躍會澳門
MEET@MACAO
Macao in Numbers

**GETTING TO MACAO**
- **Air:** Direct flight to/from over 50 destinations
- **Sea:** 1 hour from Hong Kong International Airport
- **Land:** 45 minutes via Hong Kong-Zhuhai-Macao Bridge

**OVER 80 COUNTRIES/REGIONS**
Visa-free entry

**ONE OF THE SAFEST CITIES IN THE WORLD**

**OVER 32.9 SQUARE KILOMETERS**
Everywhere is within 20 minutes travel time

**682,500 POPULATION**

**35,000+ HOTEL ROOMS**

**17 MICHELIN-STARRED RESTAURANTS**

**200,000+ SQUARE METRES**

**3 LANGUAGES**
Chinese, Portuguese, English

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Above data as of August 2021

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安全澳門  SAFE CITY - MACAO

社會環境安全穩定  Safe and stable social environment

澳門作為安全的會展及旅遊目的地，經濟發達、政治穩定、犯罪率低，是一座健康安全宜遊的城市，讓來澳參展參會的客商倍感安心。根據中外城市競爭力研究院公佈的“中國最安全城市排行榜”，澳門連續三年位居前列。

With a strong economy, stable political environment, low crime rate, Macao is a safe and healthy destination ideal for conferences, exhibitions and tourism. According to the ranking of the safest Chinese cities published by the China Institute of City Competitiveness, Macao has been ranked among the tops for three consecutive years.

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<thead>
<tr>
<th>年份</th>
<th>第一位</th>
<th>澳門 Macao</th>
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<tr>
<td>2021年</td>
<td>第二位</td>
<td>南京 Nanjing</td>
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<td>青島 Qingdao</td>
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數據源：中外城市競爭力研究院

Source: China Institute of City Competitiveness

Updated as of August 2021
Experience Macao like a local

Four routes are available for MICE visitors to explore the communities and culture of Macao.

路線途經各大風景名勝、觀光景點、特色餐館和商店，深受當地人和遊客的歡迎。從奢侈品牌到繁華鬧市的商品，澳門都提供全方位的選擇。

On these routes are scenic spots, sightseeing attractions, restaurants and shops popular with locals and visitors. From luxury goods at exclusive boutiques to clothes, bags and shoes from bustling markets, Macao offers a full spectrum of choices.
探索澳門

世界文化遺產

澳門歷史城區是一片以澳門舊城區為核心的歷史街區，包括25座歷史建築，並由相鄰的廣場和街道連接而成，於2005年獲列入世界文化遺產名錄。

大三巴牌坊
Ruins of St. Paul's

龍環葡韻
Taipa Houses

大炮台
Mount Fortress

媽祖廟
A-Ma Temple

議事亭前地
Senado Square
Exploring Macao

Heritage

Explore Macao’s history and heritage at the 25 monuments in “The Historic Centre of Macao”, which was inscribed on the UNESCO World Heritage List in 2005.

- Guia Fortress
- Lin Fung Temple
- Chapel of Our Lady of Penha
- Our Lady of Carmel Church
- Mandarin’s House
- Pak Tai Temple in Taipa
細味澳門

美食

澳門獲聯合國教科文組織評定為“創意城市美食之都”！澳門美食擁有400年的悠久歷史，並結合東方及西方的飲食文化，使澳門成為美食天堂。

葡式蛋撻 Portuguese Egg Tarts
火鍋 Hotpot
點心 Dim Sum
澳門有17家米芝蓮星級餐廳 17 Michelin-starred Restaurants in Macao
（資料截至2021年8月 Updated as of August 2021）
Welcome to UNESCO Creative City of Gastronomy! Macao’s 400-year-old culinary legacy and its East-West melting-pot food culture makes it a foodie’s paradise.

- 葡萄牙菜 Portuguese Food
- 杏仁餅 Almond Cookies
- 鹽焗沙甸鱼 Salted Cod Fritters
- Serradura
- 焗肉 Roast Pork Belly
玩樂澳門
走進社區

有趣、令人興奮與激動的會後活動！

空中漫步 Skywalk

團體戶外用餐 Outdoor Team Lunch

戶外競技活動 Outdoor Sport Activities

傳統食品工作坊 Traditional Pastry DIY Workshop

傳統文化技藝體驗 Traditional Culture Experiences
THRILLING MACAO

Community Visit

Fun, exciting and what a thrill activities in Macao can be!

Community Visit

- 社區購物 Shopping
- 參與本地節慶活動 Participate in Local Festival Activities
- 文化遺產之旅 Heritage Tour
- 参觀特色景點 Visit Special Attractions
- 尋寶遊戲 Treasure Hunting
会展竞投及支援"一站式"服务
“One-stop Service” for MICE Bidding and Support in Macao

- 澳门贸易投资促进局为有意在澳门筹办活动的会展组织者提供一站式服务，委派专人员认真由事前、事中、事后一直协助跟进，根据会展组织者因受在澳门举办会展活动的需求提供支援，包括：

  - 為会展组织者提供在澳门筹办会展活动的资讯；
  - 协助会展组织者与本澳有关政府部门及单位进行协调，以办理或申请所需手续；
  - 协助会展组织者在澳门社区或不同地点进行活动，丰富参展参见者在澳门的体验；
  - 就澳门筹办活动的费用提供财务支持。

- 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 different needs. The services include:

  - Providing latest MICE information of Macao;
  - Coordinating with other government departments or authorities in Macao to help event organisers complete different administrative procedure;
  - Assisting event organisers in holding activities in local community to enhance event participants’ experience;
  - Providing financial support for organising events in Macao.

請與我們的團隊聯繫 Contact us:
電話 Tel: +853 6210 6655
電郵 E-mail: mice-onestop@ipim.gov.mo
政府支持及鼓勵措施  
Government Support

IPIM provides assistance and financial support for events to be held in Macao:

- **Financial Support for Conventions include:**
  - Accommodation
  - Dining or Meeting Package
  - Keynote Speakers and Head of Delegation
  - Simultaneous Interpretation and Documents Translation
  - Promotion and Marketing
  - Local Transportation Support
  - And more...

- **Financial Support for Exhibitions include:**
  - Venue Rental
  - Accommodation
  - Hardware Support
  - Opening Ceremony
  - Qualified Buyers
  - Exhibits and Logistics
  - And more...

澳門貿易投資促進局向合資格申請者就其籌辦於澳門舉辦的會議或展覽(已確定的)，提供財務支持：

- 會議資助範圍包括:
  - 住宿
  - 餐飲或會議套餐
  - 主題演講嘉賓及團長
  - 宣傳及推廣
  - 同聲傳譯及文件翻譯
  - 本地交通費用補助等項目

- 展覽資助範圍包括:
  - 展覽場地租金
  - 一般參會者住宿
  - 硬件設施
  - 開幕典禮
  - 合資格買家
  - 展品及貨運物流等項目
在澳門曾舉辦的會議案例
企業家組織(EO)
2019年全球領導大會

活動名稱：2019年全球領導大會
活動日期：2019年4月12-15日
活動規模：1,300名與會者
活動場地：澳門喜來登大酒店
主辦方：企業家組織(EO)
受訪者：企業家組織傳訊總監Priscilla May D'Souza

活動的目的是什麼？
會議目的是教導企業家會員如何實踐作為領導者的角色，並將我們的會員聚集在一起建立網路，同時深入了解會議目的地的文化。這是我們首次來澳門，這個地方真的棒極了！

選擇澳門的主要原因是什麼？
實際上我從沒有考慮過澳門，直到幾年前在拉斯維加斯參加IMEX 展覽遇上了澳門的酒店代表。與他們深入交談後，我們立即來澳門進行場地考察，發現這裏的城市設施、接待能力和當地文化都很優秀，加上香港國際機場近在咫尺，讓來自世界各地的會員都能輕鬆抵達澳門，所以我們便選擇了這裏。我們一貫都會選擇鄰近大型國際機場的目的地。

澳門與其他目的地相比有何優勢？
全球的目的地中，極少可以集所有住宿和會議在同一地方內。我們去過很多城市作場地考察，但都搭配不了。在澳門，我們第一次能夠將所有活動安排在同一場地舉行，在同一個地點招待所有與會者和舉辦多場會議，大家再不用奔波勞累地穿梭不同地方。

與會者來自多少個國家？
我們全球擁有超過13,000名會員。他們分佈在58個國家的188個分會中。

您和與會者認為澳門最具吸引之處是什麼？
應該是新舊事物的完美融合，以及與會者不必使用很多交通時間便能獲得完全不同的體驗，澳門帶給與會者無窮的樂趣和興奮。

您如何看待作為會展目的地的澳門？
澳門結合了葡萄牙文化和中國文化，去完老城區觀看歐洲式的建築物，只是一街之隔，就可以看到傳統的中國房屋和街道。這裏可以讓與會者看到新舊事物的並存和交融，還可以讓與會者從百忙之中放慢腳步，細味澳門獨有的地方色彩。
Entrepreneurs’ Organization (EO)
2019 Global Leadership Conference

**EVENT:** 2019 Global Leadership Conference

**DATE:** 12-15 April 2019

**EVENT SIZE:** 1,300 delegates

**VENUE:** Sheraton Grand Macao

**ORGANIZER:** Entrepreneurs’ Organization

**INTERVIEWEE:** Priscilla May D’Souza, Director of Communications, Entrepreneurs’ Organization (EO)

**What are the objectives of this event?**
Our objectives are to teach our member leaders how to fulfil their role within their chapters and to bring our members together to network and immerse in the city and the culture of the chosen destination. It’s our first time in Macao. It’s really a great location.

**What are the main reasons for choosing Macao?**
I hadn’t actually considered Macao until I met Macao representatives at the IMEX in Las Vegas a couple of years ago. After talking with them, we came for a visit and discovered the facilities, capabilities and local culture. Having Hong Kong International Airport nearby allowed our members from all over the world to get to Macao easily. We are always looking for a place accessible through a big international airport.

**How does Macao compare with other destinations?**
There are very few destinations around the world that can have all the hotel rooms and all the meeting spaces in one place. We’ve looked at some other places but they really can’t fit us. Macao is the first time we’ve been able to hold this conference under one roof. That’s really special to be able to house all our delegates and have all our meetings here, so they don’t need to travel all over the place.

**How many countries are your delegates from?**
We have over 13,000 members across the world. They are spread out across 188 chapters in 58 countries.

**What do you and your delegates find the most attractive in Macao?**
What’s been really thrilling so far is the mix of new and old, and the fact that you don’t have to travel far to get an entirely different experience. That was quite well thought-out.

**What do you think of Macao as a MICE destination?**
It’s very interesting to see the old and the new, and have a little taste of everything. You’ve got a combination of Portuguese and Chinese cultures. You can go to the old part of the city and see some European buildings, and then just two streets over, you can see very traditional Chinese houses and streets. Macao has a lot to offer!
在澳门曾舉辦的會議案例
寶健25周年·澳门

活動名稱：寶健25周年·澳门
活動日期：2021年4月18-24日
活動規模：超過6,000名與會者
活動場地：澳門威尼斯人
承辦方：中旅國際會議展覽有限公司
受訪者：中旅國際會議展覽有限公司 張健總經理

何時開始籌劃這個活動？
這是自2020年新型冠狀病毒肺炎疫情以來，我們公司首個在中國內地以外城市籌辦的會議項目，而且屬於千人以上規模。活動從2020年上半年開始籌備，主辦單位和我們在去年11月份到澳門考察場地後便落實在澳門舉行。

會議規模多大？
本次會議有超過6,000名參會者，來自中國內地三十多個省區。

你們曾往曾多次在澳門舉辦活動，因疫情關係，已有一段時間沒有來澳門，這次重返澳門，感覺有什麼不同嗎？
我們在去年11月到澳門考察場地時，已覺得澳門的氛圍很好，而且在酒店、會展場地、會展設施配套等各個方面都是一流，重點是澳門的防疫工作做得非常到位，感覺很安全。

對澳門在防疫工作的評價如何？
澳門從2020年到2021年年初，已連續400多天“零”本地確診個案，令大家很安心，而且澳門人的防疫意識很強，比方說在景點或人流比較多的地方，不時有人提示必須把口罩戴好，反映澳門人防疫意識很高。

對澳門作為會展活動之舉辦地有甚麼看法？
澳門很適合舉辦會展活動，無論在設施及服務上一直都是很好，而且不斷在進步，感覺比較深刻的是，接觸到的不論是酒店或餐廳人員，普通話很普及，在溝通上基本沒有語言障礙。
EVENT: Pro-Health 25th Anniversary · Macau
DATE: 18-24 April 2021
EVENT SIZE: Over 6,000 delegates
VENUE: The Venetian Macao
CO-ORGANIZER: CTG MICE Service Company Limited
INTERVIEWEE: Zhang Jian, General Manager of CTG MICE Service Company Limited

When did you start planning for this event?
This is the first conference CTG has organised in a city outside Mainland China since the Covid-19 outbreak in 2020, and especially one with over 1,000 delegates. We started preparing for this conference in the first half of 2020, the organiser and our team visited Macao in November last year to conduct site inspection, and then decided to hold the conference in Macao.

What is the scale of the conference?
Over 6,000 delegates coming from over 30 provinces and regions in Mainland China participated in the conference.

CTG has previously held a number of events in Macao, but that stopped for a while due to the pandemic. Did you notice any difference upon you return to Macao?
When we visited Macao in November last year, we felt the city has a good vibe and is home to many first class hotels and event facilities. And most importantly, Macao’s anti-pandemic work has been very impressive and we feel very safe here.

How do you appraise Macao’s anti-pandemic work?
From 2020 until now (April 2021), Macao has recorded “zero” local infection case for more than 400 consecutive days, which is very reassuring for everyone. The people of Macao have a heightened level of pandemic prevention awareness. For example, people at scenic spots or crowded places would remind others to wear a mask. It really shows just how high the level of awareness is in Macao.

What are your thoughts on Macao being a destination for MICE events?
Macao is very suitable for hosting events and its facilities and services have been outstanding in every aspect. Furthermore, Macao is always improving, and what makes an even deeper impression is that Mandarin is commonly spoken, regardless of whether we are dealing with hotel or restaurant staff. So there are essentially no language barriers during communications.
主辦單位眼中的澳門

“澳門籌備會展很成熟,酒店是東南亞首屈一指! 如在其他城市舉辦一個幾萬人的會議是困難的,但在澳門就很容易辦到。”

易文龍先生
國際扶輪3450地區年會主席

“這裏有太多極好的酒店、會展場地、餐廳,好到難以作出選擇！這是澳門的優勢，澳門擁有舉辦大型會議的經驗,無論你在此舉辦二百人、二千人或二萬人的活動,對澳門而言，這是輕而易舉之事。”

Mr. Paddy Cosgrove
Web Summit 的聯合創始人

“在澳門,賓客可以獲得專業且優質的服務。這裏的場地、服務能力、會議設施、敬業的員工及來自澳門特區政府的支持,可確保活動取得成功。”

Prof. Christian S. Jensen
Co-chair
The 35th IEEE International Conference on Data Engineering

“希望有更多遊客與會展同業能夠來到澳門，親自感受這裏提供的豐富及獨特體驗。”

鄭智生先生
動展博覽集團大中華總裁

“我著實為場地的寬闊豪華所震懾。在如此華麗的環境裏，我們可充分享受活動成果,對我們是一次很好的體驗與機會。”

Prof. Akio Wanaka
President
Asian-Pacific Society for Neurochemistry (APSN)

“澳門是組織、舉辦國際活動的理想之地。這裏的人很友善、熱情好客，而且澳門擁有很多有趣的景點。”

Mr. Hiram Ting
Vice President
2019 Mag Scholar Conference in Business, Marketing & Tourism
Testimonials

“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’s easily done in Macao.”

Mr. Paul Iec
Conference Chair
Rotary District 3450

“There are so many incredible things - hotels, events, restaurants. Macao is used to hosting millions of people, which means when you are hosting an event for two hundred, two thousand or twenty thousand people, you know it’s easy for Macao to make it happen.”

Mr. Paddy Cosgrove
Co-founder of Web Summit

“Macao is a destination where people could get professional and high quality service. The venues, capabilities, conference facilities, and dedicated staffs, as well as the support by the Macao SAR government made our event a success.”

Prof. Christian S. Jensen
Co-chair
The 35th IEEE International Conference on Data Engineering

“I hope more visitors and colleagues from the MICE industry will get the opportunity to visit Macao and experience its rich and unique offerings.”

Mr. Michael Cheng
President
Reed Exhibitions Greater China

“I’m really amazed how big and how magnificent the place is. In this magnificent environment, we can really enjoy the outcome. This is a good experience and opportunity for us.”

Prof. Akio Wanaka
President
Asian-Pacific Society for Neurochemistry (APSN)

“Macao is an ideal destination to host and organise international events. People here are friendly and hospitable. Macao also offers interesting attractions.”

Mr. Hiram Ting
Vice President
2019 Mag Scholar Conference in Business, Marketing & Tourism