

MICE²

MACAO
HENGQIN

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MACAO × HENGQIN
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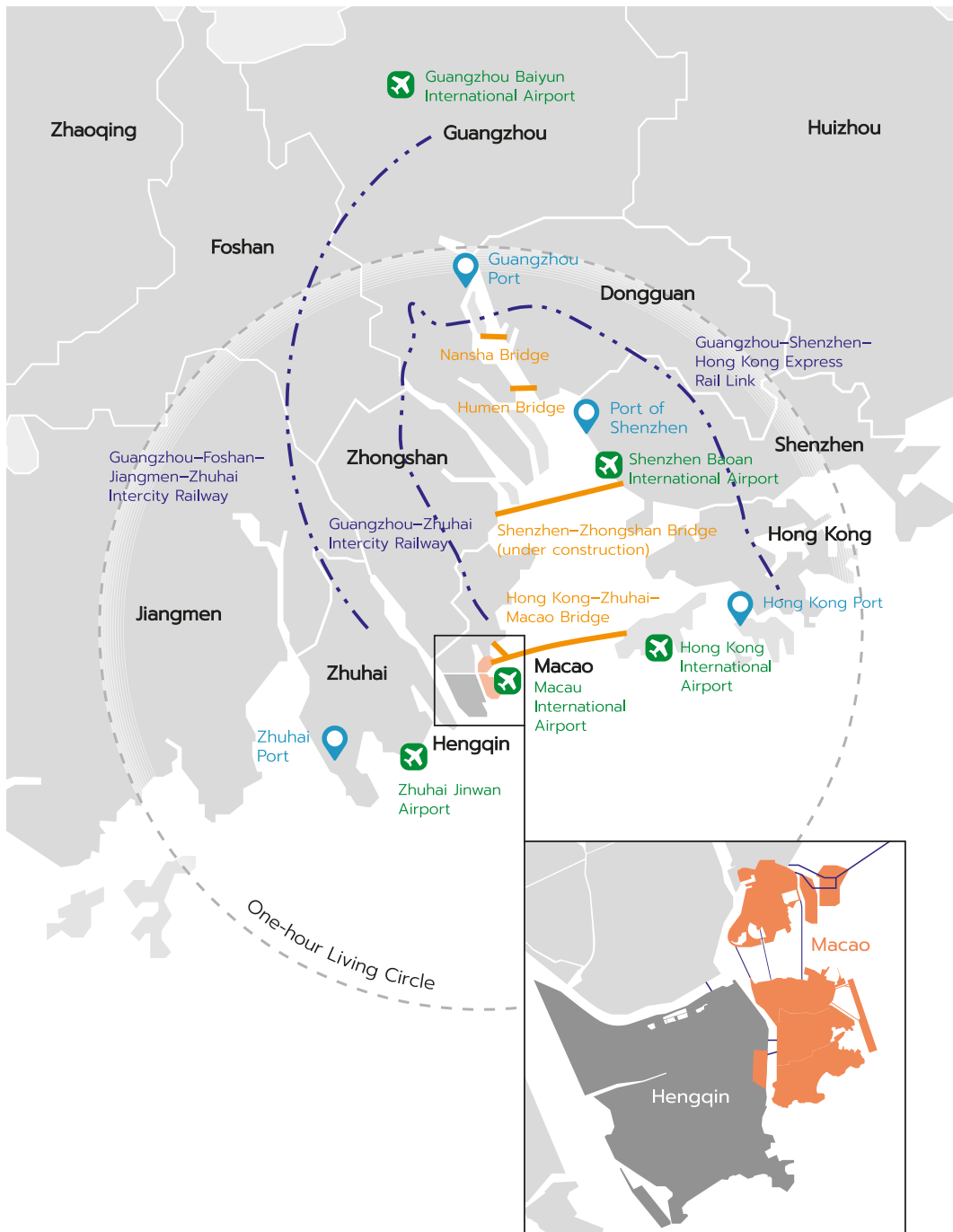
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MACAO · HENGQIN

Situated on the west bank of the Pearl River estuary along the south-eastern coast of China, Macao & Hengqin are 60 km away from Hong Kong and 145 km away from Guangzhou. The two areas enjoy excellent geographical locations and sound infrastructure with very convenient sea, land and air traffic, making them two of the core areas in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) with the most dynamic economy, greatest openness, and strongest alignment with international standards. Their unique economic locations provide huge potential for investment and business operation.

Hengqin is an important platform for promoting the adequate diversification of Macao's economy and is linked to Macao by a bridge. People can reach Macao from Hengqin Port in only 5 minutes. Hengqin Port operates 24 hours a day and implements the innovative "joint inspection and one-time release" mode, which facilitates the movement of people and seamlessly connects the Mainland with the international community.

Macao • Hengqin in Numbers



AIR

5 INTERNATIONAL AND DOMESTIC AIRPORTS

Hong Kong International Airport, Macao International Airport, Guangzhou Baiyun International Airport, Shenzhen Baoan International Airport, Zhuhai Jinwan Airport



SEA

1h from Hong Kong International Airport to Macao and 1.5h from Shenzhen Baoan International Airport to Hengqin



LAND

45 minutes from Hong Kong to Macao via Hong Kong–Zhuhai–Macao Bridge, connecting 8 expressways to all over the country with Hengqin



UNESCO CREATIVE CITY OF GASTRONOMY



8th THEME PARK IN THE WORLD



ONE OF THE SAFEST CITIES IN THE WORLD



17 MICHELIN-STARRED RESTAURANTS



3 LANGUAGES (CHINESE/PORTUGUESE/ENGLISH)



30 UNESCO WORLD HERITAGE SITES



FREIGHT: 4 DEEP-WATER PORTS

Hong Kong Port, Guangzhou Port, Shenzhen Port, and Zhuhai's Gaolan Port



LOCAL TRANSPORT: No more than 45 minutes to everywhere inside Macao and Hengqin



56,000+ HOTEL ROOMS



261,000+ SQ. METRES EVENT SPACE

It only takes 5 minutes to Macao from Hengqin Port since the two places are connected by a bridge.

Exploring Macao Heritage

Explore Macao's history and heritage at the 30 monuments in "The Historic Centre of Macao", which was inscribed on the UNESCO World Heritage List in 2005.

Ruins of St. Paul's



Sir Robert Ho Tung Library



Cathedral of the Nativity of Our Lady



(commonly known as the Cathedral)

Moorish Barracks



Dom Pedro V Theatre



A-Ma Temple



St. Lawrence's Church



Mandarin's House



Lou Kau Mansion



Lilau Square



Na Tcha Temple



St. Dominic's Church



Hengqin has a multitude of tourist attractions, including Chimelong Ocean Kingdom, the world's largest marine theme park; Sumlodol Hengqin Camping Town, where tourists are brought back to nature to explore joy in the wild; Novotown, a place that offers a supreme experience of technology; Hengqin Branch of China Red Sandalwood Museum, where the ancient charm of China is embodied; Xiang Zhou Bu Culture Centre, a combination of Chuan, Hui, Jin, Hai and Lingnan architectural styles; Legend Ponto Square, a plaza that fully demonstrates rich Portuguese and Macao cultures; and Serensia Woods, a resort that integrates health care and leisure.

Cultural Attractions + Relics in Hengqin

Stone Exposition Park



Legend Ponto Square



Hengqin Chishawan Sand Dune Relics



China Red Sandalwood Museum



Serensia Woods



Sumlodol Hengqin Camping Town



Temple of Lord Guan on Naobei Mountain



Chimelong Ocean Kingdom



Xiang Zhou Bu



Novotown



Portuguese Inscriptions in Hongqi Village



Savouring Macao and Hengqin Gastronomy

Whenever you want to unwind after your exploration here, just choose a restaurant you fancy and indulge yourself in a culinary feast. As a UNESCO Creative City of Gastronomy, Macao's 400-year-old culinary legacy and its East-West melting-pot food culture make it a foodie's paradise. You can also find a wide section of global and local cuisines in Hengqin, where several hundred restaurants are located.



Portuguese Egg Tarts



Pork Chop Bun

17 Michelin-starred Restaurants in Macao



Hotpot



Salted Cod Fritters



Portuguese Cuisine



Almond Cookies



Hengqin Oysters



Serradura

Farm to Table Fare



Thrilling Macao Community Visit

Fun, exciting and thrilling activities await you in Macao!



Traditional Pastry
DIY Workshop



Nossa Senhora Village
of Ká Hó



Shopping



Skywalk



Outdoor Team Lunch



Participate in Local
Festival Activities



Heritage Tour



Arraial na Ervanários



Outdoor Sport Activities



Traditional Culture Experiences



Portuguese
Tile Painting
Workshop



MinM
Plaza



Visit Special Attractions

Hengqin Ecological Tour



Xiaohengqin Mountain Trail



Hengqin Rowing Park



Hengqin Erjing Bay Wetland Park



Mangzhou Wetland Park



Flower Station



Flower Promenade



Hengqin Western Coast



Flower Promenade Station



Tianqin Park (Smiley Park)



Hengqin Health Park

“One-stop Service” for MICE Bidding and Support in Macao & Hengqin

Comprehensive services are provided to event organisers who are interested in hosting conventions or exhibitions in Macao & Hengqin. Personnel services are also designated to follow up before, during and after the events, and offer necessary support according to different needs. The services include:

- Providing latest MICE information about Macao & Hengqin;
- Coordinating with other government departments or authorities in Macao & Hengqin to help event organisers complete different administrative procedures;
- Assisting event organisers in holding activities in Macao & Hengqin communities to enhance event participants' experience;
- Providing financial support for organising events in Macao & Hengqin.

Government Support and Incentive Measures

Assistance and financial support are provided for events to be held in Macao & Hengqin:

Financial Support for Conventions include:

- Accommodation
- Dining or meeting package
- Promotion and marketing
- Hardware support
- Electronic technology application
- Green convention/exhibition application
- Venue rental
- Event planning and management fees for Macao professional MICE organisers
- Community activity organisation fee and local transport fee

Others (Hengqin):

- Enterprise settlement
- Enterprise development
- International accreditation
- Industrial park
- Talent training

Financial Support for Exhibitions include:

- Venue rental
- Accommodation
- Hardware support
- Exhibits and logistics
- Promotion and marketing
- Electronic technology application
- Green convention/exhibition application
- Event planning and management fees for Macao professional MICE organisers
- Community activity organisation fee and local transport fee
- Brand recognition (Hengqin)



Contact information

(Macao)
Tel: +853 6210 6655

(Global)
Tel: 4008-917-917

E-mail: mice-onestop@ipim.gov.mo

1st China (Macau) High-quality Consumption Exhibition & Hengqin Global Bay Areas Forum

Event: 1st China (Macau) High-quality Consumption Exhibition & Hengqin Global Bay Areas Forum

Date: 30 November to 4 December 2022

Event size: 58,000 square metres of exhibition area

Venue: Hyatt Regency Hengqin (for convention), Cotai Expo of The Venetian Macao and Shoppes at Four Seasons (for exhibition)

Organiser: Nam Kwong (Group) Company Limited

Interviewee: Mr Song Xiaodong, Deputy General Manager of Nam Kwong (Group) Company Limited and President of the Macao Convention & Exhibition Association

1. Could you please give a brief account of this event? What is its purpose and scale?

A: The China (Macau) High-quality Consumption Exhibition & Hengqin Global Bay Areas Forum (CHCE) is held with the aim to support the development of the Guangdong-Macao In-depth Co-operation Zone in Hengqin in accordance with the requirements in *the Master Plan of the Development of the Guangdong-Macao In-depth Co-operation Zone in Hengqin* that "Guangdong and Macao (should) hold an international premium consumer goods expo and world bay areas forum; and establish a convention and exhibition platform with influence across the globe."

With the strong support of relevant organisations, the first CHCE invited 172 exhibitors from dozens of countries and regions. A total of over 220 world-renowned brands participated in the CHCE, which covered an area of 58,000 square metres. There were five themed exhibition areas, including "State-owned Enterprise Brand Exhibition Area", "Provinces, Cities and Districts Exhibition Area", "Health Service Exhibition Area", "Quality Life Exhibition Area", and "Quality Consumption Exhibition Area". The event injected new impetus and provided new opportunities to accelerate the development of the trading centre for high-quality imported consumer goods.

2. What are the highlights of this event?

A: First, the CHCE is the first event organised by Hengqin and Macao under the innovative "multi-venue event" pattern. It enabled consumption of world-famous duty-free products whilst assisting Chinese brands in expanding their presence in overseas markets such as Portuguese-speaking countries. It also invited over a hundred well-known brands from across China to showcase featured gems and scientific achievements.

Second, under the aegis of the State-owned Assets Supervision and Administration Commission of the State Council, Nam Kwong appeared with more than 20 state-owned enterprises, including Kweichow Moutai and Tong Ren Tang.

Third, the Hengqin Global Bay Areas Forum invited renowned scholars and businessmen from the Chinese Academy of Social Sciences, the New York Bay Area, and the San Francisco Bay Area to deliver keynote speeches and participate in seminars. They were also encouraged to offer their advice to facilitate Macao's diversified industrial development and develop a world-class bay area and city cluster, fully demonstrating its academic and commercial value.

3. Why was the CHCE held under the "multi-venue event" pattern?

A: In addition to opening the CHCE up to the rest of the world via Macao, the "multi-venue event" pattern can also tap into the massive consumer population and market edges in Guangdong, leverage the dual dividends from the GBA and the free trade zone, and connect the advantages of Guangdong-Macao integrated development with Macao's role as a service platform for the

commercial and trade co-operation between China and PSCs. In this way, the CHCE can function as a platform for different market players to exchange ideas on international business promotion and brand building, create opportunities for co-operation and boost the momentum for economic growth.

4. Did you encounter any challenges when organising this event? How did you overcome them?

A: To start with, as the CHCE was an innovative exhibition held for the first time, we inevitably ran into new issues regarding the travel of individuals and customs clearance of goods during the preparation. The IPIM and the Economic Development Bureau of Hengqin, among other authorities, offered active assistance in relevant arrangements and therefore created fertile ground for this multi-venue event to go smoothly.

Second, some exhibitors couldn't make it to Hengqin or Macao due to the changing Covid restrictions right before the event. These exhibitors managed to participate in the event via other approaches, including by proxy, after our close coordination.

5. Were there any tours arranged during the event? What do you think left a deep impression on you/the attendants?

A: Under the meticulous planning of Sands China Ltd., one of the coordinators of the CHCE, Cotai Expo joined hands with Shoppes at Four Seasons to launch an array of exciting activities, including shopping rebates, in-store fashion shows, make-up displays, and new product previews, in the first-ever immersive consumer exhibition area at the CHCE, fully leveraging the unique advantages of Macao's high-quality integrated resorts. As such, guests from China and abroad could appreciate and purchase jewellery, watches, and cosmetic products, among other duty-free products from all over the world, during the exhibition. It left a deep impression on the guests.

6. What is your take on Macao and Hengqin as the venues for conventions and exhibitions?

A: Macao's unique history and culture have fostered its distinctive image featuring the fusion of the East and the West. The long-term close ties with European and Portuguese-speaking countries have also made Macao an important bridge for trade and commerce between China and the Western world. At present, Hengqin is pioneering in many fields, such as cross-border financial management and market access. Holding MICE events in Macao and Hengqin simultaneously can get the best of both worlds and generate industrial opportunities, which is an advantage unique to these two places.





7. As the organiser of the event, what do you think are the benefits of holding the event in two places? Will you extend this pattern to other events in the future?

A: The "multi-venue event" cross-border co-operation pattern enables event organisers to fully utilise the supporting resources in both places and also boosts industrial co-operation and economic development of both places. In 2023, Nam Kwong will continue to work with the Trade Development Bureau of the Ministry of Commerce and the Department of Commerce of Guangdong Province to organise the 2nd China (Macau) High-quality Consumption Exhibition & Hengqin Global Bay Areas Forum from 13 to 17 December in Hengqin and Macao.



Contact Us

Macao Trade and Investment Promotion Institute

-  Website www.mice.gov.mo
-  Tel (853) 6210 6655
-  E-mail ipim@ipim.gov.mo
-  Address 1/F and 2/F of the office building of the Complex of Commerce and Trade Co-operation Platform for China and Portuguese-speaking Countries in Rua Sul de Entre Lagos, Macao

Office Hours Monday to Thursday: 9:00–13:00, 14:30–17:45
Friday: 9:00–13:00, 14:30–17:30



Economic Development Bureau of Hengqin

-  Website www.invest-hengqin.cn
 -  Tel 4008-917-917
 -  Address No. 868, Gang'ao Avenue, Guangdong-Macao In-depth Co-operation Zone in Hengqin
- Office Hours Monday to Friday: 9:00–18:00





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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



橫琴經濟發展局

ECDHengqin