



# 2019

# 活動報告

Relatório de Actividades  
Annual Report



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Instituto de Promoção do Comércio e do Investimento de Macau  
Macao Trade and Investment Promotion Institute



The Macao Trade and Investment Promotion Institute (IPIM) continued in 2019 to pursue the policy objectives of the Macao SAR Government, including the policy priorities set by the Secretariat for Economy and Finance. Key tasks include: promotion of the development of the local MICE industry, namely following a strategy of giving “priority to conventions” and attracting a greater number of international, high-profile exhibitions to Macao; advancing the development of the Platform between China and Portuguese-Speaking Countries (PSCs), and of Macao’s “Three Centres” strategy; active participation in regional co-operation, especially related to the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and the strengthening of trade and economic collaboration with Fujian, Guangdong, and the rest of the Pan-Pearl River Delta region; and making full use of the unique advantages provided by the Platform between China and PSCs to continue providing services to enterprises from Mainland China, in order for the latter to expand bilateral economic and trade co-operation and exchanges with counterparts from the PSCs, and countries and regions covered by China’s “Belt and Road Initiative”, thus facilitating the integration of the Platform between China and PSCs and the “Belt and Road Initiative” and promoting Macao’s moderate economic diversification and sustainability. In the meantime, IPIM continued to provide its complete range of diversified services for enterprises and investors. These consist of a wide variety of long-term support services, including: Investor’s “One-stop Service”, trade and economic promotion services, investment residency application services and trade and economic information consultation.

### Attraction of Inward Investment

A routine task for IPIM has been assisting local and overseas investors to invest or set up companies in Macao. In 2019, IPIM’s Investor’s “One-stop Service” received 2,138 enquiries, and 144 new investment projects (excluding projects related to offshore service businesses). A total of 96 investment projects followed up by IPIM (including projects submitted to IPIM in 2019 and others submitted prior to that) were completed in 2019, while IPIM’s notary service processed 115 company registration applications. Regarding business-matching services, IPIM arranged 2,545 business-matching sessions during various trade

events in Macao and elsewhere and facilitated the signing of 183 co-operation agreements. In respect of business matching services, continuous improvements have also been made, which included the “Online Business Matching Service Platform” assists and enables local and overseas businesses to find partners worldwide and explore new markets and fosters mutually beneficial economic trade and exchanges.

Concerning the offshore services sector, following adjustments made to Macao’s offshore company regime in 2005, a total of 273 licensed offshore service institutions had been established as of 31 December 2019. (Following the promulgation of Law No. 15/2018 on 19 December 2018 repealing Macao’s existing offshore regime, licensed offshore service institutions are still entitled to income tax exemption until 31 December 2020: some tax exemptions, namely related to intellectual property-linked profits, are no longer available.)

Regarding the number of investment residency applications in 2019, there was a total of 111 new applications under the “Management and/or Technical Personnel” category, of which 13 cases were approved. There were 3 applications made under the “Major Investment/Investment Plan” category, none of which were approved.

## Coordination and Acceleration of the Development of the MICE Industry under the ‘Priority to Conventions’ Strategy

In 2019, IPIM continued to promote the development of the local MICE industry and the implementation of the “priority to conventions” strategy. By making use of its “Conference Ambassadors” scheme and continuous improvement of its “One-stop Service” for MICE Bidding and Support in Macao and other support programmes for conferences and exhibitions, IPIM has successfully attracted a number of international events to Macao. IPIM also continued to encourage exhibition organisers to provide MICE event delegates with opportunities to visit local communities in Macao. In this respect, IPIM organised the delegates to explore the local neighbourhoods during major MICE events while the “Community Shopping Tips” route maps further helped IPIM to promote community tourism and information about local businesses. In September 2019, IPIM set up an “Info Service Counter” at the Hong Kong International Airport to provide support services and information on MICE, trade and investment to visitors to Macao.



IPIM is presented with the “Best Marketing-Destination” Award at the MICE China Forum & Awards Ceremony



Exhibitors take advantage of MIECF to expand green business opportunities





Event delegates visit local communities in Macao during the 24th MIF



Exhibitors take advantage of 24MIF and 2019 PLPEX to expand business



Irene Va Kuan Lau, President of IPIM, speaks to young people at the exhibition venue



Officials of the relevant departments of environment and energy and corporate executives from Guangdong, Hong Kong, Macao, Beijing and Portuguese-Speaking countries meet on "Green Business Co-operation Day"

In addition, the international reputation of Macao's MICE industry has been growing steadily. In 2019, Macao was presented with the "Best MICE City – Asia" Award and IPIM was honoured with "Best Marketing-Destination" Award.

In 2019, IPIM organised guided tours of local communities for delegates from a number of large conventions and exhibitions that took place in Macao. More than 35,000 MICE event participants benefited from the scheme, bringing added vitality to local neighbourhood's economic development. In 2019, via its "One-stop Service" for MICE Bidding and Support, IPIM did follow-up work on an aggregate of 269 MICE projects, an increase of 13% compared with 2018. The figure included 191 convention projects, 66 exhibition projects, and 12 conventions-cum-exhibition projects. A total of 21 conventions with more than 1,000 attendees each were held in Macao via the "One-stop Service" for MICE Bidding and Support. As part of the work to foster the local development of branded exhibitions, a number of major international MICE events developed in Macao were held in the city in 2019, including the "2019 Macao International Environmental Co-operation Forum and Exhibition (MIECF)", the "10th International Infrastructure Investment and Construction Forum (IIICF)", and the "24th Macao International Trade and Investment Fair (MIF)". The events further enhanced Macao's reputation as an international destination for MICE. IPIM also continued to organise local delegations – featuring representatives from the city's MICE and tourism industries – to participate in a number of business tourism trade shows in Mainland China and around the globe. IPIM continued its work to promote Macao's unique MICE-related strengths, and to deepen regional collaboration in MICE business, while promoting the image of Macao as a MICE destination internationally.

In order to intensify efforts to develop fresh talent for the local MICE industry and enhance the sector's competitiveness and quality, IPIM continued to subsidise a number of professional training and internationally recognised certification courses in 2019, organised by the local MICE industry and reputable international organisations. Such courses included the "Certified in Exhibition Management (CEM) Learning Programme" and the "UFI-Exhibition Management Degree" (EMD). By the end of 2019, there was a total of 252 CEM-accredited professionals registered in Macao, and 97 individuals holding EMD certificates.

Some of the places on the CEM and EMD programmes held in Macao in 2019 were reserved for MICE-sector professionals coming either from other places in the GBA, or from PSCs. It was the first time that this had happened. The aim was to foster mutual growth of the sector in all those locations.

In addition, IPIM continued to recruit local young people to work at large MICE activities as temporary staff members, allowing them to gain hands-on experience and cultivate their interest in the MICE industry. By identifying young people with high potential and encouraging them to possibly be either event organisers or event participants, IPIM was striving to promote the long-term development of Macao's MICE industry.



The 10th International Infrastructure Investment and Construction Forum opens in Macao



Press conference for the 24th MIF and the 2019 PLPEX



IPIM provides opportunities for young people to participate in MICE practices



## Strengthening Bilateral Trade and Economic Co-operation between China and Portuguese-Speaking Countries by Highlighting Macao's Unique Advantages under its 'Platform' Role

IPIM continued in 2019 to place special focus on the promotion of economic and trade co-operation between China and PSCs. This was in order to promote further the implementation of the series of new measures announced by the Central Government at the 5th Ministerial Conference of the Forum for Economic and Trade Co-operation between China and Portuguese-Speaking Countries and to advance the Strategic Plan for Economic and Trade Co-operation approved at the same Ministerial Conference; as well as to meet the goals set by Macao's Committee for Development of the Commercial and Trade Co-operation Service Platform between China and Portuguese-Speaking Countries.

IPIM continued to foster the development of online and offline resources related to the establishment in Macao of the "Three Centres", i.e., a commercial and trade service centre for small- and medium-sized enterprises (SMEs) in Mainland China and PSCs; a food product distribution centre for PSCs; and a centre for conventions and exhibitions for economic and trade co-operation between China and PSCs. To promote the natural integration of the food product distribution centre for PSCs with the development of the Greater Bay Area, IPIM continued to organise visits to cities in the GBA for representatives of Macao businesses and agencies to promote business opportunities in Portuguese-Speaking Countries. The sessions were well received by the industry and by consumers in the cities visited.

To highlight Macao's unique advantages as a Platform between China and PSCs, IPIM continued its policy of featuring in its activities – either those hosted in Macao or in trade and economic exhibitions in which IPIM participated in Mainland China – elements related to PSCs. In addition, to promote further Macao as a Platform between China and PSCs, IPIM continued actively to co-operate with relevant public departments in Mainland China. This was in order to organise delegations – comprised of businesspeople from Macao and Mainland China – for visits to Portuguese-Speaking Countries and for joint explorations of business opportunities in the latter.



"Product Promotion and Business Matching Event for Portuguese-Speaking Countries" takes place in conjunction with the "Dynamic Macao Business and Trade Fair" at the same venue in Guangzhou



"Portuguese-Speaking Countries Wine and Food Business Matching Seminar" was held during the 2019 PLPEX

In other developments, the China-Portuguese-Speaking Countries Federation of Entrepreneurs was established in Macao in June 2019.

The “2019 Summit on Chinese Central SOEs Supporting Macao as Co-operation Platform between China and Portuguese-Speaking Countries” was held again in October 2019, since the first summit was hosted in 2017. The event attracted 30 renowned central enterprises from Mainland China, with over 70% (23) of them on the Fortune 500 list of companies. More than 400 representatives from the Central Government’s ministries and departments, state-owned enterprises (SOEs), PSCs enterprises, Macao companies and commercial associations attended the summit. A total of 11 agreements on co-operation in infrastructure, research and talent training were signed among departments and organisations from Mainland China, PSCs and Macao.



2019 Summit on Chinese Central SOEs Supporting Macao as Co-operation Platform between China and Portuguese-Speaking Countries

## Strengthening Regional Economic Co-operation and Contributing Actively to the Development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)

In 2019, IPIM continued to promote trade co-operation with other places and jurisdictions via: actively participating in the development of the GBA and in the “Belt and Road Initiative”, making use of these two concepts as a way to promote regional co-operation; and strengthening economic and trade ties respectively with the European Union and with Chinese entrepreneurs around the world. IPIM also continued to deepen Macao’s exchanges with provinces and cities in Mainland China, including Fujian and Guangdong provinces and other places in the Pan-Pearl River Delta region. In 2019, IPIM signed a total of 17 agreements – or similar documents – on co-operation. The agreements were with trade promotion agencies/institutions and/or chambers of commerce namely from Mainland China and elsewhere, in order to further strengthen collaboration.

To tie in with the development of the GBA, IPIM and the Guangdong Administration for Market Regulation jointly launched the “Facilitation Services for Commercial Registration in Nine Cities of Guangdong-Hong Kong-Macao Greater Bay

Area” in March 2019 to provide free commercial registration services for Macao enterprises interested in investing in the GBA. As of 31 December 2019, a total of 93 enquiries had been received, mainly on the commercial registration procedures, requirements for shareholders, address requirements and service fees in the nine cities of the GBA. In addition, in July 2019, the Department of Commerce of Guangdong Province assigned a consultant to IPIM to answer entrepreneurs’ questions about investing in Guangdong province (especially the nine cities in the Greater Bay Area), covering the business environment, licences, taxes, and assistance in seeking co-operation projects. As of the end of December 2019, the consultant assigned by the Department of Commerce of Guangdong Province had provided a total of 29 written replies or face-to-face consulting sessions. Also, in April, IPIM organised a delegation of 20 Macao entrepreneurs to Tokyo, Japan, to join the “Symposium on the Guangdong-Hong Kong-Macao Greater Bay Area” jointly organised by the Guangdong Provincial People’s Government, the Hong Kong SAR Government and the Macao SAR Government, with the aim of promoting Macao’s unique advantages as the World Centre of Tourism and Leisure and the Platform between China and PSCs.

IPIM enhanced the further integration of the Platform between China and PSCs with the country’s effort on the “Belt and Road Initiative”. For this the International Infrastructure Investment and Construction Forum (IIICF) was held again in Macao, focusing on attracting government officials, representatives from the infrastructure investment and construction sectors, people from academia and those from relevant research sectors from PSCs, countries and regions covered by the “Belt and Road Initiative”, the Pan-Pearl River Delta region and the GBA. Notably, the 10th IIICF made a number of new arrangements, including the establishment of the Steering Committee of International Infrastructure Investment and Construction Forum and the Mainland China-Macao Belt and Road Business and Professional Services Council to better guide the relevant preparatory work. The IIICF also released the “China and Portuguese-Speaking Countries Infrastructure Development Index” for the first time, which collected and analysed information on the prospects of infrastructure co-operation between China and PSCs and showcased investment opportunities.



“Briefing Session on Guangdong-Macao Cross Border Commercial Registration Facilitation Services”  
was held on 22 March, 2019



In November 2019, IPIM again arranged for a delegation comprised of representatives from local food processing and manufacturing enterprises as well as from local agencies distributing food products from PSCs, to attend the “Second China International Import Expo”, in Shanghai. Such participation underlined Macao’s unique role as a food product distribution centre for PSCs, as well as its positioning as a Platform between China and the PSCs.

Regarding Guangdong-Macao co-operation, IPIM continued to work in 2019 with trade promotion authorities in Guangdong province, in order to jointly organise large exhibitions, including the “Guangdong & Macao Branded Products Fair 2019” and the “2019 Macao-Guangzhou Fine Products Fair”. The two places also continued to arrange reciprocal visits, and organise involvement in counterpart’s exhibitions, as well as working to reinforce existing co-operation mechanisms.

IPIM further pushed forward with the development of the Guangdong- Macao Co-operation Industrial Park, a site located on Hengqin island. By 31 December 2019, 24 Macao projects there had already completed the land-acquisition stage. The tally included 20 projects that were among the 33 recommended by Macao for the park as part of an initial recruitment phase of investment projects; and 4 projects that were among a second batch of 50 Macao-recommended projects. The projects are related to: tourism and leisure, cultural and creative industries, advanced technologies, scientific research and development and trade logistics. One of the 24 projects mentioned above has been completed.

In order to maximise the contribution of the park to Macao’s moderate economic diversification, IPIM and the Administrative Committee of Hengqin New Area initiated – starting on 31 December 2018 – a new phase of investment recruitment for the park under a new project assessment mechanism. The new phase of investment recruitment aims to attract projects for a further 2.57 square kilometres of available land.

Elsewhere, thanks to IPIM’s “Door-to-Door Service”, its Representative Offices in Mainland China continued visiting companies, business associations and government agencies in those areas covered by each Representative Office, as well as generally offering appropriate support to companies wanting to invest in Macao. In 2019, the Representative Offices made a total of 611 door-to-door visits and collected over 5,200 customer details. In addition, IPIM’s Representative Offices in Mainland China continued implementing the “Mainland China Companies Internship Recommendation Programme for Macao Students” and other programmes. In 2019, a total of 79 students participated in relevant programmes and undertook internships in the China and Portuguese-Speaking Countries Co-operation and Development Fund, banks and other institutions.



Delegation of Macao entrepreneurs participate in the “Symposium on the Guangdong-Hong Kong-Macao Greater Bay Area”



Inauguration ceremony of the IIICF Steering Committee and the Mainland China-Macao Belt and Road Business and Professional Services Council



2019 Guangdong & Macao Branded Products Fair



## Assistance to Local SMEs to Enhance their Competitiveness

Supporting local micro-, small- and medium-sized enterprises— either to explore new business opportunities, restructure and upgrade their structures, or expand and grow – are well-established policies of the Macao SAR Government. In 2019, IPIM continued to encourage SMEs to take part in exhibitions held either locally or globally. In the latter case IPIM arranged for business delegations to participate in exhibitions and site visits outside of Macao. In addition to providing financial incentives to encourage SMEs to take part in exhibitions, IPIM also reserved exhibition space for local SMEs in major local MICE events.

IPIM additionally supported enterprises in their exploration of new business opportunities making use of E-commerce. It also organised workshops, and business-matching and networking activities, to help SMEs enhance their competitiveness and explore business opportunities. In 2019, IPIM organised or co-organised a total of 10 workshops and business-networking activities, attracting 1,035 participants. Such activities covered topics including catering, E-commerce, business expansion, the investment environment and business opportunities available in PSCs, and branding. In 2019, IPIM provided financial incentives to 871 local enterprises to participate in 56 conventions and exhibitions held either locally or further afield.

In order to support the development of local SMEs and encourage them to make full use of Macao's unique advantages as a Platform between China and PSCs, IPIM worked with local chambers of commerce to co-organise "Let's Hang Out – Lusophone and Macao Products Bazaar" events in March and November 2019. The aim was to attract a greater number of residents and tourists to visit the city's various neighbourhoods and make purchases at local businesses, revitalise the local community economy and warm up the Lusophone atmosphere. Such events additionally served as promotional channels for food products from Portuguese-Speaking Countries.



The 2019 New E-Commerce Experience Seminar and Business Matching is well received by the audience



"Let's Hang Out – Lusophone and Macao Products Bazaar" opens in Tap Seac Square





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