

## **Summary of Macao Trade and Investment Promotion Institute Work Report 2014**

In 2014, IPIM continued its work on external trade and economic co-operation, the 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 a range 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 be in line with the implementation of the Framework Agreement of Co-operation between Guangdong and Macao, with particular focus on deepening trade and economic collaboration between the two, following up on investment promotion of the Guangdong-Macao Co-operation Industrial Park, strengthening the joint investment promotion of the two in PSCs and overseas countries and regions, as well as strengthening convention and exhibition collaboration in Guangdong and Macao. On the development of the business and trade co-operation service platform between China and Portuguese-speaking countries, efforts will be put into the development of the "One Platform, Three Centres".

Highlights of IPIM's work in 2014:

### **Attract Inward Investment**

In 2014, IPIM's one-stop service assisted 1,165 potential investors, handled 1,167 enquiries and received 241 investment projects (excluding off-shore business projects) and followed up 303 projects. A total of 34 investment projects have been followed up and completed by IPIM's Investment Committee and commenced operation while the notary service processed 242 company registration applications. Regarding services in business matching, IPIM took the opportunities provided by various trade and economic exhibitions/events to organise over 5,950 business-matching sessions and facilitated the signing of 195 co-operation agreements in 2014.

Off-shore businesses, after the adjustment made to Macao's Offshore Law in 2005, IPIM approved a total of 46 off-shore service businesses and 446 licensed offshore service institutions were established up to 31 December 2014.

Regarding the number of investment residency applications in 2014, there were 436 new applications under the category of Management and/or Technical Personnel, among which 277 cases were approved. There were 80 applications under the category of Major Investment/Investment Plan with 45 approved.

### **Promoting the Development of Convention and Exhibition Industry and the launch of the "One-Stop Service" for MICE Bidding and Support in Macao**

To be in line with the SAR Government's policy of moderate economic diversification, IPIM continued to actively promote the development of local convention and exhibition industry,

and foster the growth of local branded exhibitions, promote the "One-Stop Service" for MICE Bidding and Support in Macao, and attract overseas conventions and exhibitions to take place in Macao. In 2014, exchange and networking visits were made to Australia, India, Germany and Singapore. IPIM also is also tasked with promoting Macao's strengths in conventions and exhibitions and related activities in local and overseas exhibitions and conventions organised by or participated in by IPIM. In 2014, through the "One-Stop Service" for MICE Bidding and Support in Macao, IPIM followed up on 105 MICE projects, among which, 19 were held in Macao in 2014.

In 2014, IPIM provided support to 30 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 14 delegation visits, assisted Macao entrepreneurs to take part in 39 exhibitions and set up pavilions in Mainland China, Hong Kong and Portuguese-speaking countries.

Major trade and economic events co-ordinated/organised by IPIM included 2014 Macao International Environmental Co-operation Forum and Exhibition (MIECF), 19<sup>th</sup> Macao International Trade and Investment Fair (MIF), 2014 Guangdong-Macao Branded Products Fair and 2014 Macao Franchise Expo (MFE).

The 2014 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 covered an area of 16,000 square metres with the participation of around 400 exhibitors, coming from more than 20 countries and regions, and attracted over 9245 visitors. A total of 787 business matching sessions were conducted with contracts for 26 projects signed.

The 19<sup>th</sup> Macao International Trade and Investment Fair (MIF) covered an area of more than 30,000 square metres. More than 1,900 exhibition booths were set up with exhibitors from over 50 countries and regions, among which Indonesia and Peru were participating for the first time. The four-day event witnessed the signing of 130 contracts, conducted more than 40 forums, conferences and seminars and more than 1,500 business matching sessions.

The 2014 Guangdong-Macao Branded Products Fair, was once again co-hosted by IPIM and the Department of Foreign Trade and Economic Co-operation of Guangdong Province, was held from 31 July to 3 August and has become a well regarded exhibition. The Fair covered around 6,000 square metres with 284 exhibition booths, divided into two main areas, namely the Guangdong and Macao exhibition and sales areas. The four-day event recorded over 135, 000 visitors, conducted 879 business-matching sessions and signed 4 projects.

2014 Macao Franchise Expo (MFE) attracted around 14,000 visitors, completed 1,304 business matching sessions and negotiations plus the signing of 6 co-operation agreements involving chain and franchising operations in the food and beverage industry, branded product shops, product agents and governmental co-operation.

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

In 2014, IPIM continued to promote Macao's foreign trade co-operation and actively foster Guangdong-Macao and Fujian-Macao collaboration, as well as Pan PRD regional co-operation and trade and economic liaisons with other Mainland provinces and cities and continues to maintain trade and economic ties with Pan PRD regions and other Mainland provinces and cities and promotes communication with Portuguese-speaking countries (PSCs), the EU, Chinese entrepreneurs worldwide and international trade and economic organisations and further strengthens the trade and economic service platform. IPIM also organised Macao delegations of Macao entrepreneurs to participate in overseas exhibitions and conducted site visits, as well as assisted overseas business associations and enterprises to take part in local trade and economic networking events, invited external trade and economic departments and businesses to participate in local exhibitions, received visiting trade and economic authorities and chambers of commerce.

On expanding Guangdong-Macao trade and economic co-operation, focus was placed on the strengthening of convention and exhibition collaboration, and the continued organisation of the 2014 Guangdong and Macao Branded Products Fair and the 2014 Macao-Guangzhou Famous Products Fair, and for the first time the 2014 Macao-Jiangmen Famous Products Fair. Efforts have been made on promoting foreign investment and co-operation, including the promotion of Guangdong's and Macao's investment environment in South Africa and the United Arab Emirates in collaboration with the Department of Commerce of Guangdong Province in August, as well as a joint investment recruitment event in Canada, Mexico and the US in collaboration with the Department of Commerce of Guangdong Province and InvestHK in November.

On developing the trade and economic service platform between China and PSCs, focus was placed on the development of the Three Centres, namely a commercial and trade service centre for SMEs of PSCs, a food product distribution centre for PSCs, a centre for conventions and exhibitions for economic and trade co-operation between China and PSCs. IPIM also continues to organise Macao entrepreneur delegations to participate in the Entrepreneurs Meeting for Commercial and Economic Co-operation between China and Portuguese-speaking Countries – Maputo held in Mozambique in 2014, and invited PSC enterprises to participate in Mainland trade and economic activities to organise and co-organise Mainland, Macao, PSCs business negotiations, thematic seminars and visits, aiming to assist PSCs to explore the Mainland market.

IPIM also constantly deepens trade and economic co-operation with different Mainland provinces and cities and focused on strengthening collaboration in the Pan-PRD region, as well as Macao's co-operation with Fujian and Beijing. The 10<sup>th</sup> Pan-Pearl River Delta Regional Co-operation & Development Forum and Economic & Trade Fair was co-ordinated by Guangdong, Hong Kong and Macao. IPIM organised a Macao trade and economic delegation to participate in the event in Guangzhou and held a high-level forum during the event.

In 2014, a total of 6 co-operation agreements and co-operation documents were signed to further strengthen collaboration with Mainland and overseas trade promotion agencies/institutions as well as chambers of commerce. IPIM welcomed 104 visiting organisations and organised 14 Macao delegations involving 587 entrepreneurs for overseas visits, as well as organising/assisting 211 local enterprises to participate in 39 overseas exhibitions.

### **Services for Local SMEs**

IPIM aims to support local SME development through assistance, providing incentives and supporting measures. In 2014, IPIM organised enterprise delegations to conduct overseas fact-finding visits, provided financial incentives to encourage SMEs participation in local and overseas exhibitions, reserved exhibition space for local SMEs in major local events, provided corporate publicity and promotion service support, organised business matching and networking activities and workshops, to assist SMEs to explore market opportunities.

In 2014, IPIM has provided financial incentives to 645 enterprises and organisations to participate in 96 conventions and exhibitions (including 54 local and 42overseas events). During the same year, IPIM received applications for E-commerce Promotion Incentive Measures from 19 SMEs. By the end of 2014, there were 110 SMEs and institutions exhibiting at Macao Ideas, showcasing around 1,000 exhibits. The centre recorded a total of 67,594 visitors during its opening in May 2011 to the end of 2014. A total of six workshops/seminars were held in 2014 with around 541 participants.