



澳門通過CEPA優勢 促進中葡經貿合作往來
Macao uses CEPA advantages to promote economic and trade co-operation between China and Portuguese-speaking Countries



《2021年財政年度施政報告》

為疫後經濟反彈奠定基礎

POLICY ADDRESS FOR FISCAL YEAR 2021

LAYING THE GROUNDWORK FOR THE REBOUND FROM THE PANDEMIC

首屆“博鰲亞洲論壇國際科技與創新論壇大會”
在澳門舉行
Macao hosts First Conference of International Science, Technology and Innovation Forum of Boao Forum for Asia

三展聯動共覓商機
Three simultaneous expos help to seek business opportunities



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

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隨著新型冠狀病毒肺炎疫情在全球持續擴散蔓延，澳門的經濟正面對重重挑戰，各行各業均遭受不同程度的打擊。於過去數月，為了刺激本地經濟，澳門特區政府推出了一系列經濟援助措施，同時亦堅守嚴謹的防疫政策。

本期《澳門經貿之窗》剖析了《2021年財政年度施政報告》，題為“強基固本，迎難而進”的構思，以及文本中提及的施政重點。

澳門特區行政長官賀一誠在立法會發表《施政報告》時提到為了活化疫後經濟，將加快發展現代金融業、促進中醫藥產業化、推動會展業及跨境電商產業進一步發展，並促進經濟適度多元發展。

今期《澳門經貿之窗》亦探討本澳為經濟適度多元注入新活力，將重點轉移至連繫中國和葡語國家的金融服務上，而《內地與澳門關於建立更緊密經貿關係的安排》（簡稱“CEPA”）或在這經濟重心轉變過程中發揮重要作用。

葡中工商會澳門分會理事長梁華權接受了本期《澳門經貿之窗》的專訪，談及中國與葡語國家如何深化合作關係，以及在中國內地出台的各種發展策略下所帶來的新商機。

另外，本刊走訪了於2020年11月在澳門舉行的首屆“博鰲亞洲論壇國際科技與創新論壇大會”。國家主席習近平向大會開幕致賀信，提到大會將為全球科技創新提供交流合作的重要平台，也有助於粵港澳大灣區的創新發展。

同樣於2020下半年在澳舉行的“第25屆澳門國際貿易投資展覽會”、“澳門國際品牌連鎖加盟展2020”、“2020年葡語國家產品及服務展（澳門）”、“第十一屆國際基礎設施投資與建設高峰論壇”以及“2020粵澳名優商品展”等會展經貿活動，均在本期的《澳門經貿之窗》中詳盡介紹。

除了上述的內容，本刊亦有著重介紹澳門貿易投資促進局為投資者提供的服務及支持協助，並講述本地受惠企業的成功故事。

今期《澳門經貿之窗》是最後一期出版。於1982年創刊的《澳門經貿之窗》，主要內容是介紹特區政府的各項政策、澳門的投資環境和推廣澳門貿促局的服務，以及專訪經濟學者、在澳投資者、青創及企業家等等。在此，編輯委員會向廣大讀者對本刊多年來的支持致以衷心的感謝。

《澳門經貿之窗》於2021年停刊後，讀者可繼續透過澳門貿促局的網站 <https://www.ipim.gov.mo/> 瀏覽和訂閱刊物，包括《澳門貿易投資快訊》及《SME商貿快訊》等接收上述的有關資訊。📖

AS Macao's economy faces a number of challenges arising from the COVID-19 pandemic around the globe, the city's various economic sectors have been negatively impacted. Over the past months, in order to stimulate the city's economic recovery, the Macao Special Administrative Region (SAR) Government has rolled out a series of economic support measures while maintaining stringent measures to prevent the spread of the pandemic.

In this issue of *Macao Image*, we examine key areas of the Macao SAR Government Policy Address for Fiscal Year 2021, a document titled “Normalise Epidemic-Control and Expedite Economic Recovery”.

In his annual address to the Macao Legislative Assembly, Mr Ho Iat Seng, Chief Executive of the Macao SAR, said the focus for 2021 was on revitalising the post-pandemic economy by expediting the development of a modern financial services industry; developing further the traditional Chinese medicine sector; and advancing the meetings, incentives, conferences and exhibitions (MICE) industry, as well as the e-commerce sector. Such measures would help Macao achieve moderately-diversified development of its economy.

We also analyse how the Closer Economic Partnership Arrangement (CEPA) may play an important role in Macao's growth towards moderate economic diversification, by shifting the focus to financial services linking China and the Portuguese-speaking Countries.

This issue features an exclusive interview with Mr Bernie Leong, President of the Board of Directors of the Macau Delegation of the Portugal-China Chamber of Commerce and Industry (CCILC), who spoke to *Macao Image* about the policies regarding co-operation between China and Portuguese-speaking Countries, and the fresh business opportunities arising from the various development strategies promoted by Mainland China.

Macao Image also looks into the First Conference of the International Science, Technology and Innovation Forum (ISTIF),

part of the latest edition of Boao Forum for Asia, held in Macao in November 2020. In a congratulatory letter, Mr Xi Jinping, President of China, said ISTIF provided an important platform to promote exchanges and co-operation in the fields of science, technology and innovation, which could also enhance the development of innovation in the Guangdong-Hong Kong-Macao Greater Bay Area.

This issue of the magazine also looks into the events and promotional activities held in Macao in the second half of 2020: the 25th Macao International Trade and Investment Fair; the Macao Franchise Expo 2020; the 2020 Portuguese-speaking Countries Products and Services Exhibition (Macao); the 11th International Infrastructure Investment and Construction Forum; and the 2020 Guangdong & Macao Branded Products Fair.

We also highlight the success of companies in Macao that have benefited from the development of its economy and the support IPIM gives to investors in the city.

Macao Image was launched in 1982, and this issue marks the end of its publication. The magazine has been covering information on a number of policies of the Macao SAR Government, including those for investment environment of Macao. It has also promoted the services provided by the Macao Trade and Investment Promotion Institute (IPIM), featuring interviews with economists, investors, young entrepreneurs and business people. The editorial board of *Macao Image* would like to thank you, the readers, for your years of support for the magazine.

As *Macao Image* will be discontinued in 2021, we want to keep you up-to-date regarding Macao's business and investment environment, and you can still have access to all the relevant information and can subscribe to our other publications via IPIM's official website (<https://www.ipim.gov.mo/>), which includes the *Macao TradeInvest Information* and the *SME Bulletin*. 📖

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澳門貿易投資促進局
Macao Trade and Investment Promotion Institute (IPIM)

地址 Address:

澳門友誼大馬路918號世貿中心一至四樓
Avenida da Amizade, No. 918, World Trade Centre,
1st to 4th Floors, Macao
電話 Tel: (853) 2871 0300 傳真 Fax: (853) 2859 0309
電郵 E-mail: ipim@ipim.gov.mo
網址 Website: www.ipim.gov.mo

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地址 Address:

澳門南灣大馬路763號聯邦大廈9樓B
Avenida da Praia Grande, No. 763, Lun Pong, 9th Floor B
電話 Tel: (853) 2835 3934 傳真 Fax: (853) 2835 3934
電郵 E-mail: admin@teampublishing.com.mo
網址 Website: www.teampublishing.com.mo

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貿促局助力會展業拓市場

澳門貿易投資促進局持續加強會展與招商工作，協助本地企業尤其是中小企，探索商機和開拓市場。貿促局透過搭建平台，加大中國內地、澳門以及海外企業交流合作，強化線上線下結合元素。貿促局於2020年主辦的展會中，推動展會線上發展，包含了線上展廳、雲配對、雲簽約、線上直播、線上推介會等元素，更開發了手機應用程式Scan2Match，優化客商的配對體驗。



IPIM helps convention and exhibition businesses expand

The Macao Trade and Investment Promotion Institute (IPIM) continues to enhance further the services for convention and exhibition businesses, in order to help local companies – especially small and medium-sized enterprises – explore business opportunities and expand their respective markets. IPIM has set up a specialised platform to improve exchanges and co-operation between enterprises from Mainland China, Macao and overseas regions,

integrating online and offline elements. Online exhibition halls, cloud matching, cloud protocol signing, live streaming, online promotional sessions, and the launch of a mobile application Scan2Match, were included in the events organised by IPIM in 2020, in order to promote the digitisation development of the city's meetings, incentives, conferences and exhibitions (MICE) industry and improve the business-matching experience for participants.

“中國國際進口博覽會” 助力澳門企業走向國際

“第三屆中國國際進口博覽會”2020年11月在上海舉行，有參展的澳門企業表示，透過進博會達成了合作協議，擴展海外市場。澳門貿易投資促進局於會場的“食品及農產品展區”及“服務貿易展區”內設置展館，並組織了澳門企業家代表團一行70多人赴上海參會，代表團成員涵蓋不同行業領域，包括貿易、會展、電子商務、科技、食品、酒店旅遊、餐飲、製造業、專業服務等，共組織41家從事澳門製造和代理葡語國家的食品及飲品、會計及翻譯服務的澳門企業參展。

China International Import Expo helps Macao companies grow overseas

The 3rd China International Import Expo (CIIE), held in Shanghai in November 2020, has helped Macao companies reach co-operation agreements and expand in overseas markets, said some of the entrepreneurs that attended the event. The Macao Trade and Investment Promotion Institute (IPIM) set up pavilions in the “Food and Agricultural Products Exhibition Area” and the “Services and Trade Exhibition Area” of CIIE. IPIM co-ordinated a delegation of some 70 local entrepreneurs to the event in Shanghai, representing a number of sectors: trading, the meetings, incentives, conferences and exhibitions (MICE), e-commerce, science and technology, food, hotels and tourism, catering, manufacturing and professional services. Representatives from 41 companies took part in the Macao delegation, including firms engaged in the trading of food and drink products either made in Macao or originating from Portuguese-speaking Countries which are distributed by Macao agents; and local companies providing accounting and translation services.



**貿促局組織
“第三十三屆亞洲貿促論壇”**

“第三十三屆亞洲貿促論壇”於2020年9月24日在澳門舉行，活動由澳門貿易投資促進局主辦，並由貿促局主席劉偉明擔任會議主持人。今屆活動主題為“貿促機構在新時代的創新”，受新冠肺炎疫情影響，會議首次以線上形式進行，共有20個亞洲區經濟體貿促機構代表參加論壇。劉偉明在致辭時表示，在疫情催化下，資訊科技和“數碼化”變得越發重要，也為貿促機構帶來新的機遇和挑戰。是次論壇分別設置兩場會議，圍繞疫情下貿易投資促進的創新和協助中小企提升競爭力的議題進行深入討論。

IPIM organises the 33rd Asian Trade Promotion Forum

The 33rd Asian Trade Promotion Forum (ATPF) was held on 24 September 2020 in Macao. The event was organised by the Macao Trade and Investment Promotion Institute (IPIM) and moderated by Mr Benson Lau Wai Meng, President of IPIM. The Forum, themed “The development and Innovation of Trade Promotion Organisations in the New Era”, was held online for the first time because of the COVID-19 pandemic. Representatives of trade promotion entities from 20 Asian economies participated in the latest edition of the ATPF. In his speech, IPIM’s President said the pandemic had accelerated the mainstreaming of information technology and digitisation, bringing about new opportunities and challenges for trade promotion institutes. Two meetings were held during the event: one on how trade and investment promotion organisations could be innovative when affected by the pandemic, and the other on how to improve small and medium-sized enterprises’ competitiveness.



貿促局攜澳企參與“北京澳門周”

澳門特區政府於2020年9月26至29日在北京舉行“北京澳門周”活動，“北京澳門周”在王府井大街上設置多個主題區域，向在北京的內地民眾展示澳門的多元旅遊體驗和產品。活動期間，澳門貿易投資促進局設置“MinM 澳門製造及澳門品牌展區”及“葡語國家產品展區”，介紹澳門製造、澳門品

牌之產品及推廣來自八個葡語國家的優質特色產品，合共22間由澳門廠商聯合會及澳門出入口商會組織之本澳企業提供展品於北京進行展示，產品涵蓋餅食、麵食、咖啡、啤酒、白酒、口果、醬料、菜蜜、葡萄酒、白蘭地、天然精油、香薰、咖啡豆等，部分產品可於現場透過網上銷售平台進行銷售。

IPIM takes Macao enterprises to join the Beijing-Macao Week

The Macao SAR Government held the “Beijing-Macao Week” between 26 and 29 September 2020, with various themed areas set along Wangfujing Street to showcase Macao’s offer of diverse travel experiences and products to Mainland residents in Beijing. During the event, the Macao Trade and Investment Promotion Institute (IPIM) set up the “MinM Made in Macao and Macao Brands Exhibition Zone” and the “Portuguese-speaking Countries Products Exhibition Zone” to introduce “Made in Macao” products, Macao-branded products and promote

featured products from the eight Portuguese-speaking Countries. A total of 22 local companies co-ordinated by the Industrial Association of Macau and the Macau Importers and Exporters Association showcased products during the event in Beijing. The products displayed included: pastry, noodles, coffee, beer, white wine, preserved fruit, sauces, vegetable syrup, red wine, brandy, natural essential oils, aromatic products, and coffee beans. Some of the products were available for sale during the event via an e-commerce platform.

《2021年財政年度施政報告》： 為疫後經濟反彈奠定基礎

Policy Address for Fiscal Year 2021: Laying the groundwork for the rebound from the pandemic



澳門特區政府行政長官賀一誠於2020年11月16日發表《2021年財政年度施政報告》
Mr Ho Iat Seng, the Chief Executive of the Macao SAR, delivered the Policy Address for Fiscal Year 2021
on 16 November 2020

2020年11月中旬，行政長官賀一誠在立法會發表《2021年財政年度施政報告》。他表示，澳門將積極參與國家經濟“雙循環”，加快本澳疫後恢復步伐。

《2021年財政年度施政報告》題為“強基固本，迎難而進”，總體方向是：防控疫情、振興經濟、惠顧民生、促進多元、推進改革、創新發展，列出10項施政重點（詳見下表）。

In his annual speech to the Legislative Assembly delivered in the middle of November 2020, Mr Ho Iat Seng, Chief Executive of the Macao Special Administrative Region (SAR), said the city would participate actively in the dual economic cycle of China to expedite recovery from the COVID-19 pandemic.

The title of Policy Address for Fiscal Year

2021 was “Strengthening the foundation for consolidation, tackling challenges head on”. The address contained 10 main strands of public policy (see sidebar). The overall direction of the policies to be implemented in 2021 are epidemic prevention and control, revitalising the economy, caring for people’s livelihoods, promoting economic diversification, facilitating reform, and pursuing innovative development.

One major strand of public policy for 2021 is to accelerate economic recovery. The Macao SAR Government will adjust in good time the Macao General Tourism Plan in accordance with the normalisation of prevention and control of the COVID-19 pandemic, to consolidate the position of Macao as a tourist city regionally and internationally. The Macao SAR Government will extend the tourism value chain to drive further development of the hotel, catering, retailing, and cultural and entertainment industries.

To intensify the synergic development of the economy, the Macao SAR Government will integrate tourism more closely with the meetings, incentives, conventions and exhibitions (MICE) industry, cultural and creative industries, and the traditional Chinese medicine industry. The Macao SAR Government will focus on promoting Macao’s image as a safe and healthy tourist destination, and on encouraging the Macao travel industry to develop new products associated with tourism. The effort is intended to speed up the recovery of tourism once the pandemic is under control.

2021年施政其中一項重點是加快推動經濟復甦振興，因應疫情防控新常態，調整旅遊總體規劃，鞏固澳門在區域和國際的旅遊城市地位。延伸旅遊產業鏈，帶動酒店、餐飲、零售、文娛等相關行業發展。加強旅遊業與關聯產業的互動發展，深化旅遊業與會展業、文創產業、中醫藥產業的跨界融合。鼓勵業界推出更多特色旅遊產品，重點推廣澳門安全宜遊的健康形象，加快旅遊業在疫情穩定後的恢復步伐，以帶動澳門整體經濟復甦。

《施政報告》提出適當擴大公共投資。研究推進輕軌東線建設，重點落實輕軌橫琴口岸接駁線、第四條跨海通道等交通設施建設。落實機場擴建以及北安碼頭第二候機樓的改建。展開新城A區道路及基礎設施建設。

在優化營商環境方面，《施政報告》提出開展“證照一條龍”行政改革，進一步完善投資“一站式”服務。加大招商引資力度，拓寬招商引資渠道，提高招商引資成效，大力引進符合經濟適度多元的項目。

此外，促進博彩業穩定及健康發展。完善博彩業法制建設，開展幸運博彩經營批給的工作部署和前期籌備工作。

為促進經濟適度多元發展，《施政報告》提出，推動工業發展重新定位，鼓勵發展“澳門製造”。有效落實“鼓勵企業升級發展補助計劃”，支持企業以銀行貸款或融資租賃方式進行升級轉型的投資項目。

同時，加快發展現代金融業。包括加快建設債券市場，積極發展財富管理業務，推進跨境人民幣結算中心建設，推動金融業務多元發展。

在促進中醫藥產業化方面，《施政報告》提出加快中成藥註冊管理制度立法，爭取更多中醫藥產品在澳門註冊、在澳門及橫琴加工生產、先在大灣區再逐步擴大到其他地區銷售。充分發揮粵澳合作中醫藥科技產業園的平台作用，推動中醫藥科研成果在澳門及橫琴的開發與生產轉化，促進中醫藥產品和服務拓展國際市場。

另一方面，推動會展業專業化和市場化發展，引進更多優質大型國際性會展項目，組織企業線上線下參加境外會展活動，促進會展業與其他產業聯動發

The Policy Address mentions the need to increase public investment in infrastructure, including researching and promoting the construction of the Light Rapid Transit (LRT) East Line, in starting construction of transport infrastructure such as the LRT Hengqin Port Connection, and in the fourth Macao-Taipa cross-harbour route. The address mentions plans to expand Macao International Airport by converting part of the nearby Taipa Ferry Terminal into the second airport terminal, and to start construction of roads and other infrastructure on the reclaimed land in New Urban Area A.

To improve the city's investment environment, the Policy Address mentions the need to proceed with the administrative reform of the "one-stop service for issuing licences and certificates", and to optimise the investment services of the "one-stop service" system. This is aimed to intensify the promotion of trade and investment and open up new channels to attract investment, by boosting effectiveness of the system and to introduce projects that contribute to the diversification of Macao's economy.

Mr Ho pointed out the need to promote the steady and healthy development of gaming by optimising the legal framework governing the sector. The Macao SAR Government will commence preparatory and preliminary work for the new gaming concessions.

To promote the city's adequate economic diversification, the Policy Address mentions support for repositioning Macao's industrial development. The Macao SAR Government will encourage the development of the "Made in Macao" brand and implement a bonus plan to encourage business development and enhancement to support companies upgrading or readjusting their business models, with the help of bank loans or financial leasing.

The Macao SAR Government said it plans to expedite the development of a modern financial industry and to



《2021年財政年度《施政報告》》十大施政重點

- 切實做好常態防疫工作
- 加快推動經濟復甦振興
- 促進經濟適度多元發展
- 持續優化民生建設工作
- 深入推進公共行政改革
- 育才引才並舉興澳建澳
- 推進智慧宜居城市建設
- 打造文化交流合作基地
- 維護國家安全社會穩定
- 主動融入國家發展大局

Ten major strands of public policy for Fiscal Year 2021

- Normalise epidemic prevention and control
- Expedite economic recovery and revitalisation
- Promote adequate economic diversification
- Continue optimising work for people's wellbeing
- Deepen public administration reform
- Develop Macao by cultivating and importing talented people
- Promote the development of a smart and liveable city
- Establish a base for cultural exchanges and co-operation
- Safeguard national security and social stability
- Proactively integrate into the overall national development plan

融入國家發展大局 Integration with national development

2021年施政的其中一項主要任務是主動對接國家“十四五”規劃，積極參與粵港澳大灣區和“一帶一路”建設，加快推進橫琴粵澳深度合作區建設，融入國家發展大局。同時，務實推進澳門作為中國與葡語國家商貿合作服務平台建設，全力配合辦好第六屆中葡論壇部長級會議。

《施政報告》提出深化與橫琴在旅遊、科創、民生等各領域的合作。加快建設橫琴“澳門新街坊”項目，有序落實相關社會服務的配套安排。橫琴口岸澳方口岸區及相關延伸區第二階段部分區域，包括客貨車、隨車人員通道，以及澳門大學通往橫琴新口岸通道橋等區域將於2021年底開通，粵澳新通道（青茂口岸）將於2021年啟用。同時，研究推動澳門車輛經港珠澳大橋口岸進入廣東行駛，進一步便利澳門居民進出內地。

此外，鼓勵內地金融保險機構以澳門為區域總部，拓展葡語國家市場業務。鼓勵大灣區企業來澳發行債券，落實跨境雙向“理財通”試點，促進跨境投資便利化，實現澳門與內地理財產品市場的互聯互通，助力人民幣的跨境流動和使用。

To proactively integrate in the national 14th Five-Year Plan is one of the main strands of public policy. The Chief Executive said the Macao SAR Government would participate actively in the Guangdong-Hong Kong-Macao Greater Bay Area and Belt and Road initiatives, and work to facilitate the establishment of the Guangdong-Macao Intensive Co-operation Zone on Hengqin Island. These efforts are aimed to integrate Macao into the national development plan.

The Macao SAR Government will work to strengthen Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, and to assist with organising the 6th Ministerial Meeting of the Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries.

The Policy Address for Fiscal Year 2021 mentions the need to deepen co-operation by Macao and Hengqin Island in tourism, research, innovation and ensuring people's wellbeing. The Macao SAR Government will expedite the establishment of the Macao New Neighbourhood project on Hengqin, and provide the necessary complementary social services in an orderly fashion.

To improve road access to Hengqin from Macao, part of the second phase of the Macao boundary-crossing area in Hengqin Port and its vicinity is expected to open in 2021, including the lane for goods vehicles and their occupants, and the bridge connecting the University of Macau to Hengqin Port. Also in 2021, a new border post, called the Qingmao Checkpoint, will open.


To make it more convenient for Macao residents to get to Mainland China, the Macao SAR Government will study how to let Macao vehicles enter Guangdong more easily through the border post at the western end of the Hong Kong-Zhuhai-Macao Bridge.

The Macao SAR Government will entice insurance companies and other financial institutions in Mainland China to put regional headquarters in Macao so they can expand into markets in the Portuguese-speaking Countries. It will encourage the issuance of bonds in Macao by companies in the Guangdong-Hong Kong Macao Greater Bay Area. To make cross-border investment more convenient, it will pursue a pilot project called Transboundary Financial Management, meant to facilitate interconnection of financial products to boost the flow of money across the border between Macao and Mainland China, and use of renminbi.

展。開展國際會展認證及職業技能培訓課程，助力會展業界提升競爭力。

《施政報告》亦提出，逐步培育跨境電商產業，引入國際知名電商，支持舉辦各類型電子商務和跨境電商活動。鼓勵逐步發展中葡跨境電商業務，助力中葡貿易發展。促進文化及體育產業化，推動文化體驗經濟發展，促進文化創意與科技創新的融合。

在加強扶持中小企業方面，提出優化中小企業服務，有效落實支持中小企業發展的各項援助計劃，協助解決企業人資等問題，努力降低中小企業向銀行融資的成本。

此外，《施政報告》提出積極參與粵港澳大灣區國際科技創新中心建設，完善科技創新的體制機制，推動科技創新與成果轉化。發展數字經濟，建設“數字澳門”，部署短中長期智慧化社區建設。加快5G應用，推進政府智慧服務。 

《2021年財政年度政府施政報告》設有中、葡文本，亦可在以下澳門政府網站下載：政府入口網(www.gov.mo)。該網站同時刊登了《2021年財政年度政府施政報告》之英文概要。



facilitate a diversified development of the financial services sector. These efforts include accelerating the construction of a bond market in Macao, actively facilitating wealth management activities and pushing forward the construction of a cross-border renminbi clearing centre.

To boost the industrialisation of the traditional Chinese medicine industry, the Policy Address highlights the need to speed up legislative works linked to the registration and control of Chinese medicine products, to allow more products to be registered in Macao, and more processing and manufacture in Macao and Hengqin.

Macao-registered products may first be distributed in the Guangdong-Hong Kong-Macao Greater Bay Area and then be promoted to other regions. These efforts are aimed to give full play to Macao's platform role and to promote

further the Traditional Chinese Medicine Science and Technology Industrial Park of Co-operation between Guangdong and Macao, to develop and industrialise the results of the scientific research of traditional Chinese medicine in Macao and Hengqin, and to promote the medical products and services in the international market.

Another aim outlined in the Policy Address is the Macao SAR Government assisting the development of a professionally-run, market-orientated MICE industry. The policy includes: introducing more high-quality, large-scale and international MICE projects to Macao; encouraging participation of local companies in conventions and exhibitions held abroad through online and offline formats; and facilitating the synergic development between the MICE industry and other related industries.

In addition, to help increase the competitiveness of the staff in this industry, the Macao SAR Government will introduce courses related to international MICE certification and vocational training.

The Policy Address for Fiscal Year 2021 mentions the need to foster cross-boundary e-commerce by introducing world-renowned e-commerce companies, and to support events and activities relevant to e-commerce and cross-border e-commerce. The Macao SAR Government will encourage the establishment of e-commerce enterprises that do business between Mainland China and the Portuguese-speaking Countries to contribute to the growth of trade between both.

To boost local economic development, the Macao SAR Government will facilitate the commercialisation of culture and



特區政府將重點推廣澳門安全宜遊的健康形象

The Government will focus on promoting Macao's image as a safe and healthy tourist destination




2021年施政其中一項重點是加快推動經濟復甦振興
One major strand of public policy for 2021 is to accelerate the city's economic recovery

sport; and promote integration between cultural and creative sectors, and the technological innovation sectors.

To enhance support for small and medium-sized enterprises (SMEs), the Macao SAR Government will

optimise services to SMEs, effectively implement various support plans for their development, assist in solving problems related to a scarcity of human resources, and help by reducing, as much as possible, their financing costs with banks.

The Policy Address for Fiscal Year 2021 states the need to participate in the construction of the establishment of the International Innovation and Technology Hub in the Greater Bay Area, to optimise the technological innovation mechanism, and to press on with the transformation of the results of technological innovation and research.

To facilitate the development of a digital economy and to help Macao become a “smart city”, the Macao SAR Government will prepare short-, medium- and long-term planning for the construction of new digital infrastructure, working to speed up the application of a 5G network, and to promote the use of digital public services. 

The text of the Macao SAR Government Policy Address for Fiscal Year 2021, in Chinese and Portuguese, is available for downloading from the Macao Government Portal website at www.gov.mo. The website also has summaries in English of aspects of the address.

延續惠民措施 Welfare measures continue

儘管受到疫情影響，澳門特區政府延續原有的基本惠民措施，並採取措施擴大內部需求，預料 2021 年有關支出約 185 億澳門元：

- 現金分享計劃維持向每名澳門永久居民派發現金 10,000 澳門元，非永久居民派發 6,000 澳門元；
- 合資格居民的非強制中央積金個人帳戶獲一次性啟動金 10,000 澳門元；
- 合資格長者每月的養老金金額調升至 3,740 澳門元，敬老金金額則為 9,000 澳門元；
- 出生津貼調升至 5,418 澳門元。

THE Macao SAR Government will carry on delivering the basic measures it undertakes for the benefit of the public, and take other measures meant to broaden domestic demand in spite of the pandemic. The expected spending on these measures in 2021 is about MOP18.5 billion and includes:

- Wealth Partaking Scheme payments of MOP10,000 for permanent residents or MOP6,000 for non-permanent residents;
- An initial allowance of MOP10,000 paid into the Provident Fund individual account of every eligible permanent resident;
- Pensions of MOP3,740 per pensioner a month, and old-age allowances of MOP9,000 a year; and
- Birth allowances increased to MOP5,418 per birth.

永利「電子商務論壇暨採購合作洽談會」助澳企轉型創新

WYNN SUPPORTS MACAU ENTERPRISES IN THEIR GROWTH AND TRANSFORMATION



永利「電子商務論壇暨採購合作洽談會」邀請業界專家與本地企業分享營商創新思維 Wynn Local SME Procurement Partnership Meeting and E-Commerce Forum invites industry experts to share innovative business thinking with local enterprises



阿里雲智能國際澳門業務拓展經理梁國鋒先生和巨量引擎（抖音）渠道策略總監吳娟女士應邀為分享會擔任主講嘉賓
Mr. Antonio Leong, Business Development Manager at Alibaba Cloud Intelligence International Macau, and Ms. Juan Wu, Strategy Director at Douyin, are invited as the keynote speakers for the sharing session

永利早前舉行了「2020永利本地中小企合作交流會——電子商務論壇暨採購合作洽談會」，邀請業界專家與本地企業分享營商創新思維，以新技術推動本澳產業轉型升級，提升市場競爭力。永利亦於同日安排採購合作洽談會，讓與會者以及本澳供應商代表與永利的採購專員進行現場面談會議，共同探討合作商機。活動吸引了超過300家本地企業代表出席，反應熱烈。

論壇設有分享會及圓桌論壇兩部分，由阿里雲智能國際澳門業務拓展經理梁國鋒先生，及巨量引擎（抖音）渠道策略總監吳娟女士率先為分享會擔任主講嘉賓，分別就雲計算技術、澳門中小企的數碼轉型、後疫情時代的線上營銷模式及推廣策略等熱門議題作深入剖析和案例分享。圓桌論壇更邀請了重量級的領域專家，包括在資訊科技領域擁有超過10年豐富經驗的阿里雲智能國際澳門解決方案架構師主管麥振勝先生，共同探討中小企業在數字化轉型過程中可能面對的挑戰和機遇、如何應用電商平台拓展市場、把握灣區發展機遇等課題，並就此進行了寶貴的經驗交流與分享。

Wynn recently hosted the “2020 Wynn Local SME Procurement Partnership Meeting and E-Commerce Forum”, inviting industry experts to share innovative business thinking with local enterprises. In addition, Wynn also arranged a procurement partnership meeting on the same day, enabling participants and representatives of local suppliers to conduct on-site meetings with Wynn’s procurement specialists to explore cooperation opportunities. The event was well received, attended by more than 300 representatives from local enterprises.

The E-Commerce Forum invited leaders from Alibaba Cloud and Douyin, including Antonio Leong, Business Development Manager at Alibaba Cloud Intelligence International Macau, Juan Wu, Strategy Director at Douyin, and Victor Mak, Lead Solution Architect at Alibaba Cloud Intelligence International Macau, to share their views with local enterprises on areas of e-commerce, content data and market trends, among others. They also shared in-depth analysis and case studies on hot topics such as cloud computing technology, digital transformation for SMEs, online marketing models and promotion strategies in the post-pandemic period.



澳門通過CEPA優勢 促進中葡經貿合作往來 Macao uses CEPA advantages to promote economic and trade co-operation between China and Portuguese-speaking Countries

本期《澳門經貿之窗》訪問了多位學者，他們均認為澳門旅遊業受新型冠狀病毒肺炎疫情影響，而透過將經濟重點轉移至連繫中國和葡語國家的金融服務上，可為澳門經濟適度多元注入新活力。他們表示，《內地與澳門關於建立更緊密經貿關係的安排》（簡稱“CEPA”）或在經濟重心轉變過程中發揮重要作用。

據特區政府公佈的資料顯示，2020年第二季澳門經濟按年下跌了67.8%，主要是由於澳門經濟支柱之一的旅遊業錄得了首三季入境旅客人次按年減少86.7%。

THE impact of the COVID-19 pandemic on Macao's tourism industry could breathe new life into the city's growth towards moderate economic diversification, by shifting the focus to financial services linking China and Portuguese-speaking Countries, according to academics that *Macao Image* has spoken to. They say the Closer Economic Partnership Arrangement (CEPA) may play an important role in any shift.

Official data from the Macao Government show that Macao's economy

was 67.8 percent smaller in the second quarter of 2020 than a year earlier as one of the city's economic pillars, tourism, saw a 86.7 percent year-on-year fall in visitor arrivals in the first three quarters of 2020.

“The likelihood of having a V-shaped rebound is very low,” said Mr Henry Lei Chun Kwok, Assistant Professor of the Department of Finance and Business Economics at the University of Macau.

Nonetheless, academics can glimpse a silver lining to the pandemic-induced cloud of gloom, in the form of moderate

澳門大學金融及商業經濟學系助理教授李振國預料：“出現V型反彈的可能性十分低。”

然而，透過經濟適度多元，學者們仍能從疫情帶來的陰霾中看到一絲光亮。澳門科技大學副校長暨商學院院長蘇育洲告訴本刊記者：“我們對此已經討論了很長時間。”

李振國亦表示認同，他回顧了2014年的經濟衰退如何促使澳門投資者透過CEPA推動了與中國內地的業務往來；他亦指出隨著粵港澳大灣區（簡稱“大灣區”）項目的啟動，澳門在內地的直接投資自2016年起開始反彈。

促進貿易

透過CEPA，降低了本澳企業進入中國內地特定產業的門檻，並可享有與當地國家實體同等的待遇。此舉讓葡語國家企業在進入中國市場時亦可享有同等權利，大大增加了他們來澳營商的吸引力。

CEPA由內地和澳門於2003年簽署，於2004年生效。隨後至2013年共簽訂了10個補充協議。CEPA的具體內容主要包括貨物貿易、服務貿易和貿易投資便利化三個經貿領域。

中央政府承諾，自2006年1月1日起，內地對原產澳門且符合規定的進口貨物，全面實行零關稅。要取得零關稅進入內地資格，原產澳門的商品須符合CEPA有關原產地標準的規例，並附有描述該商品在澳門製造的原產地證明書。

2018年12月12日，中國內地和澳門簽署了《CEPA貨物貿易協議》，進一步豐富了CEPA的內容，就所有內地稅則號產品制定原產地標準及提供更靈活的原產地認定方法。

標準的優化為企業創造了更有利的條件，讓其享受關稅減免。藉由CEPA，澳門可鼓勵製造商進口葡語國家的原料並進行加工，再向內地市場銷售“澳門製造”的商品。

李振國認為，新冠肺炎疫情帶來的挑戰將促使澳門更著力於其他方面，以推動經濟發展，尤其是與葡語國家建立更緊密的聯繫。

economic diversification. “We have been talking about it for a long, long time,” Mr Jacky Yuk-Chow So, Vice President and Concurrent Dean of the School of Business at the Macau University of Science and Technology, told *Macao Image*.

Mr Lei agrees, recalling how the economic downturn in 2014 prompted Macao investors to increase their business dealings with Mainland China via the advantages provided by CEPA. Macao's direct investment in Mainland China began to rebound in 2016, when the Guangdong-Hong Kong-Macao Greater Bay Area (known as the Greater Bay Area) project was unveiled, he said.

Boost for trade

CEPA lowers the threshold for Macao incorporated companies to enter into certain industries in Mainland China and allows them to enjoy the same treatment as a local national entity. This makes Macao particularly attractive for Portuguese-speaking Countries companies, giving them privileged access to the Mainland Chinese market.

Mainland China and Macao signed CEPA in 2003. The arrangement came into effect in 2004. Ten more Supplements had been signed until 2013. The arrangement covers commitments made in three major areas of economic and trade including trade in goods, trade in services and investment facilitation.

The authorities in Mainland China agreed to apply no import tariff to any goods of Macao origin from 1 January 2006 onwards, as long as the import of such goods is permissible. To be allowed into Mainland China tariff-free, goods of Macao origin must comply with CEPA rules of origin and be covered by a certificate of origin describing the goods as made in Macao.

On 12 December 2018, Mainland China



11.2億澳門元

2004年1月至2020年12月
CEPA出口商品累計總額

MOP1.12 bln

Accumulated value of exports
of CEPA goods from January
2004 to December 2020

and Macao signed the Agreement on Trade in Goods under CEPA, which enhanced the arrangement, establishing origin criteria and more flexible ways for determining the origin of all products covered by the Mainland China's tariff codes.

With the optimisation of the criteria, more favourable conditions have been created for companies to enjoy exemptions from customs duties. Under CEPA, Macao can also prompt manufacturers to bring into the city raw materials from the Portuguese-speaking Countries and then process them, and to sell products “Made in Macao” in the Mainland Chinese market.

Mr Lei suggested that the challenges brought about by the COVID-19 pandemic will drive Macao to put more effort into alternative ways to build its economy, specifically by developing better ties with the Portuguese-speaking Countries.

Mr José Alves, Dean of the Faculty of Business at the City University of Macau, thinks CEPA could help enterprises make good use of the Guangdong-Hong Kong-Macao Greater Bay Area and leverage

澳門城市大學商學院院長區如實認為，CEPA可協助企業充分利用大灣區的優勢，並發揮澳門作為中國與葡語國家商貿合作服務平台的角色。

CEPA 的優勢

蘇育洲指出，由於CEPA帶領澳門進入龐大的內地市場，澳門對CEPA的關注是經濟層面的。他說：“基礎經濟理論告訴我們，若特區政府推行激勵措施，如在這種零關稅的情況下，將可促進其他貿易業務。”

2004年1月1日至2020年12月31日期間，澳門經濟局共簽發了6,657張CEPA原產地證書，當中5,837張已使用，涉及貨物總出口總值達11.2億澳門元(下同)，豁免稅款約7,600萬元。

區如實指出，一些葡語國家的企業家仍未充分理解CEPA的優勢，而澳門的企業家已率先採用了。他向本刊記者介紹：“這些企業家大多是駐澳商人，當中包括一些已經充分了解CEPA優勢的雙語人士。”所指的是精通中文和葡語的雙語企業家。

澳門商人史力強領導的查里斯通咖啡有限公司，是其中一家利用CEPA優勢的本地企業。該公司向一家合資企業投資了約2,000萬港元，加工生產來自東帝汶的有機咖啡。

本澳其中一家綜合度假村選用了查里斯通旗下的咖啡品牌Café Dilly，並提供予入住該綜合度假村的客人享用。該公司計劃以大灣區為起點，向中國內地市場銷售其咖啡產品。

李振國認為：“這是一個好的開始，但僅靠製造業活動無法為經濟帶來足夠的現金流。”

區如實則表示，貿易商品的邊際附加值相對較小，因此澳門應設法擴大貿易範圍，將服務和解決方案納入其中。

內地和澳門亦簽署了《〈內地與澳門關於建立更緊密經貿關係的安排〉關於內地在廣東與澳門基本實現服務貿易自由化的協議》，進一步實現粵澳兩地的服務貿易自由化。2019年11月20日，雙方代表簽署《關於修訂〈CEPA服務貿易協議〉的協議》，以期推動雙邊貿易。修訂協議

Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries.

Advantages of the CEPA

Macao's interest in CEPA is economic, Mr So said, as the arrangement grants the city access to Mainland China's huge domestic market. "Basic economic theory tells us that if the Macao Government provides an incentive, in this case a zero tariff, it will encourage additional trade," he added.

Between 1 January 2004 and 31 December 2020, the Macao Economic Bureau issued 6,657 CEPA certificates of origin, of which 5,837 have been used, covering products with a combined export value of MOP1.12 billion, saving the importers from paying at least an estimated MOP76.0 million in tariffs.

Mr Alves said some entrepreneurs in the Portuguese-speaking Countries had yet to understand fully the advantages of CEPA, so Macao traders had led the way in making use of the arrangement. "It's mostly Macao-based businesspeople, some of whom are bilingual, that have fully understood the advantages of this agreement," he said, referring to entrepreneurs proficient in both Chinese and Portuguese.

One example of a Macao trader that has led the way is Charlestrong Café Co. Lda., headed by Macao businessman Mr Charles Shi. It has invested about HKD20 million in a venture to process coffee organically grown in Timor-Leste.

Charlestrong's Café Dilly brand of coffee is available to guests staying at one of the integrated entertainment resorts in Macao. The company has plans to sell its coffee specialities in Mainland China, starting in the Greater Bay Area.

"It's a good start but relying on manufacturing activities alone cannot generate sufficient cash flow for the economy," Mr Lei said.



澳門科技大學副校長暨商學院院長蘇育洲
Mr Jacky Yuk-Chow So, Vice President and Concurrent Dean of the School of Business at the Macau University of Science and Technology

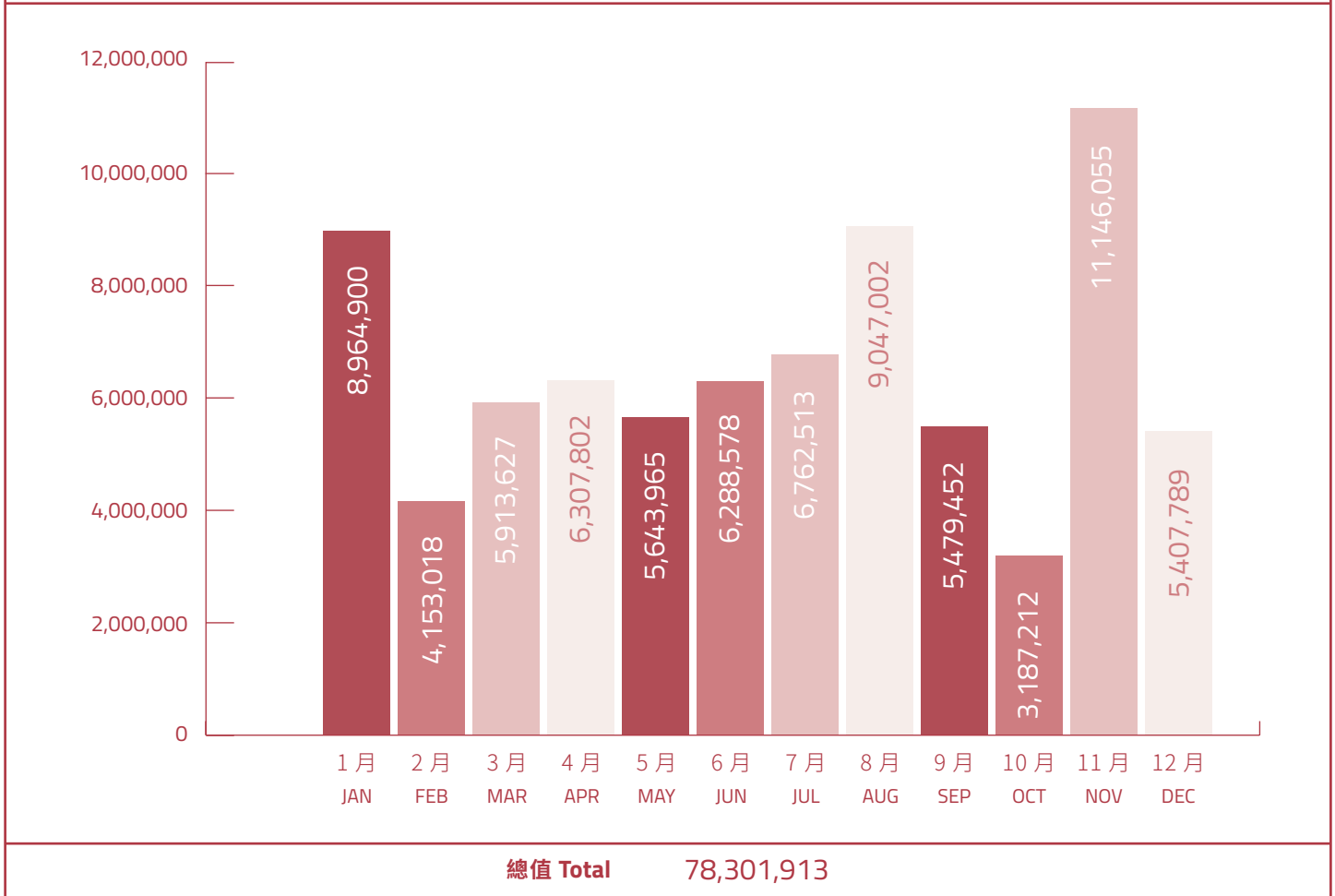


澳門大學金融及商業經濟學系助理教授李振國
Mr Henry Lei Chun Kwok, Assistant Professor of the Department of Finance and Business Economics at the University of Macau



澳門城市大學商學院院長區如實
Mr José Alves, Dean of the Faculty of Business at the City University of Macau

2020年CEPA出口商品價值(澳門元)
Value of Exports of CEPA Goods in 2020 (MOP)



進一步降低了澳門企業進入內地市場的門檻，放寬了限制，並制定了多項在粵港澳大灣區先行先試的開放措施。

擴展服務

在世界貿易組織服務貿易分類標準160個部門中，中國內地對澳門開放的服務貿易部門多達153個。金融服務市場是內地向澳門企業開放的市場之一，範圍涵蓋會計、保險、銀行業務以及證券和期貨交易等業務。澳門經濟局迄今共發出了826張《澳門服務提供者證明書》。

蘇育洲表示，如果澳門試圖與香港或深圳等鄰近重要金融中心競爭，可能需要奮力掙扎。然而，透過探尋“獨一無二的小眾市場”，例如中國與葡語國家之間的

The margin of value added in trading goods is relatively narrow, so Macao should seek to broaden the scope of its trade to include services and solutions, added Mr Alves.

The two sides have also signed the CEPA Agreement between the Mainland and Macao on Achieving Basic Liberalisation of Trade in Services in Guangdong to further achieve the liberalisation of trade in services between the two sides. On 20 November 2019, representatives signed the Agreement Concerning Amendment to the CEPA Agreement on Trade in Services, with a view to boosting bilateral trade. The amendment lowered the bar to entry to the Mainland Chinese market,

eased restrictions and advanced special liberalisation measures tried out in the Greater Bay Area.

Expansion of services

Mainland China has allowed Macao enterprises into its markets for 153 out of the 160 services listed by the WTO Services Sectoral Classification System. The markets now open to Macao enterprises include the markets for financial services such as accounting, insurance, banking, and dealing in securities and futures. The Macao Economic Bureau has given out 826 Macao Service Supplier certificates.

Mr So said Macao might struggle if it



826

2004 年至 2020 年 12 月發出的
《澳門服務提供者證明書》數量
‘Macao Service Supplier’
certificates granted from 2004
to December 2020

商業金融服務，澳門或有機會發展為“小而美”的金融中心。他相信，發展金融業是澳門充分實現經濟適度多元的其中一個可行途徑。他稱：“在某種程度上，這也是我的夢想。”

李振國認同澳門可以利用資本的流動性發展金融服務業，與香港及大灣區其他內地城市的金融服務業互補，同時支持整個中國內地的發展。

作為澳門金融管理局諮詢委員會成員之一的蘇育洲表示，建立債券市場是其中一個可行方法，而澳門金融管理局已在研究其可能性。

蘇育洲指出，短期來看，這類市場將為澳門部分大型企業打開一個融資渠道，繼而為大灣區企業處理債務融資發行事宜，以及為“一帶一路”倡議的組成項目，尤其是為葡語國家企業，提供債務融資服務。

李振國認為，澳門可以走得更遠，並向企業提供專業的諮詢和數據服務。例如，澳門企業可以通過發展商業評級、審查股東政治背景及公司財務結構等服務協助潛在投資者。他認為，由於來自中國內地和葡語國家的中小型企業，缺乏自行進行上述研究的資源，所以他們將會成為使用這類高附加值服務的主要客戶。

蘇育洲表示，要提供有關服務，澳門所需的不僅僅是筆譯和口譯人員，更需要具有專業知識和經驗的雙語專業人員，例如律師和會計師。PI

tried to compete with important financial centres such as neighbouring Hong Kong or Shenzhen. But the city may thrive as what he called a “small and beautiful” financial centre by finding a “very unique market niche”, such as financial services for business between China and the Portuguese-speaking Countries. He believes building up Macao’s financial industry is the most feasible way for Macao to diversify its economy adequately. “It’s my dream, to some extent,” he said.

Mr Lei agrees that Macao could exploit the mobility of capital in developing its own financial services industry that would complement those in Hong Kong and other Chinese cities in the Greater Bay Area, while supporting the development of Mainland China as a whole.

One way forward, Mr So said, would be to set up a bond market, a possibility that the Monetary Authority of Macao (AMCM) has looked into. Professor So is a member of the AMCM Advisory Board of the Fiscal Reserve.

In the short term, such a market would open a financing avenue for some big Macao

companies, Mr So said. Later the market could handle debt issued by enterprises elsewhere in the Greater Bay Area, and debt issued to finance undertakings forming part of the “Belt and Road” initiative, in particular undertakings involving Portuguese-speaking Countries, he said.

Mr Lei believes Macao can go further and provide businesses professional consultancy and data services. For instance, Macao companies can help potential investors by developing business rating services, and by checking the political backgrounds of shareholders and the financial structures of companies. He said the main customers for such high-value-added services would be small or medium-sized enterprises in Mainland China and in Portuguese-speaking Countries, because such businesses lacked the resources to do such research on their own.

Mr So said, to provide such services Macao would need more than just translators and interpreters. He said the city needed bilingual professionals, such as lawyers and accountants, with specific knowledge and experience of business. PI



CEPA可協助企業充分利用粵港澳大灣區的優勢

The CEPA agreement could help enterprises make good use of the Guangdong-Hong Kong-Macao Greater Bay Area

銀娛率先支持「M嘜」助力推動「澳門製造」

GEG Takes Initiative to Support “M-Mark” Certification to Foster Development of “Made-in-Macau” Brands



澳門特區政府一向積極推動澳門經濟適度多元可持續發展，而當中一個支持方向是協助企業提升產品質量，實現傳統產業升級，鼓勵發展「澳門製造」。銀河娛樂集團務實響應及全力支持澳門產品優質認證計劃「M嘜」，並視其為採購方面其中一個主要考量因素，優先與獲「M嘜」認證產品之製造商合作，冀以多元方式為合作夥伴創造有利的營商環境，共進共贏，齊享經濟成果。

Macau SAR Government has always been committed to fostering the economic diversification and sustainable development of Macau, and one of the initiatives is to assist enterprises to improve product quality and upgrade traditional industries. Galaxy Entertainment Group (GEG) has been supporting the “M-Mark” Macau Product Quality Certification, taking it as one of the main considerations in prioritizing “M-Mark” enterprises in the procurement process in hope of helping SMEs optimize their business operations and create more win-win scenarios with their business partners.

澳門廠商聯合會副理事長 李時泰先生

Mr. Lei Si Tai, Vice Chairman of Board of Directors of the Industrial Association of Macau

「M嘜」為本地製品打造安全、優質及信譽的形象，非常感謝銀娛支持「澳門製造」品牌擴展商機。」

“‘M-Mark’ creates a safe, high-quality and credible image for local products. We thank GEG for supporting the ‘made-in-Macau’ brands on expanding their business opportunities in Macau as well as other regions.”



澳門生產力暨科技轉移中心理事長 孫家雄先生

Mr. Shuen Ka Hung, Director General of the Macau Productivity and Technology Transfer Center

「銀娛優先採用「M嘜」產品增加了本地製品的需求和銷售量，對促進澳門產業多元有很大幫助。」

“GEG’s prioritization of ‘M-Mark’ products has increased the demand and sales of local products and helped diversify Macau’s economy.”



澳門咀香園餅家董事總經理 黃若禮先生

Mr. Alan Wong, Managing Director of Choi Heong Yuen

「銀娛帶頭支持獲「M嘜」認證的本地優質產品，帶動業界以至公眾重視本地製造。」

“I’m delighted that GEG has taken the lead to support ‘M-Mark’ certified products and to raise public awareness for homegrown brands.”



嘉明洋行有限公司營業部經理 李美琪女士

Ms. Ana Lei, Manager of Account Executive Marketing of Carmen

「很高興我們為銀娛生產的制服之「M嘜」編號是001，十分欣賞銀娛以務實的方式與我們合作。」

“It’s grateful that GEG’s uniforms, which were manufactured by us, were the first that became ‘M-Mark’ certified. We truly thank GEG for partnering with us.”



SPONSORED FEATURE

發揮澳門“中葡平台”優勢 聯動大灣區發展

——專訪葡中工商會澳門分會理事長梁華權

How Macao can perform the Platform Role in tandem with the development of the Greater Bay Area

Interview with Mr Bernie Leong, President of the Board of Directors of CCILC Macau

特區政府一直致力推進中國與葡語國家商貿合作服務平台的建設，發揮澳門所長，服務國家所需。今期《澳門經貿之窗》專訪葡中工商會澳門分會理事長梁華權，他就該會多年來促進中葡商貿交流的工作、澳門如何發揮其橋樑作用、粵港澳大灣區發展所帶來的機遇等議題，分享其真知灼見。

可否簡述近年葡中工商會澳門分會在推動中國內地、葡萄牙及澳門三地企業交流等方面進行了哪些工作？

葡中工商會是1978年成立於葡萄牙的非牟利組織，旨在促進中葡經貿關係，至今擁有超過300位來自不同經濟領域的會員與合作夥伴，大部分是企業會員；澳門分會在1992年於澳門正式註冊成立，得到政府及商界的 support，約30位企業會員。

“澳門應重點吸引中資企業在澳成立公司，辦理進出口貿易，同時邀請葡語國家的企業家到澳門參與會展活動。”

“Macao should focus on attracting Mainland Chinese firms to set up subsidiaries in Macao for trade, and inviting companies in Portuguese-speaking Countries to attend major trade shows in the city.”

THE Macao Special Administrative Region (SAR) Government has always actively supported the development of Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, playing fully to the strengths of the city and serving the needs of the nation.

Macao Image interviewed Mr Bernie Leong, President of the Board of Directors of the Macao Delegation of Portugal-China Chamber of Commerce and Industry (CCILC Macau), who shared with us his insights into various topics. Topics include the work of the CCILC Macau in facilitating exchanges between China and the Portuguese-speaking Countries, the role of Macao as a co-operation platform, and the fresh opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area, known as the Greater Bay Area.

What has the CCILC Macau done in recent years to facilitate exchanges among companies in Mainland China, Portugal and Macao?

The CCILC is a non-profit organisation, established in Portugal in 1978 with the aim of expediting the Sino-Portuguese relationship in terms of commerce and other economic exchanges. The organisation now has more than 300 members and partners in different economic fields, most of them institutional members. The CCILC Macau was officially registered in the city in 1992, with the support of the government and the business community, and it now

has about 30 corporate members, mostly institutional members.

Our major task is to facilitate economic and commercial exchanges and co-operation between Chinese and Portuguese entrepreneurs, and to promote further the potential of Macao as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries. For instance, we partnered with Macau Beer to organise an event in 2019 to promote exchanges between Chinese and Portuguese firms in the city. We also collaborated with the Rui Cunha Foundation and the Macao Trade and Investment Promotion Institute (IPIM) to organise a seminar in August 2020 on increasing co-operation between China and the Portuguese-speaking Countries, at which trade and economic experts from Mainland China, Portugal and Macao discussed the business and investment prospects of each place, and Macao's platform role.

What are the major areas of commercial exchanges between Portugal and Macao? What are the areas with the most growth potential?

Agricultural and food products dominate trade between Portugal and Macao. For the past five years the major exports from Portugal to Macao have been food and beverages, and fish and meat, while chemical products and machinery have also been major trade goods. Between 2015 and 2019 the average annual rate of growth

我們的工作主要是連繫中葡兩國企業家進行經貿交流合作，發揮澳門作為中葡橋樑的作用。例如，2019年底，與品牌“澳門啤酒”合作舉辦活動，邀請了在澳的中葡企業參與交流；2020年8月底，與澳門官樂怡基金會及澳門貿易投資促進局協辦“中國—葡語國家加強合作研討會”，邀請中國內地、葡萄牙及澳門的經濟、商貿專業人士就市場未來發展及中葡平台作出深入探討。

近年葡萄牙及澳門的商貿交流主要涵蓋哪些領域？又有哪些領域具發展空間？

葡萄牙與澳門之間的貿易往來主要以農業食品居多。在過去五年間，餐飲、魚類和肉類是葡萄牙出口到澳門的主要商品，化工產品和機械行業也是重要領域。從2015年到2019年，葡萄牙對澳門出口的年均增長率為4.1%，而澳門對葡萄牙出口的年均增長率為168.5%。

環顧澳門現況，個人認為必需發展綠色金融，希望未來澳門企業也可投入資源，致力發展環球綠色金融，為中國內地企業搭建連接葡語及歐洲國家的網絡，加緊推進環保領域的合作交流。

澳門如何能夠發揮好“中葡平台”優勢，促進雙邊貿易投資往來？

中葡經貿持續增長為本澳企業家帶來機遇，要把握機遇就需整合自身優勢，結合中葡經貿特點而採取針對性措施。中葡經貿兩大特點是：一、貿易往來以葡語國家向中國內地出口為主；二、投資往來以中國在葡語國家投資、併購為主。因此，澳門應重點吸引中資企業在澳成立公司，辦理進出口貿易，同時邀請葡語國家的企業家到澳門參與“澳門國際貿易投資展覽會”(MIF)等會展活動，以撮合中葡貿易。

投資方面，重點是推動中資企業到葡語國家投資，但澳門要做好全方位配套服務，我們最終的目標是成為中國內地企業“走出去”，開拓葡語國家業務的中心。而澳門與葡萄牙有著深厚的歷史連繫，簡單來說，我們的法制是來自葡萄牙，實施的是大陸法系，與葡語國家的法律體系相近，令澳門具有相對優勢。在這基礎下，澳門的法律及中葡雙語翻譯等專業服務具有很大的發展空間，而相關範疇的人才就是未來促進中葡商貿往來的基石。

另外，鑑於中國內地市場巨大，葡語



國家投資者要將其產品推廣至全國實屬困難，如葡萄牙出產的酒，以“數量”去計算是有限的，但“質量”及“性價比”絕對是非常好。所以應揀選好自己的定位，以及其產品最合適進駐到哪一個省市。當然澳門的角色是十分重要，可以作為一個跳板及平台助其進軍內地市場。

隨著粵港澳大灣區發展，澳門應怎樣把握當中的機遇，發揮“中葡平台”優勢，更好地連繫兩地企業往來？

作為粵港澳大灣區中兩個特別行政區之一，澳門擁有對外高度開放及低稅制的優勢，同時又密切聯繫着大灣區內九個中國內地城市。與另外三個大灣區中心城市——香港、深圳、廣州相比，澳門有著獨特的歷史及多元文化背景，以及和諧的社會文化，能有效地做好中國與葡語國家的產品供需對接，並與“一帶一路”發展相連。

另外，國家大力推動有關大灣區的政策，大家對整個發展前景是樂觀的，但對於葡語國家而言，他們所接收的資訊還是有限，大灣區始終是一個新的概念。但我們可以作為橋樑，將合適的信息及時傳遞給葡語國家。我們曾走訪澳門多個參與這

“希望未來澳門企業也可投入資源，致力發展環球綠色金融，為中國內地企業搭建連接葡語及歐洲國家的網絡，加緊推進環保領域的合作交流。”

“I hope that in future more Macao firms can put resources into developing a green finance industry, to help build a bridge connecting Mainland Chinese firms in environment-friendly businesses with the markets in Portuguese-speaking Countries and European countries and to facilitate co-operation and exchanges in the area of environmental protection.”

in Portuguese exports to Macao was 4.1 percent, while the average annual rate of growth in Macao exports to Portugal was 168.5 percent.

In view of the fundamentals of Macao, I believe it could develop a green finance sector. I hope that in future more Macao firms can put resources into developing a global green finance industry, to help build a bridge connecting Mainland Chinese firms in environment-friendly businesses with the markets in Portuguese-speaking Countries and European countries, and to facilitate co-operation and exchanges in the area of environmental protection.

How can Macao better perform its platform role to facilitate trade and investment between China and the Portuguese-speaking Countries?

The continuous growth of trade and commerce between China and the Portuguese-speaking Countries has presented a lot of opportunities for Macao entrepreneurs, who should seize them, taking into consideration their own strengths, and implement relevant strategies for such trade and other business. There are two main characteristics of trade and other business between China and the Portuguese-speaking Countries. First, Portuguese-speaking Countries' exports to Mainland China form a major part of trade. Second, Chinese investment and business mergers in the Portuguese-speaking Countries are the dominant component of investment between the two parties. Thus, Macao should focus on attracting Mainland Chinese firms to set up subsidiaries in Macao for trade, and inviting companies in Portuguese-speaking Countries to attend major trade shows in the city, such as the Macao International Trade and Investment Fair (MIF), to facilitate trade between China and the Portuguese-speaking Countries.

In regard to investment, the city should focus on facilitating investment by Mainland Chinese firms in Portuguese-speaking Countries while providing complementary,

“投資方面，重點是推動中資企業到葡語國家投資，但澳門要做好全方位配套服務。”

“In regard to investment, the city should focus on facilitating investment by Mainland Chinese firms in Portuguese-speaking Countries while providing complementary, all-round services.”

all-round services. Our ultimate goal is to become the starting point for Mainland Chinese firms venturing abroad to explore the markets in the Portuguese-speaking Countries. Also, Macao and Portugal are connected in many ways due to historical background. In other words, our legal system comes from Portugal and is based on civil law, similar to the legal systems in other Portuguese-speaking Countries.

This is a relative advantage for Macao as the city has plenty of room to develop professional services, such as legal services, and Chinese-Portuguese translation services, which will be the foundation and cornerstone of trade and other business exchanges between China and Portuguese-speaking Countries in the future.

Given the huge market in Mainland China, it is rather difficult for entrepreneurs from Portuguese-speaking Countries to promote their products all over the country. For instance, the quantity of Portuguese wines available is limited, but their quality and prices are excellent. Entrepreneurs from Portuguese-speaking Countries should position their products clearly in Mainland China and find the cities or provinces there that are the best for launching their products. Certainly, the role of Macao is of paramount importance, representing a stepping stone to the Chinese market for entrepreneurs from Portuguese-speaking Countries.



方面工作的政府部門，如經濟財政司司長辦公室、澳門貿易投資促進局等，彼此就大灣區發展概念、“一帶一路”發展等議題交流意見。

至於澳門作為中葡平台如何把影響力延伸至橫琴發展？個人覺得現在是一個摸索階段。如何吸引一些具備實力的葡語國家企業在橫琴發展，是值得大家研究的課題，以及思考如何去推動。PI

“當然澳門的角色是十分重要，可以作為一個跳板及平台助其進軍內地市場。”

“The role of Macao is of paramount importance, representing a stepping stone to the Chinese market for entrepreneurs from Portuguese-speaking Countries.”

Given the development of the Greater Bay Area, how can Macao seize new opportunities and completely fulfil its platform role between enterprises from China and Portuguese-speaking Countries?

As one of the two special administrative regions in the Guangdong-Hong Kong-Macao Greater Bay Area, Macao has great openness to investors from abroad, with low taxes and close connections to the nine Mainland Chinese cities in the Greater Bay Area. Compared with the other three core cities in the Greater Bay Area – namely Hong Kong, Shenzhen and Guangzhou – Macao has a unique historical and multicultural background, along with a harmonious culture in the community, which could better match supply and demand in Mainland China and Portuguese-speaking Countries, and contribute to the development of the “Belt and Road” initiative.

Moreover, as the country is actively rolling out policies relevant to the Greater

Bay Area. People are positive about the overall prospects for regional development. But information about the Greater Bay Area available in the Portuguese-speaking Countries may be limited, as the area is still a relatively new concept. But we can serve as a bridge to spread effectively relevant information among interested entrepreneurs in Portuguese-speaking Countries. Members of CCILC Macau have visited several Macao government departments, such as the Office of the Secretary for Economy and Finance, and IPIM, and held meetings there with the relevant officials to discuss the development of the Greater Bay Area and the “Belt and Road” initiative.

How can Macao expand its role as a platform to Hengqin Island? I think it is still in the exploratory stage now, and how Macao, as a platform, can attract competitive companies in Portuguese-speaking Countries to invest in Hengqin is a question that we need to study and mull over. PI



首屆“博鰲亞洲論壇國際科技與創新論壇大會” 在澳門舉行

Macao hosts First Conference of International Science, Technology and Innovation Forum of Boao Forum for Asia (ISTIF)

2020年新型冠狀病毒肺炎疫情肆虐，博鰲亞洲論壇於2020年4月宣佈為配合國際防疫、保障論壇參與者健康，經論壇理事會研究後決定取消舉辦2020年年會。

首屆“國際科技與創新論壇大會”由博鰲亞洲論壇和澳門特別行政區政府共同主辦，於2020年11月9至11日假中國與葡語國家商貿合作服務平台綜合體（簡稱“中葡綜合體”）舉辦開幕式以及澳門君悅酒店舉辦其他重要活動。

THE Boao Forum for Asia (BFA) cancelled its 2020 annual conference, scheduled for April, due to the impact of COVID-19, the international prevention measures to stem the spread of the pandemic and to ensure the health of the participants.

The First Conference of the International Science, Technology and Innovation Forum (ISTIF) was

collaboratively organised by the BFA and the Macao Special Administrative Region (SAR) Government in Macao between 9 and 11 November 2020. The opening ceremony took place at the China-Portuguese-speaking Countries Commercial and Trade Service Platform Complex and other events on the programme were held at the Grand Hyatt Macau.



創新科技成全球趨勢

首屆“博鰲亞洲論壇國際科技與創新大會”的舉辦獲得全國關注，於11月10日的開幕式上，國家主席習近平發來賀信，國務院副總理韓正發表視頻主旨演講。論壇理事長潘基文（視頻連線）、大會主席何厚鏞、論壇副理事長及中方首席代表周小川、論壇理事菲律賓前總統阿羅約（視頻連線）、澳門特別行政區行政長官賀一誠、香港特別行政區行政長官林鄭月娥分別發表致辭。論壇秘書長李保東主持開幕式。

國家主席的賀信提及論壇大會將為全球科技創新提供交流合作的重要平台，有助於亞洲和世界科技進步，也有助於粵港澳大灣區創新發展，希望大會圍繞“創新賦能可持續發展”這一主題，集思廣益，增進共識，促進合作，使科技創新更好造福各國人民。

行政長官賀一誠於開幕式上致辭時表示，澳門特區政府將進一步加強科技創新發展的頂層設計，不斷完善相關的體制機

Worldwide technology innovation trend

The first ISTIF attracted attention nationwide. At the opening ceremony on 10 November, President Xi Jinping sent a congratulatory letter to the BFA, and Mr Han Zheng, Vice Premier of China's State Council delivered a keynote speech virtually. Other officials delivering speeches at the opening ceremony included Mr Ban Ki-moon, Chairman of the BFA Board (via live video call); Mr Ho Hau Wah, President of ISTIF; Mr Zhou Xiaochuan, Vice Chairman of the Board and Chief Representative of China; Ms Gloria Arroyo, BFA Board Member and Former President of the Philippines (via live video call); Mr Ho Iat Seng, Chief Executive of the Macao SAR; and Mrs Carrie Lam, Chief Executive of the Hong Kong SAR. Mr Li Baodong, Secretary-General of BFA was the moderator of the event.

In his congratulatory letter, President Xi remarked that ISTIF provided an important platform to promote exchanges and co-operation in the fields of science, technology and innovation, which could help further develop science and technology (sci-tech) in Asia and elsewhere in the world. Such progress could also enhance the development of innovation in the Guangdong-Hong Kong-Macao Greater Bay Area. President Xi said he hoped that, by focussing on the theme “Innovation Empowers Sustainable Development”, participants would be able to share their insights and promote common understanding and collaboration in the fields of innovation and technology, in order to benefit all people.

During the opening ceremony, Chief Executive Ho Iat Seng said Macao would further strengthen “top-down design” for innovation in the field of sci-tech, including improving the institutional mechanism for sci-tech innovation and the mechanism for commercialising of sci-tech research outcome.

Themed “Innovation Empowers Sustainable Development”, the three-day conference focused on three key points:

Impetus for Innovation, Innovation and Life, and Co-operation on Innovation. Twelve panel sessions were held concurrently in online and offline formats.

Alongside the opening ceremony, the panel sessions contributed to making ISTIF an important international exchange and co-operation platform in the sci-tech field, gathering nearly 1,000 representatives from 25 countries. Participants included five important current and former political leaders, the Chiefs Executives of the Hong Kong SAR and Macao SAR, more than 10 ministers, two officials from international organisations, nearly 100 keynote speakers, nine ambassadors to China or their representatives; and representatives from more than 10 international enterprises.

Promoting economic diversification, Greater Bay Area integration

During the press conference at the closing ceremony, participants agreed that innovation was the fundamental driving force for development and that the potential for innovation is greater in Asia. The press conference heard the Guangdong-Hong Kong-Macao Greater Bay Areas was full of vitality in terms of innovation, which could be enhanced by the exchange platform provided by BFA. BFA is expected to continue to play its part as an international platform for high-level dialogue, in order to boost international co-operation in the field of innovation and facilitate the pooling of resources between Asia and the rest of the world.

Mr Leong Vai Tac, Executive President of ISTIF, said that through the event, the four main elements of “international co-operation, national development, opportunities for the Greater Bay Area, and Macao's platform role” were integrated, in order to drive forward a moderate diversification of the city's economy and propel Macao to a new phase of development, bringing new ideas for further integration in the Guangdong-Hong Kong-Macao Greater Bay Area.

制，努力探索以市場需求為導向的產學研有機結合的發展模式。

本屆的“博鰲亞洲論壇國際科技與創新大會”以“創新賦能可持續發展”為主題，一連三天的論壇大會以“創新動力”、“創新生活”和“創新合作”三方面展開 12 場分論壇，以線上線下雙線模式進行。

論壇大會舉行了開幕式和分論壇等一系列活動，匯聚了來自 25 個國家近千名代表參與，成為科技創新領域國際交流與合作的重要平台。參會人士包括 5 位政要和前政要、港澳特區的行政長官、10 餘位部長、兩位國際組織負責人、近百位重量級演講嘉賓、9 位駐華使節或代表以及 10 多位跨國企業負責人。


推動澳門經濟適度多元 融入灣區發展

在閉幕新聞發佈會上，與會嘉賓一致認為，創新是引領發展的根本動力，亞洲創新發展具有巨大潛力，粵港澳大灣區富有創新活力，博鰲亞洲論壇平台


為創新提供了助力。各方普遍期待博鰲亞洲論壇繼續發揮國際性高端對話平台的優勢，為促進國際創新合作，對接亞洲和世界其他地區的創新資源提供便利。

國際科技與創新論壇大會主席團執行主席梁維特表示，大會將“國際合作，國家發展，灣區機遇，澳門平台”四大要素有機地結合在一起，為澳門在新發展格局下，推動經濟適度多元化發展，更好地融入粵港澳大灣區建設提供了新思路。

澳門貿易投資促進局主席劉偉明表示，澳門特區政府與博鰲亞洲論壇開展多層次、多領域合作，尤其是成立“博鰲亞洲論壇粵港澳大灣區建設澳門委員會”，將有利於打造高水準國際科技交流合作平台，為促進澳門經濟適度多元發展注入創新驅動力。

發佈會上，博鰲亞洲論壇秘書長李保東宣佈了論壇將在 2021 年舉辦“第二屆國際科技與創新論壇大會”，並將同步舉行國際科技創新展覽，以推動達成更多成果的轉化與應用。 

Mr Benson Lau Wai Meng, President of the Macao Trade and Investment Promotion Institute, said the Macao SAR Government and BFA were able to build multi-level and multi-sectorial co-operation, including the establishment of the Macao Committee for the Guangdong-Hong Kong-Macao Greater Bay Area Development, which is helping to establish an international platform for high-level exchanges and co-operation in science and technology, and to incorporate innovation in the efforts to moderately diversify Macao's economy.

At the press conference, Mr Li Baodong, Secretary-General of BFA announced the organisation would host the Second Conference of the ISTIF in 2021, concurrently with the International Science, Technology and Innovation Exhibition, in a bid to promote the application of technological research to real-life situations. 



來自 25 個國家近千名代表參與是次論壇

Nearly 1,000 representatives from 25 countries took part in the event



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11th Fórum Internacional sobre o Investimento e Construção de Infra-estruturas
The 11th International Infrastructure Investment and Construction Forum

開幕典禮
Cerimónia de Abertura
Opening Ceremony

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特別 中央人民政府駐澳門特別行政區
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商務部港澳事務辦公室

0.12.02-03

“第11屆國際基礎設施投資與建設高峰論壇”於2020年12月在澳門舉行
The 11th IICF was held in Macao in December 2020

國際基建論壇探討後疫情時代國際基建合作 International Infrastructure Investment and Construction Forum looks into international infrastructure co-operations in the post-pandemic era

“第11屆國際基礎設施投資與建設高峰論壇”（下稱論壇）於12月2至3日假澳門威尼斯人舉行。本屆論壇以“攜手應對挑戰，促進全球基礎設施發展”為主題，結合線上線下元素，重點探討當前國際基礎設施合作面臨的機遇與挑戰，後疫情時代國際基建市場的發展變化趨勢，以及國際業界如何通過加強合作共克時艱、促進全球基礎設施可持續發展等議題。

論壇由中國對外承包工程商會和澳門貿易投資促進局共同主辦，一連兩天共舉

THE 11th International Infrastructure Investment and Construction Forum (IICF) was held at The Venetian Macao, on 2 and 3 December 2020. The latest edition of IICF was themed “Responding to Challenges and Promoting Global Infrastructure Development”. The Forum employed both online and offline resources, in order to discuss the latest opportunities and challenges for achieving co-operation in the international infrastructure sector. It also discussed

the trends of international infrastructure markets in the post-pandemic era, and how the international industry can surmount the difficulties and sustainable global infrastructure development, among other matters.

The two-day Forum was collaboratively hosted by the China International Contractors Association (CHINCA) and the Macao Trade and Investment Promotion Institute (IPIM), and it offered more than 30 keynote forums,



論壇共舉辦了30多場主題論壇、專題活動和平行論壇
The event offered more than 30 keynote forums, thematic sessions and parallel forums

辦了30多場主題論壇、專題活動和平行論壇等活動，舉行了逾170場商務會談，吸引了42個國家和地區，超過1,000位各界人士參與，包括32個國家的駐華使節。論壇期間所舉辦的簽約儀式上，中外雙方共簽署了12份合作協議，主要涵蓋交通道路、房屋建築、光伏電站、風電等領域。

在論壇開幕儀式上，澳門特別行政區行政長官賀一誠致歡迎辭，表示本屆論壇的舉辦將為澳門經濟的復甦注入動力。在中央政府的鼎力支持和特區政府的通力合作下，成為在澳舉辦的最具影響力的國際展會活動之一，以及澳門參與“一帶一路”建設、粵港澳大灣區合作的重要平台。本屆“基建論壇”以“攜手應對挑戰，促進全球基礎設施發展”為主題，對國際業界提振信心、凝聚共識、共同攜手應對挑戰、推動行業高質量可持續發展具有積極作用。

論壇開幕儀式亦邀請到國家商務部副部長王炳南、柬埔寨國務大臣兼公共工程與運輸部大臣 Sun Chanthol 和巴基斯

thematic sessions and parallel forums. More than 170 business meetings took place during the Forum, drawing the interest of more than 1,000 people from an aggregate of 42 countries and regions, and including diplomatic envoys to China from 32 countries.

At the signing ceremony organised during the Forum, the Chinese and foreign parties signed a total of 12 co-operation agreements, covering deals such as the development of roads, buildings, photovoltaic power stations and wind electricity, as well as work in other fields.

At the opening ceremony of the Forum, Mr Ho Iat Seng, Chief Executive of the Macao Special Administrative Region (SAR), said in his welcoming speech that the latest edition of IICF would usher further stimulus to spur the recovery of Macao's economy.

With the full support from the Central Government and the co-operation of the

Macao SAR Government, the Forum has developed into one of the most influential international exhibition events held in Macao, as well as a pivotal platform for Macao to participate in the construction of the “Belt and Road” initiative and the Guangdong-Hong Kong-Macao Greater Bay Area. The 11th IICF was themed “Responding to Challenges and Promoting Global Infrastructure Development”. It played a positive role in boosting confidence, building consensus, and helping parties to work together to meet challenges, additionally bolstering high-quality and sustainable development for the industry.

Other officials delivering speeches at the opening ceremony included Mr Wang Bingnan, Vice-Minister of Commerce of the People's Republic of China, Mr Sun Chanthol, Senior Minister and Minister of Public Works and Transport of Cambodia, and Mr Asim Saleem Bajwa,

坦中巴經濟走廊事務局主席 Asim Saleem Bajwa 致辭。

論壇首日還舉行了以“挑戰與機遇並存：後疫情時代國際基礎設施發展展望”及“團結與協作：共同促進國際基礎設施穩步發展”為主題的論壇、“第六屆中拉基礎設施合作論壇”及“內地-澳門‘一帶一路’工商專業委員會交流會”。同時發佈了《“一帶一路”國家基礎設施發展指數(2020)》和《“一帶一路”國家基礎設施發展指數報告(2020)》。

在簽約儀式及總結新聞發佈會上，兩個主辦單位均對今屆論壇作出總結發言。

中國對外承包工程商會會長房秋晨指出今屆論壇的三個特點：一是背景特殊、主題鮮明；二是廣受關注、參會踴躍；三是創新辦會、形式新穎。

今屆基建論壇主題強調團結合作、共克時艱，討論話題以促進國際基礎設施產業鏈、供應鏈和價值鏈的穩定和重塑為出發點，強調疫情防控常態化背景下國際基礎設施合作面臨的挑戰。由於防疫限制，主辦方相應調整了邀請到場的人員規模，但從論壇嘉賓整體的規格和層次來看，相較往年有所提升。而針對疫情防控常態化的會展活動要求，主辦方首次採用了線上線下相結合的方式，在論壇的主旨演講、專題活動和平行論壇等環節，邀請國外嘉賓通過現場連線和視頻發言形式參與，本屆論壇還首次對開幕式、主題論壇等重點議程活動進行了網絡視頻直播。

澳門貿易投資促進局主席劉偉明則對今屆論壇作四方面的總結：一是體現了澳門是一座安全的會展城市，並具備結合線上線下的能力迎合新時勢；二是本屆論壇因應疫情時勢，為國際基礎設施合，作復甦提出了發展方向；三是凸顯了“基建論壇”與澳門“中葡平台”的有機結合，在推動國際團結合作上的重要性；四是繼續加入澳門元素，提升了澳門業界對區域基礎設施建設的投入。PI

Chairman of the China-Pakistan Economic Corridor Authority (CPECA).

A number of keynote sessions was arranged for the first day of the Forum, including: “Challenges and Opportunities: Outlook on International Infrastructure Development in Post COVID-19 Era”, “Solidarity and Co-operation: Jointly Promoting International Infrastructure Development in a Steady Progress”, the “6th China-LAC Infrastructure Forum”, and the “Networking Reception of the Mainland China-Macao Belt and Road Business and Professional Services Council”. During IIICF, the “Belt and Road Infrastructure Development Index (2020)” and the “Report on Belt and Road Infrastructure Development Index (2020)” were released.

During the signing ceremony and the summary press conference, the organisers

concluded this year’s IIICF.

Mr Fang Qiuchen, Chairman of the CHINCA, summed up three traits of the 11th IIICF: first, the context was uncommon while the theme was distinct; second, the Forum captured wide attention and active participation from all parties; third, the 11th IIICF was innovative and novel in terms of how it was organised.


This year’s Forum emphasised unity and co-operation to address difficulties together, said the organisers. The topics discussed during the event aimed to promote the stability and reshaping of the industrial chain, supply chain, and value chain, of the international infrastructure sector, while underscoring the challenges facing the industry in the new-normal of pandemic prevention and control.



論壇期間發佈了《“一帶一路”國家基礎設施發展指數(2020)》和《“一帶一路”國家基礎設施發展指數報告(2020)》 The “Belt and Road Infrastructure Development Index (2020)” and the “Report on Belt and Road Infrastructure Development Index (2020)” were released during the IIICF

As per the requirements of pandemic prevention and control, the organisers made corresponding adjustments to the number of on-site personnel; however, the overall level of this year's guests was improved compared to previous years. In light of the requirements for exhibition events amid the pandemic, the organisers held this Forum both online and offline for the first time. Foreign guests were invited to participate in the keynote sessions, special events and parallel forums online, and deliver video speeches. The Forum also had for the first time live webcasts of major sessions such as the opening ceremony and keynote sessions.

Mr Benson Lau Wai Meng, President of IPIM, summarised the 11th IICF in four

aspects. First, it showcased that Macao was a safe stage for conferences and exhibitions, and that Macao had the ability to integrate online and offline services and activities in the new era. Second, in response to the pandemic, the Forum proposed directions for the recovery of international infrastructure co-operation. Third, the Forum highlighted the importance of the dynamic integration of the IICF and Macao's role as a Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries in facilitating international collaboration. Fourth, the Forum continued to incorporate Macao elements and enhanced the commitment of the local industry to regional infrastructure construction. 



嘉賓參觀展覽
Guests visit the exhibition

各界積極參與 Active participation of various sectors

論 壇充分體現了澳門元素，13家來自本澳建築業界、金融業界等商協會以及有關政府部門作為澳門方協辦單位，帶動本澳與基建相關的業界積極參與，推動粵港澳大灣區和中葡商貿合作服務平台建設。

另外，論壇亦邀請了多位中國內地和外國駐華官員、逾400家國際金融機構和多邊開發機構、知名工程承包商、工程裝備及產業鏈企業等蒞澳出席參與。

THE 11th IICF featured a number of elements of Macao. A total of 13 associations from Macao, respectively from the local construction sector and the financial industry, as well as government departments continued to be co-organisers of the event, promoting the development of the Guangdong-Hong Kong-Macao Greater Bay Area, and deepening Macao's role as a Commercial and Trade Co-operation Service Platform between China and the Portuguese-speaking Countries.

Participants of IICF included officials from Mainland China and foreign officials in China, more than 400 international financial institutions, multilateral development agencies, renowned engineering contractors, engineering equipment businesses and industrial-chain enterprises.

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第25屆MIF、MFE及PLPEX於2020年同期同場舉行
The 25th MIF, MFE and PLPEX were held concurrently at the same venue in 2020

三展聯動共覓商機

Three simultaneous expos help to seek business opportunities

“**第**二十五屆澳門國際貿易投資展覽會”（第25屆MIF）、“澳門國際品牌連鎖加盟展2020”（2020MFE）及“2020年葡語國家產品及服務展（澳門）”（2020PLPEX）於2020年首次同期同場舉行，並進一步強化線上展覽平台，以線上、線下雙線模式舉辦，發揮聯動和疊加效應。參展商表示，雖然受到新型冠狀病毒肺炎疫情影響，但是次參展仍取得一定成果，希望透過澳門的會展平台，開拓更多市場。

本屆MIF、MFE、PLPEX一連三天的展會共安排簽署了逾百份項目，內容涉及澳門製造及澳門品牌產品進駐特色超市、葡語國家產品進駐本地電商平台、採購澳門製造口罩、內地農產品採購意向及科研項目合作等，線上線下共安排了逾670場洽談，助力參展企業和客商各方透過澳門會展平台共商合作。

今屆三展展覽面積達25,000平方米，設置約1,200個展位。是次三展均搭建了

THE 25th Macao International Trade and Investment Fair (25th MIF), the Macao Franchise Expo 2020 (2020MFE) and the 2020 Portuguese Speaking Countries Products and Services Exhibition (Macao) (2020PLPEX) were held concurrently at the same venue in 2020 in what was a first. Arrangements for exhibiting online were improved for 2020, allowing the events to be held online and offline, producing better, synergistic effects. Despite the disruption wrought by the COVID-19 pandemic, some exhibitors said they had achieved fruitful results, which might help them explore various new markets through the exhibition platforms offered by Macao.

Over 100 agreements were signed at this MIF, MFE and PLPEX. The agreements were on the introduction of Made-in-Macao products and Macao-branded

products to specialty supermarkets; the opening of sales channels on local e-commerce platforms for Portuguese-speaking Countries' products; procurement of Macao-made face masks; procurement of agricultural products from Mainland China; and collaboration on scientific research projects. More than 670 meetings took place both online and offline, which enabled exhibitors and traders to discuss future co-operation through the trade shows organised in Macao.

The three exhibitions took up 25,000 square metres of floor space and exhibitors occupied about 1,200 booths. On the online platform for the three exhibitions more than 1,100 exhibitors displayed over 4,300 products. The face-to-face business-matching sessions were supplemented by online business-matching and by

線上展覽平台，已開通線上展廳的參展商共有逾 1,100 家，展品總數逾 4,300 件。除現場洽談配對外，三展增設雲配對及雲簽約的服務，在展會期間安排“線上一線下”、“線上一線上”的商業配對洽談，另設專題配對活動。

此外，澳門貿易投資促進局聯同經濟局、旅遊局、中南區及離島區工商聯攜手合作，組織及安排參展參會客商參與澳門的社區導覽，重點推介“特色店”，藉此扶持中小企商戶，促進社區經濟，尤其是舊城區經濟，並透過向客商推廣企業，達到拓展市場的作用。

企業參展冀跨越疫情難關

中國鑽石與寶石交易所（澳門）有限公司於 2018 年的 MIF 上揭牌，澳門鑽交所繼續參加第 25 屆 MIF。該公司董事長蘇偉表示，公司自 2018 年成立至 2019 年年底，發展非常順利，獲得了全球數大行業交易所的認可。該公司於 2019 年與全球最大的交易所安特惠普交易所、以色列交易所和安哥拉國家鑽石公司進行互訪；接待來澳門訪問的緬甸國家礦業公司及該國央行副行長，他們亦曾出訪該國兩次。由此可見，澳門鑽交所與全球珠寶行業最前沿的國家已打下良好的合作基礎。

蘇偉表示，2019 年公司邀請了以色列、比利時安特惠普、香港及印度的主要客戶成為澳門鑽交所的會員和在澳門註冊公司，並與澳門貿易投資促進局合作，共同為客戶解決在澳門註冊公司的過程中遇到的各種問題。

蘇偉表示，因疫情關係，很多工作需要暫停或延後，其中包括獲以色列鑽交所邀請參與當地最大的珠寶展，該公司原定在珠寶展上設置四米長的展示櫃檯以及招收會員。

澳門鑽交所背靠中國內地市場、利用上海鑽石交易所在過去 20 年於全球建立的信用，以作全球交易。全球寶石加工和交易活動在疫情下全面停止，至 2020 年 6 月時僅中國的珠寶交易回復正常；然而，面對中國內地缺貨、國外停產等因素，現時澳門鑽交所正積極進行全球調貨。透過今屆 MIF 的展示，澳門鑽交所主要希望能夠幫助本地的珠寶行業應對運輸成本上升、缺貨等困難，同時了解澳門市場的需要。

arrangements for signing documents online, allowing business-matching sessions to be conducted wholly online, or partly online. Some themed matching activities were arranged.

The Macao Trade and Investment Promotion Institute (IPIM) gave people attending the exhibitions guided tours of traditional neighbourhoods of Macao. IPIM arranged the tours in collaboration with the Macao Economic Bureau, the Macao Government Tourism Office, the Industry and Commerce Federation of Macau Central and Southern District, and the Industry and Commerce Federation of Islands of Macao. By focusing on introducing shops with local characteristics to trade visitors, the tours were designed to benefit local communities, and to help small and medium-sized enterprises expand their businesses, especially for those shops located in the city's older districts.

Enterprises hoping to overcome challenges in a pandemic period

China Diamond & GEM Exchange (Macao) Co. Ltd. (MDGE) is a company launched at the MIF in 2018. It returned

to the annual exhibition in 2020. Mr Su Wei, Chairman of MDGE said the company had developed smoothly until the end of 2019.

MDGE is well-recognised by major exchanges trading in precious stones. Representatives of the company visited some of the biggest exchanges in 2019, including Beurs Voor Diamanhandel based in Antwerp, the Tel Aviv Stock Exchange and Angolan National Diamond Trading Co., known as SODIAM EP. In addition to receiving representatives from Myanmar Mining Enterprise and the Vice-President of that country's Central Bank, MDGE also sent delegations to Myanmar twice. Mr Su said such exchanges showed that a solid foundation for co-operation had been built between MDGE and exchanges in some of the most important countries in the global jewellery industry.

Big customers of MDGE in Israel, Antwerp in Belgium, Hong Kong and India have been offered membership of its exchange and invited to register companies in Macao, Mr Su said. He said that if a customer encountered any problem registering a company in Macao, MDGE and IPIM would work together to solve it.



中國鑽石與寶石交易所（澳門）有限公司董事長蘇偉
Mr Su Wei, Chairman of China Diamond & GEM Exchange (Macao) Co. Ltd.

企業期望拓展市場

蘇偉指出，整個珠寶業界皆知市場不可能在短期之內恢復到2019年或之前的景況，業內必須積極轉型應對疫情帶來的變化。珠寶交易市場原是一個全球化且完整的交易平台，但疫情導致各行各業的全球化合作市場受到破壞，即使疫苗面世，亦須重新建立區域合作。

因此，澳門要積極爭取自身於區域合作中的主導地位，配合國家發展，發揮聯動優勢。澳門有多項優勢：包括與葡語國家的廣泛聯繫、作為貿易自由港、與歐洲有相似的法律體系以及具備完善的旅遊接待環境，這些均能令澳門的珠寶交易行業揚名國際。

蘇偉表示，如果珠寶交易市場能於2021年重啟，將會舉辦一連串盛大活動。全球最大的珠寶公司原定於2020年10月，在澳門舉行首屆國際珠寶展，因疫情關係，活動雖暫延至2021年5月舉辦，但仍須視乎屆時的出入境限制情況而定。

澳門鑽交所將於2021年繼續參展MIF，透過其上佳平台，向本地市場及消費者推廣該公司。若屆時澳門開放外地人士入境，更可藉此推動與各地應邀來澳客戶間的合作。

硬幣電子化

硬幣回收機開發商 Payboy Limited 創辦人及行政總裁梁子鏗表示，今次參展主要是邀請潛在的合作伙伴到場，親身體驗其公司開發的換幣機及服務，並商討進一步合作。換幣機主要是回收硬幣，並將金額存到電子消費卡上，由於很多人在家中積存了不少硬幣，透過該機器即可以活化這些硬幣，政府亦可以從中進行回收，減少重新鑄造硬幣。

梁子鏗表示，該公司在香港成立，2017年5月開始營運。然而自2020年1月起，因受社會事件及疫情影響，已關閉香港業務。目前，希望藉由香港的經驗，在澳門更好地營運。目前中國內地已很少使用硬幣，故此公司將市場目標放在澳門，首先透過與銀行合作，以自助存款機的方式供市民及商戶使用，並協助電子支付公司作自助繳費及自助增值之用。

現時該公司與銀行及電子支付公司商討的主要是客製化合作，梁子鏗亦期望能



今屆三展設置約1,200個展位
About 1,200 booths were set up at the three exhibitions

The pandemic has caused the suspension or postponement of a lot of work. Mr Su said Israel Diamond Exchange had invited his company to set up a 4-metre-long display counter at the biggest jewellery show in Israel, and to recruit exchange members there. However, the pandemic has prevented MDGE from doing so, he said.

MDGE's deals around the world are backed by the Mainland Chinese market for global transactions, and the company makes use of credits accumulated by the Shanghai Diamond Exchange over the past two decades.

The pandemic has halted gem processing and trading around the world, and prevented their resumption. In Mainland China, jewellery trading returned to normal in June 2020, but the trade is hampered by obstacles such as the dearth of stock in

Mainland China and the suspension of production in other countries. MDGE is now actively seeking to spread its resources around the world.

Due to the increase of transportation costs and shortage of goods, MDGE displayed at the 25th MIF to help the local jewellery industry overcome difficulties and to better understand the needs of the Macao market.

Seeking to expand

Mr Su acknowledges the market may not return any time soon to the heights it reached in 2019. He said the industry should recognise this, so it could transform itself. The market for jewellery used to be global and comprehensive, but the pandemic disrupted it. Even if a coronavirus vaccine becomes available, it

與超市合作，稍後於市面推出回收機。參考過去的營運經驗，由於回收機的放置地點均會涉及租金，因此市民使用回收機時需要支付手續費。未來在澳門的營運，公司希望與獲得利潤空間較佳的企業，如超市等合作，當客人透過回收機在超市消費時，相關衍生手續費可由超市支付。

梁子鏗指出，澳門的電子支付仍在發展中，相信與無現金化仍有一段距離。根據澳門金融管理局資料顯示，目前澳門硬幣發行量持續穩定增長，而作為旅遊城市，現金的使用無可避免。

對於今次展會，梁子鏗表示，展會的人流較想像中好，按其過去的參展經驗，今次可能因為三展聯動，展會期間有一定的人流量，效果及氣氛均很好，成果符合預期。

展會助力企業走出去

在三項大型會展活動上，多家本地品牌成功配對，並進行了簽署儀式。其中，金伯利貿易行，該集團在2016年創立了中高檔次定位的本地大型連鎖超市品牌 Noble Mart（樂家福），目前在澳門威尼斯人、金沙城中心及澳門巴黎人設有三家分店，為客戶提供旅遊日用品、零食、輕熟食物及手信紀念品等。金伯利貿易行營

will take time for regional co-operation to resume, he said.

Mr Su said Macao must strive to strengthen its position, in line with the national development plan, to give full play to Macao's advantages. Those advantages include extensive connections with the Portuguese-speaking Countries, being a free port, a legal system similar to those in continental Europe, and a well-established environment for tourism. These advantages could help the jewellery trading industry in Macao to develop into a world-famous one, he said.

Once the market opens up in 2021, there will be a series of important events, including the first Macao International Jewellery Fair, Mr Su said. The fair will be put on by the biggest jewellery company in the world. The event was scheduled for October 2020 but was postponed until May 2021. Whether it can take place depends on the city's border restrictions at the time. Mr Su said MDGE intended to attend the MIF in 2021, as the trade show was a good platform to introduce the company to the local market and potential customers. When foreigners are again allowed to enter

Macao, co-operation between MDGE and worldwide invited customers can be further promoted, he added.

Coins to e-coins

Mr Oscar Leung is the founder and Chief Executive of Payboy Ltd., the developer of a coin recycling machine that accepts coins in exchange for the equivalent value in another form of money. At the latest MIF, Payboy sought to show potential partners its machine and the services it offers, with a view to further co-operation. Many people keep large numbers of coins at home and the Payboy machine accepts them so they can be put back into circulation, reducing the need to mint new coins. The machine can reload stored-value cards with the value of the coins deposited.

Payboy was established in Hong Kong and started operating there in May 2017. By January 2020, social issues and the pandemic in Hong Kong had brought the business to a standstill. Mr Leung said he hoped that the experience Payboy gained there could help it operate better in Macao.

The founder of Payboy said its machine was intended for the Macao market, instead of Mainland China, because coins are rarely used in the latter's market. In a first phase, Payboy plans to co-operate with banks to provide merchants and the wider community with self-service deposit machines, and to help electronic payment companies with their settlement and stored-value card operations.

The machine will be launched in the Macao market soon, Mr Leung said. He said Payboy, Macao banks and electronic payment companies had been discussing offering customised services. From experience, the company has learnt that the location for putting its machines involved rent, and the handling fee for each transaction was paid by the customers. Payboy hopes that the operation model in Macao would eventually be to work with businesses with good profit margins, such as supermarkets. In that event the



Payboy Limited創辦人及行政總裁梁子鏗
Mr Oscar Leung, founder and Chief Executive of Payboy Ltd.

運助理總裁劉嘉棋表示，Noble Mart 近年積極與本地手信、文創品牌和老字號合作，在店內設立展示專區，推廣澳門產品。今次在三展上，該集團與澳門同益百花魁醬園有限公司、8 位元積木工作室一人有限公司、資豐鮑魚食品有限公司和澳門製皂有限公司簽約，讓相關品牌進駐 Noble Mart。

目前，Noble Mart 引進了 20 多間澳門品牌和老字號的產品，當中有近十間是透過澳門貿促局轄下商匯館的配對洽談。劉嘉棋指出，商匯館是理想的商業配對平台，在貿促局的帶領下，平台設有機制審核參與企業的背景和影響力，令洽談雙方對彼此都更有信心，對比企業間私下洽談配對，達成合作的成功率更高。未來，該集團將投放更多資源為 Noble Mart 引入本地品牌。雖然疫情對本地市場有一定影響，但公司對前景充滿信心，因為客戶的購買力沒有顯著下降，反而對生活及產品有更高的要求，所以正準備開設第四間至第六間分店，最先增設的分店將位於新口岸北京街，冀進一步開拓客戶群，接觸更多度假村以外的潛在客戶。

“第二十六屆澳門國際貿易投資展覽會”、及“2021 年葡語國家產品及服務展(澳門)”將於 2021 年 10 月 21 至 23 日舉行。■

merchants would bear the handling costs when the customers buy in their supermarkets using the machines.

Mr Leung pointed out that the electronic payments business is still growing in Macao. He believes it will take a long time for Macao to become a cashless economy. Official data from the Monetary Authority of Macao shows the amount of coins in circulation keeps growing. Mr Leung said Macao being a tourist city made it impossible to avoid using cash.

Mr Leung said the number of visitors to this year's MIF was greater than he expected. He said holding the MIF, MFE and PLPEX concurrently had helped draw a stronger flow of visitors, helping exhibitors achieve better results.

Help 'Going Out'

With three concurrent exhibitions, local companies were successfully matched, while several co-operation agreements were signed.

Kimberley Trading established in Macao in 2016 the Noble Mart chain of supermarkets. The company aimed its supermarkets at mid-market and high-

end customers, opening one each at the Venetian Macao, Sands Cotai Central and the Parisian Macao. Among the goods the supermarkets sell are daily necessities for travelling, snacks, light meals and souvenirs.

Mr Kenny Lao, Vice-president of Operations of Kimberley Trading, said Noble Mart has been co-operating with brand owners in souvenirs, cultural and creative sectors, as well as time-honoured brands, to set up display areas in its supermarkets to promote local products.

During the three exhibitions, Tong Iec Pak Fa Fui Cheong Un Co. Ltd., 8 Bit Blocks Studio Ltd., Chi Fung Food Co. Ltd. and Macau Soap and Detergent Production Co. Ltd. struck deals with Kimberley Trading to sell their products in Noble Mart supermarkets.

The products of more than 20 Macao companies and products bearing brands well-known in the city are sold in Noble Mart supermarkets. Nearly 10 deals to sell such products were facilitated by the IPIM Macao Ideas platform. Mr Lao said the IPIM Macao Ideas service was ideal for business-matching, allowing one party to scrutinise the background of the other, which increased confidence. The service has had greater success in matchmaking than negotiations the parties arrange themselves.

Kimberley Trading will invest more its resources in selling Macao brands in Noble Mart supermarkets, Mr Lao said. Although the pandemic had disrupted the Macao market, his company was confident about its prospects. There has been no significant decrease in customer purchasing power, and there is more demand for certain products, he said. Kimberley Trading has plans to open two more supermarkets, one of them in Rua de Pequim, to expand its customer base outside the city's integrated resorts.

The 26th Macao International Trade and Investment Fair and the 2020 Portuguese Speaking Countries Products and Services Exhibition (Macao) are due to be held simultaneously from 21 to 23 October 2021. ■



金伯利貿易行營運助理總裁劉嘉棋
Mr Kenny Lao, Vice-president of Operations of Kimberley Trading

論壇探討熱門議題 Digital opportunities discussed at forums

MIF、MFE、PLPEX 三個展會期間共舉行逾 50 場論壇、會議和推介會等配套活動，當中“2020 國際貿易投資論壇暨國際品牌連鎖加盟商機論壇”，以《探討數字化經濟，共創“盈”商新機遇》為題，邀請數字營銷服務品牌、知名品牌設計師、品牌運營總監等分享品牌如何通過數字化工具進行營銷。展場還舉辦“第十七屆世界華商高峰會”、“福建 - 澳門 - 葡語國家經貿交流對接會”及“葡語國家酒類及食品商機對接會”等，為各方客商提供交流平台。

巨量引擎廣東分公司高級總監王劍飛是“2020 國際貿易投資論壇暨國際品牌連鎖加盟商機論壇”的演講嘉賓之一，該公司是北京字節跳動科技有限公司旗下的綜合數字化營銷服務平台，整合了抖音（海外版為 TikTok）、今日頭條等大受內地市場歡迎的數字平台產品。王劍飛分享指，企業以往認為流量為業務核心，即人流就是決定生意成敗的重要因素，而產品及服務價格實質是吸引人流的重點。在互聯網最初興起之時，也將這種商業模式從線下搬至線上，但事實是業務只依賴流量已經落伍，因為在互聯網經濟下，市場已由“流量時代”轉變成“內容電商時代”，“好的產品、好的場景、好的故事、好的品牌、好的品質”比價格更重要，企業需要透過圖片及視頻創作具有質素的內容，從而帶來流量及收入。

他表示，與內地市場相比，澳門的“內容電商”較為落後，主要原因與經濟環境及資訊接受程度的差異有關。對有意開拓中國內地市場的澳門企業而言，他認為澳企可借助橫琴這平台，與內地企業交流、合作，從而在流量、內容、品牌設計等方面導向其產品及服務，把握“內容電商時代”帶來的機遇。

遠東一條龍設計會所創意總監仇姜帆也是論壇講者之一，更參加了三展的線上



“2020 國際貿易投資論壇暨國際品牌連鎖加盟商機論壇”

The “2020 International Trade and Investment Forum and Forum on Chain and Franchise Business Opportunities of International Brands”

MORE than 50 associated events were held during this MIF, MFE and PLPEX. These events included forums, conferences, and promotional seminars. The “2020 International Trade and Investment Forum and Forum on Chain and Franchise Business Opportunities of International Brands” were held under the theme “Co-creation of Beneficial and Brand-new Business Opportunity with Exploration of the Digital Economy”. Professionals in digital marketing services, famous brand designers and brand operation directors shared their insights into how to use digital tools for marketing.

Other activities were also arranged during the events to provide exchange

platforms for exhibitors from different regions. They included: the “17th World Summit of Chinese Entrepreneurs”; the “Fujian, Macao and Portuguese-speaking Countries Economic Exchange Networking Session”; the “Portuguese-speaking Countries Wine and Food Business-Matching Seminar”.

Mr Wang Jianfei, Senior Director of Ocean Engine, Guangdong Branch, was one of the speakers at the “2020 International Trade and Investment Forum and Forum on Chain and Franchise Business Opportunities of International Brands”.


Ocean Engine is a comprehensive digital marketing service platform belonging to Beijing Bytedance Technology Co.



展會期間線上線下共安排了逾670場洽談

More than 670 negotiation sessions took place both online and offline during the trade shows

直播活動，分享品牌設計及包裝的經驗。自 2015 年起，他已經開始為內地餐飲品牌提供品牌視覺、設計、概念等服務，將具特色的品牌重新包裝，打造成具備連鎖加盟條件。該公司協助的品牌在內地至今已有逾 3,000 間連鎖店，每年總產值超過人民幣 200 億元。他指出，澳門、廣東省甚至全國均有不少具價值的品牌，但這些品牌需要從選址精準度、菜單、消費場景等多方面重新包裝設計，以吸引消費者的注視。

仇姜帆表示，內地消費者普遍不再局限於當地品牌，放眼國際，對更多不同種類的產品及服務有需求，尤其是內地三、四線城市，消費者對來自港澳的產品及服務有一定憧憬，渴求相關品牌進駐當地大型商場。因此，他認為澳門品牌，特別是餐飲及手信企業具備潛質，可開拓內地市場，但品牌視覺及概念需要更好地結合當地口味和包裝。仇姜帆首次參加 MIF、MFE、PLPEX 三展，藉此優良平台，他希望可助力內地市場認識澳門優質的原創品牌，同時協助內地餐飲企業走出去。 

Ltd. Ocean Engine has integrated digital platform products popular in Mainland China, including TikTok, which is known as the international version of Douyin, and information content platform Toutiao.

Mr Wang said Ocean Engine used to believe that traffic should be the core of a business, meaning that the flow of customers should be the factor determining its success or failure. But the popularity of the Internet means that view is out of date.

The market has progressed from what Mr Wang called the “traffic era” to what he calls the “digital content era” as the digital economy has become more popular. More important than price are “good products, sound scenes, interesting stories, well-established brands and great quality”, he said. Companies should create quality content by using still pictures and videos, to generate traffic and revenue, he said.

Mr Wang said the development of digital content in the Macao market has fallen behind the development of digital content in the Mainland Chinese market, owing mainly to differences between the business environments and the ways information is used in each market. He suggested that Macao companies intending to explore the Mainland Chinese market should use Hengqin Island as a base for communication and cross-border co-operation. Macao companies can couch the presentation of their products and services in terms of traffic, content and brand design, and grasp the opportunities brought by the era of digital content, he said.

Mr Johnny Qiu, Creative Director of Dragon Like Design Associate, Inc., was also a speaker at the forum, and the company participated in the online exhibition platform. He shared his experience regarding brand design



MIF、MFE、PLPEX三個展會期間共舉行逾50場配套活動
More than 50 associated events were held during the latest MIF, MFE and PLPEX



巨量引擎廣東分公司高級總監王劍飛
Mr Wang Jianfei, Senior Director of Ocean Engine, Guangdong Branch

and packaging. According to Mr Qiu, the firm began providing services to Mainland Chinese catering brands, including brand development, design, and concept development in 2015.

Dragon Like Design Associate helps the owners of distinctive brands to rebuild their businesses and to create conditions for franchising. The company has so far helped brand owners add more than 3,000 branches to their chains of outlets in Mainland China, which have together added more than RMB20 billion to their annual output value.

Mr Qiu said Macao, the adjoining Mainland Chinese province of Guangdong, and China as a whole had many valuable brands, but that the designs of these brands should be revamped in terms of site selection, menus and the setting of their respective venues, to draw the attention of consumers. Mainland Chinese look

for brands not just at home but further afield, too. They are interested in the products and services of Macao and Hong Kong, and they expect to find well-known brands in shopping malls in their home towns. Mr Qiu believes Macao brands, especially brands of food and souvenirs, have the potential to penetrate the Mainland Chinese market, but that the brand vision and concept should take into account better the expectations of consumers in each place where the brands are sold.

Dragon Like Design Associate had never before exhibited at the MIF, MFE or PLPEX.

Mr Qiu said he hoped to use the “excellent platform” provided by the trade shows to help the Mainland China consumers better understand Macao’s high-quality original brands and assist catering companies from Mainland China to “go global”. **PI**



遠東一條龍設計會所創意總監仇姜帆
Mr Johnny Qiu, Creative Director of Dragon Like Design Associate, Inc.

開幕儀式 Opening Ceremony



“2020粵澳名優商品展”於12月11至13日舉行
The 2020GMBPF took place from 11 to 13 December

“2020粵澳名優商品展”為疫情下經濟注入活力 2020 Guangdong & Macao Branded Products Fair injects vitality into the economy

由澳門貿易投資促進局、廣東省商務廳聯合主辦的“2020粵澳名優商品展”於12月11至13日一連三天假澳門威尼斯人舉行。今屆展會雖然在新冠肺炎疫情下舉行，但仍吸引了近340個展商參與，展位數目近400個。

今屆粵澳名優商品展繼續集貿易、文化交流、購物、消閒娛樂於一體，為客商提供交流合作的平台，同時亦為市民及旅客提供休閒好去處。

今屆展會展場面積為9,000平方米，設有“澳門特色商品展區”、“廣東省名優商品展區”、“‘一帶一路’展區”、“青創

THE three-day 2020 Guangdong & Macao Branded Products Fair (2020GMBPF), jointly organised by the Macao Trade and Investment Promotion Institute (IPIM) and the Department of Commerce of Guangdong, took place at The Venetian Macao from 11 to 13 December.

Despite the pandemic, the fair attracted nearly 340 exhibitors to set up almost 400 booths at the event.

The 2020GMBPF continued the annual event's effort at integrating various elements including trade, cultural exchanges,

shopping experiences, recreational activities and entertainment. The three-day event served as a platform for business exchanges and co-operation between exhibitors and professional visitors, as well as a leisure-activity destination and gathering of general interest to residents and tourists.

The 2020GMBPF exhibition floor was extensive, spanning 9,000 square metres. The fair featured an array of themed sections, including the “Macao Featured Products Area”, “Guangdong Province

力量展區”以及“廣東省國有企業展區”。

今年展場特設“粵澳美食頻道展區”，盡情品嚐葡式、粵式、泰式、印尼等美食。同時展會引入直播間的線上元素，邀請到網紅進行現場直播及走訪，為大家精挑細選、介紹必買、必吃、必玩、必看的名優產品及精彩節目，亦助力客商通過展會平台把產品“走出去”。

廣東省國有企業展區為今年新設展區，參展商廣東燕塘乳業股份有限公司經銷事業部總監陳松湖表示，廣東燕塘已成立60多年，是廣東首家上市的液態奶企業，亦是全國20強企業之一。除了傳統基礎產品外，該公司亦針對不同市場推出差異化產品，並於2019年開始出口產品至澳門。該公司今年首次參加“粵澳名優商品展”，期望能向本地商家展示產品。除了於展會期間吸引了一些企業查詢，更成功與一家澳門外賣平台確定合作意向，相信每年可為公司增加20至30萬澳門元收益。陳松湖表示，公司希望透過大灣區規劃，能進一步擴大市場版圖，再考慮下一步將產品向海外推廣。

“一帶一路”展區展商、澳門印尼商會秘書長蘇珊妮表示，今年是澳門印尼商會第五次參加“粵澳名優商品展”，受疫情影響，印尼的企業未能派員來澳參與本屆展會，於是透過澳門印尼商會助他們展銷產品，讓澳門與內地居民可以品嚐及購買印尼產品。過去有衣飾及傢俬產品

Branded Products Exhibition & Sales Area”, “Belt and Road Exhibition Area”, “The Power of Youth-Young Entrepreneurs Exhibition Zone”, and the “Guangdong State-owned Enterprise Exhibition Zone”.

This year’s Fair offered a “Guangdong-Macao Cuisine Channel Exhibition Area” where visitors could have a taste of Portuguese, Cantonese, Thai and Indonesian cuisines. Influencers have been invited to live-stream and live broadcast their visits to exhibition booths, during which they selected for viewers those must-buy, must-eat, must-play and must-see branded products and wonderful programmes, and promote for traders their products globally through the platform of the 2020GMBPF.

Mr Chen Song Hu is the Sales Director of Guangdong Yantang Dairy Co., Ltd., an exhibitor at the newly added “Guangdong State-owned Enterprise Exhibition Zone”. He said that as a company with more than a 60-year history, Guangdong Yantang was the province’s first listed liquid-dairy product company, and one of the top-20 companies in the country. Aside from traditional products, the company had also launched a range of products for individual markets and started exporting

products to Macao in 2019. In 2020, Mr Chen’s company participated in GMBPF for the first time. The company attended the exhibition in order to display products to local enterprises at a well-established trade show. During the event, Guangdong Yantang also received inquiries from interested parties.

During the exhibition, the company was successful in securing an expression of intention to co-operate from a food delivery platform based in Macao. Such a link was expected to increase Guangdong Yantang’s annual revenue from MOP200,000 to MOP300,000.

Mr Chen said he hoped that the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area would help to expand further his firm’s market, while overseas promotion would be the next step under consideration.

Ms Susanni Aryanto is the Secretary General of the Indonesian Chamber of Commerce in Macau (Inacham-Macau), an exhibitor at “The Belt and Road Exhibition Zone”. She said this year’s event was the fifth time that her association took part in GMBPF. Due to the pandemic, Indonesian enterprises were unable to come to the city to participate in the event, therefore their products were brought to the exhibition with Inacham-Macau’s assistance. Such effort allowed residents of Macao and Mainland China to taste and purchase authentic products from Indonesia.

Indonesian products exhibited at the latest edition of the trade show consisted mainly of drinks and food, while clothing and furniture had been among items featured in previous editions. Even though many parts of the world are still under the shadow of the pandemic, many Indonesian enterprises have confidence in Macao’s epidemic-prevention measures, and consider the exhibition capable of attracting a great number of visitors from Macao and Mainland China. As a result, such firms continued to take part in GMBPF with support from Inacham-Macau.



展覽吸引了近340個展商參與
The fair attracted nearly 340 exhibitors



廣東燕塘乳業股份有限公司經銷事業部總監陳松湖
Mr Chen Song Hu, Sales Director of Guangdong Yantang Dairy Co., Ltd.



澳門印尼商會秘書長蘇珊妮
Ms Susanni Aryanto, Secretary General of the Indonesian Chamber of Commerce in Macau

參展，而今次參展的產品則以飲品及食品為主。雖然疫情在世界許多地方仍然嚴重，但印尼企業對澳門的防疫措施抱有信心，認為展會吸引不少本地居民及內地旅客參加，所以仍會透過澳門印尼商會繼續參展。

蘇珊妮表示，經過多年參展，由於反應頗佳，亦覺得本地居民及內地旅客已逐漸接受印尼的食品及飲品，尤其是咖啡及零食，參展商希望透過展會並借助澳門平台，找到內地代理商以進入內地市場。

今年“粵澳名優商品展”場內裝置新鮮的巨型生果牆及“粵澳超級大富翁”等“打卡位”。“粵澳大舞台”安排豐富的歌舞、魔術、互動遊戲、商品推介環節等，三日展會期間吸引大量觀眾入場，氣氛十分熱鬧。

澳門貿促局主席劉偉明於展會首日上午舉行的“粵港澳大灣區科技創新合作與產業協調發展論壇”上指出，國際新一輪科技革命和產業變革正在加速演變，加快了粵港澳大灣區、各地區合作的資源要素，產業間的互補合作和協同發展，更有利對接澳門科技創新資源、服務經濟和對外開放等優勢，共同構建“粵港澳大灣區國際科技創新中心”及“廣州-深圳-香港-澳門”科技創新走廊，為推動國家創新驅動發展以及經濟“雙循環”發展貢獻力量。

此外，主辦單位於展會首日上午組織逾 50 名來自廣東省及澳門餐飲、食品貿易及電商平台等行業的企業代表參加“2020 粵澳名優商品展”現場導賞；亦組織及安排參展參會客商到中南區觀光消費。📷

Ms Aryanto said the exhibitors had received good feedback after years of taking part in GMBPF. As local residents and Mainland Chinese visitors are getting more familiar with Indonesian food and drinks, especially coffee and snacks, Indonesian enterprises wish to find Mainland China-based agents by using the convention and exhibition platform of Macao to take their products to the Mainland Chinese market, she added.

The latest edition of GMBPF featured a wall decorated with giant fresh fruits and a display featuring the “Guangdong and Macao Super Monopoly” were set up at the venue for people to take photographs, and “check in” at the event. A diverse array of singing and dance performances, magic shows, interactive games and promotional sessions was held at the Grand Stage of the event. The three-day trade show drew a large audience and was infused with a bustling and jubilant atmosphere.

The “Forum on Technological Innovation Co-operation and Coordinated Industrial Development in the Guangdong-Hong Kong-Macao Greater Bay Area” was hosted in the morning of the first day of the event. Mr Benson Lau Wai Meng, President of IPIM, said at the forum that a new

round of technological revolution and industrial transformation was picking up pace globally, accelerating the inflow of resources to the Greater Bay Area and other regions. Such resources would also be complementary to the co-operation efforts and development of other industries, he added.

Moreover, he noted, Macao could use its advantages in the fields of innovation and science and technology, as well as the fact of being a service economy and being open to the outside world, in order to contribute to advancing the “International Science and Technology Innovation Centre of the Guangdong-Hong Kong-Macao Greater Bay Area” and the “Guangzhou-Shenzhen-Hong Kong-Macao Science and Technology Innovation Corridor”, thus contributing to innovation-driven national development and the “dual circulation” economic strategy.

In the same morning, a delegation of more than 50 business representatives from the catering industry, the food trade, and e-commerce platforms from Guangdong Province and Macao, took part in the 2020GMBPF Guided Tour. The event organisers also arranged for exhibitors and professional visitors to visit the Central and Southern District of the Macao peninsula. 📷



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貿促局投資者“一站式”服務 助投資者開業設廠開拓市場 IPIM's "One-stop Service" for Investors provides support for start-ups and their growth

過去二十年，隨著旅遊博彩業穩步發展，澳門工業發展較全盛時期相對式微。近年，由於特區政府倡導工業可持續及轉型升級發展，不少企業在本地投資設廠，涉及醫療、食品和飲品等不同領域。今期《澳門經貿之窗》訪問了兩家企業，在澳門貿易投資促進局（下稱“貿促局”）的投資者“一站式”服務全方位協助及支援下，順利開設了口罩廠及咖啡廠，開拓本地乃至海外市場。

AMID the steady development of the gaming and tourism industries in Macao in the past two decades, the development of manufacturing has been tamer than in its heyday. But given the push by the Macao Special Administrative Region (SAR) Government in advocating for the sustainable transformation and upgrade of manufacturing, a number of companies have invested in setting

up factories in the city to make various products, including medical supplies, food and beverages.

Macao Image spoke to two companies about how the Macao Trade and Investment Promotion Institute (IPIM) “One-stop Service” for Investors has provided all-round support and assisted them in setting up, respectively, a face mask factory and a coffee processing



生產抗疫物資

一場新型冠狀病毒肺炎疫情為全球各地人民的生活帶來翻天覆地的變化，口罩成為人人不可或缺的抗疫物資。鑑於本澳此前沒有任何口罩廠，2020年初疫情嚴峻期間，全城只能依賴中國內地及外地進口的防疫物資，口罩供應一度緊張。有見及此，三位有心人成立了濠概醫療用品有限公司，自資開設口罩廠，以穩定相關物資供應。

該公司董事總經理陳美華表示，雖然公司股東及管理層有營運診所、工程等相關背景經驗，但設立口罩廠對他們而言卻是新鮮事物，他們對相關開業流程及要求不太熟悉。幸好因緣際會下，他們知悉貿促局的投資者“一站式”服務，並於2020年3月底求助相關服務，後於不到兩星期的時間內，濠概醫療便正式開業；其後開設的“澳門853口罩廠”選址在黑沙環工業大廈內，於6月底獲臨時工業

plant, as well as in exploring local and overseas markets.

Manufacturing anti-epidemic supplies

The outbreak of COVID-19 has drastically changed the lives of people around the world. Face masks have become an everyday necessity for almost everyone. As Macao did not have a face mask factory before the onset of the pandemic, the city had to rely on imports of face masks from Mainland China and abroad. In the light of the tight supply of face masks in early 2020, three Macao residents decided to set up Macaufacture Medical Supplies Ltd. and invested in setting up a face mask factory to help stabilise supply.

Ms Amy Chan, General Manager of

Macaufacture, said that although the shareholders and managers of her company had had experience of running medical clinics and engineering projects, setting up a face mask factory was a novel undertaking for them, as they were unfamiliar with the procedure and requirements.

Fortunately, they were made aware of IPIM's "One-stop Service" for Investors, which they asked for help at the end of March 2020. In less than two weeks, Macaufacture was officially established, and the company started setting up its Macau 853 Mask Factory in an industrial unit in Areia Preta. The face mask factory was granted a temporary industrial permit at the end of June and attained a full industrial permit in September, becoming the first face mask factory in the city to be granted an official industrial permit.

"Thanks to the support of IPIM,



“從公司開業，到如何令廠房符合消防條例，滿足發出工業准照的要求，再到申請外勞名額，‘一站式’服務都為我們提供了極大的幫助。”

“From the set-up of our company, to how to establish a factory that complies with the requirements for attaining an industrial permit, like the Fire Services Ordinance, to applying for imported labour quota, the ‘One-stop Service’ has given us a lot of support.”

濠概醫療用品有限公司董事總經理陳美華
Ms Amy Chan, General Manager of
Macaufacture Medical Supplies Ltd.

准照，9月獲發正式牌照，成為澳門首家獲正式工業准照的口罩廠。

“口罩廠的成立有賴貿促局、經濟局、衛生局等多個政府部門的支持，尤其是作為協調溝通渠道的貿促局‘一站式’服務。從公司開業，到如何令廠房符合消防條例，滿足發出工業准照的要求，再到申請外勞名額，‘一站式’服務都為我們提供了極大的幫助。”陳美華指出，貿促局人員亦在不同階段提醒他們需要注意的事項，遇上超出其範疇的事宜，也積極轉介他們到相關機構及部門諮詢。“例如，我們在貿促局的告知下，才了解到澳門生產力暨科技轉移中心能夠為口罩質量檢測提供部分資助。”



濠概醫療生產的口罩現已在本地藥房及便利店出售

The masks produced by Macaufacture are now available at local pharmacies and convenience stores

the Macao Economic Bureau, the Health Bureau and other government departments – particularly IPIM’s ‘One-stop Service’ for Investors, which worked as a coordination and communication platform – our face mask factory was successfully inaugurated,” Ms Chan said. “From the set-up of our company, to how to establish a factory that complies with the requirements for attaining an industrial permit, like the Fire Services Ordinance, to applying for imported labour quota, the ‘One-stop Service’ has given us a lot of support,” she added.

IPIM staff also reminded Macaufacture of things it needed to attend to during different stages of the process, and would actively refer them to relevant entities and departments for enquiries when facing situations beyond IPIM’s scope, noted Ms Chan. “For instance, only after being informed by IPIM, were we aware that the Macau Productivity and Technology Transfer Center provides subsidies for face mask quality tests,” she said.

The masks produced by Macaufacture,

branded “853 Mask”, are now available at local pharmacies and convenience stores, and the company also supplies its masks – which have attained quality certifications in Mainland China, Europe and the United States – to local small firms and large corporations. The company has also started exporting its masks to Portugal since October 2020, making Macaufacture the first Macao firm that could export face masks and sell them in the European Union.

IPIM’s product display centre, “Macao Ideas”, also helped Macaufacture arrange meetings with other firms to discuss co-operating, Ms Chan said. The company had signed a face mask purchase deal with MGM at the 25th Macao International Trade and Investment Fair (25th MIF) held in October 2020.

“It might still take us some time for our operations to be profitable, but we will maintain high standards for our products in a bid to create a ‘Made in Macao’ brand appealing to local and overseas consumers,” she said.



目前，濠概醫療除了在本埠藥房及便利店出售旗下的853口罩外，也為本地大大小小企業及機構供應口罩。該公司所生產的口罩取得內地及歐美的口罩質量認證，更於2020年10月登陸葡萄牙市場，成為首家出口口罩到歐盟地區販售的澳門企業。陳美華表示，貿促局“商匯館”也穿針引線，促成該公司與不同企業商談合作，如濠概醫療與澳門美高梅成功地在2020年10月舉行的“第二十五屆澳門國際貿易投資展覽會”（第25屆MIF）上簽署了口罩採購協議。

她續稱：“現在距離業務取得盈利還有一段時間，但我們繼續對產品維持高水準要求，致力打造成為澳門乃至外地消費者接受的澳門品牌。”

旅客市場商機

對貿促局投資者“一站式”服務讚不絕口的還有查理斯通咖啡有限公司董事長史力強。他以往主要從事基礎建設及礦業等業務，特別是協助葡語國家發展住房等基建項目，現時在本澳設有查理斯通工程技術與顧問有限公司。史力強在多次拜訪葡語國家期間，發現東帝汶盛產優質有機咖啡豆，便萌生了在澳門設立咖啡廠及推出“Café Diliy”咖啡品牌的念頭，從東

Opportunities in tourism

Mr Charles Shi, Chairman of Charlestrong Coffee Co. Ltd., is another entrepreneur that commends IPIM's "One-stop Service" for Investors. Mr Shi is an expert in the field of infrastructure and mining, and is particularly experienced in developing housing and other infrastructure projects in Portuguese-speaking Countries via Charlestrong Engineering Technology and Consulting (Macau) Ltd.

During numerous visits to Portuguese-speaking Countries, the entrepreneur became aware of the quality of organic coffee beans grown in Timor-Leste. Thus, he started mulling the possibility of setting up a coffee factory in Macao, importing coffee beans from Timor-Leste and processing the beans and packaging the relevant products in Macao, leading to the launch of a series of coffee products under the brand "Café Diliy".

Seeing that his other businesses have been well supported by IPIM, Mr Shi said it was clear that his project to establish Charlestrong Coffee and its processing plant could get help from IPIM's "One-

stop Service" for Investors. After it was established in July 2019, Charlestrong Coffee spent about a year to transform an old industrial unit with 5,000 square feet of floor space in Areia Preta into a coffee processing plant. The plant was granted an industrial permit in July 2020.

"IPIM has taken great care of us at every stage of this process, and followed up on our progress," Mr Shi said. "When we had any abrupt challenges, it would also actively help us out. These are all the reasons why we could set up a factory in Macao so swiftly."

Café Diliy has established itself in the Macao market, with its products in MGM restaurants and shops, and at the online shopping mall run by Nam Kwong, a



“我們成立咖啡品牌的初衷十分簡單——透過咖啡豆協助東帝汶這一葡語國家走向致富的道路，以及打造澳門製造品牌。”

“The goals for this coffee brand are very straightforward: helping the Portuguese-speaking Country Timor-Leste achieve prosperity through coffee exports, while creating a 'Made in Macao' brand.”

查理斯通咖啡有限公司董事長史力強
Mr Charles Shi, Chairman of
Charlestrong Coffee Co. Ltd.

帝汶進口咖啡豆，然後在澳門加工包裝。

由於以往業務曾受惠於貿促局的協助扶持，史力強表示，是次設立咖啡公司及廠房亦理所當然地尋求投資者“一站式”服務的支援。查理斯通咖啡有限公司於2019年7月正式開業，然後花了約一年的時間，將黑沙環區一個面積約5,000呎的陳舊廠房改建成咖啡廠，並於2020年7月順利獲批工業准照。“貿促局在設廠過程的每個階段都對我們關懷備至，一直跟進我們的狀況及進展，當我們遇上任何突發難題，也積極協助我們解決，這些都促使了我們能夠迅速地在澳門設廠。”

“Café Diliy”咖啡產品已成功打入澳門市場，目前在美高梅旗下的餐飲零售場所，以及南光通線上購物商城上出售。史力強指出，在貿促局引介推薦下，該企參加了如MIF等重要會展活動，亦與不少本地企業及機構洽談合作，擴闊銷售渠道，但由於疫情關係，當中的進程稍有拖延。“然而，隨著疫情漸緩，旅客再次來澳後，市況會逐步恢復。若市況回復至2019年的情況，澳門每年接待4,000萬旅客人次，這龐大的居民及旅客消費群體足以滿足我們目前的業務發展。”

該公司亦積極物色面積較大的新廠房，以擴大其生產能力至每年5,000噸咖啡豆，並按市況需求，未來或計劃打入中國內地市場。“我們成立咖啡品牌的初衷十分簡單——透過咖啡豆協助東帝汶這一葡語國家走向致富的道路，以及打造澳門製造品牌，將產品帶向世界各地，讓更多人認識澳門及葡語國家。”史力強道。☐



Café Diliy咖啡品牌已成功打入本澳市場
Café Diliy is now an established coffee brand in the Macao market

Chinese state-owned enterprise. On the recommendation of IPIM, Charlestrong Coffee has exhibited at major trade events such as the MIF, and held meetings with enterprises and other entities in Macao to discuss business, Mr Shi said. He said this could help the Café Diliy brand have a greater presence in the market.

For now, development of the business has been stalled by the pandemic. “However, with the stabilisation of the pandemic and the resumption of visitor arrivals to the city, the local business environment will gradually recover,” Mr Shi said. “If the number of visitors to the city could get back to pre-pandemic levels, receiving nearly 40 million visitors in 2019, this enormous number of travellers

and residents here could prove enough demand for our business volume at the moment,” he added.

The company is now looking for a newer, bigger place in Macao to relocate its processing plant so that its production capacity can increase to transform 5,000 tonnes of coffee beans a year. The company may venture into the Mainland Chinese market in the future. “The goals for this coffee brand are very straightforward: helping the Portuguese-speaking Country Timor-Leste achieve prosperity through coffee exports, while creating a ‘Made in Macao’ brand so that more people around the world can know about Macao and the Portuguese-speaking Countries through our products,” Mr Shi said. ☐





Investor's “One-Stop” Service 投資者“一站式”服務

服務內容

Service Fields

- 澳門投資環境諮詢
Information and advice about the investment environment in Macao
- 委派專人協助跟進落實在澳投資計劃
Designated staff to follow up on the investment plan in Macao
- 專責公證員成立公司
Notary service for company registration
- 協助跟進牌照申領等各項行政手續
Follow up with assistance of administrative procedures for licence application
- 提供澳門投資相關法律事務的諮詢
Legal consultation for investment in Macao
- 向投資者提供商業配套服務資訊
Business support and service information
- 協助臨時辦公室和洽談室等公共辦公設施支援服務申請
Assistance in temporary offices, meeting rooms and public office application

聯絡資料

Contact Information

澳門貿易投資促進局－投資促進處
Investment Promotion Division - IPIM

澳門宋玉生廣場263號中土大廈19樓
Alameda Dr. Carlos d'Assumpção, No. 263,
China Civil Plaza Building, 19th floor, Macao
電話/Tel: (853) 2872 8328
傳真/Fax: (853) 2872 7506
電郵/E-mail: onestopservice@ipim.gov.mo
網址/Website: www.ipim.gov.mo



辦公時間 Office Hours

早上/ Morning: 09:00-13:00 (星期一至五 / Monday to Friday)
下午/ Afternoon: 14:30-17:45 (星期一至四 / Monday to Thursday)
14:30-17:30 (星期五 / Friday)





澳門的企業正在構建一個更具韌性的商業模型以跨越新冠肺炎大流行疫情帶來的挑戰

Macao enterprises are building a more resilient business model to wade through the challenges from the COVID-19 pandemic

本地企業力守品牌價值 疫市自強

Upholding brand values amid COVID-19 challenges

多年來，澳門致力發展旅遊業，有本地企業針對旅客消費群，毅然嘗試設計不一樣的特色產品，並在澳門貿易投資促進局的支持下成功參與各類商業配對，藉此提高產品的知名度。今期《澳門經貿之窗》走訪了三家本地小型企業，了解其堅守的品牌信念，以及如何應對新冠肺炎疫情帶來的挑戰。

澳門本地酒品市場一向以西方的餐酒及其他酒品為主導，但釀酒師陳耀光在2013年看準澳門的旅遊市場，成立澳門花酒品牌，自此在本地製造及銷售53度純糧釀造中式白酒。其時選擇在澳門創業的原因是隨著中國內地旅客人數的增長，不少本地手信店的產品都是側重於餅食或肉乾，性質雷同，故決定在澳門釀製在內地大為風行的高粱白酒。“白酒相對地較少人做，競爭較少，而且產品保存期很長。”陳耀光對本刊說。

從事中式白酒研發的陳耀光認為，在澳門創業的優勢在於來自中國內地的消費者普遍對澳門產品的品質有信心，故與新澳酒廠合作，從內地進口大米、高粱及酒麴等原材料，而產酒的主要工序則在澳門進行。

THREE small enterprises have shared with *Macao Image* their respective journeys attempting to make a difference in designing their products specifically for tourists in recent years when the city's travel industry was booming. They also described the support provided by the Macao Trade and Investment Promotion Institute (IPIM), which helped develop their businesses and promote their products via a number of business-matching sessions, and how they now wade through the challenges from the COVID-19 pandemic.

Mr James Chan Iu Kuong founded the Macau Fachau brand of Baijiu in 2013, a Chinese pure-grain spirit with 53 percent alcohol content. The distiller told *Macao Image* he had decided to try to make and sell the product in Macao, even though the city's spirits market had long been dominated by Western imports. Back then, the number of Mainland Chinese tourists travelling to Macao was increasing, and the local souvenir

products targeting this group of people were mostly biscuits and beef jerky, Mr Chan said.

He decided to make in Macao a Chinese spirit made of fermented sorghum, a type hugely popular in Mainland China. “Chinese spirit is a product that few people here are engaged in making, so there's not much competition. And this kind of product has a long shelf-life,” Mr Chan said.

An advantage of making a product in Macao is that Mainland Chinese consumers tend to have confidence in its quality, Mr Chan said. He teamed up with a Macao distillery, the New Macau Wine Factory, to make Macau Fachau. The main production procedures of the brand take place in Macao, with the use of rice grains, sorghum and jiuqu, the fermentation agent for Chinese alcohol, imported from Mainland China, Mr Chan said.

No essences or potable alcohol are added in the process of making Macau



澳門花酒的特點為酒品具有獨特的香型，釀製的過程中不添加香精和食用酒精，飲用無嗝臭，亦不會“上頭”。其命名除了寓意傳承中式白酒的釀製歷史外，同時亦體現相關的蒸釀文化。陳耀光介紹說，在白酒蒸釀的過程中，品質最好的白酒蒸出時會泛出酒花，釀酒師一般去除前後兩段，只取中段精華，其酒體最為上乘，澆出的酒花豐盈且大小勻稱，業者稱之為“花酒”。

“我們的酒不是很濃烈的那種白酒，希望終有一天能夠打入國際市場，但現在我們的目標是先做好內地市場。”陳耀光稱，澳門花酒的瓶身圖案設計以中國1930至1940年代的“民國風格”為主題，配合葡式青花工藝，中西合璧，希望能為品牌建立鮮明的形象。

澳門花酒酒業有限公司除了參與過本地多個大型的展銷活動外，也有參加“中國國際進口博覽會”和“中國國際中小企業博覽會”。在為公司產品提高曝光率的過程中，貿促局為其產品提供了有力的配對支持。陳耀光解釋指，經過局方的牽線安排，澳門花酒已成功引進到本地的五星級酒店內，作為客房內款待之用。

澳門旅遊業在2020年遭受新冠肺炎疫情的嚴重衝擊，連帶旅客消費市場變得淡靜。陳耀光直言，公司產品在澳門的銷售亦無可避免地受到打擊。為應對疫情的影響，澳門花酒稍為下調了酒品的價格，但持續專心維持產品品質。同時，公司除了進駐電商平台外，亦已在橫琴設立據點，進行全盤對接內地消費群的營銷工作，重點發展內地市場。

Fachau, which ends up as a spirit with a special fragrance, Mr Chan said. Macau Fachau does not have any pungent smell and will not cause a hangover, he said.

The brand name Macau Fachau is an allusion to the history of Chinese brewing and distilling culture, Mr Chan said. Foam appears when distilling the highest quality products, and the maker generally gets rid of the early-stage and late-stage by-products and keeps only the product of the middle stage. The middle part is known as the essence, is usually of the fullest body and could generate a rich foam, which distillers call “fachau” or “flower liquor” in English.

“Our spirit is not as strong as those typical ones,” Mr Chan said, referring in particular to baijiu. “Our hope is that one day our brand can make it to the international market. But our goal now is to first make the brand well-established in Mainland China,” he said.

Mr Chan wishes to build an iconic brand image for his spirit by using the distinctive packaging devised for Macau Fachau, highlighting the fusion of Chinese and Western cultures in its design. Graphics on the theme of the Chinese style of the 1930s and 1940s are marked on each bottle, which is made with Portuguese blue and white porcelain techniques.

Mr Chan’s company, Macau Fachau Wine Co. Ltd., has participated in several large-scale trade shows in the city, as well as the China International Import Expo, and the China International Small and Medium Enterprises Fair in Mainland China.

IPIM’s business-matching services also provided strong support for Macau Fachau when the brand sought to enhance its exposure, Mr Chan said. One example is that Macau Fachau products have been introduced into the city’s 5-star hotels as guest-room drinks with the help of IPIM’s business-matching service, he said.

As the COVID-19 pandemic has greatly disrupted Macao’s travel industry and weakened tourism spending this year, sales of Macau Fachau products in Macao have been “inevitably” impacted, Mr Chan remarked. But Mr Chan said his company is focused on maintaining the quality of Macau Fachau, while having slightly adjusted down the retail price of the product in order to respond to the pandemic crisis.

Macau Fachau is also tapping the online market and has set up an office on Hengqin Island in preparation for taking full control of the sale and distribution of its spirits in the Mainland Chinese market, Mr Chan said.



“希望終有一天能夠打入國際市場，但現在我們的目標是先做好內地市場。”

“Our hope is that one day our brand can make it to the international market. But our goal now is to first make the brand well-established in Mainland China.”

澳門花酒酒業有限公司創始人**陳耀光**
Mr James Chan lu Kuong, founder
of Macau Fachau Wine Co. Ltd.

逆境經營

8位元積木工作室自2014年成立，以澳門地標建築為主題，設計和生產了不少相關的積木產品。該工作室的創作總監呂俊豪說，公司從創業起一直主要針對旅客市場。

呂俊豪創立工作室的原因源自於其閒餘興趣。他回憶在創業之初，澳門市面上雖有從外地進口積木玩具，但沒有以澳門為主題的積木模型，因此他決定以澳門建築為主題，設計多款具澳門特色的積木產品。用家在購買8位元積木的模型後，可跟隨包裝盒上的指示，砌出大三巴、旅遊塔、媽閣廟等澳門名勝地標。

8位元積木工作室在創業之初，看準的便是澳門新興的紀念品市場，所以與本地文創產品或禮品店合作，在店內寄賣其產品。呂俊豪告訴本刊，隨著工作室的營運逐漸成熟，產品的銷售網絡也擴展至書店、咖啡室等。另外，公司亦為顧客提供訂製服務，可按企業或社團用戶的需求，為其製作公司標誌、建築物 and 吉祥物等產品。



中式白酒品牌澳門花酒創始於2013年
The brand of Baijiu Macau Fachau was founded in 2013

Against the tide

Established in 2014, 8 Bit Blocks Studio Ltd. has since devoted its efforts to designing and making various building blocks recreating Macao's famous landmarks. Mr Kino Loi, Creative Director of 8 Bit Blocks Studio, said the brand has been aimed at tourists since its establishment.

The founding of 8 Bit Blocks Studio stemmed from Mr Loi's interest. He recalled that there were no building block models with Macao themes and existing building blocks were imported products when he launched his company. That drove Mr Loi to design several sets of building blocks for making models of Macao's landmarks. After purchasing the block models, landmarks such as the Ruins of St. Paul's, the Macau Tower and A-Ma Temple can be built by following the instructions on the packages.

In the early days of 8 Bit Blocks Studio, the company targeted the city's emergent souvenir businesses. As its operations matured, the company started the distribution of its building blocks in various shops selling cultural and creative products and gift shops, said Mr Loi. The distribution

network has since gradually expanded to include local bookshops and cafes.

The company also provides customised services to corporate or association clients, when these clients request special 8 Bit Blocks for building models of their logos, buildings or mascots, Mr Loi said.

IPIM's support was important to 8 Bit Blocks Studio in helping it identify potential suppliers or distribution partners, Mr Loi said. It acted as a business-matching platform for the company's exploration of partnerships with the city's entertainment resort operators and other large-scale companies, he said.

8 Bit Blocks Studio has shifted its sales target to Macao residents, because the COVID-19 outbreak has disrupted sales to visitors, Mr Loi told *Macao Image*. "Now our promotion campaigns are geared towards locals, and we have also strengthened partnerships with some local shops. For example, we are working with some cafes in devising some new products in accordance to themes they request for," Mr Loi said. He said local buyers, unlike tourists, much preferred building blocks designs that are related to their daily lives, rather than those recreating landmarks.

呂俊豪表示，在8位元積木工作室營運期間，貿促局的支持相當重要，特別是為品牌提供配對平台，有助其物色潛在的上下游合作夥伴，如獲引薦到博企或一些大型企業尋求合作機會。

新冠疫情爆發無疑影響了8位元積木工作室的銷售收入，但工作室積極應對，將銷售重心轉移至本地居民。“我們現在的宣傳和推廣都著重於本地人，亦有加強與本地店舖的合作。例如，我們現正與一些咖啡廳合作，按照他們的需求及主題，創作一些新的產品。”呂俊豪亦提到，本地消費者的口味與旅客不同，他們更偏好與日常生活相關的積木產品。

現在，8位元積木工作室正集中精力投入於開發新產品，以及更新現有的包裝。“把這些準備工作做好後，待市況改善時便可一次過推出新產品，到時產品包裝也改頭換面，品牌形象會變得更好。”呂俊豪告訴本刊。



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“When all these preparation works are done, we will be able to roll out a new line of products with a brand-new packaging, and better image all in one go, when market conditions improve.”

8位元積木工作室創作總監呂俊豪
Mr Kino Loi, Creative Director of 8 Bit Blocks Studio Ltd.

Currently 8 Bit Blocks Studio is focusing its efforts on developing new models and renewing the packaging of its products. “When all these preparation works are done, we will be able to roll out a new line of products with a brand-new packaging, and better image all in one go, when market conditions improve,” Mr Loi said.

Converging creativity

Stardust Journey Co. Ltd., a Macao company specialising in pattern design, began as an online shop in 2016, when its owner and designer, Ms Jovin An, and her partner ventured into selling silk scarves she designed.

Before launching Stardust Journey, Ms An had struggled to find a job in Macao that corresponded to her studies of textile and pattern design in Britain. She eventually got a job as a fashion buyer for a local company in Macao, but that lasted only about a year because she realised her duties and career interests were mismatched.

Ms An then started the brand Stardust Journey with her partner, with the aim of integrating her concepts of pattern design with people’s lifestyle.

“Stardust is so small in the universe that it can hardly be gauged, but it could also

evolve into a planet,” Ms An smiled and said, explaining how she came up with her brand’s name. The silk scarves that Stardust Journey first sold online in 2016 bore florid patterns and story-telling motifs. They were well received at the Craft Market, which boosted her confidence in Stardust Journey’s design, Ms An recalled.

“In the beginning, we only sold silk scarves because we considered that this type of product that would easily gain traction with consumers, particularly women. Silk scarves were a good starting point because you can frame it as an artwork, or you could simply wear it as an accessory,” Ms An said.

Stardust Journey sticks to the use of natural fabrics in making scarves, to stay “green” and to avoid giving consumers the impression its products are “fast fashion”. As the popularity of the brand grew, Stardust Journey expanded and opened a bricks-and-mortar shop and studio in 2018. The move was important for the brand to further grow its awareness and outreach, Ms An said. She explained that organising pattern design workshops could provide hands-on experience by allowing customers to work on their own design patterns, increase the awareness of the company’s products and help Stardust



8位元積木工作室跟多家本地文創產品和禮品店合作，在店內寄賣其產品
8 Bit Blocks Studio’s building blocks are available at various shops selling cultural and creative products and gifts

匯聚創意

星塵敘有限公司是一家本地花紋設計產品的企業，是由負責人兼設計師安志穎與夥伴在 2016 年成立的網店，銷售自家設計的花紋絲巾。

在英國修讀紡織及花紋設計的安志穎回憶指，畢業回流後在澳門未能立即找到與其專業匹配的工種，在一家時裝公司當了一年買手後，覺得工作與其志趣不合，便毅然決定創業。當時與夥伴創立星塵敘的品牌理念，銳意把“花紋融入生活”。

“宇宙中一粒星塵即使渺小得難以計量大小，但也有機會變成一個星球！”安志穎笑著解釋品牌命名的由來。2016 年她與夥伴先以網店形式售賣自家製的絲巾，其賣點是絢麗、充滿故事的花紋圖案，並在藝墟展出時，收到不俗的反饋，增強了她對設計的信心。

“起初我們只售賣絲巾，因為覺得絲巾較為容易獲女性客群接受，而且絲巾也可裱起作畫以及配襯服飾。對我們而言，是個不錯的起點。”安志穎介紹說。

星塵敘的絲巾是以天然布料製成，這是基於品牌對環保的理念，同時不會給予顧客一種快速時尚的感覺。安志穎表示，隨著星塵敘的作品漸受歡迎，品牌於 2018 年開設了工作室和實體店，進一步提升品牌價值和影響力，也會舉辦工作坊，讓客人親身體驗花紋設計製作，從而讓客人增加對品牌的認識，亦可接觸到更多潛在的客戶。

她續稱，星塵敘的作品“不是只賣一條絲巾這樣簡單”，而是透過花紋圖案敘述不同主題的故事，如異國旅行、澳門格力犬“退休”後的生活想像等等，希望可藉此勾起客戶的回憶及引起共鳴。

她亦提到星塵敘的產品主要面向本地消費者。雖然新冠肺炎疫情對品牌的銷售造成一定影響，但市場對工作坊的需求卻增加。在疫情發生前，品牌亦曾透過貿促局參與不少展銷活動，藉此增加品牌的知名度，亦可認識潛在的商業夥伴。

目前，星塵敘冀拓展澳門以外的市場，如日本和中國內地，所以安志穎正為品牌準備一個完整的作品集。“現在最想做的是拓展銷售渠道，增加產品的種類，我們現在只有絲巾、攬枕和地氈。鑑於星塵敘的定位是生活品牌，我們正思考將花紋應用到更多不同的家品，如睡衣、床單等。”她對本刊說。📷



“鑑於星塵敘的定位是生活品牌，我們正思考將花紋應用到更多不同的家品，如睡衣、床單等。”

“As Stardust Journey wants to establish itself as a lifestyle brand, we are pondering on how to apply our pattern designs to more different household items, such as pyjamas, bed sheets etcetera.”

星塵敘有限公司創始人**安志穎 Ms Jovin An**, founder of Stardust Journey Co. Ltd.

Journey reach out to other potential clients.

“It is more than selling a scarf,” Ms An said, stressing that the company is

selling different stories told through patterns designed to evoke recollections of experiences or memories. Special themes such as exotic trips and the imagined life of a Macao racing greyhound in retirement have been stories that Stardust Journey has told through some of its designs.

Stardust Journey considers Macao people its main customer base, Ms An noted. Although the pandemic has impacted its product sales, the market’s demand for its pattern-making workshops has increased. Before the pandemic, the company worked on enhancing its brand exposure and searched for potential partners by participating in a number of trade shows, with the support from IPIM.

Stardust Journey is now aiming to expand into new markets beyond Macao, such as Japan and Mainland China, Ms An said. To reach such a goal, Ms An is compiling a portfolio of the company’s designs.

“What we would like to achieve the most is to also expand our sales channels and increase the categories for our products. We have now only scarves, cushions and carpets. As Stardust Journey wants to establish itself as a lifestyle brand, we are pondering on how to apply our pattern designs to more different household items, such as pyjamas and bed sheets,” Ms An told *Macao Image*. 📷



星塵敘以天然布料製成絲巾
Stardust Journey sticks to the use of natural fabrics in making its products



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