

Summary of Macao Trade and Investment Promotion Institute Work Report 2015

In 2015, 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 continued 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 Portuguese-speaking countries (PSCs) and overseas countries and regions, as well as strengthening convention and exhibition collaboration in Guangdong and Macao. On the development of the commercial and trade co-operation service platform between China and Portuguese-speaking countries, efforts will be put into the development of the "Three Platforms".

Highlights of IPIM's work in 2015:

Attract Inward Investment

In 2015, IPIM's one-stop service assisted 1, 313 potential investors, handled 1, 411 enquiries and received 206 investment projects (excluding off-shore business projects) and followed up 149 projects. A total of 9 investment projects have been followed up and completed by IPIM's Investment Committee and commenced operation while the notary service processed 181 company registration applications. Regarding services in business matching, IPIM took the opportunities provided by various trade and economic exhibitions/events to organise over 2,068 business-matching sessions and facilitated the signing of 91 co-operation agreements in 2015.

Regarding off-shore businesses, after the adjustment made to Macao's Offshore Law in 2005, a total of 421 licensed offshore service institutions were established up to 31 December 2015.

Regarding the number of investment residency applications in 2015, there were 482 new applications under the category of Management and/or Technical Personnel, among which 81 cases were approved. There were 79 applications under the category of Major Investment/Investment Plan with 7 approved.

Co-ordinate and Accelerate Development of Convention and Exhibition Industry

Following the development in recent years, convention and exhibition industry has gradually become one of Macao's emerging industries with enormous development potential, effectively contributing to the development of Macao's moderate economic diversification.

According to the overall planning of the SAR Government to focus on supporting the growth of Macao's emerging industries, IPIM has taken up the duties of co-ordinating the development of the convention and exhibition industry in November 2015. By means of integrating resources of the industry, IPIM aimed to provide better service and enhance efficiency, enabling the various supporting measures to assist the convention and exhibition industry more effectively, as well as introducing more events to take place in Macao through bidding and promoting the healthy and steady growth of local convention and exhibition industry.

On the other hand, in 2015, IPIM continued to foster the growth of local branded exhibitions, encouraged regional co-operation in convention and exhibition, as well as actively promoting the "One-Stop Service" for MICE Bidding and Support in Macao local and overseas, to accelerate the development of the industry.

In 2015, through the "One-Stop Service" for MICE Bidding and Support in Macao, IPIM followed up on 123 MICE projects. IPIM also provided support to 18 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 23 delegation visits, assisted Macao entrepreneurs to take part in 29 exhibitions and set up pavilions in Mainland China, Hong Kong and PSCs.

Major trade and economic events organised/co-ordinated by IPIM included 2015 Macao International Environmental Co-operation Forum and Exhibition (MIECF), 20th Macao International Trade and Investment Fair (MIF), 2015 Guangdong-Macao Branded Products Fair and 2015 Macao Franchise Expo (MFE).

The 2015 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 16,900 square metres with the participation of around 450 exhibitors, coming from more than 22 countries and regions, and attracted over 9,600 visitors. A total of 298 business matching sessions were conducted with contracts for 28 projects signed.

The 20th Macao International Trade and Investment Fair (MIF) covered an area of more than 37,000 square metres. More than 1,900 exhibition booths were set up with exhibitors from over 50 countries and regions. The four-day event witnessed the signing of 50 contracts,

conducted more than 55 forums, conferences and seminars and more than 574 business matching sessions.

On the basis of co-operation in previous years, the 2015 Guangdong-Macao Branded Products Fair, once again co-hosted by IPIM and the Department of Commerce of Guangdong Province, was held from 30 July to 2 August. The event covered around 6,000 square metres with 289 exhibition booths. The four-day event recorded over 128,000 visitors, conducted 815 business-matching sessions and a project contract was signed.

2015 Macao Franchise Expo (MFE) attracted around 14,500 visitors, completed 1,042 business matching sessions and negotiations plus the signing of 12 co-operation agreements involving chain and franchising operations in the food and beverage industry, branded product shops, product agents and governmental co-operation.

Orderly Development of the “One Platform, Three Centres” Under the Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries

On developing the commercial and trade co-operation service platform between China and PSCs, focus was placed on the development of the online and offline resources 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. Among which, the “Economic & Trade Co-operation and Human Resources Portal between China and Portuguese-speaking Countries” (the Portal), organised by the Ministry of Commerce of the People’s Republic of China and the Secretariat for Economy and Finance of the Macao SAR Government and co-ordinated by IPIM, was launched on 1 April 2015. The Portal provides information including the Bilingual Professional Service and Personnel Database, Portuguese-speaking Countries Food Products Database, China and PSCs convention and exhibition information, Portuguese-speaking Countries related trade and economic updates as well as information on PSCs legislations.

Regarding offline resources, IPIM continued to organise Macao entrepreneur delegations to participate in trade and economic events in PSCs such as Brazil, Mozambique and Portugal, and also engaged in the promotion and publicity of the “Three Centres” and the Portal. In 2015, IPIM actively organised more trade and economic networking activities in Macao, including a series of workshop on the seven PSCs which were held from April to December 2015, an “exhibition-within-an-exhibition”, the Portuguese-Speaking Countries Products and Services Exhibition was held concurrently at 20th MIF. IPIM also continued to organise and co-organise Mainland, Macao and PSCs business meetings, thematic seminars and visits, as well as assisting PSCs enterprises to participate in Mainland exhibitions and conventions, to promote trade and economic networking and collaboration between China and PSCs.

Strengthen Trade and Economic Networking and Co-operation with the Mainland

In 2015, IPIM continued to promote Macao's foreign trade co-operation, and actively foster trade and economic liaisons with Mainland provinces and cities, such as those with Guangdong, Fujian and the Pan-PRD region, as well as promoting communication with PSCs, the EU, Chinese entrepreneurs worldwide and international trade and economic organisations to further strengthen the trade and economic service platform.

To promote closer Guangdong-Macao trade and economic co-operation, IPIM continued to strengthen collaboration with various priority Guangdong-Macao co-operation platforms such as Hengqin, Zhongshan and Nansha. IPIM also worked with the trade and economic authorities of Guangdong province to promote and attract investment, and jointly organised the 2015 Guangdong and Macao Branded Products Fair, 2015 Macao-Guangzhou Famous Products Fair as well as the 2015 Macao-Zhongshan Famous Products Fair. The two sides participated in conventions and exhibitions on a reciprocal basis and strengthened the co-operation mechanism. In June 2015, IPIM joined Guangdong and Hong Kong trade and economic departments in organising a delegation of SMEs entrepreneur from the three regions and conducted investment promotion activities in Indonesia, Malaysia and Singapore. In November 2015, IPIM worked with the Department of Commerce of Guangdong Province and organised a Macao SMEs entrepreneur delegation visit to Yangjiang, Maoming and Zhanjiang. As of the end of 2015, among the 33 Macao projects recommended to the Guangdong-Macau Industrial Co-operation Park, the co-operation agreements of 19 projects have been signed.

IPIM also continued to further strengthen trade and economic collaboration with different Mainland provinces and cities and focused on enhancing PPRD region, Fujian-Macao and Beijing-Macao collaboration. In 2015, a total of 5 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 66 visiting organisations from the Mainland and overseas.

Strengthen SMEs Supporting Measures and Assist in Publicity and Promotion to Enhance Competitiveness

In order to have more in-depth understanding of the operation of micro, small and medium-sized enterprises in various communities and industries, IPIM launched the SME outreach scheme in 2015. Staff of IPIM's SME Service Centre (SMEC) took the initiative to visit local enterprises to provide various consultation supports and introduce IPIM's services and supporting measures for SMEs, administrative procedures and trade and economic promotional activities. IPIM also organised delegations of Macao entrepreneurs to participate in overseas exhibitions and conducted site visits, provided financial incentives to encourage SMEs' participation in local and overseas exhibitions, reserved exhibition space for local SMEs in major local events, supported enterprises to explore business through

E-commerce, organised SMEs workshop and business matching and networking activities, to assist SMEs to enhance their competitiveness and explore market opportunities.

To encourage Macao's micro, small and medium-sized enterprises to actively participate in exhibitions, as well as enhancing promotional effectiveness by means of products display and direct liaisons with clients, the "Regulations on Participation in IPIM's Promotional Activities" was revised in April 2015 to further increase the upper limit for the financial incentives. The upper limit of financial incentives for participation in exhibitions or trade fairs not organised by IPIM has been increased to 60% of the expenses, the ceiling of individual trade fair subsidy has been raised from MOP5,000 to MOP6,000. On the other hand, to encourage the use of E-commerce in exploring business opportunities, the subsidy under the "E-Commerce Promotion Incentive Measures" has been increased from MOP20,000 to MOP30,000, to encourage SMEs to promote their businesses through eligible E-commerce Operators. In 2015, IPIM has provided financial incentives to 699 local enterprises to participate in 80 local and overseas conventions and exhibitions. Regarding the "E-commerce Promotion Incentive Measures", 384 local enterprises have promoted 18,680 products/services on the internet during the period from November 2009 when the programme was launched up to December 2015.

By organising thematic seminars and training programmes, IPIM aims to enhance the competitiveness of local micro, small and medium-sized enterprises. In 2015, IPIM's SMEC organised 27 workshops and other trade and economic networking activities, focusing on E-commerce, youth entrepreneurship, cultural and creative industry, branding and marketing, PSCs investment environment and products promotion. Regarding training programme, the "Best Practices of Korean Brand Strategy" training seminar and visit were held in May 2015. A visit to Seoul was organised for a delegation of 32 SMEs representatives coming from various sectors including food and beverage, retail, food manufacturing and trade, restaurants, information technology, photography, floral trade, household supplies and design.

To provide streamlined service and greater convenience to the general public and the business sector, the Macao Young Entrepreneur Incubation Centre was jointly set up by IPIM, Macao Economic Services and the Macau Productivity and Technology Transfer Centre in June 2015. A series of supporting services are provided to young entrepreneurs through cross-departmental collaboration.

By the end of 2015, there were 124 SMEs and institutions exhibiting at Macao Ideas, showcasing more than 2,000 exhibits.