



MEET@ MACAO



The beginning of successful events

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



Event 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 **A** it participates in.

With the recent development of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, multi-venue 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) **B**.

Destination with depth



Moving 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, visa-free access, accessible transportation network, multi-venue options, world-class event spaces, large hotel inventory, and numerous leisure 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 **A**, played host to a 10,500-strong crowd at the Galaxy International Convention Center.

BEYOND Expo 2023 **B** 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 600-room 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 COTAL's MGM Theater **B** is Asia's top-of-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 large-scale MICE conferences.

Entertainment elements:

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



Property: Galaxy Macau

Highlights: Galaxy Macau features the Galaxy International Convention Center (GICC) **C**, eight world-class hotels, shopping, dining and entertainment all seamlessly connected in one exciting 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 40,000m² 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 **D**, over 100,000m² 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 **E**.

MICE venues: The establishment spotlights 150,000m² of versatile meeting and exhibition space, including Cotai Expo spanning 71,000m², the 15,000-seat Cotai Arena, and the recently opened 6,000-seat multi-purpose 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 **F**, the Changing of the Guard at the Crystal Palace of The Londoner Macao, and the Londoner Light and Sound Spectacular with dynamic light effects canvassing the entire building façade nightly.





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Property: Wynn Resorts Macau

Highlights: Wynn Palace features the pillar-less Grand Theater Ballroom ❶ with exquisite floral installations. Both Wynn Macau ❷ 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 6,317m² of customisable space, interesting concepts can

Property: Studio City

Highlights: Owned by Melco Resorts and Entertainment, Studio City ❸ is a Hollywood-inspired cinematically-themed resort on the Cotai Strip.

MICE venues: With over 4,000m² of indoor event space with flexible customisation options, the hospitality landmark features a 1,820m² 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 newly-launched Studio City Water Park ❹.



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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 **K** and Asia's first Palazzo Versace Macau.

MICE venues: Event organisers can choose from more than 3,800m² 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 **L** 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 home-grown 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

1 Former Iec Long Firecracker Factory

With a history of nearly 100 years in Macao, the Former Iec 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 20,000m² 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

With 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 ^A 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 16,000m², complete with a 3000m² ballroom that can be partitioned to meet different needs, while Hengqin Bay Hotel has a 20,000m² 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 1,620m² that can host events for up to 1,300 people. The 953m² Regency Salon is a luxurious space with flexible open kitchens,



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capable of taking up to 450pax for banquets.

Conference venue, Sumlodol Camping Town, also has meeting spaces to suit varying needs, including a 600m² ballroom and five venues ranging from 60m² to 140m².

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 **B**,

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) High-quality Consumption Exhibition & Hengqin Global Bay Areas Forum **C** (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 **D** held at The Venetian Macao Convention and Exhibition Centre. At the three-day expo, the Guangdong-Macao In-Depth Cooperation Zone in Hengqin also launched two exhibition areas where delegates learnt more about development opportunities in Hengqin and gained a better understanding of Macao’s technological innovations and developments. A promotion summit was also hosted in Hengqin 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:



Offer assistance to event organisers keen to adopt the “One Event, Two Places” format so they can plan multi-venue programmes in Macao and Hengqin



Provide latest MICE information of Macao



Coordinate with other government departments or authorities in Macao to help event organisers with the different administrative procedures



Provide financial support for organising events in Macao



Assist event organisers with holding activities in local communities to enhance event delegates’ experience

**Keen to
organise your
next event
in Macao &
Hengqin?**

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MICE²

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MACAO
HENGQIN



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 Iec

Conference Chair
Rotary District 3450

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

Zhang Tao

Associate Professor
Macau University of Science and Technology
30th 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
28th International Conference of International Association of Intercultural Communication Studies (IAICS)

“As an internationally renowned city, Macao not only has comprehensive 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

Fast facts: Macao & Hengqin



Macao:

Over
240,000m²
Event space

48,000
Hotel rooms

45
minutes from
Hong Kong to Macao
via Hong Kong-
Zhuhai-Macao
Bridge



Visa-free entry
Over

80

Countries/
Regions



Direct flight
to/from
50
cities



1
hour from
Hong Kong
International
Airport
by sea



Mainland
China

Macao
Peninsula

Taipa

Cotai

Coloane

Hengqin

30

UNESCO World
Heritage Sites



17

Michelin-starred
restaurants



5
minutes from
Macao via
the Hengqin
Port

Hengqin:

Network within
100km radius:

5 International and
domestic airports

8 Expressways

40
minutes to
Zhuhai
Airport



Over
21,000m²
Event space





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