

# MEET@



### The beginning of successful events

The Macao Trade and Investment Promotion Institute offers a one-stop MICE service.



vent organisers and planners will find Macao an ideal business events destination with its strong government support.

Leading the charge to promote Macao as a host city of choice, the Macao Trade and Investment Promotion Institute (IPIM) offers a one-stop MICE service, as well as support programmes for prospects.

Apart from bidding support, qualified events will also benefit from financial assistance on expenses such as those incurred for accommodation, venue rental, F&B catering, hardware facilities and event promotion activities.

IPIM will also help out with attendee acquisition, connect event organisers with relevant local and Greater China business associations and partners, as well as promote qualified events at local and overseas trade events () it participates in.

With the recent development of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, multivenue events can now be organised to capitalise on the exhibition advantages and tourism resources of the two locations.

To showcase Macao's full spectrum of MICE capabilities - meetings, incentive travel experiences, conferences and exhibitions, IPIM also hosts promotional webinars, as well as familiarisation and educational visits for qualified industry stakeholders.

In recognition of its stellar work at IMEX Frankfurt 2023, IPIM was awarded the Excellence Award by the International Association of Exhibitions and Events (IAEE) <sup>1</sup>

# **Destination with depth**

oving beyond its "Las Vegas of Asia" label, Macao has emerged a destination with depth.

For a start, Macao's strengths as a business destination are outstanding – open economic policy, visafree access, accessible transportation network, multi-venue options, world-class event spaces, large hotel inventory, and numerous bleisure opportunities.

An important gateway linking China with international markets as one of four core cities in the Greater Bay Area, Macao's strategic location at China's doorstep and adjacent to Hong Kong, also offers unprecedented business opportunities for meeting planners and business travellers.

Macao government and business events stakeholders have also been investing heavily in non-gaming and event facilities as part of their diversification and their commitment is paying off.

According to the Macao Trade and Investment Promotion Institute (IPIM), the city is set to host as many as 1,000 MICE events in 2023, up at least 40 per cent, compared to the previous year.



Many conferences with over 10,000 participants have also chosen Macao's new exhibition venues. USANA BabyCare Sales Convention (2), played host to a 10,500-strong crowd at the Galaxy International Convention Center.

BEYOND Expo 2023 welcomed more than 600 exhibitors in Macao and organised a summit in Hengqin for 400 delegates. Other notable events, such as Weibo Global Business Partner Conference, have also picked Macao as their host city.



# **Power-packed properties**

Macao boasts six key integrated resorts that are ideal for large-scale business events, underlining the convenience of having multiple facilities and flexible venues under one roof

#### **Property: MGM**

**Highlights:** A leading developer, owner and operator of integrated resorts in the Greater China region, it owns and operates luxury 600room MGM MACAU and 1.400-room MGM COTAL MICE venues: Both premises boast pillar-less ballrooms (A) and meeting spaces to cater to events of varying sizes - from banquets, corporate events to team meetings. MGM COTAI's MGM Theater 
is Asia's topof-the-line technology

black box theatre equipped with a giant 4K LED screen and can seat up to 2000 people in more than 10 different configurations. It is a great option for largescale MICE conferences.

#### **Entertainment elements:**

Both properties celebrate art and culture, with MGM COTAI housing more than 300 artworks. Guests can also enjoy a dolphin show and underwater scenery on LED screens at the Sea Odyssey within the COTAI premise.







Property: Galaxy Macau Highlights: Galaxy Macau features the Galaxy International Convention Center (GICC) , eight world-class hotels, shopping, dining and entertainment all seamlessly connected in one excitina cluster. MICE venues: Event organisers are spoilt for choice with a host of indoor and outdoor venues on offer across the precinct, including state-of-the-art meeting





rooms, stunning poolside cabanas and pristine white sand beaches. The new GICC offers 40,000m<sup>2</sup> of flexible MICE space and the 16,000-seat Galaxy Arena, the largest indoor arena in Macao.

#### **Entertainment elements:**

The diverse mix comprises over 120 dining options from Michelin-starred restaurants to local delicacies •, over 100,000m<sup>2</sup> of retail space with more than 200 luxury brands, Galaxy Cinemas, Macao's largest 3D cineplex and a deluxe lounge, China Rouge.

#### Property: Sands Resorts Macao

Highlights: It is made up of three inter-connected integrated resorts - The Venetian Macao, The Parisian Macao and The Londoner Macao 🖪. MICE venues: The establishment spotlights 150,000m<sup>2</sup> of versatile meeting and exhibition space, including Cotai Expo spanning 71,000m<sup>2</sup>, the 15,000-seat Cotai Arena, and the recently opened 6,000-seat multipurpose The Londoner Arena, as well as four state-of-the-art theatres. **Entertainment elements:** With 10 hotel properties

under one roof, the integrated resorts are home to about 12,500 hotel rooms and suites, 850 shops, over 150 dining choices, and an exciting array of leisure and entertainment options such as teamLab SuperNature Macao (), the Changing of the Guard at the Crystal Palace of The Londoner Macao, and the Londoner Light and Sound Spectacular with dynamic light effects canvasing the entire building façade nightly.



MEET@MACAO 5



#### **Property: Studio City**

Highlights: Owned by Melco Resorts and Entertainment, Studio City **©** is a Hollywoodinspired cinematicallythemed resort on the Cotai Strip.

MICE venues: With over 4,000m<sup>2</sup> of indoor event space with flexible customisation options, the hospitality landmark features a 1,820m<sup>2</sup> Grand Ballroom, divisible into three separate ballrooms along with eight individual salons, to provide up to 1,300 seats for banquet or meeting and break-out spaces with expansive pre-function areas. Entertainment elements:

The resort brings world-class shows, art exhibitions, family attractions to its contemporary and interactive cultural venues. Key entertainment offerings include the world's first and highest Ferris wheel, 5,000-seat Studio City Event Center, and newlylaunched Studio City Water Park **1**.

#### Property: Wynn Resorts Macau

Highlights: Wynn Palace features the pillar-less Grand Theater Ballroom with exquisite floral installations. Both Wynn Macau 🖸 and Wynn Palace boast meeting spaces with superior privacy and flexible configuration to suit clients' specifications. MICE venues: With a team of experienced planners and over 6,317m<sup>2</sup> of customisable space, interesting concepts can



be brought to life at the integrated resort. **Entertainment elements:** 

Within one convenient location, event delegates can explore its award-winning restaurants, spas, tranquil pools, lush gardens and shopping arcades featuring top labels worldwide.





#### Property: Grand Lisboa Palace Resort Macau

Highlights: Owned and operated by SJM Resorts, S.A., it is the very first integrated resort in the world to house two fashion-branded hotel towers - the world's only THE KARL LAGERFELD MACAU C and Asia's first Palazzo Versace Macau. **MICE venues:** Event organisers can choose from more than 3.800m<sup>2</sup> of indoor and outdoor event space, including a pillar-less ballroom in The Grand Pavilion for weddings and

celebrations, and the European-styled Jardim Secreto () as an ideal backdrop for events.

#### Entertainment elements:

The integrated resort spotlights a large collection of locally commissioned artworks and offers a wide variety of sumptuous dining options, from first-in-Macao and trendsetting restaurants to homegrown branded venues helmed by award-winning chefs. The shopping mall is home to more than 100 international and local brands.

# **Meaningful interactions**

Immersive experiences allow event delegates to know Macao's community, history and culture better

#### Former lec Long Firecracker Factory

With a history of nearly 100 years in Macao, the Former lec Long Firecracker Factory has been restored for visitors to understand more about the production process of firecrackers, complete with a guided tour. Delving into one of the three main handicraft industries in Macao, the floor size of 20,000m<sup>2</sup> features a 400m-long walkway, an exhibition of Macao's firecracker industry and a souvenir shop.

2 MinM Plaza Delegates who want to understand more about Macanese culture, fashion, design and food within one convenient location, cannot miss MinM (short for Made in Macao) Plaza. The incubator platform for local brands is located in the tourist centre of Macao and visitors can shop and dine at the three-storey building which showcases Macanese offerings and Portuguese-speaking countries' speciality products.









#### 3 Historic Centre of Macao

Delegates can discover more on Macao's bygone days by visiting the Historic Centre of Macao. Comprising over 20 monuments and urban squares interwoven in the heart of the city, it was inscribed on the World Heritage List in 2005. The site bears unique testimony to the

meeting of cultural and architectural influences from the East and West.

**4** Macao food safari Explore the UNESCO Creative City of Gastronomy with the premium foodie tour that combines sightseeing with tasting sessions of local fusion cuisines. Guests on the culinary trip are given the opportunity to experience some of the best Macanese, Portuguese and Chinese dishes in restaurants located in the Historic Centre of Macao. The tour is suitable for groups between 10 and 300.





Delegates can discover more on Macao's bygone days by visiting the Historic Centre of Macao.



## The Macao-Hengqin advantage: "One Event, Two Places" format

ith the development of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, MICE organisers and planners now have the option of conceptualising innovative programmes in two locations for one event.

The zone is a collaborative initiative between the Guangdong Province and the Macao Special Administrative Region of China to foster closer economic ties and promote cooperation between the two regions.

Hengqin (1) is in the south of Guangdong Province, located next to Macao. It is also home to MICE venues of different sizes, ideal for organisers to plan unique events.

For example, the Hengqin Bay International Convention Center has a total area of about 16,000m<sup>2</sup>, complete with a 3000m<sup>2</sup> ballroom that can be partitioned to meet different needs, while Hengqin Bay Hotel has a 20,000m<sup>2</sup> sea view lawn divided into four main areas to meet various outdoor meeting and exhibition needs.

The Hyatt Regency Hotel also boasts a grand ballroom at 1,620m<sup>2</sup> that can host events for up to 1,300 people. The 953m<sup>2</sup> Regency Salon is a luxurious space with flexible open kitchens,





Hengqin is home to MICE venues of different sizes, ideal for organisers to plan unique events.



capable of taking up to 450pax for banquets.

Conference venue, Sumlodol Camping Town, also has meeting spaces to suit varying needs, including a 600m<sup>2</sup> ballroom and five venues ranging from 60m<sup>2</sup> to 140m<sup>2</sup>.

The China Red Sandalwood Museum Hengqin Branch, on the other hand, has indoor and outdoor event venues, including a multi-functional area, sandalwood lecture hall, VIP room, small conference room, as well as east and west terraces.

Surrounded by greenery, event organisers can even include leisure and wellness programmes at Serensia Woods <sup>(1)</sup>, apart from utilising its meeting rooms and multi-functional rooms for events.

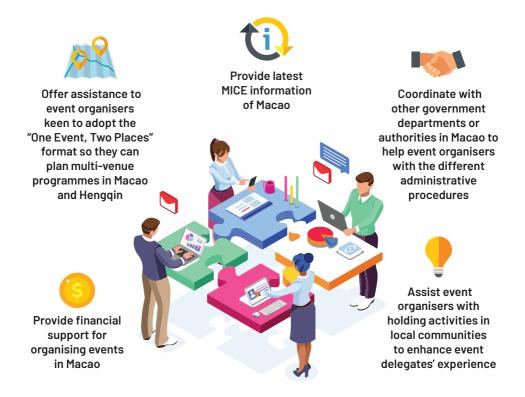
Under the new initiative, they can now plan multi-venue events to leverage on the tourism resources of the two locations, on top of capitalising on the incentives available.

For instance, the first event held in Macao and Hengqin under the "One Event, Two Places" format, the China (Macao) Highquality Consumption Exhibition & Hengqin Global Bay Areas Forum (a) (2022) was off to a great start. More than 220 brands from 172 enterprises took part in the exhibition hosted at Macao and the forum in Hengqin saw renowned personalities delivering speeches and seminars.

More than 600 exhibitors came onboard the BEYOND Expo 2023 held at The Venetian Macao Convention and Exhibition Centre, At the three-day expo, the Guangdong-Macao In-Depth Cooperation Zone in Henggin also launched two exhibition areas where delegates learnt more about development opportunities in Henggin and gained a better understanding of Macao's technological innovations and developments. A promotion summit was also hosted in Henggin for 400 delegates.

# One-stop service for MICE bidding & support in Macao

Macao Trade and Investment Promotion Institute (IPIM) provides comprehensive services to event organisers who are interested in hosting conventions or exhibitions in Macao. IPIM also designates personnel to follow up before, during and after the events, and offer necessary support according to the different needs. The services include:



Keen to organise your next event in Macao & Hengqin? Macao Trade and Investment Promotion Institute TEL +853 6210 6655 EMAIL mice-onestop@ipim.gov.mo Economic Development Bureau of Hengqin TEL 4008 917 917





Macao and Hengqin, separated by a river and connected by bridge and roads, are located in the central area on the west bank of the Pearl River estuary on the southeast coast of China. The two regions jointly develop the **"One Event, Two Places"** mode, integrating advantageous resources and bringing together tremendous business opportunities.



# A preferred destination

Organising events in Macao is efficient and the hotels are superb. It's hard to organise an event for 10,000 attendees or more in other cities, but it is easily done in Macao."

Paul lec

Conference Chair Rotary District 3450

> "Macao was chosen as the host city because it is a multi-cultural city with a welldeveloped convention and exhibition industry. It is also a very successful region in higher education."

#### Zhang Tao

Associate Professor Macau University of Science and Technology 30<sup>th</sup> IEEE International Conference on Software Analysis, Evolution and Reengineering



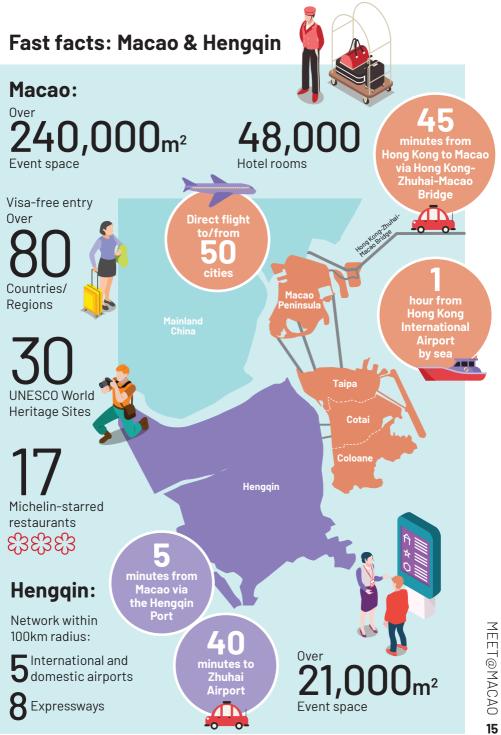
Macao has a promising tourism industry, with a variety of excellent hotels, it is a perfect place for exhibitions."

#### **Jin Lixian**

IAICS President 28<sup>th</sup> International Conference of International Association of Intercultural Communication Studies (IAICS) "As an internationally renowned city, Macao not only has compréhensive venues and professional services for conventions and exhibitions. it also has advantageous initiatives such as subsidies from the Macao Trade and Investment Promotion Institute, making it a very suitable destination for conventions and exhibitions.

#### Will Hu

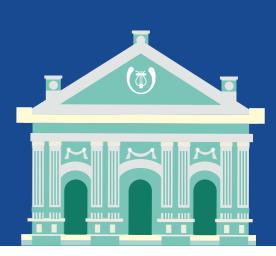
Deputy General Manager CHINA WE-M.I.C.E. SERVICE CO., LTD. 2023 Oriflame (Greater China) Luxury Tourism Seminar



Updated as of Oct 2023









mice.gov.mo Email mice-onestop@ipim.gov.mo Tel (853)6210 6655



澳門貿易投資促進局 Macao Trade and Investment Promotion Institute

