



中葡論壇代表：
聖多美和普林西比
投資機會多

Investment
opportunities
abound in São
Tomé and Príncipe:
Forum Representative



施政報告：推動本澳經濟穩健發展 Macao SAR Policy Address pushes for steady economic development

以支援中小企、加快構建智慧
城市及深化區域合作交流為重點

Government policy document includes support
for small and medium-sized enterprises, creating
a "smart city" and fostering regional co-operation

MIF繼續發揮澳門平台優勢
MIF highlights Macao's role
as a commercial platform

葡語國家產品推介活動助拓內地市場
Activities help Portuguese-speaking Countries
access the Mainland China market

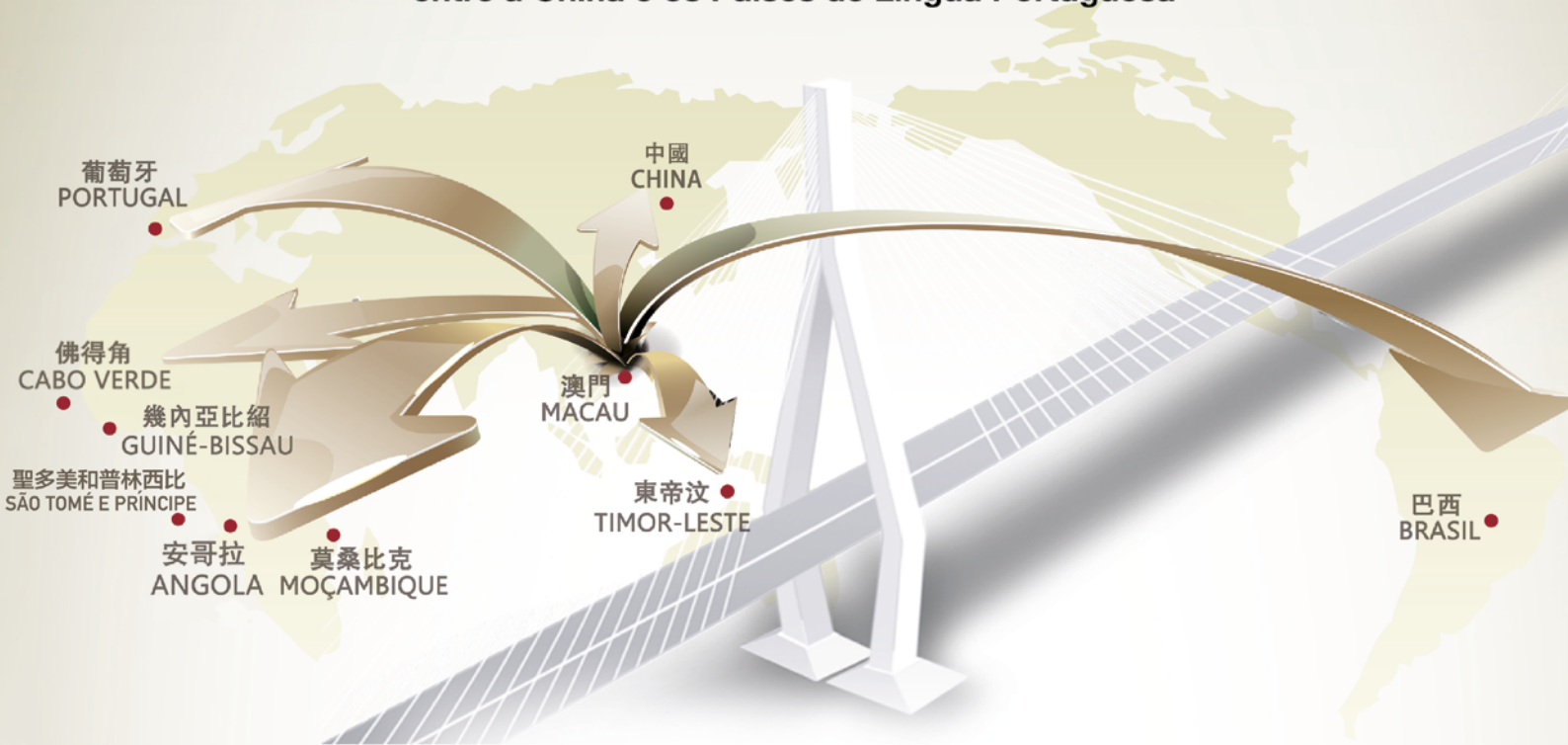


葡語國家食品展示中心助企業增商機
Business blooms with help
of Portuguese-speaking Countries
Food Products Exhibition Centre



中銀中葡商貿合作 金融服務平台

Banco da China – Plataforma de Serviços Financeiros para a Cooperação Comercial
entre a China e os Países de Língua Portuguesa



中葡雙語專業團隊竭誠為中國及葡語國家金融機構、公司和個人客戶提供全方位的金融服務。

Equipa especializada e fluente em chinês e português, oferece serviços financeiros universais para instituições financeiras, empresas e particulares da China e dos Países de Língua Portuguesa.



服務熱線 **888 95566**
www.bocmacau.com



中國銀行
BANK OF CHINA

澳門分行
MACAU BRANCH

行政長官崔世安於 2017 年 11 月發表題為「務實進取，共享發展」的 2018 年財政年度施政報告，當中表明特區政府將持續推動經濟穩健發展，並助力中小企業發展。

本期的《澳門經貿之窗》報導了 2018 年財政年度施政報告中所提及到的培育新興產業的措施，以及建設智慧城市、繼續深化區域合作和融入國家發展的方向。

中國與聖多美和普林西比恢復外交關係一年後，《澳門經貿之窗》與葡語國家經貿合作論壇（澳門）常設秘書處聖多美和普林西比派駐代表古爾特·維拉·克魯茲（Gualter Vera Cruz）進行了訪問，當中談及了促進兩地投資和貿易關係的途徑。聖多美和普林西比政府正努力推動經濟轉型，首先圍繞建造深水港和新機場展開相關工作。

本期亦介紹了澳門貿易投資促進局面向中國內地推廣葡語國家產品的工作。於 2017 年 3 月底開始，貿促局在內地多個城市及香港舉辦了「葡語國家產品推介及商機對接會」和「葡語國家產品推廣活動」系列活動，成果甚豐。

澳門的發展定位是中國與葡語國家商貿合作服務平台，設立葡語國家食品展示中心是致力實現此目標的其中一項重要工作。展示中心開幕一年多以來，場內展品數量增加了接近一倍，由 700 件增至 1,200 件，目前已吸引了 140 家本地及海外企業進駐。

除此之外，「第二十二屆澳門國際貿易投資展覽會」（22nd MIF）於 2017 年 10 月 19 至 21 日舉行，成功匯聚了眾多海內外參展商和買家，而「葡語國家產品及服務展（澳門）」（PLPEX）於 2017 年首次獨立成展，與 MIF 同期舉行。本刊訪問了多位參與者對活動的看法。

最後，本刊亦與本地新一代的理髮店經營者交談，近年澳門的傳統理髮店在式微之際，他們對其傳統技藝無法被取代的信念。■

MACAO Chief Executive Chui Sai On delivered the Policy Address for Fiscal Year 2018 in November 2017. With the title “Be pragmatic yet enterprising, and share the fruits of development”, the most important statement of policy produced by the Macao SAR Government makes a commitment to push for steady economic development, and suggests stronger support for small and medium-sized enterprises (SMEs).

This issue of *Macao Image* looks at the measures announced in the Policy Address for 2018 and the steps that will be taken to foster the growth of emerging industries, promote the development of a “smart city” and increase regional co-operation with a view to integration of national development strategies.

A year after China resumed diplomatic relations with São Tomé and Príncipe, *Macao Image* talks to Gualter Vera Cruz, the Representative of São Tomé and Príncipe in the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), who spells out ways to develop investment and trade relations. His government is setting about boosting the transformation of the economy. The building of a deepwater harbour and new airport are the centrepieces of their strategy.

This issue of the magazine describes some of what the Macao Trade and Investment Promotion Institute (IPIM) has been doing to promote products of the Portuguese-speaking Countries in the

Mainland Chinese market. Since March 2017, IPIM has put on a series of events in various cities in Mainland China and Hong Kong, which have been fruitful for the companies taking part.

Macao is establishing itself as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. The Portuguese-speaking Countries Food Products Exhibition Centre is an important part of that endeavour. In the year and a half since the food exhibition centre opened in Macao, the number of products on display has almost doubled from 700 to more than 1,200, attracting 140 businesses from Macao and abroad.

The magazine also looks at the success of the 22nd Macao International Trade and Investment Fair (MIF), held from 19 to 21 October 2017. MIF plays a pivotal role in connecting enterprises with markets around the world by attracting significant numbers of exhibitors and buyers. The 2017 Portuguese-speaking Countries Products and Services Exhibition (Macao) (PLPEX) departed from the previous practice in that it was held separately from the MIF, albeit concurrently. *Macao Image* interviewed several people taking part in the two events, who spoke about their expectations.

In recent decades barbershops seem to have been disappearing from the streets of Macao. Finally, we also consider the modern evolution of the barbershop and see how a new breed of barbers believe their craft is irreplaceable. ■

編輯委員會

Editorial Board

張祖榮 Jackson Chang
吳愛華 Glória Ung
司榮光 Tiago Azevedo
龐啟富 Thomas Pong
賴秀華 Stephanie Lai

編輯委員會助理

Assistants to the Editorial Board

莫潔儀 Cristina Monteiro
莫苑君 Kenix Mok
甘建文 Michael Grimes
郭文亮 Emanuel Graça

出版 Published by

澳門貿易投資促進局

Macao Trade and Investment Promotion Institute – IPIM

地址 Address: 澳門友誼大馬路918號世貿中心一至四樓
918, Avenida da Amizade, World Trade Centre Building,
1st-4th Floor, Macao
電話 Tel: (853) 2871 0300 傳真 Fax: (853) 2872 8208
電郵 E-mail: ipim@ipim.gov.mo
網址 Website: www.ipim.gov.mo

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
Pátio da Hera, No. 8, R/C, Macao
電話 Tel: (853) 2835 3934 傳真 Fax: (853) 2835 3934
電郵 E-mail: admin@teampublishing.com.mo
網址 Website: www.teampublishing.com.mo

發行量

Print Run

4,000本
4,000 copies

承印 Printed by

華輝印刷有限公司 Tipografia Welfare Lda.

著作權所有，本刊圖文非經同意不得轉載。如欲轉載，請與本局聯絡。
All rights reserved. Photos and articles may not be reprinted without permission. If you wish to reprint any of our articles or photographs, please contact Trade and Investment Promotion Institute.

4 經貿動態 CURRENT EVENTS

焦點 FOCUS

- 6 2018施政報告：續推動本澳經濟穩健發展
以支援中小企、加快構建智慧城市及深化區域合作交流為重點
POLICY ADDRESS 2018:
A PUSH FOR STEADY ECONOMIC DEVELOPMENT OF MACAO



- 10 施政報告助中小企發展「走出去」
GOVERNMENT PROMISES HELP FOR SMES VENTURING ABROAD

中葡合作 CHINA & PSCS CO-OPERATION

- 12 葡語國家產品推介及商機對接會助拓內地市場
PORTUGUESE-SPEAKING COUNTRIES PRODUCT PROMOTION AND BUSINESS
MATCHING SESSIONS UNLOCK THE MAINLAND CHINESE MARKET





專訪 INTERVIEW

16 中葡論壇代表：

聖多美和普林西比投資機會多
MANY INVESTMENT OPPORTUNITIES
IN SÃO TOMÉ AND PRÍNCIPE,
SAYS FORUM MACAO REPRESENTATIVE

會議展覽 CONVENTIONS & EXHIBITIONS

22 MIF繼續發揮澳門平台優勢 MIF HIGHLIGHTS MACAO'S ROLE AS A COMMERCIAL PLATFORM

26 「葡語國家產品及服務展（澳門）」 (PLPEX) 首次獨立成展 PLPEX NOW AN EVENT IN ITS OWN RIGHT



商業 BUSINESS

30 葡語國家食品展示中心助企業增商機 BUSINESS BLOSSOMS IN PORTUGUESE-SPEAKING COUNTRIES FOOD PRODUCTS EXHIBITION CENTRE



企業 COMPANIES

34 張記製麵廠：本土麵食品牌有望走出澳門 CHEONG KEI NOODLE FACTORY VENTURES FURTHER AFIELD



38 理髮新風 變革不失傳統 BARBERS REINVENT THEIR SERVICE

澳門與香港簽署CEPA文本

澳門與香港於2017年10月27日簽署了《香港特別行政區與澳門特別行政區關於建立更緊密經貿關係的安排》(以下簡稱《港澳CEPA》),以推進貿易自由化及區域合作。在《港澳CEPA》下,香港在市場准入方面承諾向澳門開放的服務部門共105個;澳門在市場准入方面承諾向香港開放的服務部門共72個。

《港澳CEPA》內容亦涉及

海關程序便利化、知識產權領域的合作及經濟和技術合作工作等的實施細則。

這份《港澳CEPA》是在香港政府總部舉行的「第十次港澳合作高層會議」中簽署。澳門經濟財政司司長梁維特在會議中表示,在粵港澳大灣區建設規劃全面啟動、港珠澳大橋即將落成的重大利好因素推動下,港澳的聯繫和全面合作將進入新階段。



澳門經濟財政司司長梁維特與香港財政司司長陳茂波於2017年10月簽署了《香港特別行政區與澳門特別行政區關於建立更緊密經貿關係的安排》

Macao's Secretary for Economy and Finance, Leong Vai Tac, and the Financial Secretary of Hong Kong, Paul Chan Mo-po, signed in October 2017 a Closer Economic Partnership Arrangement (CEPA)

Macao, Hong Kong sign CEPA deal

Macao and Hong Kong signed the Closer Economic Partnership Arrangement (CEPA) on 27 October 2017 to advance the liberalisation of trade and push forward regional integration. Under the agreement, Hong Kong will open up 105 service sectors to Macao suppliers, while Macao will make available to its neighbour's firms an additional 72 service sectors.

The CEPA linking the two regions will also entail simplified customs procedures, collaboration on intellectual property, and the establishment of a work

programme on economic and technical co-operation.

This Hong Kong-Macao CEPA was signed during the 10th Hong Kong-Macao Co-operation High Level Meeting, held at the Hong Kong government headquarters.

During the meeting, Macao's Secretary for Economy and Finance Leong Vai Tac said co-operation between the two sides would reach a new level, given the development of the city cluster of the Guangdong-Hong Kong-Macao Greater Bay Area and the soon-to-be-completed Hong Kong-Zhuhai-Macao Bridge.

貿促局將主力負責會展業推廣工作

2017年10月27日,行政會完成討論行政法規草案,對澳門貿易投資促進局的組織法規作修改。

該項安排是為了加強對本地商會、企業,特別是中小企業的協助,以及承接原屬經

濟局負責的統籌會展業發展的工作。

草案建議增加貿促局的職責範圍,包括推動會展業發展和促進澳門特區作為中國與葡語國家商貿合作服務平台的作用。草案於2017年11月底生效。



IPIM now sole promoter of city's MICE business

On 27 October 2017, the Executive Council completed a discussion on an administrative regulation bill regarding the restructuring of the organisation of the Macao Trade and Investment Promotion Institute (IPIM).

The arrangement aimed to strengthen support for local business associations and enterprises, particularly small and medium-sized enterprises (SMEs), as well as undertaking

MICE development previously co-ordinated by Macao Economic Bureau.

The bill proposed to enhance the scope of responsibilities, such as promoting the development of the convention and exhibition industry and fostering Macao's role as a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries. The bill was effective at the end of November 2017.

歐盟成為2018年 世界旅遊經濟論壇合作地區

2017年10月17日「第六屆世界旅遊經濟論壇·澳門」閉幕儀式期間，大會宣佈歐盟被邀請成為「世界旅遊經濟論壇·澳門2018」的合作地區。響應「2018中國—歐盟旅遊年」，探索中國與歐洲深化旅遊合作的各種機遇。

在「區域合作互聯互通，旅遊經濟共商共建」這個主題下，為期兩天的「第六屆世界旅遊經濟論壇」的合作地區為中東歐十六國、主賓省為貴州省，成功匯聚來自全球多個國家及城市約1,500位旅遊及相關部長級官員、業界領袖、專家學者和嘉賓出席。



「第六屆世界旅遊經濟論壇·澳門」於2017年10月舉行
The Global Tourism Economy Forum • Macao 2017 was held in October 2017

EU Partner Region for 2018 Tourism Economy Forum

The European Union has been invited to join the 2018 Global Tourism Economy Forum (GTEF) as Partner Region. The announcement was made during the closing ceremony of the 6th GTEF, on 17 October 2017. The decision was made in support of the adoption of 2018 as the “EU-China Tourism Year”, and seeks to explore the vast range of opportunities created by in-depth co-operation on tourism between the two sides.

Under the theme of “Regional Collaboration towards a Better Future”, the two-day event featured 16 Central and Eastern European countries as representatives of the Partner Region, and Guizhou as the Partner Province, as well as bringing approximately 1,500 ministerial officials responsible for tourism and related sectors, industry leaders, experts, scholars and general participants to Macao from across the globe.

澳門公佈旅遊業發展總體規劃

澳門特別行政區政府旅遊局於2017年9月28日發表澳門旅遊業未來15年發展藍圖的最終版本。

《澳門旅遊業發展總體規劃》（以下簡稱《規劃》）預期澳門於2025年的年均訪客量將達4,000萬，而酒店房間數目的增幅將會更高，於2025年可達約52,000間。

旅遊局副局長程衛東表示，《規劃》建議發展標誌性旅遊設施，於新城區建設城市文化地標。澳門的濱水空間也於《規劃》中被形容為發展海上旅遊產品的重要資產。

另外，社會文化司司長譚俊榮將領導一個澳門旅遊業發展總體規劃跨部門策導小組，定期檢視《規劃》。



澳門特區政府旅遊局於2017年9月發表澳門旅遊業未來15年發展藍圖
The Macao Government Tourism Office unveiled in September 2017 its blueprint for the city's tourism development for the next 15 years

Macao releases tourism development plan

On 28 September 2017, the Macao Government Tourism Office (MGTO) unveiled the final version of its blueprint for the city's tourism development for the next 15 years.

The Macao Tourism Industry Development Master Plan forecasts that the city could receive 40 million visitors per year by 2025. The plan estimates the percentage rate of growth in the number of Macao hotel rooms will outpace the percentage growth in visitors during the period, to number 52,000 by 2025.

The blueprint earmarks “developing iconic tourism facilities” and “establishing cultural landmark in the new urban zone” said MGTO Deputy Director Cheng Wai Tong.

The city's waterfront areas are also mentioned in the plan as a vital asset to develop marine tourism attractions.

The Secretary for Social Affairs and Culture Alexis Tam Chon Weng will lead a new cross-departmental Master Plan Steering Group, which will regularly re-evaluate the blueprint.

2018施政報告：續推動本澳經濟穩健發展

Policy Address 2018: A push for steady economic development of Macao

以支援中小企、加快構建智慧城市及深化區域合作交流為重點

行政長官崔世安於 2017 年 11 月中旬，發表題為「務實進取，共享發展」的 2018 年財政年度施政報告。報告指出本澳經濟逐步回暖，特區政府將持續推動經濟穩健發展，鞏固主體產業基礎，培育新興產業成長，建設智慧城市，助力中小企業發展，並繼續深化區域合作，融入國家發展。

行政長官崔世安表示，儘管國際經濟發展的不明朗因素仍然存在，但對澳門的經濟前景仍持審慎樂觀的態度，預計 2018 年澳門經濟將持續實現正增長。

施政報告中有多個重點，包括促進產業與互聯網融合的發展戰略，致力推動傳統產業煥發新的生命力。特區政府亦將加快實施智慧城市建設的發展戰略，政府專有的雲計算中心及大數據平台將於 2018 年初步建成並投入運作。

崔世安還表示，特區政府將落實打造「文化澳門」新形象的發展戰略，增強城市競爭力。

支援中小企 培育新興產業

藉着智慧城市建設的機遇，崔世安指出，將積極引導本地中小企創新商業模式，開拓網絡及電商市場，改善相關的技術設

備，培訓所需的技術人才，以及與內地電商合作，為開拓葡語國家電商市場打下基礎。鑑於中小企佔本地企業總數九成以上，政府十分重視中小企在本地經濟所發揮的作用，鼓勵中小企增強自身競爭力，2018 年重點優化現行的發牌制度，協調相關部門的工作流程，運用大數據手段，創設便民便商的利好環境。此外，大力扶助特色老店重塑品牌，提高知名度和服務素質，形成品牌效應。

推動經濟適度多元方面，政府繼續大力支持新興產業，扶持近年成長較快的會展業發展，以「會議為先」作導向，爭取更多專業性、國際性的品牌會議和展覽落戶澳門，鼓勵會展組織者舉辦社區導賞活



特區政府將致力打造「智慧城市」

The Government will expedite its pursuit of a strategy to develop a "smart city"

動，吸引與會的高端客商走進社區消費，帶動中小企業的綜合發展。

此外，施政報告提出加大力度培育文化創意產業，文化產業基金將新設專項資助，協助文創企業打造時裝設計、文化展演和出版等文創品牌。

崔世安表示，特區政府亦積極發展以融資租賃及財富管理業務為重點的特色金融，推進構建「中央信貸資料庫」，完成修訂《融資租賃公司法律制度》，並以中葡合作發展基金總部落戶澳門的契機，為「一帶一路」建設提供金融服務。此外，政府將於2018年全面深化中醫藥技術人才培訓，結合國家重點實驗室的技術力量，逐步實現中醫藥的產業化和國際化。

有關本澳龍頭產業旅遊博彩業，特區政府將全面檢討和完善博彩領域的法律法規，繼續支持博企優先採購本地中小企的產品服務和發展非博彩元素，優化旅遊承載力的監測評估，促進經濟型酒店、特色主題公園、綜合購物中心等建設。隨著本澳早前成功申報為聯合國教科文組織「創意城市美食之都」，特區政府將持續推廣本

澳獨特的美食文化，把旅遊經濟效益輻射到周邊社區，推動社區旅遊發展。

加強區域合作

施政報告提出繼續深化區域合作及平台經濟戰略，全力落實特區五年發展規劃與國家整體規劃的對接。崔世安表示，特區政府努力把本澳「一中心、一平台」的發展定位與「一帶一路」建設及粵港澳大灣區規劃緊密結合，設立專責部門統籌區域合作事務，提升合作的素質和水平。全面深化粵澳合作，積極參與珠海橫琴、廣州南沙等自由貿易試驗片區的開發建設，促進澳門與內地服務貿易自由化，共同打造具競爭力的營商環境。

施政報告提出澳門持續深化泛珠三角區域合作，攜手開拓葡語系、歐盟國家和東南亞國家市場；推進閩澳合作；繼續打造「京澳合作夥伴行動」品牌；籌建蘇澳合作園區；深化川澳合作，探討展開與中西部地區、東北等老工業基地的交流和合作。不斷完善港澳溝通機制，發揮在台灣澳門經濟文化辦事處的功能。

Highlights from the Government policy document include support for small and medium-sized enterprises, creating a “smart city” and fostering regional co-operation

THE Chief Executive Chui Sai On delivered his Policy Address to the Legislative Assembly in mid-November 2017 entitled “Be pragmatic yet enterprising, and share the fruits of development”.

The Policy Address pointed out that Macao's economy is gradually picking up and makes a commitment to keep pushing for steady economic development. It says the Government will consolidate cornerstone industries while fostering the growth of emerging industries, promoting the development of a “smart city”, supporting the development of small and medium-sized enterprises (SMEs), and increasing regional co-operation with a view to integration of national development strategies.

The Chief Executive said some uncertainty was on the horizon for the world economy, but the Macao SAR Government was cautiously optimistic about the economic outlook for the city and expected to see growth in 2018.

The Policy Address highlights the pursuit of a strategy to integrate industries by using the Internet to rejuvenate conventional industries. The Government will expedite its pursuit of a strategy to develop a “smart city”, with the first phase of a government-owned cloud computing centre and big-data platform expected to begin operating in 2018.

The Chief Executive said the Government would focus on giving the city a new image, dubbed Cultural Macao, to help boost competitiveness.

Support SMEs, emerging industries

Pointing out the opportunities presented by the strategy for developing a smart city, Mr Chui said the Government would encourage Macao SMEs to adopt innovative business models, explore online markets, improve

共享經濟成果

特區政府推出多項經濟補貼和成果分享措施，合共支出約澳門幣 128.9 億元（下同），包括：

- 繼續實行現金分享措施，向永久性居民每人發放 9,000 元，非永久性居民每人 5,400 元
- 每名合資格的永久性居民繼續可獲政府在公積金個人帳戶注入 10,000 元啟動金
- 養老金維持 3,450 元，敬老金調升至 9,000 元
- 落實優生多育政策，社會保障基金的出生津貼金額上調至 5,000 元



ECONOMIC HARVEST SHARED

The Macao SAR Government is continuing with the payment of various subsidies and measures meant to share the fruits of economic development among Macao residents. The expected spending on these measures next year is about MOP12.89 billion and includes:

- Wealth Partaking Scheme payments of MOP9,000 for permanent residents and MOP5,400 for non-permanent residents;
- Payment of a MOP10,000 initial allowance into the Provident Fund Individual Account of every eligible permanent resident;
- Payment of pensions of MOP3,450 a month, while the old age allowance rises to MOP9,000 a year; and
- To encourage people to have more children, the birth allowance - under the Social Security Fund - increases to MOP5,000.



澳門特別行政區行政長官崔世安
Macao SAR Chief Executive Chui Sai On

their technology equipment, cultivate workers qualified in their respective fields and co-operate with e-commerce enterprises in Mainland China to explore markets in Portuguese-speaking Countries. The Chief Executive said SMEs made up more than 90 percent of all companies in Macao and the Government attached great importance to SMEs and their role in economic development.

The Government will encourage Macao SMEs to become more competitive as it works to improve the services it gives companies with the priority of enhancing the licensing mechanism in 2018, and by co-ordinating the workflow between its various departments to provide an ideal business environment through the application of big data. Mr Chui said the Government would support conventional shops that have a history of brand-building, such as keeping their brands up to date, making them more conspicuous and improving service standards.

To diversify the economy, the Government is committed to spurring on emerging industries such as the meetings and exhibitions industry, which have grown fairly rapidly in recent years. Guided by the strategy of giving priority to conventions, the Government will strive to bring more meetings of professionals and more international meetings and exhibitions to the city, and to encourage event organisers to arrange excursions to various parts of the city. The Chief Executive said this could entice high-end travellers to spend more in local communities, so supporting the growth of SMEs in the city.

The Policy Address proposes more support for cultural and creative industries. The Cultural Industries Fund will set up a new scheme for subsidising enterprises in the cultural and creative industries to establish their own brands in the fields of fashion design, cultural performances and publishing.

The Chief Executive said the Government would actively develop specialised financial businesses, focusing on leasing finance and wealth management. The establishment of a central credit database is on the Government agenda, as is amendment of the law governing leasing finance companies.

Following the establishment of the headquarters of the China-Portuguese-speaking Countries Co-operation and Development Fund in Macao, the city should strive to render financial services as part of the “Belt and Road” initiative. Mr Chui said the Government would advance a comprehensive training programme to qualify workers in Traditional Chinese Medicine (TCM) in 2018, and strive for the gradual industrialisation and internationalisation of TCM with technical support from the state key laboratory.

As for tourism and gaming, the Chief Executive said the Government would fully review the gaming regime and improve

the relevant regulations. He said gaming enterprises would be encouraged to buy products and services from Macao SMEs and develop aspects of their business other than gaming.

The authorities will assess how best to use the capacity of Macao to handle tourists, and facilitate the development of inexpensive hotels, theme parks, shopping centres and other tourism infrastructure. Now that the United Nations Educational, Scientific and Cultural Organization (UNESCO) has designated Macao a Creative City of Gastronomy, the Macao SAR Government will keep promoting the unique culinary culture of the city, bringing the economic benefits of tourism to its communities and facilitating community tourism.

Enhance regional co-operation

The Policy Address says there is a need to increase regional co-operation and pursue platform-based economic strategies, with a view to putting fully into action the Five-year Development Plan and integrating the development of the city with national development strategies. The Chief Executive said Macao would make efforts to foster the integration of the “One Centre, One Platform” function of the city with the “Belt and Road” initiative and the planning of the Guangdong-Hong Kong-Macao Greater Bay Area. A special department will be set up to co-ordinate and enhance regional co-operation efforts, he added.

The city will comprehensively increase its co-operation with Guangdong by taking part in the development of free trade zones on Hengqin Island, in Zhuhai and in Nansha in Guangzhou, and by facilitating the liberalisation of trade in services between Macao and Mainland China, to build a more competitive business environment.

The Policy Address says Macao should keep increasing regional co-operation within the Pan-Pearl Delta Region in the joint exploration of markets in Portuguese-speaking Countries, the European Union and Southeast Asia. The city will also increase co-operation with Fujian, strengthen the



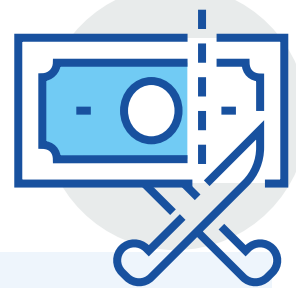
行政長官於2017年11月中旬向立法會發表施政報告

The Chief Executive delivered his Policy Address to the Legislative Assembly in mid-November 2017

多項稅務減免

特區政府繼續推出多項稅務減免措施，支援中小企發展及居民生活，預計少收稅費約澳門幣 38.51 億元（下同），包括：

- 所得補充稅可課稅的年度收益豁免額維持為 60 萬元
- 減收居民職業稅 30%，免稅額為 144,000 元
- 向繳納職業稅的澳門居民額外退還本年度已繳納稅額的 60%，退稅上限由 12,000 元調升至 14,000 元
- 新增免收拍賣活動的印花稅



TAX CUTS, EXEMPTIONS ABOUND

The Macao SAR Government is persevering with various tax cuts and tax exemptions, for the benefit of residents and to help develop SMEs. Altogether, the estimated value of these cuts and exemptions is about MOP3.85 billion. The measures include:

- Corporate annual profit up to MOP600,000 exempt from profit tax;
- Personal income tax cut by 30 percent; personal income up to MOP144,000 exempt from tax;
- Refunds of 60 percent of personal income tax paid, up to a maximum amount of MOP14,000 instead of a maximum amount MOP12,000; and
- Sales by auction exempt from stamp duty.

Beijing-Macao Co-operation Partnership, prepare to build the Jiangsu-Macao Co-operation Park, increase co-operation with Sichuan and look into further ways to co-operate with the traditional industrial areas in central-western and north-eastern China. Macao will constantly improve its communication mechanism with Hong Kong and fully leverage the function of the Macao Economic and Cultural Office in Taiwan. 

《2018 年財政年度政府施政報告》設有中、葡文本，亦可在以下澳門政府網站下載：政府入口網 (www.gov.mo)。該網站同時刊登了《2018 年財政年度政府施政報告》之英文概要。

The text of the Macao SAR Government Policy Address for Fiscal Year 2018, in Chinese and Portuguese, is available for downloading from the Macao Government Portal website at www.gov.mo. The website also has summaries in English of aspects of the Policy Address.

施政報告：助中小企發展「走出去」 Government promises help for SMEs venturing abroad

從繼續支持會展業等新興產業發展，到助力中小企業「走出去」，業界人士認為 2018 年施政報告內容務實，可讓本澳企業更好地掌握市場脈搏，推動不同行業產生協同效應，令企業更好地融入國家發展，開拓澳門以外的市場。

產業互聯拓市場空間

澳門展覽協會會長林中賢向本刊表示，特區政府每年都會檢視及優化現有的會展扶助計劃，因應內外因素的變動，為業界提供更合適的扶助方案。2018 年更在資助審批標準加入國際認證、引入環保措施等元素，提供差異化的財務支持，可見特區政府對會展業的深度了解與支援。

在行業培訓方面，他指出特區政府一直都極具前瞻性思維，支持澳門會展業界引入國際會展認證。澳門至今有超過 200 名註冊會展經理培訓課程（CEM）畢業生，是全國產出 CEM 註冊會展經理最多的城市之一，亦有 63 名人士獲取了高級會展管理國際認證（EMD）。在特區政府對會展培訓進一步的推動下，他表示，業界已訂定了新目標，為了強化澳門的平台作用，希望在未來十年協助「一帶一路」沿線國家培育出 200 名 EMD 高級會展經理，以及為泛珠城市培訓 500 名 CEM 註冊會展經理。

此外，施政報告提到加大力度引導會展客商走進社區，林中賢表示，樂見特區政府對澳門會展業的推動制訂更縱深的發展策略，並指出該會近年一直強調「創造高質素的商 + 旅的條件」，旅遊業和會展業均具有綜合性強、產業關聯度高、帶動效應明顯等特徵，互動、體驗、學習將會是商務旅遊的新趨向，所以旅遊和會展產業應加強合作。

區域合作智慧建設

支持中小企業亦是每年施政報告的重點之一，特區政府提出於 2018 年優化各項扶持措施，並藉着智慧城市建設的機遇，助力中小企業發展。澳門工商聯會會長何敬麟向本刊表示，特區政府一直致力改善本澳企業的營商環境，提出多項稅務減免措施及援助計劃，如在 2017 年完成修改

《中小企業援助計劃》，向已償還款項的受惠企業提供第二次援助機會，有助企業更上一層樓。

他亦提到施政報告花了不少篇幅著墨澳門參與「一帶一路」及「粵港澳大灣區城市群」建設，推動澳門、內地及葡語國家青創企業交流合作，有助企業擴闊發展空間，積極融入國家發展，並期待在特區政府及大企業牽頭下，本澳中小企亦可跟著「走出去」。

隨著澳門智慧城市的建設，特區政府強調積極引導中小企業創新商業模式，開拓網絡及電商市場。何敬麟表示，本澳企業對科技應用並不抗拒，只要有利業務增長，企業亦願意把握機會。在「大數據」時代下，他認為特區政府可利用科技手段預測旅客及商業市場的最新趨勢，並與中小企分享成果，讓企業作好準備，為本澳經濟發展出一分力。 **PI**



澳門展覽協會會長林中賢
Macau Fair and Trade Association President Tony Lam

THE Policy Address for 2018 has been published and people working in the industry consider that the document is pragmatic. Undertakings range from continued support for the development of emerging industries such as the meetings, incentives, conventions and exhibitions (MICE) industry to help for small and medium-sized enterprises (SMEs) wanting to venture abroad.

Industry insiders say this support can help Macao companies get a better grip on market trends, facilitate co-operation between different industries, help with national development and assist expansion into markets beyond Macao.

Finding new markets

Macao Fair and Trade Association President Tony Lam tells *Macao Image* that the Macao SAR Government reviews its support schemes for the MICE industry every year, taking into account changes in the industry and the environment it operates in, to improve its assistance and offer the best-possible support. In 2018, the Government highlights the introduction of international certifications and measures to protect the environment, as well as differentiated financial measures, demonstrating the depth of its knowledge and support for the MICE industry, Mr Lam says.

On manpower training, Mr Lam says the Government has always had a forward-looking mind-set and supports the industry as it introduces international MICE certification. More than 200 people have completed the Certified in Exhibition Management (CEM) training courses, putting the city amongst the places in China that have the most workers with the qualification. Another 63 people have earned the Exhibition Management Degree (EMD) in Macao.

The MICE industry, with the Government stepping up the promotion of the training of professionals, has new ambitions to strengthen Macao's role as a service platform, Mr Lam says. He also says that the industry will, within the next 10 years, help 200 people in countries covered by the "Belt and Road" initiative earn EMDs. The industry will help another 500 people in the Pan-Pearl River Delta Region gain the CEM qualification.

The Policy Address contains an undertaking to put more effort into coaxing people attending MICE events in Macao to explore the city beyond their hotels or event venues. Mr Lam is pleased that the Macao SAR Government established a comprehensive plan for developing the MICE industry. He says the Macao Fair and Trade Association stresses the importance of "creating quality conditions for the development of commerce and tourism" in recent years. The tourism and MICE businesses are similar in many ways


as both are highly integrated, inter-related and influential. Exchanges, experiences and learning will become the new trends in commerce and tourism, therefore, greater collaboration between the tourism and MICE industries would be welcome, he says.

Regional development, smart city

SMEs are always a highlight of the Policy Address and the Government has vowed to improve SME support schemes in 2018 and facilitate their development through Macao's transformation to a smart city.

The Industry and Commerce Association of Macau President Kevin Ho tells *Macao Image* that the Macao SAR Government has endeavoured to improve the business environment for Macao enterprises by reducing their tax bills and through subsidies. For example, the SME Aid Scheme was changed in 2017 so companies that have repaid loans made under the scheme may borrow a second time. Mr Ho says this may help enterprises expand.

Mr Ho also highlighted the Policy Address' extensive coverage of the city's participation in the "Belt and Road" initiative and the Guangdong-Hong Kong-Macao Greater Bay Area, as well as on enabling co-operation and exchanges between young entrepreneurs in Macao, Mainland China and Portuguese-speaking Countries. These undertakings could allow enterprises more room to grow and let them play a role in national development, he says. Mr Ho hopes Macao SMEs venture abroad with the guidance of the authorities and big corporations.

Macao's smart city development strategy underlines the need for SMEs to have innovative business models and explore both the online and e-commerce markets. Mr. Ho says Macao companies readily adapt to new technology and will seize any opportunities that prove useful to their business. In the Big Data era, he thinks the Macao SAR Government could use technology to analyse trends in the tourism and commerce markets and share the results with SMEs, so they can better prepare to contribute to the economic development. 



澳門工商聯會會長何敬麟

The Industry and Commerce Association of Macau President Kevin Ho



葡語國家產品推介及商機對接會助拓內地市場 Portuguese-speaking Countries Product Promotion and Business Matching Sessions unlock the Mainland Chinese market

澳門貿易投資促進局於 2017 年 3 月底開始，在內地多個城市及香港舉辦了「葡語國家產品推介及商機對接會」和「葡語國家產品推廣活動」系列活動，提高各地買家對葡語國家產品的認識。

DIM 點店餐飲集團有限公司於 2017 年參與了多場「葡語國家產品推介及商機對接會」和「葡語國家產品推廣活動」，該公司產品及推廣部經理吳銘傑表示，活動成效正面，有助精準地對接當地對口的潛在買家。DIM 點店餐飲集團為葡萄牙酒莊艾華高 (Quinta dos Avidagos) 在中國內地的推廣及招商公司，另外亦有代理葡萄牙礦泉水和海鹽等產品。

DIM 點店餐飲集團參加了「葡語國家產品推廣活動」的珠海站、中山站、江門站、成都站和深圳站，基本上在每個站點都有 5 至 10 個左右的潛在合作伙伴。「例如在成

都便認識了 12 個朋友，他們的產品銷售網絡在中國中部，主要是對我們的紅酒感到興趣。」吳銘傑對本刊說。

夏派 (上海) 商貿有限公司董事張惠容表示，憑藉在澳門有超過 30 年銷售葡語國家產品的經驗，於 2014 開設了夏派 (上海) 商貿有限公司。適逢在內地正進行一系列的酒品推廣巡迴，夏派 (上海) 商貿有限公司於 2017 年亦參與了「葡語國家產品推介及商機對接會」和「葡語國家產品推廣活動」的中山、廣州和杭州等站。

張惠容表示，夏派 (上海) 商貿在多場的推廣活動上主要推銷來自葡萄牙南部的波霸葡萄酒，亦有展出其他果汁產品，當中以夏派果汁汽水 (Sumol) 為主。

「對接會有正面效果，通過這些活動，我們結識了一些酒行和電商客戶。有電商已經在其加盟店售賣我們的產品，亦

有酒行開始向我們取貨試賣。」張惠容向本刊說。

貿促局於 2017 年舉辦了多場「葡語國家產品推介及商機對接會」站點包括珠海、中山、江門、廣州、香港、成都、深圳和杭州；貿促局的內地聯絡處更在廣州、成都和杭州站舉辦了相應的銷售活動，當地買家及市民反應不俗，提升了葡語國家食品在內地的知名度。

每站有 15 至 20 多家供應商參加對接會，出席的買家有 80 至 100 位；2017 年的所有對接會站點累計有 132 位展商參與，現場買家約有 620 位，在現場進行的洽談配對則錄得 577 宗。

價廉物美

貨品種類繁多、規模龐大而複雜的內地市場充滿競爭，但葡語國家的飲食產品

「始終我們對華南區域比較熟悉，所以希望能拓展〔內地〕東北地區市場，因為我們覺得那個市場有潛質，看來亦有發展空間。」

We are always more familiar with the southern Chinese market, so we hope to expand into north-eastern China because we think there is potential there, and there seems to be much room for growth.

夏派(上海)商貿有限公司董事張惠容
Director of Acconci (Shanghai) Trading Co. Ltd., **Josephine Cheong Wai long**



眾多參展商參與了推廣活動的廣州站
Several exhibitors took part in the event in Guangzhou

仍有其優勢和賣點。DIM 點店餐飲集團的吳銘傑舉例說，珠三角地區客群對海鹽進口有一定需求；夏派（上海）商貿的張惠容認為，與其他的歐洲進口貨相比，葡萄牙的飲料和酒類的產品品質不俗，亦有一定的價格優勢。

夏派（上海）商貿亦於 2017 年成功開拓香港市場。目前，香港大部分的超市和商店有銷售夏派果汁汽水 Sumol。

「內地市場比較複雜，所以我們都會集中做一、兩個系列的產品，當中以葡萄牙品牌『波霸葡萄酒』為主線。」張惠容說。她還表示，公司在內地銷售葡萄酒的網絡主要走用家路線，如直接銷售到當地飯店，另外亦有電商和團購等渠道。

正於內地努力拓展市場的 DIM 點店餐飲集團和夏派（上海）商貿均有意再參與「葡語國家產品推介及商機對接會」。張惠容希望在往後的對接會上，能進一步接觸到內地的連鎖超市，這將提高葡萄牙產品進入內地市場的機會。

「始終我們對華南區域比較熟悉，所以希望能拓展〔內地〕東北地區市場，因為我們覺得那個市場有潛質，看來亦有發展空間。」張惠容說。■

SINCE the end of March 2017, the Macao Trade and Investment Promotion Institute (IPIM) has organised a series of events such as the Portuguese-speaking Countries Product Promotion and Business Matching Sessions and the Promotional Activities for Portuguese-speaking Countries Products in various cities in Mainland China as well as Hong Kong, so that potential buyers of products from Portuguese-speaking Countries can learn more about them.

Dine In Macau Food and Beverage Group Ltd. took part in some of these activities in 2017. Dine In Macau Food and Beverage Group Ltd.'s Product and Marketing Manager Marek Ng Ming Kit says the events had a positive effect on the business, helping it pinpoint potential customers. The company promotes wine from the Quinta dos Avidagos vineyards in Portugal and is seeking to penetrate the Mainland Chinese market. It also distributes some Portuguese mineral water and sea salt brands.

The company also took part in the Promotional Activities for

Portuguese-speaking Countries Products held in cities in Mainland China such as Chengdu, Jiangmen, Shenzhen, Zhongshan and Zhuhai. In each city, representatives of the company met between five and ten potential business partners.

“For example, in Chengdu, I met 12 business acquaintances whose sales networks focus on central China,” Mr Ng tells *Macao Image*. “They are, in general, very interested in our wine products.”

Acconci (Shanghai) Trading Co. Ltd. Director Josephine Cheong Wai Iong established the company in 2014. Ms Cheong has more than 30 years of experience of selling products from Portuguese-speaking Countries in Macao. Acconci (Shanghai) Trading took part in the Portuguese-speaking Countries Product Promotion and Business Matching Sessions and the Promotional Activities for Portuguese-speaking Countries Products in Guangzhou, Hangzhou and Zhongshan at the same time as conducting a series of wine promotion tours in Mainland China.



推廣活動的珠海站吸引了不少入場訪客
Dozens of people attended the event in Zhuhai

Ms Cheong says her company promotes mainly Borba wine, from southern Portugal, and fruit juices, mainly the Sumol brand. “The matching sessions have positive effects,” she says. “Through these events we got to know some wine shops and e-commerce customers. Some e-commerce customers are already selling our products in their franchise stores. Some wine shops have also started to purchase from us and sell our wine products.”

The Portuguese-speaking Countries Product Promotion and Business Matching Sessions arranged by IPIM in 2017 were held in Chengdu, Guangzhou, Hangzhou, Hong Kong, Jiangmen, Shenzhen, Zhongshan and Zhuhai. IPIM liaison offices in Mainland China put on corresponding events in Chengdu, Guangzhou and Hangzhou. Buyers and the general public in each place responded well, gaining greater awareness of food from Portuguese-speaking Countries.

IPIM says between 15 and 20 suppliers took part in each business matching session, and that between 80 and 100 buyers attended. It says in total the business matching sessions held in 2017 attracted 132 exhibitors and

about 620 buyers to the events. Companies took part in a total of 577 business matching sessions and associated negotiations held during the events.

Great goods, low prices

The Mainland Chinese market is large and complex, offering a wide range of products and thus highly competitive. Food from Portuguese-speaking Countries has advantages and selling points that allow it to compete. Mr Ng says, for example, that demand for imported sea salt is strong in the Pearl River Delta Region. Ms Cheong believes the quality of Portuguese beverages, whether soft drinks or alcohol, is comparable to that of drinks from other European countries. Portuguese drinks also have a certain price advantage.

Acconci (Shanghai) Trading penetrated the Hong Kong market in 2017. Most supermarkets and other retailers now sell Sumol juice.

“The Mainland Chinese market is rather complicated,” Ms Cheong says. “So, we all

「例如在成都便認識了12個朋友，他們的產品銷售網絡在中國中部，主要是對我們的紅酒感到興趣。」


In Chengdu, I met 12 business acquaintances whose sales networks focus on central China. They are, in general, very interested in our wine products.

DIM點店餐飲集團有限公司產品及推廣部經理吳銘傑

Product and Marketing Manager of Dine In Macau Food and Beverage Group,
Marek Ng Ming Kit

focus on one or two product lines, with the Portuguese Borba wine as the main line.” She says the wine sales network her company has in the Mainland Chinese market focuses on the consumer, selling direct to restaurants. The company also sells its merchandise in other ways, such as through e-commerce websites and group purchasing organisations.

Dine In Macau Food and Beverage Group Ltd. and Acconci (Shanghai) Trading Co. Ltd. are trying to increase the amount of businesses they do in Mainland China, so both intend to take part again in the Portuguese-speaking Countries Product Promotion and Business Matching Sessions.

Ms Cheong hopes Mainland Chinese supermarket chains will gain greater awareness of the merchandise her company sells, making it easier for Portuguese-speaking Countries products to penetrate the Mainland Chinese market. “We are always more familiar with the southern Chinese market, so we hope to expand into north-eastern China because we think there is potential there, and there seems to be much room for growth,” she says. 



中國－葡語國家經貿合作及人才信息網

Portal para a Cooperação na Área Económica, Comercial e de Recursos Humanos entre a China e os Países de Língua Portuguesa



 www.platformchinaplpmo

平台網站現已開通
O portal já se encontra disponível


微信: WCHAT: platformchinaplpmo


歡迎透過社交平台關注我們
SEJA BEM-VINDO A UTILIZAR AS PLATAFORMAS
SOCIAIS PARA NOS SEGUIR

一個經貿人才信息共享平台 · 共創中國及葡語系國家市場商機

Uma Plataforma de Partilha de Informação Económica, Comercial e Recursos Humanos, juntando Esforços na Criação de Oportunidades de Negócios nos Mercados da China e dos Países de Língua Portuguesa

中葡經貿合作會展中心

Centro de Convenções e Exposições para a Cooperação Económica e Comercial entre a China e os Países de Língua Portuguesa

葡語國家食品集散中心 網上貿易平台

Plataforma de Comércio Electrónico Online para o Centro de Distribuição de Produtos Alimentares dos Países de Língua Portuguesa

中葡中小企業商貿服務中心

Centro de Serviços Comerciais para as Pequenas e Médias Empresas da China e dos Países de Língua Portuguesa

主辦單位
Entidades Organizadoras

中華人民共和國商務部
Ministério do Comércio da República Popular da China

澳門特別行政區政府經濟財政司
Secretaria para a Economia e Finanças da RAEM

承辦單位
Entidade Coordenadora


澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute

中葡論壇代表： 聖多美和普林西比投資機會多 Many investment opportunities in São Tomé and Príncipe, says Forum Macao Representative



2016年12月，聖多美和普林西比恢復與中國的外交關係。如今這個非洲國家正努力推動經濟轉型，首先圍繞建造深水港和新機場展開相關工作。

中國-葡語國家經貿合作論壇（澳門）常設秘書處聖多美和普林西比派駐代表古爾特·維拉·克魯茲（Gualter Vera Cruz）與《澳門經貿之窗》探討進一步發展兩地投資和促進貿易關係的途徑。

聖多美和普林西比恢復與中國的外交關係已經一年多，如今出現了哪些積極的變化？

出現了可喜的變化。首先是產生一系列的新機遇，且不只對於聖多美和普林西比而言。作為一個國家，我們也提供一連串可以充分利用的機會。我們希望不僅為合作夥伴提供機會，同時也為聖多美和普林西比在各方面獲取優勢。

聖多美和普林西比提供什麼機遇？

這個國家有很大發展潛力，由於各種原因，我們有些地區還未開發。我們擁有超過16萬平方公里的專屬經濟海域，有豐富的海洋資源。通過利用我們的海洋資源，令國家擁有良好的旅遊條件，但是，我們目前確實有酒店設施不足的問題。另外我們的地理位置亦很理想，聖多美和普林西比位於赤道，非常靠近幾內亞灣，潛在的消費市場約有3億人口。

為了充分利用廣闊的海域，貴國要建設一個深水港。2014年，前總統曼努埃爾·平托·達科斯塔（Manuel Pinto da Costa）前往北京推廣該投資計劃，估計投資額超過5億美元。中國人對這個計劃感興趣嗎？

建設深水港是我國經濟轉型進程的一部分，另外還有我們機場的現代化改造，是我國經濟的兩大基石，為發展經濟和吸引投資者創造良好條件。我們曾向有投資意向的人士推介深水港和機場計劃，並相信他們都對這些項目很感興趣。我們有一個機場，但需要進行現代化改造，以跟上我國發展的步伐。與此同時，港口可以成為我們推動經濟發展的基地，這樣就可以吸引更多投資者，不但關注聖多美和普林西比，也關注整個非洲海岸。

現在有沒有實際的優惠政策？

人們通常認為，在商業上沉默是金，但實際上我們的確有相關的優惠政策。我



聖多美和普林西比擁有超過16 萬平方公里的專屬經濟海域
São Tomé and Príncipe has an exclusive economic maritime zone of more than 160,000 square kilometres

我們選擇旅遊業作為我國經濟的基本組成部分，現在我們正致力奠定基礎，逐步推行這個目標。

We have picked tourism as a fundamental building block of our economy, and we're now laying down the foundations to make it happen.

知道一切正朝著正確的方向前進，我們也在積極尋找解決方案，使我們能夠迅速啟動發展的進程。

縱觀機場的現代化工程，對 貴國的旅遊業有何幫助？

我們選擇旅遊業作為我國經濟的基本組成部分，現在我們正致力奠定基礎，逐步推行這個目標。聖多美和普林西比已經為來自多個國家的遊客提供免簽證，獲免簽的不僅有歐美國家，也有亞洲國家，以便人們可親眼看到我們獨特的自然風光。普林西比島自治區已被聯合國教科文組織列為生物圈保護區。所以我國對所有國家，各大洲都持開放並歡迎的態度。但顯然我們必須首先要決定發展哪一種形態的旅遊業，我們已在制定

旅遊業的發展藍圖，建設新機場將有助於進一步推進旅遊業的發展。

區域性的週末旅遊也是一種可能性，像尼日利亞的拉各斯這樣的大都市及兩千萬的潛在消費者，離 貴國都非常接近。

這種週末旅遊的形態已經普遍存在，雖然目前還沒有確切數字，但來聖多美和普林西比遊覽的人數正在上升。如果我沒有記錯的話，我們已經把過去幾年的數字翻了一番。誠然，我們的努力已有回報，人們明顯地對我國所提供旅遊項目都感到興趣。

那麼旅遊業有什麼變化呢？是免簽證的原因嗎？

免簽證的確對旅遊業帶來了幫助，你只要看看旅客數字的增長就會明白。但僅僅進行宣傳活動，拍電影和廣告仍然不夠，我們必須設法吸引人們前來親眼目睹。來聖多美和普林西比的旅行作家對我們國家的景觀和文化都給予了高度評價，這還不是全部，受到高度評價的還有我們的人民，我們向來熱情好客，面對一切的態度都輕鬆坦然。

然而，這裏的美景亦必須得到保護，發展大眾旅遊似乎行不通。

我們之所以要制定專屬聖多美和普林西比的旅遊發展藍圖，因它確實地反

映我們想從旅遊業中得到什麼，讓遊客一開始便可以從我國的特點中看出我們要發展什麼形態的旅遊業，所以我不認為發展旅遊業會遇到太多問題。不過，我們正在評估所有需要做的工作，以防止生態環境被大眾旅遊業所破壞，因為這是一種資源。我們正在努力推廣可持續性旅遊，這就是我們在發展中必須保留的原則。

談到資源問題，2017 年聖多美和普林西比已經派出了大約 90 名大學生到中國內地學習，中國能幫助 貴國培養合資格的專業人才嗎？

可以，我國正在努力發展人力資源，以配合各個發展領域。但是，這方面不僅僅與中國合作，也有其他國家，這取決於我們正在培養哪個領域的人才。中國是一個很好的合作夥伴，的確兩國合作已經有一段時間了，我們有數個官員曾經在中國學習，他們一直致力發展經濟的工作，為國家作出貢獻。

聖多美和普林西比大力投資國內的水電供應網絡，為吸引投資，服務質素的提高也必不可少。在這兩方面還有投資機會嗎？

目前電力供應已覆蓋全國 95% 的需求。正如你所說，我們在這方面投入了很多，因為如果要吸引人們來聖多美和普林西比投資，我們需要創造一系列合適的條件，

這是我們正在努力的工作，我們希望為投資者提供穩定的環境和可信任的發展條件。我們的努力不僅是在能源方面，還有一些與稅務有關的問題，供水服務也在改善。事實上，我們已發展到一個相當好的水平，甚至比許多具有資源優勢的非洲國家要好得多。我相信還有發展空間給予更多的投資者，聖多美和普林西比是開放的，對每個發展計劃都會根據收益作出審慎評估。

你去年加入了中國—葡語國家經貿合作論壇（澳門）常設秘書處，所以你有機會了解到更多關於澳門的事情及其主導產業——博彩業。佛得角已經將賭場業務合法化，聖多美和普林西比也考慮這個問題嗎？

這是在澳門一個經常被問到的問題，我們確實有關於博彩的法律框架。在聖多美和普林西比的一些酒店早已存在小型博彩活動，但遠遠比不上澳門的規模。我們的情況也和佛得角不同，鑒於我國的地理位置，有接近3億潛在消費者，所以關於博彩業的可能性，一切都取決於需要發展什麼類型的項目。如果有投資者提出建議，我們當然不會拒諸門外，因為投資能夠創造就業機會。所以一切可能性取決於機遇。


農業仍然是聖多美和普林西比主要的經濟支柱，與中國的關係是否也有助於發展農業？

答案是肯定的。中國是世界第二大經濟體，擁有尖端技術和一大批農業專家。當然對我國的農業有幫助，不但將新科技、新方法引進到我國，而且還有助於改善農業部門的結構。

對聖多美和普林西比農產品來說，中國能否成為更具吸引力的市場？

確實很有吸引力。我們之所以加入中葡論壇（澳門），就是因為利於與中國內地的聯繫。在澳門有葡語國家食品展示中心，在中國內地多個城市也有相關展覽區。促進貿易增長的基礎已經打好，不僅來自政府推廣的合作機會，還有來自聖多美和普林西比、澳門和中國內地商人之間的聯繫。

聖多美和普林西比的食物是否已經在澳門的葡語國家食品展示中心展出呢？

我們已經著手這方面的工作，有一個初步的計劃。我已經參觀了多個現有的展覽區，將很快在那裡展示我國的產品，現在正在等待相關手續的審批，以便盡快落實。 

IN December 2016, São Tomé and Príncipe resumed diplomatic ties with China, the African country is looking for a boost to its agenda for economic transformation, which revolves around creation of a deepwater harbour and a new airport.

Gualter Vera Cruz, Representative of São Tomé and Príncipe in the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), discusses with *Macao Image* possible ways to develop further investment and trade relations.

It's been about a year since São Tomé and Príncipe resumed diplomatic relations with China. Does the country already have something positive to show for it?

Well, something positive right off the bat is the range of opportunities that have opened up, and not only for São Tomé and Príncipe. As a country we also have a set of opportunities we can make the most of, within this relationship. We hope not only to offer opportunities to our partner, but also at the same time to achieve several advantages for São Tomé and Príncipe, in various areas.

What opportunities does São Tomé and Príncipe offer?

The country has potential, it might just still be untapped in several areas for different reasons. We have an exclusive economic maritime zone of more than 160,000 square kilometres. As such there are resources in this sector. The country has good conditions for tourism, namely via use of our sea resources. We do have the issue of hotel scarcity, however. Our very location is also a big plus. São Tomé and Príncipe is on the Equator, and very close to the Gulf of Guinea, where there is a potential consumer market of about 300 million people.

In order fully to explore its vast maritime zone, your country wants to build a deepwater harbour. In 2014, former president Manuel Pinto da Costa went to Beijing in search of investment for this project, estimated at more than US\$500 million. Is there Chinese interest in this venture?

That's all part of our transformation agenda, which also includes modernising our airport.

通過利用我們的海洋資源，令國家擁有良好的旅遊條件。

The country has good conditions for tourism, namely via use of our sea resources.

Those are the two essential cornerstones for our economy, in order to create good conditions to attract investors and develop the country. Now, we have made them [the projects] available to any interested investor. I believe there are already clear signs of interest for both the deepwater harbour and the airport. We have an airport but it needs to be modernised to keep up with our ambitions for São Tomé and Príncipe. The harbour, meanwhile, could propel us to that role as a base for economic expansion, which would allow us to bring in investors, not only with an eye on São Tomé and Príncipe but also on the African coast.

Are there already actual offers?

It is commonly said that in business silence is golden. But in fact we have had some interest. I know that things are sailing in the right direction, towards finding solutions that would allow us quickly to kick-start this process.

Looking at the airport modernisation project, how could it help tourism?

We have picked tourism as a fundamental building block of our economy, and we're now laying down the foundations to make it happen. São Tomé and Príncipe has granted visa exemption to visitors from several countries, not only in Europe and the Americas but also in Asia, so that people can come and see with their own eyes our particular natural beauty. The Príncipe island autonomous region has been a Biosphere Reserve declared by UNESCO. So the country is open to all countries, all continents. But obviously we must decide which kind of tourism we want. We're already working on a tourism blueprint. A new airport will help push us further ahead.



Regional weekend tourism is also a possibility, with a metropolis like Nigeria's Lagos and its 20 million inhabitants so close.

That kind of tourism is already taking place. We don't have exact figures but the trend for people visiting São Tomé and Príncipe is rising. If I'm not mistaken, we have already doubled what we used to have

in prior years. It's clear that the work we are doing is paying off. It's also clear that people are interested in what we have to offer.

So what has been the difference? Is it the visa exemption?

It has helped. All it takes is a look at the figures and you can tell. It's not enough

just to carry out promotion, shoot movies, teasers, but you must also get people to come and see with their own eyes. Travel writers who have come to São Tomé and Príncipe have given glowing reviews of our country's beauty, our landscape, our culture. That's not all [good reviews]. Also to our people, our way of making others welcome, and taking things, as we say, "leve-leve" – "easy easy".

Yet it's a beauty that must be protected and cannot handle mass tourism.

That's why we're working on a tourism blueprint for São Tomé and Príncipe. It will surely reflect all that we want from tourism. But right from the start I think that tourists can tell, from the country's characteristics, the kind of tourism we are looking for. So I don't think we will have many problems. Still, we are assessing all that needs to be done to prevent our country's beauty from being damaged by tourism. Because that's a resource, that's what we are trying to promote, and that's what we must preserve.

Speaking of resources, São Tomé and Príncipe has already sent about 90 university students to Mainland China in 2017. Can China help your country to produce qualified professionals?

It can. The country is investing in its human resources to keep up with all the areas we are trying to develop. But it won't just be China, there will also be other countries, depending on which particular area of development we are nurturing. China is a good partner in that aspect and honestly it has been so for a while now. Several of our officials were in China and they have since been playing a role in developing our economy and making their contribution to the country.

São Tomé and Príncipe has invested a lot on water and electricity supply, services essential also in order to attract investment. Are there still opportunities in these two areas?

At this moment electricity supply already covers 95 percent of the country. As you've said, we have invested a lot in this area because, if we are interested in having people



come and invest in São Tomé and Príncipe, then we need to create a set of [suitable] conditions. That's what we are doing. We want to provide people who wish to invest in our country, stability and trust. We have done that, not only when it comes to energy, but also on some tax-related issues. Water supply is also being improved. If truth be told we are at a very good level, even compared to other African countries, many of which have much better resources than we do. I believe there will always be room for more investors. São Tomé and Príncipe is open and will surely assess any proposal according to its interests.

You joined the Permanent Secretariat of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao) last year, so you've already had a chance to learn more about the city and its dominant industry, gambling. Cape Verde has already legalised casino operations. Is São Tomé and Príncipe also thinking about it?

That has been a regular question here in Macao. Let's see, we do have a legal framework on gambling, which already takes place in some São Tomé and Príncipe hotels, it's just not on the scale of Macao. It will probably not be similar to what's being done in Cape Verde. Now, going back to our location, our proximity to 300 million

potential consumers. When you look at it, it all depends on what kind of project comes up. If investors come forward, surely we won't turn them down, because investment creates jobs, so it's all about us analysing what comes up.

Agriculture remains São Tomé and Príncipe's biggest economic sector. Will the country's relationship with China also help in this area?

How could it not help? China is the second biggest economy in the world, with cutting-edge technology and a group of specialists on agriculture. Of course it will help, not

[建設深水港和機場的現代化改造]是我國經濟的兩大基石，為發展經濟和吸引投資者創造良好條件。


[The building of a deepwater harbour and modernising the airport] are two essential cornerstones for our economy, in order to create good conditions to attract investors and develop the country.

only regarding introducing technology into agriculture, new techniques, new ways to approach agriculture, but also even regarding the structure of the agricultural sector.

Could China become an even more attractive market for São Tomé and Príncipe's agricultural products?

It's attractive indeed. That's why we have Forum Macao, which facilitates that connection with Mainland China. There is the Portuguese-speaking Countries Food Products Exhibition Centre in Macao, as well as exhibition areas in other municipalities in Mainland China. The groundwork is done for that trade to grow, not only from the opportunities the government might promote, but also from the relationship between business people from São Tomé and Príncipe, Macao, and Mainland China.

Are São Tomé and Príncipe food products already at the Portuguese-speaking Countries Food Products Exhibition Centre in Macao?

We have already begun to work on this; there has been an initial approach. I have already visited several existing exhibition areas. We shall soon place some of our products there. We're just waiting for the paperwork to make it happen as soon as possible. 

「永利本地中小企匯盟計劃」正式啟動 "WYNN LOCAL SME NETWORK" OFFICIALLY LAUNCHED



「永利本地中小企匯盟計劃」正式啟動
Official launch of "Wynn Local SME Network"



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

永利自開業以來一直貫徹優先本地採購，與本澳中小企建立了緊密且長久的合作夥伴關係，共建雙贏。透過推出「永利本地中小企匯盟計劃」，永利深信公司將可以更有效且積極地擴展與本地中小企的合作，務求與更多本地中小微企結成合作夥伴，增強澳門的城市綜合競爭力，致力推動本澳經濟適度多元發展。

「永利本地中小企匯盟計劃」內容包括：與澳門中華總商會合作，持續為三類企業提供商業配對；推出「供應商推薦計劃」鼓勵更多中小企加入成為永利供應商；積極推動中小企使用網上商業配對登記系統和『採購寶』採購配對平台。永利期望透過計劃有效地連接起各界力量，為本地的中小微企建構網絡，進一步推動本澳中小企的持續發展。

Since its opening, Wynn has been committed to prioritizing local procurement and has established close, long-term partnership with local small and medium enterprises (SMEs), aiming to develop mutually beneficial relationships. Wynn believes that the newly-established "Wynn Local SME Network" can strengthen cooperation with local SMEs and can further expand on existing collaborations, thereby increasing Macau's overall competitiveness and promoting the diversification of Macau's economy.

The "Wynn Local SME Network" focuses on: continuing to organize business matching sessions by partnering with the Macao Chamber of Commerce for the three key types of enterprise; launching the "Vendor Referral Program" to encourage more local SMEs to become Wynn's suppliers; and facilitating the use of the online business matching service and the procurement platform mobile application "ChoicePro". Through the launch of the "Wynn Local SME Network", Wynn aims to effectively link up the power of different sectors to further facilitate sustainable growth for local SMEs.

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

ORGANIZER 合作機構



永利澳門 WYNN MACAU
wmpurchasing@wynnmacau.com

永利皇宮 WYNN PALACE
wpprocurement2@wynnpalace.com

SPONSORED FEATURE



MIF繼續發揮澳門平台優勢 MIF highlights Macao's role as a commercial platform

來自澳門及海內外的一眾企業和商會，於2017年10月19至21日期間雲集澳門威尼斯人，參與「第二十二屆澳門國際貿易投資展覽會」(22nd MIF)。

今屆MIF繼續以「促進合作 共創商機」為主題，為各地商界及企業代表提供一個交流洽談的機會。為期三天的展會中，在展場的簽約中心見證了67項簽約，配對洽談區的駐場採購商則進行了389場洽談。

不少參展企業表示，透過大會平台有效展示產品、服務與優勢資源，在發掘新商機與區域市場的過程中加快了業務發展，促進溝通交流，拓展區域合作。

今屆MIF特邀安哥拉及廣東省作為夥伴國及夥伴省，以促進中國內地與澳門及葡語國家之間建立更緊密的經貿合作關係，

一同拓展國際市場商機。

本年MIF有超過50個國家與地區的企業參展參會，展位超過1,500個。展會亦進一步發揮平台優勢，強化「一帶一路」與區域經貿合作主題，成功舉辦了「安哥拉-廣東省-澳門貿易投資論壇」及「如何協助葡語國家產品進入國內市場」講座、「中葡中小企投資與貿易撮合會」及「柬埔寨貿易投資及旅遊發展論壇」等配套活動，促進各方交流溝通，推動中國與葡語國家之間商貿對接合作，協助企業「走出去」以及拓展「一帶一路」沿線國家和地區市場，增進多邊經貿往來，為本地企業和青年人提供了更多合作商機與發展機會。

第二十三屆MIF將於2018年10月18日至20日舉行。■

REPRESENTATIVES of enterprises and business associations from around the world gathered in Macao for the 22nd Macao International Trade and Investment Fair (22nd MIF), held from 19 to 21 October 2017 at the Venetian Macao.

The theme of this year's MIF was "Cooperation - Key to Business Opportunities". The event was a great opportunity for businesspeople to exchange opinions. In the course of the three days, 67 agreements were signed and 389 scheduled business-matching sessions took place in the MIF Business Matching Area.

Exhibitors said MIF gave them the opportunity to showcase their products,

本地體育用品店拓展商機



高嘉維是本地體育用品公司塞安古體育用品的創辦人

Founder of Macao sportswear and sports equipment company Triangle Sport **Terence Kou**



凱東企業董事暨營運總監**李偉雄**

Oriental Guia Enterprises Operation Director **Ivan Lei**

塞安古體育用品的負責人高嘉維表示，今次是他首次參加 MIF。他一直以來都知道 MIF 能讓來自不同領域的商界人士交流切磋，所以是次參會的主要目標是希望可以尋找到合適的企業進行商業配對。

高嘉維的公司在 2013 年於澳門註冊成立，剛開始時只是一間網上企業，現在已經有自己的實體店面，主要製作球衣、運動護具及毛巾。公司成立的目的是為客人提供設計出色、品質優良的運動服裝，希望澳門人毋需再到香港或台灣去訂購球衣。近年除了得到本澳運動團隊的支持外，其產品也獲得內地、香港及台灣團隊的留意。

高嘉維稱，希望藉著參加 MIF 來提高公司的知名度，嘗試與其他公司在接觸中「擦出火花」。同時，高嘉維的公司也參加了 MIF「網上商業配對服務平台」，

並在 MIF 正式開始前就已經收到不少有關配對的資訊。

同樣來自澳門的凱東企業主要為客戶提供空氣調節、節能及環保領域的產品及服務。其產品包括空氣調節及空氣淨化系統、LED 照明、太陽能板、廚餘機及淨水系統等。主要客戶有本地政府部門、教學機構、醫院及酒店。

凱東企業董事暨營運總監李偉雄表示，公司自 2009 年起每年均有參加 MIF，目的是希望借助 MIF 作為平台，向澳門的商界和政府部門介紹他們的產品；公司每年也會為 MIF 搜羅新產品作展出之用。

他說每年都會有客人到設於 MIF 的展位查詢，並且有一定成果。李偉雄認為參與 MIF 所牽涉的費用不多，也不需企業花太多時間，所以他的公司將會繼續參加。

Macao businesses blossom

Terence Kou is in charge of a Macao sportswear and sports equipment company Triangle Sport. Mr Kou said the 22nd Macao International Trade and Investment Fair (MIF) was the first MIF Triangle Sport had taken part in. One of the main objectives of MIF, he said, was to give businesses in different places an opportunity to learn from exchanges with each other. His company took part in the 22nd MIF to look for suitable business partners.

Triangle Sport began operating in 2013 as an online shop and eventually acquired brick-and-mortar premises. The company designs and makes sports shirts, protective sport equipment and towels. It endeavours to supply its customers with high quality, well-designed sportswear which they could otherwise obtain only from places such as Hong Kong or Taiwan. The business gets custom from sports clubs in Macao, Mainland China, Hong Kong and Taiwan.

Mr Kou said he hoped to make Triangle Sport more visible by taking part in MIF and make arrangements to co-operate with other enterprises. His company is enrolled in the MIF Online Business

Matching Service Platform, and it was approached several times even before the 22nd MIF began.

Oriental Guia Enterprises is another Macao company. It sells air-conditioning systems and other sorts of equipment that save energy or are friendly to the environment in other ways: air-conditioning and air purification systems, LED lighting, solar panels, food waste disposal devices and water purification systems. The company's main customers include government departments, education institutions, hospitals and hotels.

Oriental Guia Enterprises Operation Director Ivan Lei said the company had taken part in every MIF since 2009 with the purpose of introducing its products to the private and public sectors. Every year, the company also looks for new products to be showcased at MIF.

Mr Lei said that every year customers visited the Oriental Guia Enterprises booth at the MIF, and that the company got some good results. He said his company would continue to take part in the MIF, considering that it is not time consuming and expensive to do so.


services and resources to look into new opportunities for business and to reconnoitre markets nearby, as well as accelerating business development. Some said the event served well as an occasion for communication and other forms of exchange, therefore helping increase co-operation in the region.

The organisers of the 22nd MIF invited Angola to be the “Partner Country” of the event and Guangdong to be its “Partner Province”. The purpose was to facilitate closer co-operation in trade and other economic matters between Mainland China, Macao and Portuguese-speaking Countries, and to drum up greater market opportunities globally.

MIF attracted enterprises from over 50 countries and regions from around the world. There were more than 1,500 booths.

With a view to further capitalising on the advantages of the platform and reinforcing the theme of the “Belt and Road” and regional economic and trade co-operation, the subsidiary events included the “Angola, Guangdong and Macao Trade and Investment Forum”, the lecture “How to Help the Products of Portuguese-speaking Countries Enter the Chinese Market”, “China and Portuguese-speaking Countries SMEs Investment and Trade Matchmaking Event” and “Cambodia Trade, Investment & Tourism Development Forum”.

These events were meant to promote communication and other forms of exchanges between all parties; to promote networking and collaboration between traders and other businesspeople in Mainland China and Portuguese-speaking Countries; to help enterprises “go global” and explore markets in those parts of the world covered by the “Belt and Road” initiative; increase trade and other economic exchanges multilaterally; and give Macao enterprises and young people in the city more opportunities for co-operation and development.

The 23rd MIF will be held from 18 to 20 October 2018. 

企業利用澳門平台「走出去」

出席本屆「澳門國際貿易投資展覽會」的參展商及專業觀眾中，不少都是來自不同國家及地區的大型企業，並已經多次前來澳門參與 MIF，其中包括廣東恆健投資控股有限公司總經理唐軍。

廣東恆健投資控股有限公司代表省政府及省國有資產監督管理委員會管理多項資產，擁有全資及控股企業 20 多家，實際控制或參股多家上市公司。

唐軍認為今屆 MIF 舉辦得更有效

和特色，對於葡語國家的介紹十分清晰，有助內地企業對葡語國家的了解。

唐軍表示，澳門作為中國與葡語國家商貿合作服務平台的角色十分重要，而且因為歷史緣由，有着先天優勢。因此，澳門在中國與各葡語國家的互相聯繫當中就扮演著一個重要角色。恆健亦可以與澳門合作，利用澳門的平台優勢，幫助廣東省的優質企業「走出去」，到葡語國家發展。



廣東恆健投資控股有限公司總經理唐軍
Guangdong Hengjian Investment Holding Co. Ltd Chairman and General Manager Tang Jun

Macao a springboard for going global

Among the exhibitors and trade visitors that attended the 22nd MIF were executives of big companies from various parts of the world, some of whom have been attending MIF for years. One such executive was Guangdong Hengjian Investment Holding Co. Ltd.'s Chairman and General Manager Tang Jun.

Guangdong Hengjian Investment manages assets on behalf of the provincial government and the provincial branch of the State-owned Assets Supervision and Administration Commission, holding equity in more than 20 enterprises and controlling several listed companies.

Mr Tang thinks the arrangements for the latest MIF were more effective than before, giving it more features and highlights. He said the event introduced the Portuguese-speaking Countries in detail, giving


Mainland Chinese enterprises a better understanding of the markets in those countries.

Mr Tang said Macao played an important role as a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries. He said the city had advantages stemming from its past.

Macao had an important part to play in connecting Mainland China and Portuguese-speaking Countries. He believes Guangdong Hengjian Investment can collaborate with Macao and make use of the city as a place where China and the Portuguese-speaking Countries can conduct business, with a view to helping the best enterprises in Guangdong to go global and expand into Portuguese-speaking markets.

第22屆MIF

22nd MIF



1,500+
展位
booths



50+
國家及地區
countries and regions



389
商業配對及交流
business matching
and networking sessions



67
簽訂合作協議
co-operation agreements signed



45
論壇及研討會
forums and seminars

澳門平台角色將繼續加重

安哥拉建設部私人投資技術支援辦公室主任羅德里格斯 (Cláudio Rodrigues) 亦有出席第 22 屆 MIF，他相信澳門有潛力發展成一個更具代表性的中葡平台。

他說澳門正在協助培訓更多人才，也成為了中國——特別是廣東的資源及技術流向安哥拉的渠道。他認為可以在金融方面更好地利用澳門的專業，強化中國及葡語國家之間的合作，幫助推動兩地之間的商貿往來。

他又認為中國與安哥拉之間是戰略合作關係，並希望雙方的合作可以進一步擴大。

他指出，中國多年來均有為安哥拉的多個發展計劃及大型公共基建投資提供財政支援。他說安哥拉希望把兩國之間的合作擴展至其他方面，包括醫療保健、農業及人力資源培訓等，並把投資引流至安哥拉的其他私人商業範疇，以支持當地企業的發展及推動當地經濟多元化。安哥拉亦已經推動當地商界與中國加強合作，特別是在支援中小企業方面。

他表示，安哥拉在中國內地及澳門的投資十分重要，澳門在安哥拉的投資亦然；安哥拉已經準備好支持由私人企業界發起的有關投資計劃的行動。



安哥拉建設部私人投資技術支援辦公室主任羅德里格斯 (Cláudio Rodrigues)
Angolan Construction Ministry
Private Investment Technical Support
Office Director Cláudio Rodrigues

Importance of Macao set to grow

Angolan Construction Ministry Private Investment Technical Support Office Director Cláudio Rodrigues also attended the 22nd MIF. Mr Rodrigues believes Macao has the potential to become even more representational as a platform where Mainland China and Portuguese-speaking Countries can conduct business.

“Macao is helping train more human resources, and is channelling more resources and know-how from China – particularly Guangdong – to Angola,” Mr Rodrigues said. “We could try to do more in terms of the finance sector, using Macao’s expertise to increase co-operation between China and Portuguese-speaking Countries, which could help promote more commercial exchanges.”

Mr Rodrigues regards Sino-Angolan co-operation as strategic and both parties are seeking to increase such collaboration.

“Over the years, China has financially

supported several development programmes and several large investments in public infrastructure in Angola. We now want to expand that co-operation to other sectors, such as healthcare, agribusiness and the training of human resources,” he said.

“We also want to direct some of that investment into our country’s private sector, in order to support the growth of local companies and promote the diversification of our economy.

“We have been promoting further co-operation between the business communities of Angola and China, especially to support small and medium enterprises.”

Mr Rodrigues said it was important not only to get Angolan companies to invest in Mainland China and Macao, but also to get Macao companies to invest in Angola. “We are ready to help this kind of initiative by the private sector,” he said.



「葡語國家產品及服務展（澳門）」 （PLPEX）首次獨立成展 PLPEX now an event in its own right

「葡語國家產品及服務展（澳門）」（PLPEX）於2017年首次獨立成展，與「第二十二屆澳門國際貿易投資展覽會」（MIF）同期於2017年10月19至21日在澳門威尼斯人舉行，吸引了211個企業及單位參展。

不少參展商表示，PLPEX獨立成展更加突顯展會專業性，大大提升與葡語國家企業的對接效率，形象更鮮明，結合MIF，滿足各地客商的多樣化需求。

澳門特別行政區經濟財政司司長梁維特在開幕致辭中表示，PLPEX首次獨立成展，為葡語國家產品及服務提供多一個展示及推廣的平台，協助中國與葡語國家加強商貿對接合作，有助澳門中葡商貿合作服務平台功能的進一步發揮。

在PLPEX中，隨處可見來自葡語國家的優質食品，如奶酪、精選肉類、葡萄酒等，亦展示具葡語國家風格及特色的服飾、手工藝品、雕塑作品及編織品等。另外，展會亦包括「葡語國家時尚魅影」時裝表演，讓模特兒身穿來自安哥拉及葡萄牙品牌的服飾於會場內穿梭，所到之處吸引不少在場人士注目；另外，還有葡語國家手工藝

師作品展示及葡語國家文化表演等，現場載歌載舞，氣氛熱鬧。

PLPEX 產品齊全企業讚好

首次從北京來澳參加PLPEX的王小姐表示，她經常代表公司參加海內外的會展活動，尋找食品的製作原料，她在PLPEX看到多元化的葡語國家特色產品且品質優秀，符合企業對食品原料的需求，正在與來自莫桑比克的展商洽談進口貿易。

參加PLPEX的本澳企業符先生表示，公司是一家從事葡語國家產品貿易的跨境電商，設有網絡銷售平台，市場輻射至中國內地。今屆PLPEX獨立成展，他希望能有更多客商關注PLPEX，讓參展商能接觸到更多商機。

來自北京的參會客商王先生表示，公司主要經營食品及日常用品的生產，在參會前，已透過貿促局提供的「網上商業配對服務平台」登記及預約。他認為PLPEX的參展商產品齊全，品質符合該企業的要求，目前與葡萄牙的展商洽談肉類進口事宜。■

THE latest Portuguese-speaking Countries Products and Services Exhibition (Macao) (PLPEX) was the first to be held separately from the Macao International Trade and Investment Fair (MIF) – although both events took place at the Venetian Macao from 19 to 21 October 2017. The 2017 PLPEX attracted 211 enterprises and other institutions.

Many praised the effectiveness of PLPEX as a standalone event. They highlighted the professional way in which the event was staged and the greater efficiency of its services for matching businesses in the Portuguese-speaking Countries with Chinese enterprises. The distinguishing feature of PLPEX and MIF was their arrangements for meeting various needs of businesspeople from different places.

Macao SAR Secretary for Economy and Finance Leong Vai Tac said in the event's opening speech: "PLPEX, organised on its own for the first time, provided an additional platform for Portuguese-speaking



「2017葡語國家產品及服務展（澳門）」吸引了211間企業及單位與
The 2017 PLPEX attracted 211 enterprises and institutions



會場內陳列了來自葡語國家的多種產品
A wide range of goods from Portuguese-speaking Countries were on display

Countries to showcase their products and services, assisting in the strengthening of commercial ties between Mainland China and Portuguese-speaking Countries, and helping Macao to develop its role as

a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries.”


A wide range of high-quality food items from Portuguese-speaking Countries were

on display, including cheese, meat and wine, and products reflecting the character and style of each of the Portuguese-speaking Countries, such as clothes and accessories, handicrafts, sculptures and woven goods. At the Portuguese-speaking Countries Fashion Show, the models showcased clothes and accessories bearing Angolan and Portuguese labels, attracting a great deal of attention. This, together with handicraft of Portuguese-speaking Countries craftsmen, cultural performances of music and dancing, gave the venue an atmosphere that was enjoyed by exhibitors and visitors alike.

Enterprises praise PLPEX

One visitor Ms Wang said she attended many trade fairs, looking for raw materials for the products her company makes. Ms Wang, from Beijing, was attending PLPEX in Macao for the first time. She said there were many products from Portuguese-speaking Countries to choose from, and that many were of excellent quality, so meeting the needs of her company for ingredients for the food it makes. She said the company was currently discussing the possibility of importing goods from Mozambique.

The representative of a Macao company attending the 2017 PLPEX, Mr Fu, said his company was in the international e-commerce business, selling products from Portuguese-speaking Countries. The company has an e-commerce website serving the Mainland Chinese market. Mr Fu said he hoped that now PLPEX was a separate event, it would come to the notice of more overseas merchants, so giving the exhibitors more opportunities for business.

A merchant from Beijing, Mr Wang, was representing an enterprise that makes food and day-to-day necessities. On the advice of the organiser of the 2017 PLPEX, he used the Online Business Matching Service Platform website to register for the event and make other necessary arrangements before he got to Macao. Mr Wang was impressed by the wide range of high-quality goods on show that met the requirements of his company. He said he hopes to import meat from Portugal. 

安哥拉 ANGOLA

「這類商貿活動有助於提升安哥拉、中國內地及澳門商界之間的合作層次。我們感謝貿促局多年來舉行這些活動時所作的努力，相信PLPEX在獨立成展後將會揭開新的一頁，讓澳門成為重要的合作平台。」



"These trade events help to increase the level of co-operation between the business communities of Angola, Mainland China and Macao. We appreciate the efforts made by IPIM over the years to organise these events, and we believe that with PLPEX becoming a separate event it will be the start of a new chapter, with Macao as an important co-operation platform."

王希國—安哥拉企業家聯合會主席

Chairman of the Angolan Business Confederation **Francisco Viana**

幾內亞比紹 GUINEA-BISSAU

「參與這種商貿展會對於尋找新商機十分重要。我們是一個小國家，參展對於我們來說是一個學習的過程。PLPEX的舉行將讓現時已經發展得十分好的中國與各葡語國家之間的關係更進一步。」



"Taking part in these trade shows is important if we are to learn more about new business opportunities. We are a small country, and this is a learning process for us. The holding of PLPEX will allow the already good relationship between China and Portuguese-speaking Countries to grow even stronger."

Conceição Carvalho—時裝品牌Bibas代表

Representative of Bibas fashion label **Conceição Carvalho**

巴西 BRAZIL

「我們之所以參與這個活動，皆因我們認為澳門是一個開啟與中國內地貿易的起點。這次是我們首次來到澳門，並帶來了多種不同的巴西產品，堅果、能量飲品及酒類飲品應有盡有。我們當初的目標是要向澳門人介紹巴西的產品，而現在我們更取得了一些企業聯繫，有可能在之後得到些訂單。」



"We take part in this event because we think Macao is a good starting point for doing business with Mainland China. This is the first time we have come to Macao. We have brought with us various products, ranging from nuts to energy drinks to wines. Initially, our goal is to introduce Brazilian products to people in Macao. We have already made some contacts and may even have some orders later."

Marcelo Alimari—M.A. Comercial Importadora代表

Representative of MA Comercial Importadora **Marcelo Alimari**

佛得角 CAPE VERDE

「佛得角是一個小國家，所以能參與這種商貿活動，利用澳門這個平台與我們的伙伴保持聯繫，實在是非常好。通過參與這種活動，對於吸引更多投資者到我們國家的投資不同產業，如旅遊業、金融業及精算業等都很有裨益。」



"Cape Verde is a small country, and it is excellent that we have the chance to take part in this kind of trade event, so that we keep up the connections with our partners, using Macao as a platform. By participating in these events, our country has a lot to gain in terms of attracting more investment in various industries, such as tourism, finance and auditing."

Luis Aguiar—佛得角TradeInvest行政總監

Cape Verde TradeInvest Executive Administrator **Luis Aguiar**

莫桑比克 MOZAMBIQUE

「參加這類活動時，我們的目標一直都是推廣我們的產品，特別是面向中國內地，可以利用澳門的平台作用去擴大我們的生意。中國內地市場十分龐大，對不同的業界而言都是商機處處。這種活動幫助我們推廣產品，以及創建新的商貿聯繫。」



“When taking part in these trade events, our objective is always to promote our products, especially in Mainland China, as we can use Macao as a platform for expanding our business. Mainland China is a huge market with great potential for various business segments. This type of event really helps to promote our products and create new commercial ties.”

Natália Orlando—漁業產品公司Prapesca - Companhia de Pesca de Mocambique Ltd代表

Natália Orlando, the representative of fishery products company Prapesca – Companhia de Pesca de Mocambique Ltd.

聖多美和普林西比**SÃO TOMÉ AND PRÍNCIPE**

「這類商貿展會以澳門為平台，讓一眾國家的多種產品聚集一處，實在是一個很獨特的展示場合。展會讓所有參與其中的中葡論壇成員國家都能夠迅速地建立聯繫，加大各國之間建立新商貿連結的可能性。」



“These trade shows are a unique showcase, with Macao as their platform, which allows several countries and many products to come together in the same place. It provides the chance for all countries that are part of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries to connect fast, expanding the possibilities for creating new commercial ties among all parties.”

古爾特·維拉·克魯茲 (Gualter Vera Cruz)—中國與葡語國家經貿合作論壇(澳門)常設秘書處聖多美和普林西比派駐代表

Gualter Vera Cruz, the São Tomé and Príncipe Representative to Forum Macao

葡萄牙 PORTUGAL

「我們在全球各地均有業務，產品出口至超過50個國家。至目前為止，中國內地是我們最大的出口市場。亦因為在這個市場取得成功，我們需要強化在這個市場的業務。澳門正正是這個策略的重要一環，是次展會對於發展網絡及創造更多商機十分重要。」



“We have a global presence and we export to more than 50 countries. Currently Mainland China is our biggest market in terms of exports and, because of the success we have achieved in that market, we need to strengthen our presence there. Macao is an essential part of this strategy, this trade event is important for developing networks and creating more business opportunities.”

João Torres—博克啤酒(Unicer)亞洲總監

Super Bock Group (Unicer) Asia Director **João Torres**

東帝汶 EAST TIMOR

「我們這幾年間都積極地參與澳門的各種商貿活動，對於PLPEX能夠獨立成展亦感到高興。透過展會維繫與其他參展國家之間的連結，一同分享經驗，這些對我們均十分重要，也能支持我們的經濟發展及商界的成長。」



“We have actively taken part in trade events in Macao for several years, and we are pleased that the PLPEX has become a separate event. Through this event we can maintain our ties with other participating countries and share experiences which are vital to our development, as well as supporting economic enhancement and the growth of our business community.”

João Baptista dos Santos—東帝汶TradeInvest助理總監
TradeInvest Timor Leste Executive Assistant

João Baptista dos Santos

葡語國家食品展示中心助企業增商機

Business blossoms in Portuguese-speaking Countries Food Products Exhibition Centre

葡語國家食品展示中心（俗稱玻璃屋）自 2016 年 3 月開幕至今，場內展品數量增加了接近一倍，由 700 件增至 1,200 件。該中心有助增加中國與葡語國家之間的商貿合作機會，以及加強雙方的經貿往來。

該展示中心位於塔石廣場商業中心，面積約 400 平方米，目前已吸引了 140 家本地及海外企業進駐。

葡語國家食品展示中心展出來自葡語國家的多種食品，包括有機天然食材、小食、罐頭食品、咖啡及洋酒。

每項展示的產品皆附有一個特定的二維碼，訪客只須掃描二維碼，便可即時獲取該項產品的資訊，如供應商的背景等。有些產品的二維碼甚至可以支援 B2C 即時交易——一掃二維碼便可即時登錄一個第三方網上銷售平台，支援中文、葡文和英文，並即時進行交易。

此外，葡語國家食品展示中心亦推出了《帶你「葡」澳門》智能指南，用戶可以輕鬆利用手機在澳門尋找別具特色的葡語國家飲食商品、伴手禮及食肆等。達到展示中心與中國—葡語國家經貿合作及人才信息網網頁（www.platformchinapl.mo）線上線下聯動的效果。

質量的承諾

澳門定位為中國與葡語國家商貿合作服務平台，設立葡語國家食品展示中心是致力實現此目標的其中一項工作。

本地洋酒進口商澳門佳酒有限公司自 2017 年年初起開始加入展出行列。「公司現正在中心展出超過十款的優質洋酒，均是從我們在葡萄牙的合作酒莊直接供貨及進口。」澳門佳酒有限公司店東及負責人畢美淇小姐表示。

畢小姐相信，在葡語國家食品展示中心展出產品，是主動接觸來自大中華的潛在客戶，以及推銷品牌的一種有效方法，「當訪客在中心看到我們的產品時，會對我們的產品更有信心。」畢小姐解釋：「在一般的

情況下，客人到餐廳用膳配酒時，他們通常會從酒類餐牌中選擇一些自己認識的品牌。按此邏輯，當我們向公眾更多地展示產品，若他們記得曾見過該品牌的餐酒，便會有更大機會選購我們的產品。」

「近年，由於酒類進口稅率降低的緣故，本地銷售洋酒的市場競爭有漸變激烈的趨勢。為了進一步開拓業務，我們早前已開始聯同澳門政府到中國內地參加經貿展會展出商品，的確有助我們在潛在客戶中建立知名度。」畢小姐說：「因此，我們都感到很高興能夠在葡語國家食品展示中心展出商品，十分期待這個中心能為我們在不久將來開創新機遇。」

SINCE the opening of the Portuguese-speaking Countries Food Products Exhibition Centre, known as the Glass House, in Macao in March 2016, the number of products displayed there has almost doubled from 700 to more than 1,200. The centre has helped multiply opportunities for business between Mainland China and Portuguese-speaking Countries, so increasing trade and other economic exchanges between them.

The exhibition centre, located in the Tap Seac Square business centre, has so far attracted 140 businesses in Macao and abroad to exhibit at the 400-square-metre showroom.



The Portuguese-speaking Countries Food Products Exhibition Centre displays a wide array of food from Portuguese-speaking Countries. There are products using organically grown ingredients, snacks, tinned food, coffee and alcoholic drinks.

Each product displayed has its own QR code which visitors can scan to obtain detailed information relevant to the product, such as the background of the supplier. Visitors can even place orders for some products on the spot by scanning the QR code, which gives access to a third-party website that allows instant business-to-consumer commerce in three languages: Chinese, Portuguese and English.

The Portuguese-speaking Countries Food Products Exhibition Centre has additionally launched a smart guide on the products and services of Portuguese-speaking Countries in Macao that allows the public to use their smartphones to



葡語國家食品展示中心展出來自葡語國家的多種食品

The centre displays a wide array of food from Portuguese-speaking Countries





葡語國家食品展示中心於2016年3月開幕

The Portuguese-speaking Countries Food Products Exhibition Centre opened in March 2016

find unique food products, souvenirs and restaurants in Macao. The centre also operates in tandem with a website, the Economic & Trade Co-operation and Human Resources Portal between China and Portuguese-speaking Countries, at www.platformchinaplp.mo, creating an online-to-offline synergy.

Taste buds tickled

Macao is establishing itself as a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries. The Portuguese-speaking Countries Food Products Exhibition Centre is part of that effort.

Macao Fine Wine Bazaar Co. Ltd is a local wine importer. It has been an enthusiastic exhibitor in the Glass House since early 2017. “We are displaying over 10 types of wine at the exhibition centre. They are all sourced and imported direct from our partner-vineyards in Portugal,” says Macau Fine Wine Bazaar owner Guiomar Pedruco.

Ms Pedruco believes displaying her fine



「為了進一步開拓業務，我們早前已開始聯同澳門政府到中國內地參加經貿展會展出商品，的確有助我們在潛在客戶中建立知名度。」

To go further, we started participating in trade shows in Mainland China with the Macao Government quite a while ago, which really helped establish our credibility among potential customers.

澳門佳酒有限公司店東及負責人畢美淇
Owner of Macau Fine Wine Bazaar, **Guimar Pedruco**



merchandise in the Portuguese-speaking Countries Food Products Exhibition Centre is an efficient way of reaching potential customers in Greater China and increasing the awareness of the brands. “When visitors see our brands in the Centre, it gives them greater confidence in our products,” she says.

“The way that most people order wine in restaurants is to look for familiar names on

the wine list,” Ms Pedruco says. “That being the logic, the more our products are exposed to the public, the more likely it is that people will order our wines if they remember seeing the brand name somewhere before.”

She says the market for wine has become more competitive in Macao in recent years as the import tax has decreased. “To go further, we started participating in trade shows in

Mainland China with the Macao Government quite a while ago, which really helped establish our credibility among potential customers. We are also very grateful and positive about being part of the showroom here in Macao, and we look forward to the growth in the long run.”

張記製麵廠：本土麵食品牌有望走出澳門 Cheong Kei Noodle Factory ventures further afield

張記製麵廠是一家典型的本地麵類產品小企業，自 1995 年創立以來一直以家庭式經營，其廣東麵產品質量穩定，得到不少食客的支持。在接手父親創立的製麵生意後，張記製麵廠負責人張景利正嘗試為產品建立網上銷售渠道，並在競爭激烈的市場上探索產品如何可以「走出去」。

張景利對本刊表示，張記製麵廠的經營傳承故事是本地眾多製麵廠的一個縮影。很多現存的麵家，開業的打麵師傅大都接近退休年齡，生意的存續決定於子女會否接手，或頂讓予店家伙記。對他來說，繼承張記製麵廠是出於對這門家族生意的「情意結」。

「接手是希望減輕父母的工作負擔；另外，思考在推廣和其他服務上，是不是有機會造出一些更適合市場的產品，令我們的產品不限於在澳門銷售，從而提高銷售量。」張景利說。

張景利介紹，張記製麵廠的產品包括各式的乾麵，如蝦子麵、魚蓉麵等；品牌中亦有生麵和餃子皮類的製品。近年，張記開始研發一些新的麵類產品，其中的蔬菜口味系列，以其口感和無添加化學元素作為賣點，推出市場後獲得不俗的迴響，特別受到注重健康的客人青睞。

目前，張記的客源分別來自本地的餐廳、超市和「街坊客」。以產品單價來看，張記的麵類產品處於中高端的定位。加上市場上有很多同類型的產品，因而為張記這個「澳門製造」的品牌帶來一定的挑戰。

加強宣傳

「我們希望客人比較注重健康和口感。例如蝦子麵，在我們的產品中，你可以明顯看到有很多蝦子粒，麵裡的蝦子最貴，所以我們都會建議客人連湯帶麵一起吃。」張景利說。他還表示，產品單價難以下調，主要是因為其麵廠生產規模較小，同時亦要盡量保持產品質量。

在接手張記製麵廠的生意後，張景利看到麵家的銷售量增加，開始有擴大生產規模的念頭。同時，張記亦透過參與在澳門舉辦的多個食品展會，成功地提升了其產品的知名度。張景利表示，澳門貿易投資促進局協助張記參展是重要的推手。

他表示，得到政府部門資助參展，成本得以減輕，展銷的貨品可以給予顧客優惠。第一次參展的嘗試很重要，近一、兩年在澳門參加這些展會，陸陸續續有客人吃過產品後，查詢在哪裡回購。

另外，張記參加了在廣州舉行的「2015 澳門·廣州名品展」後，其熱烈的銷情對張景利來說始料不及，同時亦為張記走出澳門市場帶來鼓舞。目前張記正在研究擴展銷售至外地市場，當中最有可能是的市場為中國內地。

張記亦在擴展網上銷售渠道，其麵類產品已在澳門買野網 (Mineyeah.com) 出售，張記的產品於 2017 年 12 月在澳門世寶網上商城 (macaushibao.com) 開售。此外，張記正跟另一網上銷售平台洽談，冀可擴充銷售渠道讓內地消費者認識他們的產品。■





張記製麵廠於1995年創立
Cheong Kei Noodle Factory was established in 1995

CHEONG Kei Noodle Factory produces various types of noodles. The company is typical of small businesses in Macao, having been family-owned since its establishment in 1995. One of the company's main products, the Guangdong Noodle, has made its mark on the market, earning its customers' loyalty through its high quality.

The owner of Cheong Kei Noodle Factory is Cheong Keng Lei. Inheriting the business from his father, Mr Cheong is now trying to increase online sales, seeing if his business can go global in a highly competitive market.

Mr Cheong tells *Macao Image* that, in taking over from his father, he spared Cheong Kei Noodle Factory the fate faced by some noodle makers in Macao that have lost their chefs as staff reach retirement age. The survival of these enterprises depends on the children of the proprietor or staff taking over the business. Mr Cheong accepted his

inheritance of Cheong Kei Noodle Factory because of a sentimental bond to the family business.

"I took over the business because I wanted to relieve the burden carried by my parents," he says. "We are seeing whether we can improve the ways we promote the business and other aspects of it, coming up with more products to meet market demand, so that our products are not limited to the Macao market, thus increasing our sales," Mr Cheong says.

He says Cheong Kei Noodle Factory makes several types of dry noodles, such as shrimp noodles and fish noodles. It also produces raw noodles and dumpling wrappers. The company has developed some new products in recent years. Among them are vegetable-flavoured noodles that have no chemical additives and a pleasing texture. The company says these products have been well received by the market and are preferred by customers seeking healthier food.



「在推廣和其他服務上，是不是有機會造出一些更適合市場的產品，令我們的產品不限於在澳門銷售……」

We are seeing whether we can improve the ways we promote the business and other aspects of it ... so that our products are not limited to the Macao market.

張記製麵廠負責人張景利
Owner of Cheong Kei Noodle
Factory, **Cheong Keng Lei**

The company's main customers are Macao's restaurants and supermarkets, and consumers that live near the factory. The noodles are priced to attract mid-market or high-end customers. Competition is fierce and the market is full of challenges for a supplier of goods labelled "Made in Macao" like Cheong Kei.

Improved promotion

"We hope our customers notice the healthy options and texture of our noodles," Mr Cheong says. "For example, in our shrimp noodles, you can clearly see that there are lots of bits of shrimp, which is the most expensive ingredient. We often suggest that our customers eat the soup our noodles come in." Mr Cheong also says it is difficult to keep the prices of his products down, mainly because the company makes them in small quantities, using quality ingredients.

After he took over the business, Mr Cheong saw an increase in sales and set about expanding output. He increased public awareness of the products by presenting them at food exhibitions in Macao. He says the Macao Trade and Investment Promotion Institute played

an important part in helping his company show its products at exhibitions.

Macao SAR Government subsidies helped reduce the cost of exhibiting, allowing the company to offer discounts to customers who attend the events. Since the company began exhibiting, which was an important step in its development, more and more customers have been coming in search of its products and enquiring about its sales points, especially after tasting the products in the exhibitions in the last two years.

Sales jumped after the company exhibited at the Macao Guangzhou Famous Products Fair, held in Guangdong province in 2015. That was something Mr Cheong did not expect and encouraged his company to expand into markets outside Macao. The company is now working on furthering its sales network beyond Macao, most notably in Mainland China.

Cheong Kei Noodle Factory now sells online. Its products were first sold on the Mineyeah.com e-commerce website and in December 2017, they are also available on the macaushibao.com. The company is also negotiating with a third online platform so it can sell to an even broader market, increasing the awareness of its products among Mainland Chinese consumers. 🇲🇴

BNU, o seu **parceiro de negócios em Macau**

大西洋銀行， **您的澳門銀行伙伴**

- Contribuindo para o progresso de Macau há mais de um século
推進本地發展超過一個世紀
- Banco Emissor em Macau
澳門發鈔銀行
- O Grupo Caixa Geral de Depósitos (CGD) está numa posição de liderança em cinco países de Língua Portuguesa. O BNU, fazendo parte do Grupo CGD, atua como plataforma de apoio ao comércio e investimento entre a China e os Países de Língua Portuguesa.

葡萄牙儲蓄信貸銀行在五個葡語系國家當中處於市場主導地位。
大西洋銀行作為葡萄牙儲蓄信貸銀行的一份子，致力協助拓展中國及葡語系國家之間的業務，打造強大的中葡經貿平台。





理髮新風 變革不失傳統 Barbers reinvent their service

紅白藍三色旋轉燈柱，一直以來都是理髮店 (barbershop) 的象徵。但傳統的理髮店近年可謂「買少見少」，取而代之的是一間間髮型屋 (salon)，就連那三色旋轉燈也彷彿開始於街上絕跡。然而，新一代的經營者卻相信理髮店的傳統技藝無法被取代，於是以不同的經營模式，重新把年輕人吸引到理髮店當中。

許煥記理髮店位處河邊新街那些圓拱騎樓建築中，經營已超過半個世紀。店內的裝潢彷彿把顧客帶回當年那清靜的歲月。除鏡子外，店內只有剪刀、電剃刀等一些簡單理髮工具。

現在經營許煥記的是陸先意師傅。他說理髮店於五十多年前開始由他和他的兄弟打理。年青時的陸師傅在新橋區學師之

後，就開設自己的理髮店一直至今。

陸師傅回憶當年開店時，剪頭髮只需四毫子，現在也只是四十元。他說理髮行業近年有很大的變化，髮型屋的數量增加了很多。

陸師傅說現在剪髮雖然並不太過虛耗體力，但由於需要全神貫注，所以每次剪髮都十分費神。

已屆八旬之齡的陸師傅坦言未有退休之意，但營業時間已經調整為只有上午，而且不再提供洗頭服務。他說每天平均有四位客人，逢星期日休息。

以傳統開創未來

現時澳門的理髮店中，除了一些由老一輩師傅主理之外，亦有多間店鋪

由年輕理髮師掌舵，用心為客人提供服務，其中一位就是 Rocklee。他在 2015 年 5 月於荷蘭園開了他的第一間理髮店 2Legit Barbershop。當時除了理髮服務外，Rocklee 還夥拍了一位紋身師為客人紋身。到了 2017 年 5 月，2Legit 遷往位於荷蘭園大馬路的新店，並專注於理髮業務。

在開店前，Rocklee 其實已經在家裏免費幫人剪頭髮，但他從沒想過會將興趣變成一盤生意。

他說：「幫人理髮不是一件只為賺錢而繼續做的事，做理髮師其實是在照顧人，我們都與客人成為朋友，不管生意如何，或者有怎樣的市場策略也好，理髮師都應該有照顧人的心態。」



許煥記理髮店經營已超過半個世紀

The Hoi Yun Kei traditional barbershop has been operating for more than half a century

2Legit 的髮型設計比較偏向美式，理髮師會專注於漸變和剷剪的效果，把額頭和頭髮的邊緣都修得很乾淨，另外也提供修眉、修臉毛及濕剃的服務，希望用新的工具和方法做一些復古的事。

Rocklee 所採取的其中一種新經營方法，就是提供網上預約，讓客人掌握自己的時間。但他亦歡迎沒有預約的客人，他們可以先在店內喝些東西和玩遊戲機，等待理髮師提供服務。Rocklee 希望 2Legit 的環境可以友善一點，除了


「理髮行業近年有很大的變化，髮型屋的數量增加了很多。」

The haircutting business has changed a lot, many new hair salons having opened.

陸先意 Loc Sin I

是一個做生意的地方外，也是一個聚腳的去處。

即使面對着行業間的競爭，Rocklee 依然相信理髮店不會被取代，因為傳統理髮店只招待男性客人，髮型屋則沒有限制，但它們還是有不同的文化背景。

對於傳統理髮店在澳門的未來，Rocklee 預計澳門的理髮店將會越來越多。他認為每位理髮師都會迎合自己的市場，有競爭才有進步，有同行出現才會有更多人認識理髮店。 



THE red, white and blue spiral-striped pole used to be the distinctive emblem of barbershops in Macao. In recent decades, however, barbershops seem to have been disappearing from the city streets, replaced by hairdressing salons and a barber's pole is hard to find.

Nevertheless, a new breed of barbers believe their craft is irreplaceable. They are adopting new business practices and striving to attract a younger generation of customers.

The Hoi Vun Kei traditional barbershop has been operating on an old-fashioned veranda in Rua do Almirante Sérgio for more than half a century. The appearance of the shop has hardly changed over the years bringing back tranquil memories of the old days. Basic barber's tools of the trade such as mirrors, scissors and electric hair clippers lie ready for use.

Loc Sin I is the only barber in the shop. He says he and his brother opened Hoi Vun Kei after learning their craft in the San Kio district before opening the business 50 years ago.

"In the old days, it used to cost 40 avos to have a haircut in my shop. Now it is MOP40," Mr Loc says. "The haircutting business has changed a lot, many new hair salons having opened."

Cutting hair is not physically demanding, but it is mentally exhausting, Mr Loc says, as the barber must concentrate.

Although Mr Loc is in his eighties, he says he has given no thought to retirement. But these days his barbershop is open only in



the mornings. He no longer washes hair. The barber attends to an average of four customers per day and is closed on Sundays.

Wave of the future

Many of the traditional barbershops in Macao are run by old-school barbers such as Mr Loc. But several are now in the hands of younger barbers, who take just as much care in serving their customers.

Rocklee, who goes by only one name, first opened his barbershop, called 2Legit, in May 2015 near Avenida do Conselheiro Ferreira de Almeida. Apart from hairdressing services, the shop formed a partnership with a tattooist who practised his art there, to satisfy the demands

of a younger generation of customers. Rocklee moved 2Legit into premises Avenida do Conselheiro Ferreira de Almeida itself in May 2017 and decided to focus on cutting hair.

Before opening 2Legit, Rocklee used to give free haircuts in his home. "I never expected that my pastime would turn into a business," he says.

Rocklee believes being a barber is about taking care of people rather than making money. "I didn't decide to become a barber because I think it's profitable," he says. "Our customers have all become our friends. Being a barber is about taking care of others, and we should always bear that in mind, no matter how the business performs or what marketing strategy we adopt."



理髮店2Legit Barbershop於2015年5月開業
The barbershop 2Legit opened in May 2015

「有競爭才有進步，有同行出現
才會有更多人認識理髮店。」

**Competition leads to progress.
With more barbershops,
people will get to know
the business better.**


Rocklee

The barber says his approach to cutting hair is more American than anything else, focusing on a gradual fade effect. “We like to keep the forehead and the hair edges clean,” he says. “We also take care of the customer’s eyebrows and facial hair, and we give wet shaves. Our goal is to do the traditional things with new tools and techniques.”

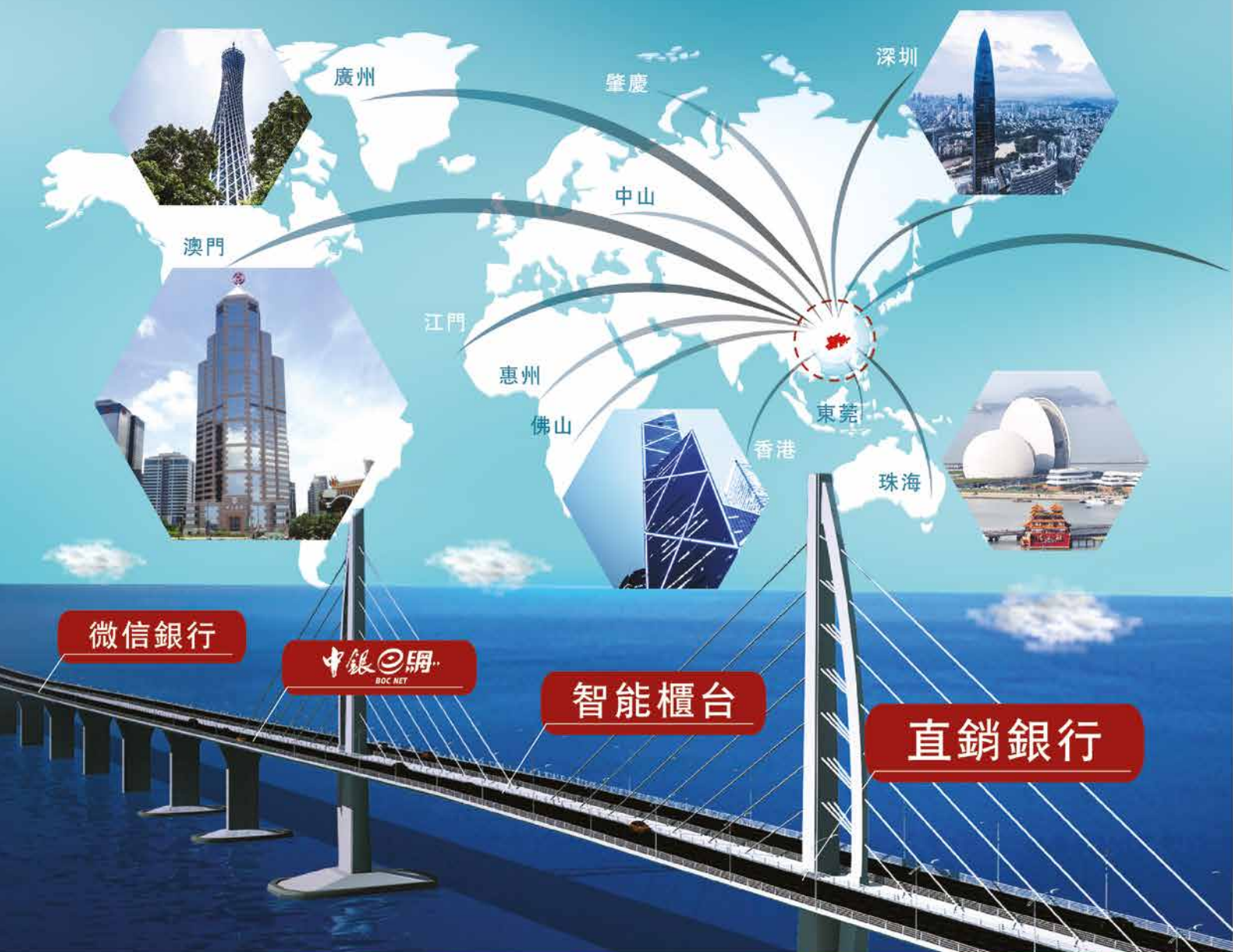
Among the business practices 2Legit has adopted is allowing customers make appointments for haircuts online. Rocklee believes this allows customers manage their time better. But customers that come in without an appointment are also welcome, he says. “They can enjoy a drink in the shop and play video games while waiting their turn. I hope 2Legit offers the

community a friendly environment, so that it is not just a place for business, but also a place to gather.”

Hairdressing salons compete with 2Legit for customers, but Mr Rocklee believes barbershops are irreplaceable. “Salons and barbershops are two totally different things,” he says. “Salons may serve male and female customers alike, but they cannot replace barbershops because the cultures are different.”

Pondering on the future of the haircutting business in Macao, Rocklee says he expects more barbershops to open. “I think every barber has his own market,” Rocklee says. “Competition leads to progress. With more barbershops, people will get to know the business better.” 

中銀粵港澳大灣區 創新金融服務



服務熱線 **888 95566**
www.bocmacau.com



中國銀行
BANK OF CHINA

澳門分行
MACAU BRANCH



訂購《澳門經貿之窗》 PLEASE ACCEPT MY SUBSCRIPTION

目的地 DESTINATION	訂購價格 SUBSCRIPTION FEE
海外 Overseas	5美金/ 每本 US\$5 / each
中國內地及香港 Mainland China & Hong Kong	澳門幣30元 (相當於港幣30元)/ 每本 MOP30 (equivalent HK\$30) / each

數量 ISSUES	總額 TOTAL AMOUNT
上一期 No. 68 (Previous Issue)	澳門幣/ 美元 MOP / US\$
本期 No. 69 (Current Issue)	澳門幣/ 美元 MOP / US\$
下一期 No. 70 (Next Issue)	澳門幣/ 美元 MOP / US\$

信用卡資料 PAYMENT INSTRUCTIONS		
請選擇信用卡類別 Charge to my credit card	Master Card	Visa
持卡人姓名 Cardholder's Name	簽名 Signature	
卡號 Card Number	CVC2*	到期日 Expiry Date

個人資料 PERSONAL DETAILS	
公司名稱 Company Name	
地址 Address	
城市 City	國家 Country
電話 Tel	傳真 Fax
電郵 E-mail	網頁 Website
姓名先生/ 女士/ 小姐 Name Mr/ Mrs/ Ms	
職稱 Job Title	
業務性質 Nature of Business	
主要生產 Main Product Line	

填妥表格後，請交回

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

PLEASE RETURN TO

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



..... Fold here

澳門貿易投資促進局
澳門友誼大馬路918號1-4樓

MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE

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

AIR MAIL

..... Fold here

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



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



帶你“葡”澳門

GUIA ELECTRÓNICO SOBRE
PRODUTOS E SERVIÇOS DE PLP



掃一掃，手機搖身一變成為你的在地導遊，帶你尋找身在澳門的葡語國家特色。

Faça o scan através do seu telemóvel e este se tornará no seu guia que te vai levar a descobrir tudo relacionado com os países lusófonos em Macau



2018MIECF

Macao International Environmental
Co-operation Forum & Exhibition
2018年澳門國際環保合作發展論壇及展覽

主辦單位 Host



中華人民共和國澳門特別行政區政府
Government of the Macao
Special Administrative Region of
the People's Republic of China

構建生態城市 共享綠色經濟

Shaping of Eco-Cities for Inclusive Green Economy



綠色論壇
Green Forum

綠色展覽
Green Showcase

綠色商機
合作日
Green Business
Co-operation Day

綠色配對及
交流活動
Networking
Events

綠色公眾日
Green Public Day

12 - 14 / 04 / 2018 • 澳門 MACAO

關注環保 • 親近自然 • 分享樂活
Thinking Green • Going Clean • Living Cool

www.macaomiecf.com



2018 MIECF 官方承辦單位
2018 MIECF Host Co-ordinators



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute

電郵 Email : miecf@ipim.gov.mo



環境保護局
Direcção dos Serviços
de Protecção Ambiental
Environmental Protection Bureau

電郵 Email : miecf@dspa.gov.mo

聯絡我們的項目經理
Contact Our Event Manager



電郵 Email : miecf@koelnmesse.com.hk

澳門 Macao
☎ (853) 8798 9675

香港 Hong Kong
☎ (852) 2511 8112

其他 Others
☎ (852) 2511 8126 / (886) 2 7711 2200 #108