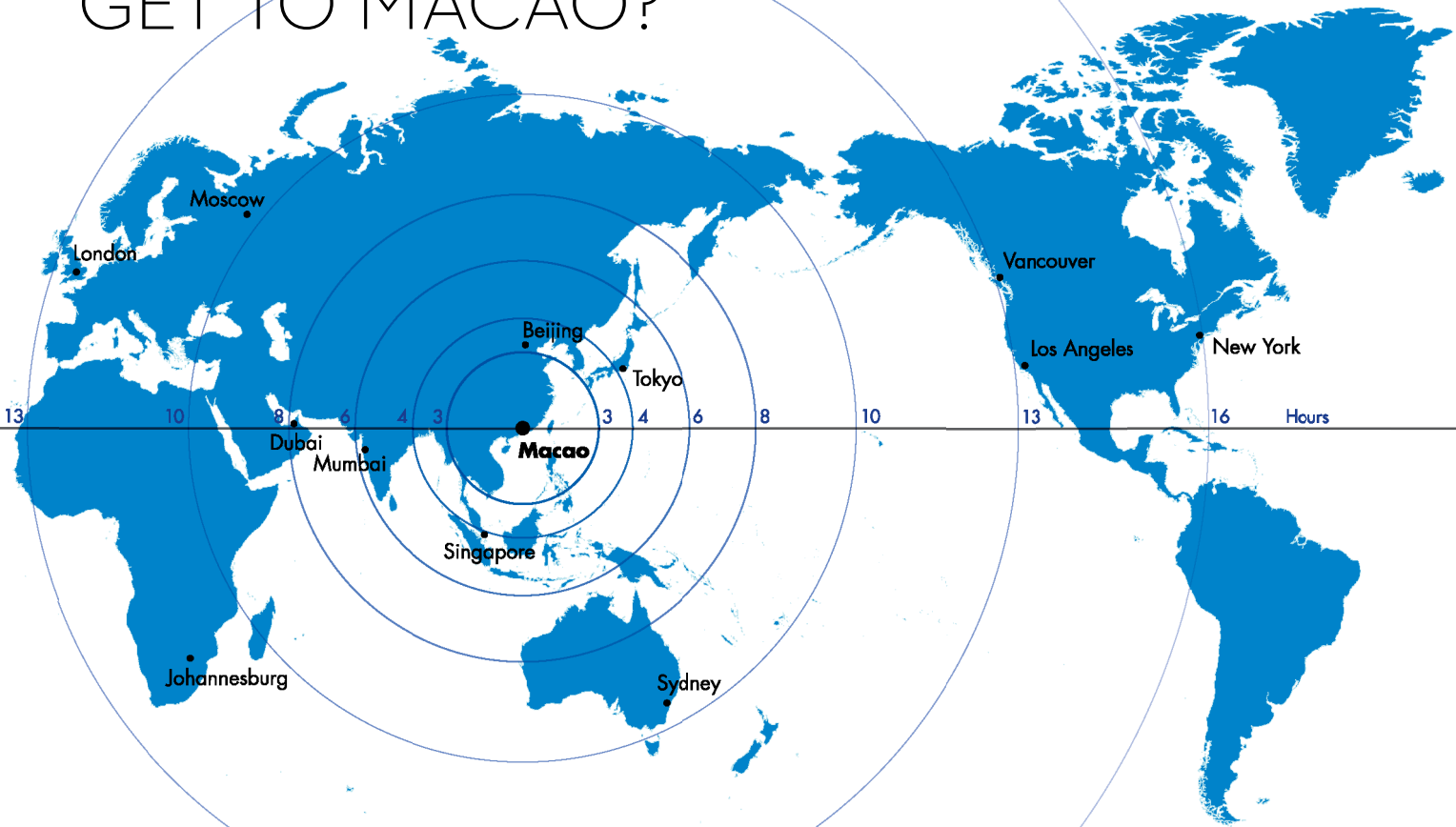




Headquarters
MACAO
MADE FOR MICE

THIS SUPPLEMENT IS A SPECIAL EDITION OF *Headquarters* - MAY 2018

HOW SOON CAN YOU GET TO MACAO?



Compact but plenty, Macao surprises with its vast array of venues, hotels, attractions and cultural experiences. The city's popularity for business events continues to grow as Macao develops its capacity and accessibility.

A little piece of Portugal in China, Macao shares a common Portuguese colonial legacy with about 200 million people in the Portuguese speaking countries. Macao also provides an ease of access to the world's second largest economy, China. There are 3 billion people within five hours' flight time from Macao, many of them belong to emerging markets that have shown sustained and rapid economic growth.

Kenneth Tan reports

MACAO IN NUMBERS

1st European settlement
in Asia

30 km²
Total area

190,000 m²
Total conference & exhibition space

3 billion
People within five
hours flight time
from Macao

37,000
Hotel rooms

25 UNESCO
heritage sites

18 Michelin star
restaurants

1 km
from mainland China

1 hr
from Hong Kong
International Airport

30 million
Annual visitors

75 countries
Visa-free entry

10 REASONS TO ENVISION YOUR NEXT AMAZING EVENT IN MACAO

Macao is among the most competitive and economically vibrant cities in Asia. A destination that provides a favourable business environment with its open economy, free port, low tax regime and market network. Macao's list of attributes and incentive offerings from Government make it an attractive proposition for all types of business events.

1. CONVENIENCE

Being just 30km² in total area everything in Macao is within a convenient 20 minute travel time. Having venues, hotels, transport and attractions all within close proximity helps minimise logistics, time and cost for meeting and event planners. Delegates can spend more of their valuable time networking, learning and conducting business.

2. EXCEPTIONAL CAPACITY

Macao is no stranger to hosting any size of MICE events, from the 47th Skala Asia Congress (200 pax) to the 14th World Congress of International Cartilage Repair Society (1,000 pax), 39th Asia Pacific Dental Congress (2,000 pax) to 14,000 pax incentive groups, displaying the city's ability of hosting major international meetings. With more

than 37,000 hotel rooms and over 190,000m² of meeting space, Macao has the capacity to host any size of meetings and events under one roof or within one precinct. Event planners can easily minimise the number of contract negotiations for medium to large scale events.

3. STRATEGIC LOCATION

Being located at the doorstep of China, Macao offers unprecedented business opportunities for meeting planners and business visitors. The open economy with free port provides ease of access to the world's second largest economy - China. Macao has established close links with the prosperous cities in China like Guangzhou, Hong Kong and the Pearl River Delta region. Choosing Macao for your meeting or event will

boost attendance from China and offer great opportunities for attendees to network with clients, suppliers and other contacts from the world's most dynamic major economy.

4. HISTORICAL SIGNIFICANCE

Macao is the single most consistent example of cultural interchange between Europe and Asia. In 2005, "The Historic Centre of Macao" was inscribed on the UNESCO World Heritage List. It is the oldest, most complete and consolidated array of European architectural legacy standing intact on Chinese territory.

5. GASTRONOMIC WONDERS

Macao was a former Portuguese colony, returned to China in 1999. The Portuguese arrived in

Macao's Urban Centre - Senado Square





Macao with ingredients and recipes from their settlements in Africa, South America, India, as well as from home. These were adapted and combined by the local Chinese to create sensory-stimulating cuisine. It is no surprise that Macao was designated as the “UNESCO Creative City of Gastronomy” in November 2017.

6. LUXURY HOTELS

Delegates will feel at home with all their needs taken care of by luxury and international brand hotels. The Venetian, Sheraton, Marriott, MGM, St. Regis, Four Seasons, Wynn, Banyan Tree, Conrad, Mandarin Oriental, Sofitel, Grand Hyatt, Galaxy, Holiday Inn, Crown and Crowne Plaza, all call Macao home.

7. NEW EXPERIENCE

Despite Macao’s growing presence in the MICE sector, it is considered a relatively new destination, an appealing aspect for meeting and incentive planners looking for new and memorable experiences for their delegates.

8. SAFETY AND SECURITY

With healthy economic growth, political stability, and low crime rate, Macao is regarded as a safe and secure destination.

9. RICH DIVERSITY

Macao has diverse attractions to suit all preferences. From designer shopping to street markets, old world architecture to futuristic skylines,

cultural festivals to high-tech theatre productions, charming cafes to Michelin Star dining, themed mega resorts to boutique accommodation.

10. GOVERNMENT SUPPORT

Macao Trade and Investment Promotion Institute (IPIM), the lead government agency for MICE, provides both financial and non financial support for international events. IPIM has the Convention and Exhibition Financial Support Programme, which can cover many aspects of the event expenses such as accommodation, F&B, keynote speakers or buyers, promotion & marketing, opening ceremony and translation etc.



CRITERIA

GENERAL CONVENTION

For groups of more than 100 delegates
For events lasting at least two days or one day of meetings and one day of activities

INTERNATIONAL CONVENTION

For groups of more than 200 delegates
For events lasting at least three days or two days of meetings and a half-day of activities

MORE INFORMATION

mice-onestop@ipim.gov.mo

WWW.IPIM.GOV.MO

MACAO IS THE IDEAL DESTINATION FOR **GLAMOUROUS EVENTS**

EVENT

Annual meeting of a health product company

ORGANISER

Bravolinks Integrated Marketing Co Ltd
Mr. Zhang Jun (Vice President)

VENUE

The Venetian Macao

DATE

14-16 January 2018

NUMBER OF PARTICIPANTS

10,000

A health product company has held their annual meeting in Macao this year with 8,000 participants. Bravolinks Integrated Marketing Co Ltd was the

appointed agency to organize this event. As a senior MICE organizer, Mr. Zhang Jun thinks that the facilities, service and professionalism are the key elements to drive a successful event. He highly recommends clients to hold convention in Macao because of the excellent facilities and world-class service which promises to deliver amazing experience for delegates.

Macao has been growing rapidly especially in the MICE sector in recent years. *"There are limited choices in Greater China that can accommodate more than 5,000 attendees, with convention venue, exhibition venue, accommodation and food provided coherently"* said Mr. Zhang.

Macao's exceptional range of venues for both exhibitions and conventions, and the hotels that can accommodate up to tens of thousands

people, have given Macao an outstanding advantage. *"Macao is an all-rounder in terms of its facilities"* a reason for Mr Zhang to choose Macao as the destination again.

The second reason that he pointed out is the service excellence in Macao. Having organised conventions in different cities, Mr Zhang Jun noticed that the service provided in Macao has been maintained at a high standard over the last decade, even in peak seasons, the service quality has remained consistently high.

The most challenging aspects of this event were the security and controlling the flow of more than 10,000 attendees. Mr. Zhang's apprehensions were relieved when he witnessed the professional traffic management and security measures put in place by the hotel. *"Professionalism is an*



important element. In the past, we had to pay a lot of attention to traffic flow and security control in many other venues, but I am at ease here."

Mr Zhang has hosted many large scale events in different cities globally, where attendees had to spend their nights in 20-30 hotels and be transported to the convention venue with plenty of shuttle buses. Macao's facilities and convenience makes management a much easier job, having everything within a small radius means everyone can walk to the venue.

He believes that Macao provided a truly unique variety of experiences for the participants. Besides offering a variety of food options like Portuguese, Chinese and Macanese, Macao provided great options for entertainment and team building such as theatre shows, go karting, bungee jumping, dragon boat etc.

He commented that the support from Macao government is crucial, *"Macao Government (IPIM) provides the strongest support among the Asian regions"*. He is confident that when the Hong

Kong-Zhuhai-Macao Bridge opens, it will attract even more business events to Macao. Some of his clients have already been holding conventions in Macao for 3 - 4 years consecutively. *"As a professional in MICE sector, I will recommend our clients to hold event in Macao, Surprises are promised!"* Mr. Zhang added.



THE BEST STAGE FOR YOUR **ANNUAL CONFERENCE** IS IN MACAO

EVENT
Eddingpharm Conference 2018
ORGANISER
Eddingpharm
VENUE
MGM Cotai
DATE
4-8 March 2018
NUMBER OF PARTICIPANTS
1,000

Eddingpharm is a pharmaceutical company with its headquarters located in Hong Kong and trade centre in Macao. Over one thousand employees around the world attended the Eddingpharm Conference 2018 in Macao. The annual conference comprises of two full-day meetings and a full day activity.

This event was held in South Korea, Shanghai and many other cities previously. Ms Jacqueline Weng, Director of Public Relations said “Macao offers plenty of hotels and venue options, which is the first reason for choosing the city. The Second



is the world-class service which I think is one the best in the world. We are assured by the professional service quality here. The third is the visa application process, making it comparatively easy for large groups. In conclusion, Macao is an ideal MICE destination!”

Before deciding on Macao, they conducted a site inspection in several Asian cities. Some of the challenges with other cities were language barriers and complicated visa processing systems. Jacqueline mention that the cost of venue and accommodation in Macao is value for money, in addition, the expenditure on air tickets is also a consideration factor. Even though the trip to Macao is considered an international flight, the total cost of flying participants to the Shanghai event in 2017 by air from different parts of the country was equivalent to Macao this year.

For this year’s event, they didn’t appoint any agency to manage it since this was an internal meeting and it would be meaningful to get the staff involved in different parts of the preparation. They viewed several hotels in Macao before choosing the MGM Cotai, which was not yet opened. They were impressed by the specifications and

imagery which gave them the confidence in choosing this hotel.

The weather wasn’t favourable on the day when everyone was scheduled to arrive. Due to the heavy fog and thunderstorms, all flights were either delayed or cancelled. Despite the challenges of using a newly opened hotel and weather conditions, the MGM Cotai and air ticket suppliers were very accommodating and responsive in dealing with any challenges. Replacement flights were arranged and charter buses were sent out from MGM Cotai to pick up all participants.

Jaqueline has visited Macao many times for board meetings and said, “We are just surprised every time when we are here.” She has witnessed the change in Macao’s development with the newly opened hotels like Parisian Macao, the Grand Lisboa Palace and MGM. What impressed her the most in this trip is MGM Theater’s stunning design which employs revolutionary technology to deliver dramatic multi-sensory experiences.

A DESTINATION WHERE THE BRIGHTEST MINDS CONVERGE

EVENT
ICRS 2018 –
14th World Congress Macau

RESPONDENT
Mr. Ao Yingfang, Chairman of China
Division of International Cartilage
Repair Society (ICRS-China)

VENUE
Sheraton Grand Macao Hotel

DATE
10-12 April 2018

The International Cartilage Repair Society (ICRS) is a global academic organisation dedicated to the international research on joint and cartilage injury, early Osteoarthritis, clinical translation and treatment. As one of the most influential authorities in the field of international cartilage injury, the organisation is leading in related international academic research. Thousands of international experts and scholars gathered in Macao to enjoy this academic feast that provided a great platform to demonstrate the level of professional and technological development, and a chance for the world to understand more about China and Macao.

The ICRS has an objective to organise academic activities in the five continents in turn. The previous edition was held in Italy, Europe. This year it was time for Asia, and Macao was chosen for several reasons. Strong government support is Mr Ao's first reason, "IPIM's strong support for organising large convention in Macao, which includes the policy and financial support is very encouraging for international convention. We don't see similar incentives in other regions." The comprehensive One-stop Service helps meet the needs of delegates who come from all parts of the world. Secondly, Macao's unique characteristics, culture and cuisines provide a good chance for foreign guests to experience the diverse culture of Macao. Thirdly, Macao is a convenient destination for international travel.

Although there aren't many academic associations related to cartilage profession in Macao, the event received support from a local medical association led by Professor Dr Cheang who aided in facilitating the traveling procedures. The exhibitor recruitment for this event was handled by a Macao company.

Mr Ao believes that academic events are totally different from trade fairs where products can

gain quick access to markets, but it brings immeasurable academic value to Macao's academic and medical development. It is also a great publicity generator for the host destination, "The influence of an event does not simply end on its last day, because every attendee will be a moving advertisement for Macao after returning to their home city. I think this will be much more effective than other promotion approaches."

As for the venue, Mr. Ao gave great praise: "Sheraton Grand Macao Hotel has internationally outstanding hardware and software facilities that can satisfy even the most demanding international academic conventions. During the event, the venue accommodated our catering requirements very well, meeting the varied needs of attendees"

Mr Ao further shared a Chinese saying that goes: "Details determine success or failure. The quality of Macao's services was evident in the attention to detail. The thoughtful and inclusive services allowed for all guests to experience Macao's and China's true spirit and culture"



TEAMBUILDING ACTIVITIES

UNIQUE CULTURAL EXPERIENCES

Macao is among the most vibrant and economically successful destinations in Asia having been a meeting point for Eastern and Western cultures for many centuries. It is within this cultural melting pot that a diverse range of team building programmes and activities have been developed.

ALMOND CAKE DIY WORKSHOP



TAILOR-MADE TEAMBUILDING ACTIVITIES

Dragon dance performance



Calligraphy team bonding activity



Archery at Hac Sa Beach



TREASURE HUNTING



800 delegates do the treasure hunt at every corner of Macao



NIGHT MARKETS



Macao Fisherman's Wharf



Hong Kung Miu Temple

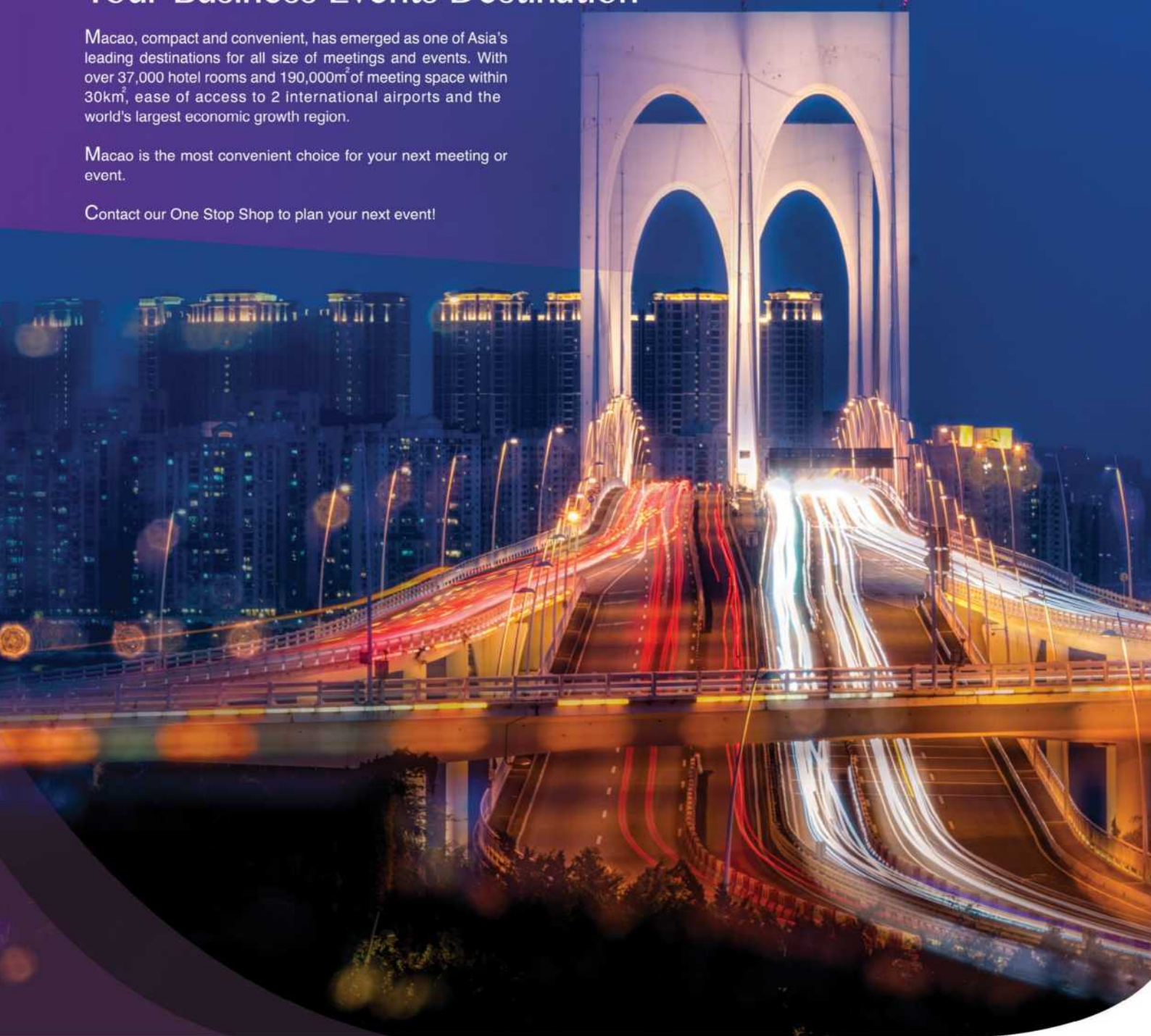
MACAO

Your Business Events Destination

Macao, compact and convenient, has emerged as one of Asia's leading destinations for all size of meetings and events. With over 37,000 hotel rooms and 190,000m² of meeting space within 30km², ease of access to 2 international airports and the world's largest economic growth region.

Macao is the most convenient choice for your next meeting or event.

Contact our One Stop Shop to plan your next event!



"One-Stop Service" for MICE Bidding and Support in Macao

— www.mice.gov.mo — mice-onestop@ipim.gov.mo — +853 8798 9292 —



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