

Press Release

SJM Celebrates Successful 18th World Chinese Entrepreneurs Convention as Notable Sponsor

Macau Strengthens Role as Global Platform for Chinese Business Collaboration

(Macau, 6 November 2025) The 18th World Chinese Entrepreneurs Convention (“18th WCEC”) concluded successfully in Macau on 4 November. This highly esteemed event garnered national attention, marking a significant milestone in bringing together over 4,000 Chinese business leaders from around the world. As a Notable Sponsor of this three-day gathering, SJM Resorts, S.A. (“SJM”) contributed to the event's success, supporting Macau's development as a strategic hub for global Chinese business exchange. Through its comprehensive “Tourism+” initiatives, SJM demonstrated Macau's growing prominence as an international platform for trade and cultural engagement.

Showcasing SJM’s Vision for Integrated Tourism Development

SJM's themed exhibition space highlighted the distinctive appeals of its properties, including Grand Lisboa Palace Resort Macau and Grand Lisboa Macau. Through hotel model displays, video presentations, and digital interfaces, the pavilion offered delegates an insight into SJM’s strategic focus across arts and culture, gastronomy and wine, and international sporting events. It also highlighted the Group’s multiple awards in tourism experiences and service excellence, underscoring its dedication to hospitality and integrated resort management. SJM’s exhibition booth drew sustained visitor engagement throughout the convention, with attendees accessing exclusive offers and property information through digital platforms, making it a compelling showcase of Macau's comprehensive value and potential as an international business and leisure destination.

Strategic Engagement Advances Business Collaboration

On 2 November, a delegation led by Mr. Chui Sai Cheong, President and Mr. Frederico Ma, Vice-President of the 18th WCEC Organising Committee visited SJM's exhibition space. The visit fostered constructive dialogue between the delegates and SJM representatives on Macau's tourism development and the advancement of the “Tourism+” strategy, with the delegation expressing high regard for SJM's world-class facilities and achievements in integrated resort development.

VIP Luncheon Promotes Meaningful Business Exchange

On 3 November, SJM hosted a VIP luncheon at The Grand Pavilion of Grand Lisboa Palace, welcoming over 200 distinguished Chinese business leaders, including Mr. Chui Sai Cheong, President of the 18th WCEC Organising Committee. Set in an elegant ambience, guests savoured an exclusive menu crafted by the resort’s culinary team while engaging in in-depth discussions on topics such as global economic trends, regional cooperation and industry innovation. During the event, Mr. Frederico Ma, Vice-President of the 18th WCEC Organising Committee presented souvenirs to the sponsoring and supporting units to express sincere gratitude, acknowledging their contributions and support. The event seamlessly blended networking with meaningful

dialogue, strengthening international business ties and paving the way for future collaboration.

Business Matching Creates New Partnership Opportunities

SJM's sales and supply chain teams engaged in numbers of targeted sessions during the business matching programme on 4 November, presenting the Group's comprehensive capabilities in MICE services, integrated resort facilities and cross-sector collaboration. These highly productive discussions have established promising pathways for future strategic partnerships.

Through its comprehensive participation, SJM effectively showcased Macau's advancement under the “Tourism+” model and reaffirmed its commitment to the city's vision of becoming a “World Centre of Tourism and Leisure.” SJM remains dedicated to fostering connections within the global Chinese business community, further establishing Macau's position as a vital centre for international business and cultural exchange.

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Mr. Chui Sai Cheong, President of the 18th WCEC Organising Committee and delegation visited SJM's exhibition space.



Business leaders connected during the VIP luncheon at The Grand Pavilion.