

## **Summary of Macao Trade and Investment Promotion Institute Work Report 2012**

In 2012, IPIM continued its work on external trade and economic co-operation, development of the business and trade service platform, promotion of Macao's moderate economic diversification and assisting in the development of SMEs. IPIM also continues to provide an array of long-term support, including Investors One-stop service, trade and economic promotion services, off-shore services, investment residency applications trade and economic information consultation and provide multi-faceted services for enterprises and investors.

To cope with the new developments in Guangdong-Macao collaboration, IPIM actively promoted trade and economic co-operation between Macao and Guangdong province in 2012. The effort focused on strengthening Macao and Guangdong reciprocity in organising trade promotion events in Portuguese-speaking countries and other overseas countries, encouraging Zhuhai-Macao, Guangzhou-Macao and Shenzhen-Macao trade and economic collaboration, support Macao entrepreneur's participation in Hengqin and Nansha development, intensify Guangdong-Macao convention and exhibition collaboration

### **Attract Inward Investment**

In 2012, IPIM's one-stop service assisted 1, 903 potential investors, handled 2,365 enquiries and received 250 investment projects (excluding off-shore business projects) and completed 162 projects. A total of 14 investment projects have been followed up and completed by IPIM's Investment Committee and commenced operation while the notary service processed 203 company registration applications. Regarding services in business matching, IPIM took the opportunities provided by various trade and economic exhibitions/events to organise over 8,134 business-matching sessions and facilitated the signing of 217 co-operation agreements in 2012, involving over MOP12.7 billion.

Off-shore businesses, after the adjustment made to Macao's Offshore Law in 2005, IPIM approved a total of 715 off-shore service businesses and 470 licensed offshore service institutions were established up to 31 December 2012.

Regarding the number of investment residency applications in 2012, there were 540 new applications under the category of Management and/or Technical Personnel, among which 240 cases were approved. There were 84 applications under the category of Investment Plan/Major Investment with eight approved.

### **Promotion of Foreign Economic Co-operation and Enhanced the Development of Trade and Economic Service Platform**

In 2012, IPIM continued to promote Macao's foreign trade co-operation and made use of the strengths brought about by the trade and economic co-operation service platform between China and Portuguese-speaking countries. To be in line with the progress in Guangdong-Macao co-operation, trade and economic collaboration with Guangdong province has been deepened with the promotion of Guangdong-Macao's

joint effort in developing Hengqin. Meanwhile, Guangzhou-Macao, Shenzhen-Macao and Zhuhai-Macao trade and economic collaboration has been further enhanced, including the organisation of the first Macao-Guangzhou Branded Products Fair in January 2012 co-organised by IPIM and the Guangzhou Provincial Trade and Economic Department. IPIM continues to maintain trade and economic ties with Pan PRD regions and other Mainland provinces and cities and promote communications with Portuguese-speaking countries (PSCs), the EU, Chinese entrepreneurs worldwide and international trade and economic organisations and further strengthen the trade and economic service platform.

A great deal of effort has been put into developing a trade and economic service platform between China and PSCs, organising delegations of Macao entrepreneurs to participate in Entrepreneurs Meeting for Commercial and Economic Co-Operation Between China and Portuguese-Speaking Countries-Sal Island, Cape Verde 2012. In 2012, IPIM has also conducted fact-finding visits and investment promotion events in co-operation with the Ministry of Commerce and the Guangdong Provincial Trade and Economic Departments, and visited Brazil, Cape Verde and Portugal. IPIM also actively assists PSCs to participate in exhibitions in Guangdong and promotes co-operation and networking between Guangdong and PSCs enterprises through the principle of “going global and attract foreign investment”.

In 2012, a total of 84 co-operation agreements and memorandums of understanding were signed to further strengthen collaboration with Mainland and overseas trade promotion agencies/institutions as well as chambers of commerce. IPIM welcomed 53 visiting organisations and 25 delegations of Macao entrepreneur went on overseas visits involving 975 local businesspeople.

### **Services for Local SMEs**

To assist local SMEs in their business development, IPIM’s task is to assist local SMEs to enhance business competitiveness, brand development and explore business opportunities. Since its inception in May 2011, Macao Ideas – the Macao Products Display Centre serves as a brand building product display centre for a wide array of branded products from Macao enterprises including “Made in Macao”, “Macao Brand”, “Macao Design” products and “Sole Distributorship of Portuguese-Speaking Countries Products”. In 2012, Macao Ideas improved its advertising by publishing a quarterly magazine the *Macao Ideas* and set up a virtual website, with the objectives of providing a showcasing and business matching platform for MinM products and branded products. Other SME services include the organisation of 2012 MFE and SME chain and operation training courses, as well as organising enterprise delegations to conduct overseas fact-finding visits, providing financial incentives, trade and economic updates and consultation services.

### **Promoting the Development of Convention and Exhibition Industry**

On promoting the convention and exhibition industry as well as fostering the development of moderate economic diversification, IPIM continued in its endeavour to implement CEPA, promoting co-operation of convention and exhibition industries with the Mainland, particularly Guangdong province, fostering the growth of local branded exhibitions, attracting overseas conventions and exhibitions to take place in

Macao, providing support for conferences and exhibitions held in Macao. It aims to play a guiding role in the development of the convention and exhibition industry and encourage the development of Macao's emerging industries including the environmental industry as well as cultural and creative industry.

In 2012, IPIM provided support to 24 trade and economic conferences and exhibitions held in Macao (with IPIM being the organiser, co-organiser, supporting organisation or participating in the preparation of the events), organised 25 delegation visits, assisted Macao entrepreneurs to take part in 46 exhibitions and set up pavilions in mainland China, Hong Kong and Portuguese-speaking countries. Financial incentives were provided to 403 enterprises and associations for participation in 66 local and overseas exhibitions.

Major trade and economic events co-ordinated/organised by IPIM included 2012 Macao International Environmental Co-operation Forum and Exhibition (MIECF), 17<sup>th</sup> Macao International Trade and Investment Fair (MIF), 2012 Guangdong-Macao Branded Products Fair and 2012 Macao Franchise Expo (MFE).

The 2012 Macao International Environmental Co-operation Forum and Exhibition (MIECF) was hosted by the Macao SAR Government, co-organised by Pan-PRD (9+2) provincial and regional governments and co-ordinated by IPIM and the Environmental Protection Bureau. The event attracted over 8,500 visitors of which over 6,400 were professionals and delegations. Contracts for 35 projects were signed and the organiser received 703 environmental projects, 702 business matching sessions were conducted, showing a rise of 22.3% compared to the previous year.

The 17th Macao International Trade and Investment Fair (MIF) attracted 103,899 visitors and conducted 1,502 business matching sessions. The four-day event witnessed the signing of 88 contracts, conducted 47 forums, conferences and seminars, with over 6,800 participants. This year's MIF covered a total area of over 30,000 square metres. More than 1,800 exhibition booths were set up with 700 exhibitors from over 50 countries and regions.

The Guangdong-Macao Branded Products Fair 2012, hosted by IPIM and the Department of Foreign Trade and Economic Co-operation of Guangdong Province, were held for four consecutive days in August. The Fair covered around 6,000 square metres with 247 exhibition booths. The event recorded over 136,800 visitors and completed the signing of 16 projects.

2012 Macao Franchise Expo (MFE) attracted around 13,000 visitors, completed 1,346 business matching sessions and negotiations plus the signing of 25 co-operation agreements. The event was participated by 156 franchising and chain operation and agency enterprises from 14 countries and regions.