長全球契約」

副主席、曾任「聯合國氣候變化框架公約」執行秘書（2010-2016）的克里斯蒂安娜·菲格雷斯女士（Ms. Christiana Figueres）任主題演講嘉賓，並在特別環節中分享及交流關於「構建未來的生態城市」的專業見解。論壇並邀請到多位極具份量的業界權威人士擔任環節主題演講嘉賓，包括享譽國際的綠色金融專家、現任中國金融學會綠色金融專業委員會主任馬駿博士，國家生態環境部副調研員李君、中國科學院生態環境研究中心主任歐陽志雲博士等。論壇亦安排了泛珠三角區域環節、歐洲及泛珠三角區域的業界於環節內進行交流。今屆綠色論壇吸引逾3,900人次參與，大會並為各場論壇申請專業認證，向論壇出席人士發放相關範疇的專業認證證書，更有效發揮 MIECF 作為專業知識的分享平台。

2018MIECF 首天成功舉行了「綠色商機合作日」，系列活動包括綠色論壇和簽約儀式。其中，綠色論壇分為兩個環節，議

題分別為「綠色經濟 - 旅遊業的可持續發展」和「生態城市的綠色會展建設」，探討旅遊業、會展業，以及相關行業包括酒店、餐飲、運輸等，如何利用綠色技術增強成本效益，開拓商機。

澳門貿易投資促進局及澳門金融管理局今年組織來澳參加 2018MIECF 的客商，包括歐洲客商，聯同本地環保業界及金融界代表，一行約 50 人赴廣東省江門市參觀考察粵澳（江門）產業合作示範區，了解廢水處理設施和先進電鍍工藝，並與當地政府部門座談，推動雙方環保技術及資訊「走出去」、「引進來」，加大綠色合作。貿促局亦組織與會客商到澳門中南區及離島區等進行考察，體驗澳門文化之餘，帶動社區經濟。

展會最後一天是「綠色公眾日」，不少市民到場參觀，參與大會安排的環保親子活動及欣賞各類表演，氣氛熱烈。今年續設有「環保生活市集」，供市民選購各類環保產品，實踐綠色生活。■

THE 2018 Macao International Environmental Co-operation Forum & Exhibition (2018MIECF), staged by the Macao SAR Government, took place from 12 to 14 April. The three-day event has demonstrated its effectiveness as an international green platform, increasing exchanges and co-operation among green enterprises in countries covered by the “Belt and Road” initiative, the Pan-Pearl River Delta region (PPRD), the Guangdong-Hong Kong-Macao Greater Bay Area, in the Portuguese-speaking Countries and in European countries.

The number of green business-matching sessions was 28 percent greater this year than in 2017 and most exhibitors believe MIECF plays an increasingly significant role as a launch pad for green endeavours.

This year is the 11th year of MIECF. This year's theme was “Shaping of Eco-Cities for



Inclusive Green Economy”. A wide range of activities was put on to allow participants to communicate and discuss opportunities for co-operation, including green business-matching sessions, presentations, the “Greater Bay Area Environmental Co-operation Networking Session” and the “Green Building Industry Networking Session”. A total of 35 agreements were signed during the three days and 349 business-matching sessions were held in the green business-matching area, 28 percent more than in 2017.

The exhibition was a green showroom that spanned an area of approximately 16,900 square metres, wherein more than 490 exhibitors from 19 countries or regions showcasing environmentally friendly solutions with focus on the ones that cope with the problems of air, water and soil pollution, and of constructing eco-cities.

This year, in pursuit of the ecological priorities and green development of the Guangdong-Hong Kong-Macao Greater Bay Area, the “Green Showcase” was added to increase environmental co-operation in the Guangdong-Hong Kong-Macao Greater Bay Area. Other highlights were the “Innovative and Environmentally Friendly Technology Showcase Area”, the “Green Building Showcase Area” and the “Green Transportation Showcase Area”.

As in previous years, to help government departments learn more about products and technologies for protecting the environment, so spurring development of the environmental protection industry, MIECF organisers conducted guided tours for officials and held the “Government Procurement Matching Session”. More than 30 government departments sent representatives, and more than 80 business-matching sessions answered the need for eco-products from 16 government departments. The organisers say the on-premises business-matching sessions enhanced the effectiveness of the guided tours.

The procurement representatives of government departments that attended said the activities taught them more about the latest developments in green technology and



為2018 MIECF 擔任主題演講嘉賓的的克里斯蒂安娜·菲格雷斯女士 (Ms. Christiana Figueres) 為全球氣候變化的世界權威

Christiana Figueres, one of the most noted authorities in the world on global climate change, was the keynote speaker at 2018 MIECF

solutions to environmental problems. They counted friendliness to the environment as an important factor in government procurement. Many considered the guided tours and business-matching sessions able to widen their range of options, promising to make their work easier in future.

Fruitful exchanges

One of the key aspects of the 2018 MIECF was the “Green Forum”. This year, the “Green Forum” comprised six green sessions and one special session that brought together more than 50 experts on the environment, executives of multinational companies and policymakers from Mainland China, Australia, Costa Rica, the Netherlands, Portugal, Singapore, the United States, Hong Kong, Macao and other regions or countries. The guest speakers gave insights into topics such as sustainable tourism, green exhibitions, eco-cities, green finance and green chemicals, engendering exchanges of information on developing environmental co-operation among regions and so facilitating greater collaboration in a more diverse range of ways.

The MIECF organisers invited one of the most noted authorities in the world on global climate change to be the keynote speaker this year: Global Covenant of Mayors for Climate & Energy Vice-chair Christiana Figueres, the executive secretary of the UN Framework Convention on Climate Change from 2010-2016, who shared her insights with the audience in a speech entitled “Industry Shaping Tomorrow’s Eco-cities”.

The forum organisers also invited other highly respected authorities on the green industry to give keynote speeches, including China Financial Institute Green Finance Professional Committee Director Ma Jun, an internationally renowned expert on green finance, China’s Ministry of Ecology and Environment Deputy Researcher Li Jun and Chinese Academy of Sciences Research Centre for Eco-Environmental Sciences Director Ouyang Zhiyun. The organisers arranged a special session for the PPRD region, an occasion for European and PPRD enterprises to communicate. The Green Forum attracted more than 3,900 participants this year.


The organisers presented professional certification of attendance at each session

of the forum and those who attended, so enhancing the performance of the MIECF as an occasion for more effective dissemination of environmental expertise.

The “Green Business Co-operation Day”, held on the first day of the 2018MIECF, featured a series of forum sessions and a contract signing ceremony. Two sessions of the Green Forum took place that day, with the respective topics “Green Economy – The Sustainable Tourism” and “New Pattern in MICE Industry under Eco-Cities Model”. The forum sessions focused on how green technology could be used to enhance the cost effectiveness and expand trade opportunities for the tourism industry, MICE industry and other related businesses including hotels, catering business, and transport sector.

The Macao Trade and Investment Promotion Institute (IPIM) and the Monetary Authority of Macao invited participants in MIECF this year to visit the Guangdong and Macao (Jiangmen) Industrial Co-operation Demonstration Zone in the city of Jiangmen. The delegation with about 50 members included European guests and representatives of the environmental protection and financial sectors in Macao. The group toured wastewater treatment facilities, learned about advanced electroplating and discussed with local government officials the pursuit of the policies of going global. Each participant learned about environmental protection technology and information from each other, further expanding green co-operation.

IPIM also arranged for businesspeople to visit communities in central and southern peninsular Macao and the island district of the city, so they could experience the culture of Macao and spur the economies of the communities they visited.

The final day of the event was the “Green Public Day”, which drew in citizens to take part in environmentally friendly family activities, and to enjoy shows held during MIECF. The atmosphere was lively and engaging. Once again, the “Eco-Market Macao” presented various types of environmentally friendly products to consumers and offered opportunities to experience a green lifestyle. 



2018MIECF



16,900

綠色展覽面積
square metres
of exhibition space



349

商業配對及交流
business matching
and networking sessions



490

展商數目
exhibitors



35

簽訂合作協議
co-operation
agreements signed



19

國家及地區
countries and regions



3,900

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

2018MIECF展商及與會者取得豐碩成果 Participants praise 2018MIECF for bearing fruit

「2018年澳門國際環保合作發展論壇及展覽」(2018MIECF)於4月12日至14日舉行。不少與會者及參展商表示，展會有助企業開拓新市場之外，亦促進各界在新近環保政策措施的交流，推動各地加強合作，發揮澳門獨特的平台作用。

內地澳門合力培育綠色會展

商務部流通產業促進中心會展服務業促進處處長張哲是2018MIECF「綠色商機合作日」——綠色論壇的其中一位主講嘉賓。鑑於中央政府提出國家經濟已由高速增長階段轉向高質量發展階段，張哲指出近年內地積極推行多項綠色會展工作，包括：一、制定標準，明確規範依據，提出一系列與綠色會展相關的標準；二、先試先行，發揮示範作用，商務部主辦的展覽及國內知名的大型展覽率先推出綠色概念；三、加強引導，培養相關市場，商務部主辦的展會及國家級對外的經濟展會在提交總結報告時，主辦方或承辦單位需提供綠色會展舉措帶來的成果；四、形成合力，營造良好發展氛圍，商務部流通產業促進中心於2016年與52家國內會展業上下游企業成立了「中國綠色會展聯盟」，促進成員間開展合作，以降低成本及提高效率。

張哲強調綠色發展和可持續發展是今後會展業的主要發展方向，環保、節能、低碳等元素是綠色會展的重要組成部分，內地及澳門可共同開展合作項目，培養具有國際競爭力的展會。此外，雙方可加強經驗、設計及科技交流，共同推進綠色會展發展。

發揮澳門獨特平台作用

澳門盛世集團董事主席及行政總裁田達德表示，集團在本屆MIECF參展，展示智慧城市構想，以及現代化的解決方案如何應用在環境管理、公共災難應對和公用事業等領域。今年是他第十一次於MIECF參展，跟第一次相比，環保產業發生了翻天覆地的變化，今時今日人工智能、

雲端計算和大數據等科技模式主宰了行業發展，可從個人至社會層面上帶來改變；社會已不再盲目追求興建大型基建，反而著重將科技應用在各層面上，從而推動綠色社會建設，如智慧交通運輸系統。他指出內地在大數據和人工智能等技術上均具有優勢，澳門從中可發揮其獨特的平台作用，將葡語國家的需求及內地的技術聯繫起來。

田達德表示，MIECF是一個很好的平台，讓各界人士分享區內乃至全球最新的環保產業資訊；從企業、商會至各地的政策制定者，每年均聚首澳門集思廣益，藉以提升人們的生活素質。他提到MIECF具

有獨特的優勢，就是近年吸引了不少來自葡語國家等地方的企業及單位參展參會。此外，盛世集團歷年來在展會上簽訂的發展合作協議總值近1,500萬歐元(1.487億澳門元)，取得豐碩成果。

打造智慧交通解決方案

致力發展新能源等產業的中國之信集團有限公司今年連續第三年在MIECF參展，在本屆展會上聯同其關聯公司發佈了兩款為澳門市場而設計的電動巴士，一款針對旅遊巴，另一款針對公交。浙江之信控股集團有限公司副總裁孫一琦



表示，集團自 2016 年首次參展以來，致力與本地潛在買家保持聯繫，根據澳門的地域特點、氣候與交通狀況，為本地交通度身訂造合適的智慧解決方案。是次發佈的兩種車款長度為 9.5 米，可載客 39 至 40 人，特別適合澳門街道窄、坡度大的環境，並以歐盟標準打造，配備輔助駕駛及智慧網絡連接功能，符合澳門成為智慧環保型城市的需要。

孫一琦續稱，該集團計劃今年在澳門投入一百台電動巴士，認為澳門作為旅遊城市，推動環保車輛符合國際大都會的發展趨勢。此外，透過 MIECF，中國之信品牌的電動巴士吸引了來自葡萄牙、泰國、越南、印尼、墨西哥等國家及地區的潛在買家。中國之信的澳門地區總經銷商科隆新能源科技有限公司董事馬俊表示，目前有三、四家企業有意簽約購買電動巴士，該品牌亦可提供電動巴士租賃服務，減低潛在買家的財政壓力。

構建綠色旅遊之都

雖然在今屆 MIECF 未有展示新產品，但內地知名汽車及新能源企業比亞迪亦派出了代表擔任「綠色商機合作日」——綠色論壇的講者，藉此把握機會與來自世界各地的行業人士交流。比亞迪（澳門）有限公司總經理葉成輝在 2018MIECF 結束後接受本刊專訪時表示，早於澳門推動綠色交通初期，該品牌的電動巴士及的士已在本地展會亮相，獲得了不錯的回應，其後於 2016 年簽下澳門首台純電動巴士的銷售協議，並於翌年為澳門市場帶來 11 噸純電動卡車，推動本地物流業運輸電動化；今年 2 月初，16 台比亞迪 e6 純電動的士也正式在澳門投入使用。

葉成輝強調，比亞迪不是單純地賣車，而是提供新能源解決方案，提倡使用電動車輛取代燃油汽車，包括應用於城市公交、的士、私家車、倉儲及港口運輸等領域；他更舉例指比亞迪總部所在地深圳市，近年已成為全球純電動的士規模最大、應用最廣的城市之一，目前約有 1.25 萬台純電動的士在該市投入服務，佔全市的士總數 62.5%。隨著澳門電動車設備配套逐漸完善，他相信本澳在這方面有很大的發展潛力，期待參展來屆 MIECF，為本地市場帶來更多的電動車產品，協助澳門打造成為「世界級的綠色旅遊之都」。

THE 2018 Macao International Environmental Co-operation Forum & Exhibition (2018MIECF) was held from 12 to 14 April. Many participants said the event helped them expand to new markets, facilitated exchanges among different industries on the latest environmentally friendly measures, and promoted co-operation among regions, strengthening Macao's role as a platform for exploring new opportunities.

Green exhibitions nursery

The Deputy Director of the Circulation Industry Promotion Centre Exhibition Industry Promotion Division of the Ministry of Commerce, Zhang Zhe, was one of the keynote speakers at the Green Forum of 2018MIECF Green Business Co-operation Day. Mr Zhang said Mainland China had implemented many measures in the field of green exhibitions in recent years, after the Central Government said the economy was transforming from a phase of rapid growth to quality growth.

These measures included 1. setting and raising the standards for green exhibitions; 2. leading by example, so green concepts manifest themselves in exhibitions run by the Ministry of Commerce and in big, nationally renowned exhibitions; 3. offering more guidance to foster the market, requiring the organisers and co-organisers of events staged by the Ministry of Commerce, and other trade and economic fairs to detail the outcomes of green measures taken during their events; 4. gathering all of the parties and facilitating an amicable atmosphere for development of the industry through the China Green Exhibition Alliance, which allows the group's 52 members to work together to lower costs and enhance efficiency in 2016.

Mr Zhang stressed that green development and sustainable development will be the principal trends as the exhibition industry grows, and that environmental protection, energy conservation and lowering carbon emissions will be the main elements of green exhibitions. He said Mainland China and



商務部流通產業促進中心會展服務業促進處副處長張哲

Zhang Zhe, Deputy Director of the Circulation Industry Promotion Centre Exhibition Industry Promotion Division of the Ministry of Commerce of China



浙江之信控股集團有限公司副總裁孫一琦

Sun Yiqi, Vice-President of Zhejiang Zhixin Holding Group

Macao could together undertake projects and nurture internationally competitive exhibitions, and that they could increase exchanges of information about their experiences, designs and technology to facilitate the development of green exhibitions.

The Macao platform

CESL Asia Investments and Services Ltd. President and Chief Executive António Trindade said CESL Asia, a Macao company, took part in 2018MIECF to show its ideas about smart cities and application of innovative solutions in areas such as environmental management, disaster relief and public utilities.

CESL Asia has been to MIECF for 11 times and Mr Trindade said the environmental protection industry had undergone huge changes since his company first exhibited.



澳門盛世集團董事主席及行政總裁田達德
António Trindade, President
 and Chief Executive of CESL Asia



比亞迪(澳門)有限公司總經理葉成輝
Henry Yip, General Manager of BYD (Macau)

Technology – in particular artificial intelligence (AI), cloud computing and big data – dominated the development of the industry and brought changes at all levels, from the individual to the community. The society no longer blindly pursued big infrastructure projects but started paying attention to the application of technology, such as in smart transport systems, to facilitate the creation of a green society.

As Mainland China had advantages in technology such as AI and big data technology, Mr Trindade said Macao could exploit its strengths as a bridge between the demands of Portuguese-speaking Countries and China's technology.

Mr Trindade said the MIECF was a good occasion for people in the industry in the surrounding region and from around the world to share the latest insights, while policymakers and the representatives of companies and chambers of commerce

gathered to brainstorm new ideas about how to improve the way people live. The event had a unique appeal as it had attracted many exhibitors from Portuguese-speaking Countries, including various enterprises and businesspeople. Taking part in MIECF had proved fruitful for CESL Asia which had struck development and co-operation deals together worth nearly €15 million (MOP148.7 million) over the years.

Smart ways to get around

China Trustful Group Ltd. concentrates on developing new ways of tapping energy. It has exhibited at MIECF for three years in a row. The company and its affiliates unveiled at 2018MIECF two types of electric vehicle specifically designed for Macao. One is an electric coach for carrying tourists and the other an electric bus for public transport.

Zhejiang Zhixin Holding Group Co. Ltd. Vice-President Sun Yiqi, said the group had maintained close ties with potential buyers of its vehicles in Macao since taking part in MIECF for the first time in 2016. Mr Sun said China Trustful had come up with intelligent means of transport custom-designed for the city, which took into account its geography, climate and road traffic.

Mr Sun said the vehicles unveiled this year were 9.5 metres long, with capacities up to 39 and 40 passengers, capable of negotiating the narrow streets and steep slopes of Macao while meeting the European Union standards. The vehicles were equipped with the internet-connected driver assistance system, feeding the ambition of making Macao a smart city that is friendly to the environment.

China Trustful plans to bring 100 electric buses to Macao's market this year. Mr Sun said promoting electric vehicles helps Macao as a tourism destination, keep in line with the development trends of international metropolises.


The electric vehicles made by the group had attracted the attention of potential buyers Portugal, Thailand, Vietnam, Indonesia, Mexico and other countries or regions, he said.

Koln New Energy Technology Co. Ltd. Director Johnny Ma, whose company is an authorised agent of China Trustful in Macao, said three or four Macao enterprises were interested in buying China Trustful electric buses. Mr Ma said his company could arrange for potential users to lease the vehicles, reducing financial pressure for potential users.

Green tourism

BYD Co. Ltd., a Chinese company known for automobile manufacturing and alternative energy, did not exhibit at 2018MIECF, but BYD representatives attended the "2018MIECF Green Business Co-operation Day" where they had an opportunity to expand their worldwide network. BYD (Macau) Ltd. General Manager Henry Yip told *Macao Image* that his company had shown its electric buses and taxis at exhibitions in Macao when the city was in the early stages of promoting green transport, and had received impressive feedback. BYD subsequently struck the first deal to sell electric buses in Macao, in 2016, and it brought an 11-tonne electric truck to the city in 2017 to promote the use of green vehicles in the logistics business. Since February this year 16 BYD electric taxis have been plying the streets of Macao.

Mr Yip stresses that BYD does more than just selling vehicles: it comes up with new energy solutions. He said his company advocated the substitution of electric vehicles for conventional diesel-fuelled vehicles used as buses, taxis or private conveyances, or used for shifting goods around warehouses and quaysides. He said Shenzhen, where BYD has its headquarters, had nearly 12,500 electric taxis in service, or about 62.5 percent of the fleet, meaning it is among the cities that make the greatest use of electric taxis in the world.

Mr Yip said as the infrastructure and facilities for electric vehicles in Macao improved, the city had plenty of potential to increase its use of electric vehicles. He expects BYD to take part in the MIECF next year, to introduce more electric vehicles and help Macao become what he called a "world-class green tourism city". 

「一站式」服務助投資者理順開業流程

One-stop Service streamlines starting a business

北京首都航空於2017年7月正式開通「北京—澳門」航線
Beijing Capital Airlines began scheduled flights between Beijing and Macao in July 2017



澳門貿易投資促進局的投資者「一站式」服務除了為投資者在本地開業所涉及的行政流程提供指導意見，派員作持續性跟進協助解決問題，亦會為投資者介紹相應其商業需要的行業信息。

來自內地的北京首都航空有限公司正是受惠於貿促局投資者「一站式」服務的投資者之一。據該公司介紹，公司於2017年7月25日正式開通「北京—澳門」航線；首條中葡直飛航線「北京—里斯本」航線也於同日啟航。

為了更好地保障「澳門—北京」航線的運行安全及品質，開發澳門地區客源市場，北京首都航空從2017年6月開始著手組建澳門地區辦事處。公司於2016年接觸到投資者「一站式」服務，並就開設辦事處事宜與貿促局交換了意見。

「如果沒有貿促局的『一站式』服務，北京首都航空需要花費大量人力、物力了解清楚這些流程。」

Without the IPIM 'One-Stop Service', Beijing Capital Airlines would have had to spend a great deal of resources on gaining a clear understanding of this process.

北京首都航空有限公司
Beijing Capital Airlines Co. Ltd.

「在澳門設立辦事處需要與澳門多個機構及政府部門接洽溝通、提交申請，整個流程比較複雜。如果沒有貿促局的『一站式』服務，北京首都航空需要花費大量人力、物力了解清楚這些流程。」北京首都航空向本刊說。

據北京首都航空詳述，貿促局「一站式」服務的幫助主要體現於針對澳門當地企業註冊流程為公司提供指導意見，並對於後期註冊，如工商稅務註冊等方面給予建議，協助北京首都航空於2017年7月份正式完成辦事處組建。此外，貿促局亦協助了北京首都航空與辦事處組建相應的政府部門建立聯繫，同時也介紹了澳門地區的展會信息，以協助北京首都航空宣傳航線。

目前，在市場開發方面，北京首都

航空澳門辦事處與澳門地區主要旅行社、票務代理都維持較好的業務關係，航班銷售穩定；澳門辦事處與當地旅行社合作推出大量澳門至內地的旅遊產品，每月都有團隊載送澳門旅客至內地旅遊。

在航班營運方面，北京首都航空在每周一、二、四、六共四班航班往返澳門及北京，有部分旅客接駁北京首都航空北京-里斯本航班與「北京-澳門」航線聯運。中國-葡語國家經貿合作論壇（澳門）常設秘書處、葡萄牙駐澳門及香港總領事館的主要官員都曾乘坐其航班往返於葡萄牙與澳門之間，並就中葡空中通道的搭建給予北京首都航空高度評價。

積極跟進個案

位於澳門厚望街的室內兒童遊樂場奇趣大本營在外看來並不起眼，但店內面積約 600 平方米，偌大的地下遊樂場有滑梯、波波池、小型旋轉木馬等設施。據負責人林麗紅介紹，提供非電玩的兒童遊樂場概念起始於 2015 年，基於看準了本地市場供兒童遊樂的室內空間不太多而開始物色營運地點。

林女士對本刊表示，當時找尋合適營運單位的過程並不容易。因為澳門本地的室內兒童遊樂場寥寥可數，意味著可以作為申請執業行政許可參考的場所不多。即使如此，基於對營運場所的風險考量，奇趣大本營的選址仍然是成本較高的地舖。其後，奇趣大本營於 2015 年 10 月開始向民政總署申請執業場所許可；同時，在貿促局的幫助下，奇趣大本營亦於同年 11 月正式成立公司。

「貿促局很積極跟進我們的個案，協助我們向其他政府部門了解，讓其他〔政府〕部門關注，希望可以盡快拿到牌照。當我遇到問題的時候都會不停地跟他們聯絡。」林女士說。

奇趣大本營於 2017 年 11 月 28 日正式對外開放。林女士說，目前正極力打造奇趣大本營的品牌和服務質素，同時也會定時舉辦家長講座和節日性活動，加強宣傳。

「我們會主動跟博企聯繫，希望他們願意和我們合作 — 我們會提供更多優惠予他們〔博企員工〕，希望可以將奇趣大本營這個品牌滲透得更深一點。」林女士對本刊說。PI

INVESTORS seeking guidance about the official procedure for establishing a business in Macao can find answers to their questions with the help of the Macao Trade and Investment Promotion Institute (IPIM) “One-Stop Service”. The service assigns staff to keep following up if an investor has any lingering doubts, and to give the investor information relevant to the industry invested in.

Beijing Capital Airlines Co. Ltd. is one investor that the IPIM “One-Stop Service” helped. Beijing Capital Airlines says it began scheduled flights between Beijing and Macao on 25 July 2017 – the same day it started its direct air service between Beijing and Lisbon.

The airline began preparing to set up an office in Macao in June 2017 to better to tap the Macao market and raise the dependability of its service between Macao and Beijing. In 2016, the company was first introduced to the “One-Stop Service” and exchanged ideas with IPIM about its plan to open an office in Macao.

Beijing Capital Airlines told *Macao Image* that “setting up an office in Macao entails communication and making applications to several Macao government departments

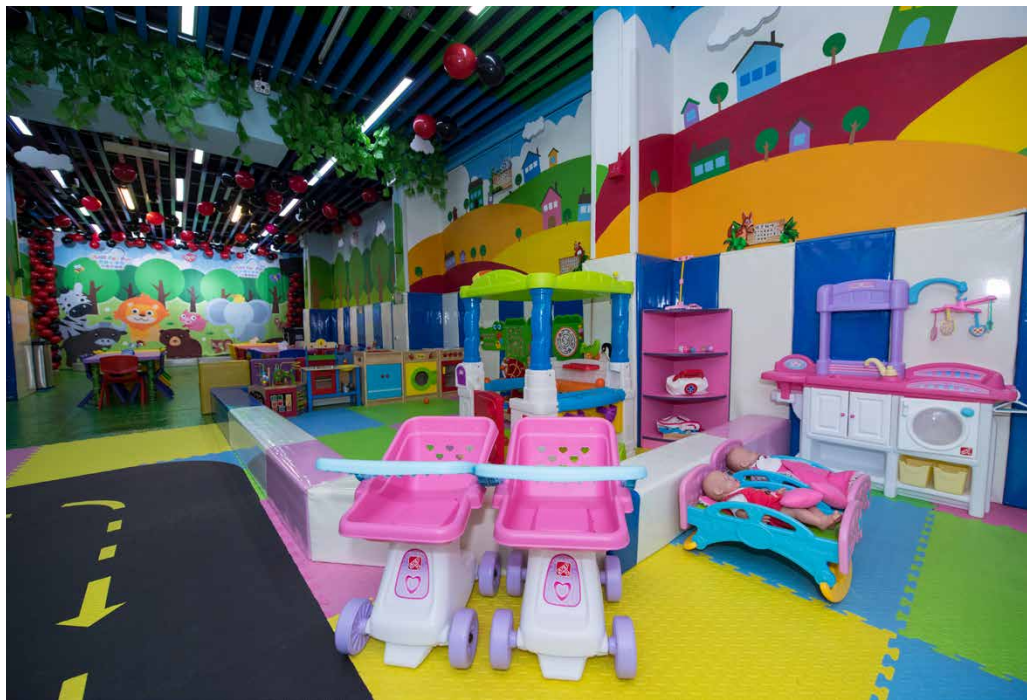
and associations, which is a complicated process.

“Without the IPIM ‘One-Stop Service’, Beijing Capital Airlines would have had to spend a great deal of resources on gaining a clear understanding of this process.”

The IPIM “One-Stop Service” helped guide the airline through the procedure for registering a company in Macao, making suggestions about completing the process, and informed the airline about business taxes. The company opened its Macao office in July 2017.

The IPIM “One-Stop Service” also helped Beijing Capital Airlines to make connections with government departments relevant to the formalities of its office construction and to take part in events in the city useful for advertising its air services.

The airline says its office in Macao has good business relations with the major travel and ticketing agents in the city, resulting in steady sales of seats. The office and Macao travel agents co-operate in selling various travel packages for passengers going to Mainland China, including tour packages each month for Macao holidaymakers wishing to visit Mainland China.



室內兒童遊樂場奇趣大本營於 2017 年正式對外開放
Indoor children's playground Just for Fun opened in 2017

「貿促局很積極跟進我們的個案，協助我們向其他政府部門了解，讓其他〔政府〕部門關注，希望可以盡快拿到牌照。」

IPIM were very active in following up our case. They helped us clarify matters with the other government departments, and engaged their attention, so we could obtain our licence as soon as possible.

奇趣大本營負責人林麗紅
June Lam,
owner of Just for Fun



Beijing Capital Airlines flies to Beijing from Macao every Monday, Tuesday, Thursday and Saturday. Some passengers on those flights take the connecting service to the Portuguese capital, Lisbon. Officials of the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and the Portuguese-speaking Countries, or Forum Macao, and the Consul-General of Portugal in Macao and Hong Kong have flown on Beijing Capital Airlines between Portugal and Macao, and they gave the service high praise, the airline says.

Active follow-up

The building housing the Just for Fun indoor children's playground in Rua da Esperança looks inconspicuous on the street but the 600 square metres of floor space in the basement contains a range of

equipment for amusing its young visitors, including slides, a ball pit and a small merry-go-round.

The owner of Just for Fun, June Lam, came up with the idea of an indoor children's playground in 2015 and immediately started searching for a favourable location for it, when she noticed that Macao lacked sufficient facilities.

Ms Lam tells *Macao Image* that finding the right place for her playground was difficult. She could look to few places in the city as examples of how to obtain a licence to operate an indoor children's playground.

She weighed the business risks and eventually opted to put Just for Fun in the basement of a street-level shop, even though the place would cost her more than other options. In October 2015 she applied to the Civic and Municipal Affairs Bureau for a licence to do business on the premises, and

the next month, with the help of the IPIM "One-Stop Service", she set up her company.

"IPIM were very active in following up our case," Ms Lam says. "They helped us clarify matters with the other government departments, and engaged their attention, so we could obtain our licence as soon as possible. I contacted them whenever I ran into any issues."

Just for Fun opened for business on 28 November 2017. Ms Lam says she is now concentrating on enhancing the brand of her playground and the service it gives. She regularly puts on talks for parents and holds festive events at the playground to promote the facility.

"We also actively forge links with Macao gaming companies to make opportunities for co-operation," she says. "We are aiming to offer more discounts to their employees and so help our brand penetrate the market more deeply." ■

檸檬車露、Kika、禮記 堅守品質的本地雪糕品牌

Ice cream brands LemonCello, Kika and Lai Kei remain relevant by staying the same or offering something new

被聯合國教科文組織（UNESCO）評定為「創意城市美食之都」的澳門，小城裏努力為客人帶來美食體驗的不只是林林總總的餐廳，還有具創意創新精神、堅守品質的新式雪糕店和傳統老店。

本著對小食的熱愛和建立本地品牌的願望，Nikita Fu 於十多年前創立了雪糕品牌檸檬車露，亦是澳門第一家售賣自家製意大利手拉雪糕（gelato）的小店。回顧創業初期，Nikita 說在大堂巷開店前用了兩年時間來籌備，包括研發出適合東方人口味的意式雪糕。

「外國人比較偏好甜味，也會較多牛油，但不太適合澳門，即使牛油有助（雪糕）膨大、穩定，然而這裡的顧客不喜歡太甜膩的味道，所以我們不用牛油，反而加入了很多水果口味，花了很多時間研究適合的成份和製造方法。」Nikita 對本刊說。

開業後，檸檬車露的雪糕漸受本地人和遊客青睞。小店的業務穩定後，在 2008 年添置雪糕製作設備，並在氹仔開設分店；2017 年，該品牌亦在高士德開店，主攻本地客源市場。

在租金高昂的環境下，Nikita 坦言營運雪糕店並不容易，且客人對這類產品價格的敏感度也頗高。不過，檸檬車露近年持續擴展業務，適逢澳門大型渡假城和酒店謀求引入本地特色小店，檸檬車露於 2016 年獲邀進駐「澳門銀河」綜合渡假城，並準備今年在另一家酒店內開設營運點。

她續稱，創業至今十多年，檸檬車露也會考慮以內部創業的形式進一步經營品牌。

和風意式雪糕

位於大堂巷的 Kika Japanese Gelato 於 2016 年 6 月開業，賣點是帶有日本風味



檸檬車露於十多年前開了第一家門店
LemonCello opened its first shop in Macao more than a decade ago



的意大利手拉雪糕。這店東主後藤玲子來自日本靜岡，曾在澳門讀書和工作，並因而喜歡上小城，最後更決定留澳創業。品牌名稱來自她女兒的名字熙佳（“Kika”）。

大堂巷位處旅客區，小食店林立。即使舖租所費不菲，她仍然選擇了在這條小巷開店，希望藉著區內的旅客人流盡快提高品牌的知名度。

後藤玲子看準了澳門本來沒有的甜點風格，推出了充滿日式風味的抹茶、焙茶和鹽漬櫻花口味的意式雪糕，也按不同季節的當造水果推出相應的雪糕口味。隨著 Kika Japanese Gelato 的知名度逐漸提高，加上在社交媒體上的口耳相傳，小店的業績終於在 2017 年底穩定下來。

她續稱，Kika Japanese Gelato 基本上每個月都會推出自行研發的新口味，靈

感來自回頭客和員工的意見，或自行摸索。目前，小店的目標是「先把品牌做起來」，加強知名度。

保存傳統口味

目前，在澳門售賣自家製雪糕的冰室就只有禮記冰室。禮記第三代經營者鄭永燦 (Ambert) 表示，其香芋雪糕、紅豆雪糕和雪糕三文治最為本地客人熟悉，最初由祖父「推車仔」賣雪糕，後來到父親成立冰室經營，至今已有 70 年歷史。

他表示，雖然食肆經營成本日益高昂，但禮記屬於家庭式經營，所以沒有舖租的壓力，且隨著季節性的需求變化，也可靈活地減省開支，以及因應生意額來調整雪糕的產量，故此沒有太大的銷貨壓力。

禮記雪糕的賣點之一是不添加防腐劑。鄭永燦表示，雖然近年澳門的甜品店數量越來越多，但禮記冰室經營多年，具有穩定的本地及旅客客源。

「其他 (甜品店) 的年青客人比較多，而我們的客人口味比較傳統，價錢也較便宜。」鄭先生對本刊說。不過，隨著客人的口味變得更為廣泛，禮記的甜品餐單也引入了香蕉船及新地，所售賣的雪糕也加入了芝蔴和花生等新口味。

鄭永燦坦言，曾有酒店接觸禮記謀求合作，但他因人手有限為由拒絕了有關計劃；禮記冰室現在的經營重點是持盈保泰，因為「客人未必喜歡太多的改變」。

MACAO'S status as a UNESCO Creative City of Gastronomy is not only supported by its rich diversity of restaurants but also by a host of shops – both novel and traditional – dedicated to offer ice creams of both innovative and consistent quality.

One such shop is LemonCello, which sells its own brand of ice cream. Nikita Fu opened LemonCello in Travessa da Sé more than a decade ago. Driven by her passion for snack food and for creating a brand unique to Macao, Ms Fu's shop was also the first in the city to specialise in gelato. It took her two years to get everything ready for the opening of the shop, including the right recipes for flavours enjoyed by Asian customers.

“Westerners tend to prefer a sweeter and more buttery flavour, which does not



Kika Japanese Gelato 店東主後藤玲子稱雪糕店基本上每個月都會推出新口味
Goto Reiko says Kika Japanese Gelato launches new flavours every month

suit locals that well. Even though the use of butter can add volume to ice-cream and stabilise the texture, we have chosen not to use it, as the customer may not like that flavour,” Ms Fu tells *Macao Image*. “Instead, we have added a variety of fruity flavours and spent much time working out the right ingredients and production methods.”

LemonCello gelati gradually gained popularity among residents and visitors alike. By 2008 business had settled down, so the shop bought more equipment for ice-cream making. The same year, Ms Fu opened a branch of LemonCello on Taipa. In 2017, another branch opened in Avenida Horta e Costa to sell mainly to Macao residents.

Increasing rents and customers' sensitivity to price increases pose challenges to the business, Ms Fu says. But she has not waived from her plan to grow the business. The Galaxy Macau integrated resort asked LemonCello in 2016 to open an outlet in the resort, in keeping with the trend among Macao casino-resorts of bringing in local specialist retailers to enrich the range of shops catering to their patrons. LemonCello is preparing to open another outlet this year, inside a hotel.

Another idea Ms Fu is considering expanding the business is “intrapreneurship”, the idea of behaving like an entrepreneur while working in a larger organisation.

Flavours of Japan

Kika Japanese Gelato, an ice-cream shop in Travessa da Sé, opened in June



2016. It was established by Goto Reiko, who hails from the Shizuoka prefecture of Japan. She had studied and worked in Macao before setting up her ice-cream venture, which was when she fell in love with the city and one of the reasons for her to build her brand here and set out to make gelati with Japanese flavours the main selling-point. The shop is named after her daughter, Kika.

Travessa da Sé is a lane in a touristy area and is lined with shops selling snack food. The area is known for its high rents. But Ms Goto opted to open Kika Japanese Gelato in Travessa da Sé because she was determined to gain rapid exposure for her brand from the flow of tourists that walk through the area.

The Japanese green teas matcha and hojicha, as well as salt-pickled sakura, are among the novelties to the palate of Macao people, Ms Goto says. Her shop also sells ice-cream in various fruit flavours, depending on what fruit is in season.

The business of Kika Japanese Gelato was stable by the end of 2017, thanks to increased awareness of the shop and its exposure on social media.

Ms Goto says Kika Japanese Gelato launches new flavours every month, which she develops based on the inspiration from the opinions of regular customers and her staff. She is now endeavouring to reinforce the position the Kika Japanese Gelato brand holds in the market.

Tastes of tradition

Among Cantonese *bing sutt*, a shop selling cold refreshments, Lai Kei is the only one in Macao that sells ice-cream made on the premises. The Lai Kei specialities best-known among its customers are its yam-flavoured ice-cream, its red bean popsicles and its ice-cream sandwiches. The present owner, Ambert Kwong, tells us that his grandfather started the Lai Kei brand 70 years ago, when he began vending ice-cream from a cart – an enterprise that eventually led to the opening of a bing sutt by Mr Kwong's father.



禮記經營者鄺永燦稱禮記冰室經營多年，具有穩定的本地及旅客客源
The owner of Lai Kei Ambert Kwong says a steady stream of customers sustains the business

Lai Kei has always been a family-run enterprise, Mr Kwong tells *Macao Image*. Other businesses in Macao are often hobbled by big increases in rents, but Lai Kei occupies premises owned by the family. Lai Kei matches its output of ice-cream to seasonal changes in demand, and keeps its

costs under control, so reducing the pressure to keep sales up.

A big selling-point for the Lai Kei brand is the absence of additives from its ice cream, Mr Kwong says. A steady stream of customers – Macao people and tourists – sustains the business, even though many new places serving desserts have opened in recent years, he says.

“Other shops see more younger clients, while ours tend to prefer a more traditional flavour. The price range we offer is also cheaper,” Mr Kwong says. But as clients have become more demanding in the range of flavours, Lai Kei has also diversified its menu – such as the addition of banana boats and various sundaes; the shop is also selling the new sesame and peanut flavoured ice creams.

Lai Kei has previously turned down approaches by hotels looking for co-operation opportunities, Mr Kwong says. That was simply due to the fact that the shop has limited number of staff, while it is positioned to maintain a stable business. “Our clients also don't like us to make too many changes.” ❏





南華貿易行掌舵人何伯基冀透過參與展覽活動擴展銷售
Nam Va Sales and Buying Manager Patrick Ho aims to increase the amount of business the company does by taking part in trade exhibitions

愛好融入事業 開拓市場商機 Passions drive new business endeavours

一家公司之所以成功，大多都是因為經營者對於滿足顧客的需要充滿熱誠。「熱誠」正正就是推動兩間澳門本地公司——南華貿易行及維利斯發展有限公司繼續向前發展的動力。

位於三盞燈附近的南華貿易行，已經在澳門立足四十多年，是一家出售東南亞食品及香料的店舖，由現時的掌舵人何伯基的父親所創立。何老先生是緬甸華僑，定居澳門後，發覺澳門缺乏東南亞貨品，故決定開設一家士多，從緬甸及泰國等地方引進不同種類的產品。

在經營了一段時間後，何伯基之父於九十年代開始銳意要有自己出產的貨品，

故下了一番苦工研究，更回到緬甸跟隨師傅學習東南亞特色醬料「馬拉盞」及美食「魚湯粉」湯底的製法。另外，何老先生亦花時間鑽研製作咖哩醬，最後以「金塔牌」這個品牌推出了多款不同的產品。

何伯基大約在十三年前接手南華貿易行時，就開始着手把貿易行的銷售範圍擴大，例如透過參加由澳門貿易投資促進局所舉辦的展覽，如「澳門國際貿易投資展覽會」(MIF)及「粵澳名優商品展」等，成功把貿易行的客戶群擴展至內地。何伯基表示，參加展覽除了可以增加知名度，還可以直接聽取客戶意見，藉此了解改善產品的方向。

此外，何伯基亦為「金塔牌」產品換上新包裝。他表示，有些舊客戶在包裝轉變後一度以為「金塔牌」不復存在，故需要多作宣傳。但同時有不少年輕的消費者因為新包裝而對「金塔牌」產生興趣。

另外，何伯基亦開始優化貿易行自家產品的生產過程，例如從一個家庭式的生產轉變成規範化的工場形式，並計劃獲取ISO國際標準認證。

除了專注發展自家品牌外，南華貿易行亦繼續代理多款東南亞產品，把各地的特式食品帶到澳門，特別是一些受年輕人歡迎的食品。

對於未來的目標，何伯基說貿易行希



維利斯發展有限公司創始者楊慕容（圖左）和廖智恒（圖右）表示，日本市場佔公司銷售額一半，歐洲市場則佔百分之三十
The co-founders of Beemax, Antonio leong (left) and Daniel Liu (right), say half their products are sold in Japan and about 30 percent in Europe

望可以繼續發展內地市場，並會利用電子平台作推廣，把東南亞的美食帶給客人。

砌出夢想

同樣努力把歡樂和滿足感帶給消費者的是楊慕容和廖智恒開設的模型生產公司——維利斯發展有限公司 (Beemax Development Company Limited)。


楊慕容和廖智恒自小就對汽車和組裝汽車模型充滿興趣，並對各款賽車及不同車隊的種種細節有相當的研究。二人在 2003 年認識到一位日本朋友，這位朋友得悉他們對賽車有如此深刻的研究之後，就希望他們為日本模型生產商富士美在模型車的造模上提供協助。

直至 2011 年，楊慕容的一位朋友告訴他，將與日本模型生產商青島文化教材社合作。青島方面得悉楊生先一直向富士美提供義務協助後，就提議合作，最後促成了 Beemax 在 2012 年誕生。

Beemax 出產的模型車都是楊慕容和廖智恒鍾愛的冠軍賽車車款。每生產一款新產品，Beemax 都需要先花數十萬元取得車款所屬車廠的許可及製作新模具，有時更會遇到某些車廠冷待，甚至拒絕給予製作許可。

廖智恒表示，申請許可一般需時半年至一年。有些車廠更會對申請不瞅不睬。楊慕容也直言，眾多生產階段中，最費時就是取得製作許可這一步驟。

雖然如此，Beemax 依然成功在這數年內推出了多間歐洲及日本知名車廠的賽車車款模型。根據 Beemax 統計，日本市場佔公司銷售額一半，歐洲市場則佔百分之三十。

廖智恒指出，雖然喜歡模型車而且願意自己組裝的人少之又少，但他們依然覺得有很大的市場空間。楊慕容表示，Beemax 未來的發展方向是繼續努力，推出更多曾在澳門作賽的賽車模型。 

A SUCCESSFUL business is always driven by passion – a passion for giving customers what they need or like. Passion is what impels two Macao companies – Nam Va Trading Co. and Beemax Development Co. Ltd. – to keep building up their businesses.

With premises near the Rotunda de Carlos de Maia on the Macao Peninsula, Nam Va sells food and spices from Southeast Asia. The company was established more than four decades ago by the father of Nam Va Sales and Buying Manager Patrick Ho.

“My father is a Burmese of Chinese origin,” Mr Ho tells *Macao Image*. “After migrating to Macao, he found that Macao lacked products from Southeast Asia. Our company started as a store that imported various products, mainly from Thailand and Myanmar.”

In the 1990s Mr Ho’s father realised that it would be crucial for the future of

the business to have products of its own. So he put great effort into the necessary study and research. “My father even went back to Myanmar and learned from the masters. He thought that the most famous food was belacan,” says Mr Ho, referring to a type of shrimp paste. “He started learning how to produce belacan, and how to make mohinga.” Mohinga is a kind of fish soup.

Mr Ho’s father also spent time studying how to make curry paste. His hard work culminated in the launching of food bearing the company’s Golden Tower brand.

When Mr Ho took over Nam Va, about 13 years ago, he set out to increase the amount of business the company does. “We took part in exhibitions organised by the Macao Trade and Investment Promotion Institute, such as the Macao International Trade and Investment Fair (MIF) and the Guangdong and Macao Branded Products Fair,” he says. “The advantage of taking part in exhibitions like those is that our customer base is no longer limited to the Three Lamps district. We were able to attract people from other parts of Macao, as well as from Mainland China, to buy my products.”

Mr Ho says taking part in exhibitions not only gives his company more exposure but also gives it opportunities to interact with customers and listen to their advice so it can improve its products.

Under Mr Ho’s management, Nam Va introduced a new style of packaging for Golden Tower products. At first, the new packaging caused some confusion among some of its older customers, who thought the brand had been withdrawn from the market, indicating the needs of broader publicity. But, in time, the new design won the brand more customers among the younger generation, Mr Ho says.

Nam Va began optimising their production, giving the output a more uniform quality and making it seem less home-made. The company now intends to apply for certification by the International Organization for Standardization.

Even though it now makes its own products, Nam Va continues to import various kinds of food from Southeast Asia to Macao, especially the food popular with the younger generation.

Mr Ho says Nam Va will continue to expand its business in Mainland China. The company is investigating electronic methods of promoting its products, with a view to tickling people’s palates with some of the best flavours that Southeast Asia has to offer.

A model business model

Also striving to bring people joy and satisfaction is Beemax Development

Co. Ltd., a Macao manufacturer of kit models of racing cars.

Beemax was founded by Antonio Ieong and Daniel Liu. Both have been keen on racing cars and assembling model car kits since they were children, so they know all there is to know about the various types of racing car and the teams that race them.

In 2003, the pair met a Japanese friend who, when he found out that they were motor racing enthusiasts, asked them to help a Japanese manufacturer of kit models, Fujimi Mokei Co. Ltd., with its products.

In 2011, another acquaintance introduced Mr Ieong to the managers of another Japanese manufacturer of kit models, Aoshima Bunka Kyozei Co. Ltd. Mr Ieong tells *Macao Image*, “They were amazed that we were helping Fujimi voluntarily. They then proposed official co-operation, which led to the founding of Beemax in 2012.”

Every kit model manufactured by Beemax is based on one of Mr Ieong’s and Mr Liu’s favourite championship racing cars. The launching of every new kit model costs Beemax hundreds of thousands of patacas. The company has to develop the moulds for the parts and obtain licences from the makers of the full-scale cars the models represent. The Beemax co-founders say that sometimes a maker will refuse to grant a licence or deliberately stall the process of obtaining one.

“It can take half a year or even a year to obtain a licence from a car maker. Sometimes they will even ignore us,” says Mr Liu. Mr Ieong adds: “Obtaining a licence is the most time-consuming stage of the whole process of product development.”

Despite the difficulties, Beemax produces kit models of various types of racing car designed by European or Japanese makers. The co-founders say half their products are sold in Japan and about 30 percent in Europe.

“People that like to assemble model car kits are really rare,” Mr Liu says. But he believes the market has the potential to grow. Mr Ieong says Beemax will keep working hard to introduce more kit models of cars that have won Macao Grand Prix races. 🏁



維利士發展有限公司推出了多間歐洲及日本知名車廠的賽車車款模型
Beemax Development Co. Ltd. is a Macao manufacturer of kit models of racing cars designed by European or Japanese makers

貿促局發揮橋樑作用 助企業把握商機 Nurturing successful businesses



芳香世家天然產品製造有限公司進口天然原材料，銷售一系列高品質的天然有機產品
Francine Chicard business ranges from trading in the raw ingredients of organic goods to retailing high-quality natural products

促進本地企業之間的商業合作、連繫澳門企業至國際貿易交流一直是澳門貿易投資促進局長期以來的使命。藉着組織及安排本地企業參與商業配對，以及出席於不同的展會等互動的經貿活動，貿促局的目標是構建一個可靠的經貿平台，支持各行各業中本地品牌的穩健及長遠發展。

澳門兩家公司向本刊講述了他們如何從貿促局的服務中獲益，擴大公司的影響範圍並「走出去」。

現今的營商環境中，迅速廣泛地拓展商業網絡是提升品牌知名度及日後發展的關鍵。先進的科技讓溝通與訊息交流變得比從前快捷，為了讓本地企業緊貼日新月異的商業趨勢，不少來自不同範疇的本地中小企與貿促局緊密合作，期望透過其貿

易橋樑的角色連繫至大中華地區、亞洲、歐洲、非洲等地的新商機。

參與會展活動

不少本地企業都受惠於他們與貿促局之間的合作。其中，主要研製工業用電池的奈佳工業有限公司在貿促局的支持下，成功把他們的太陽能電池及其他相關電池產品打進非洲及葡語國家市場。

植根澳門，設廠中國內地，奈佳工業專門研製太陽能電池，因留意到其商品在非洲發展中國家的銷售潛力而將產品遠銷至非洲。自 2011 年 3 月成立以來，奈佳的業務一直以創新前沿為發展方針，他們深

信創新的思維是他們高水平產品背後的研發動力，牽引着品牌的命脈。

奈佳工業有限公司總經理陳建財先生認為，貿促局的幫助對他們的品牌及產品的普及起了重大作用，他們亦從中結識了不少重要客戶。「我們能夠接觸到更遠、更廣的商機，向外推廣自家品牌；長期以來，貿促局予以的支持都是正面且富有成效。」

一直以來，奈佳工業以作為澳門公司為榮，並期望向世界展示澳門企業製造優質產品的能力，讓更多人認識旅遊業、博彩業以外的澳門企業。

積極參與國際性會展活動是奈佳工業其中一種重要的宣傳方法。在貿促局的安排與協調之下，奈佳工業去年參與了非洲兩個最具規模的會展活動，包括「(非洲)中國商品和裝備製造展」、「阿爾及爾國際博覽會 (FIA) 暨阿爾及利亞中國商品展」，開拓了進入這些市場的門路。奈佳工業表示，親身在國際展覽中展示商品，已經能夠大大提升自家商品的可靠的程度，正面推動業務的發展。

此外，奈佳工業亦與位於非洲中部的葡語國家安哥拉素有業務往來，也重視與葡語國家的合作，因此，奈佳工業現正積極發掘與其他葡語國家的合作及共同成長的機會。憑藉研發電池的技術，奈佳工業在新一年的部分業務規劃亦將朝着環保節能、太陽能發電的方向前進。

商業配對成效顯著

由進口天然原材料，至銷售一系列天然產品的每一個環節，芳香世家天然產品製造有限公司確保所有產品的每一個階段，都能以最純煉優質的方法製作。秉持着對每項工序精益求精的要求，芳香世家的業務亦因此而發展至現今的國際級規模。

芳香世家董事長陳國生表示，質量是帶領着企業向前發展的關鍵，在芳香世家先進前沿的廠房及實驗室裡面，每一項細節都經過嚴格的監管及檢驗。芳香世家生產出澳門及周邊區域內首屈一指的一些芳香產品，包括芳香植物、精油原料、草藥油、天然食品香料、有機護膚產品、香水及空



「透過有效的商業配對及參展，作為一間紮根澳門的公司，我們以專業的形象連繫上全球不少知名的供應商及買家。」

Through effective business-matching and trade fairs, we are introduced to renowned suppliers and buyers around the world as a professionally-run Macao company.

芳香世家天然產品製造有限公司董事長
陳國生

Sam Chan, Francine Chicard (Macau)
Fragrance & Flavor Co. Ltd. Chairman

氣清新劑等。目前，芳香世家的客源包括本地不少五星級酒店，以及來自內地、香港、東南亞、東歐、北美及南美等地的公司。

陳國生表示，該公司把搜羅到最優質的原材料，引入他們的所有產品中。他還表示，在尋找業務機遇方面，貿促局的支持起了相當重要的作用，「透過有效的商業配對及參展，作為一間紮根澳門的公司，我們以專業的形象連繫上全球不少知名的供應商及買家。」

對芳香世家成效最顯著的一次配對是他們在參與 2015 年「第二十屆澳門國際貿易投資展覽會」(20thMIF) 時，成功配對了一間來自東帝汶供應庫奎果油的公司，並簽訂協議成為該產品的代理商。「全因為 MIF 的機遇，我們現在是這種庫奎果油在大中華地區的唯一總代理商，而庫奎果油已成為我們其中一款銷量最高的產品了。」陳國生表示。

在「一帶一路」政策推動下，加上澳門獨特的背景及與葡語國家之間的友好合作關係，芳香世家希望藉着以上良好的營商條件，進一步開拓與葡語國家之間的商貿往來。✎

S TEERING Macao enterprises toward business opportunities at home and abroad has long been the mission of the Macao Trade and Investment Promotion Institute (IPIM). In arranging for Macao enterprises to attend business-matching sessions and take part in fairs and various types of interactive, result-driven business events, the objective of IPIM is to build a solid basis for the success and long-term development of Macao brands in all industries.

Two Macao companies tell *Macao Image* how they have benefited from IPIM services in extending their reach and in going global.

Building a business network is crucial for expanding awareness of a brand and increasing turnover in the world of business today. Modern technology allows communication and the sharing of information at faster speeds than ever. So that Macao can keep up with fast-changing business trends, IPIM works closely with small and medium-sized enterprises (SMEs) in various industries in the city. It plays an important role in connecting SMEs with other businesses in Greater China, elsewhere in Asia, and in Europe, Africa and other parts of the world, allowing them to grow by grasping new opportunities for business.

Promotion at convention and exhibition events

A wide range of Macao enterprises has benefited from collaboration with IPIM. One of them is Nai Ja Industries Ltd., which makes batteries for industrial applications. The company has established a foothold in some African countries, some of them Portuguese-speaking Countries, with its solar batteries and related products. Supporting measures taken by IPIM made that breakthrough possible.

Nai Ja Industries has its base in Macao and its production lines in Mainland China. It sees great potential for sales of its products in developing countries in Africa. Since its formation in March 2011, the company has expanded its business through innovation, in the belief that innovative thinking is the driving force of the development of

high-quality output in every line of products it makes.

Nai Ja Industries General Manager Eddie Chan says that the supporting measures taken by IPIM have put the company in touch with potential customers, expanded awareness of its brand and made its products more popular. “With the support of IPIM, we managed to reach out further and promote our brand better overseas,” Mr Chan tells *Macao Image*. “The outcome has always been pleasant and positive.”

Mr Chan says the goal of his company is to convince the world that a Macao enterprise is capable of making good batteries. He hopes that what the company does will benefit both itself and Macao, especially by letting the outside world know there is more to the economy of the city than just tourism and gaming.

One of the many ways Nai Ja Industries promotes its products is by vigorously showcasing them at international convention and exhibition events. IPIM arranged and co-ordinated the attendance last year of Nai Ja Industries at two of the most influential convention and exhibition events in Africa: the China Commodities, Equipment, Services Fair (Africa) and FIA – Algiers International Fair. At both fairs the company linked up with numerous potential buyers and opened doors to bigger markets. Nai Ja Industries believes showing off its products at international trade fairs abroad gives its products greater credibility, expands its network and is generally good for business.

Nai Ja Industries has been doing business in Angola for a long time. The immediate goal of the company is to grasp new opportunities for business in other Portuguese-speaking Countries. In view of its expertise in making batteries, the company intends to look into renewable energy, in particular solar power, because it believes that the sustainability of energy supply is what the new generation demands.

Effective business-matching

The business of Francine Chicard (Macau) Fragrance & Flavor Co. Ltd. ranges from



積極參與國際性會展活動是奈佳工業其中一種重要的宣傳方法
Nai Ja Industries promotes its products by showcasing them at international convention and exhibition events

trading in the raw ingredients of organic goods to retailing an array of high-quality natural products. The company has grown to become an international enterprise by following a comprehensive business strategy of concerning itself with every step in the production process, from start to finish.

Francine Chicard Chairman Sam Chan says quality is the be-all and end-all of enterprise development. Francine Chicard sells a range of aromatic goods, including aromatic plants, the raw ingredients of essential oils, herbal oils, natural spices for

food, organic skincare products, fragrances and air fresheners. In doing so, it pays close attention to every detail, carefully testing each product in its cutting-edge factory and laboratory.

Francine Chicard customers include 5-star hotels in Macao, and companies in Mainland China, Hong Kong, Southeast Asia, Eastern Europe, North America and South America.

Mr Chan says his company always tries to import only the finest natural ingredients for processing in its factory. He says the support



「我們能夠接觸到更遠、更廣的商機，向外推廣自家品牌；長期以來，貿促局予以的支持都是正面且富有成效。」

With the support of IPIM, we managed to reach out further and promote our brand better overseas.

奈佳工業有限公司總經理**陳建財**
Eddie Chan, Nai Ja Industries
General Manager

of IPIM is important because it allows the company to find new opportunities for business. “Through effective business-matching and trade fairs, we are introduced to renowned suppliers and buyers around the world as a professionally-run Macao company,” Mr Chan tells *Macao Image*.

An important rung on the ladder to success was the attendance of Francine Chicard at the 20th Macao International Trade and Investment Fair (MIF) in 2015, at which the company struck an agency deal with a supplier of curcuma oil in East Timor. “We are now the sole agent for distributing its curcuma oil in the Greater China region, and curcuma oil has become one of our best-selling products, thanks to the MIF,” he says.

Given Mainland China’s “Belt and Road” initiative and the close relationship Macao maintains with the Portuguese-speaking Countries, Francine Chicard is hoping to reap the benefits of closer co-operation between China and Portuguese-speaking Countries, by making use of development strategies to explore new opportunities in the Portuguese-speaking Countries. **PI**



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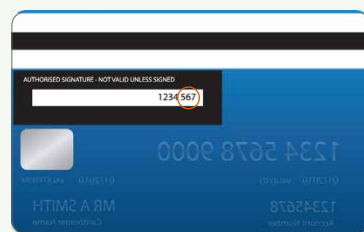
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