

Press Release

SJM Engaged Global Creators at Grand Lisboa Palace for CreatorWeek Macao 2025

Showcasing Macau's Allure to the World through the Power of Digital Storytelling

(Macau, 4 November 2025) CreatorWeek Macao 2025, co-organised by the Macao Government Tourism Office and the international media production company Branded, took place from 24 to 28 October and brought the world's top digital creators, influencers and media executives to Macau. SJM Resorts, S.A. ("SJM") proudly serves as a key sponsor of CreatorWeek Macao 2025, with its Grand Lisboa Palace Resort Macau hosting the CreatorWeek Conference and Creator Academy over two days. Together, these events brought the most influential figures in global media and digital creations to Macau for meaningful dialogues, learning and cultural exchanges, simultaneously showcasing Macau's vitality, modern infrastructure, warm hospitality and cultural depth to audiences worldwide during their stay.

Ms. Daisy Ho, Managing Director of SJM, remarked "The creator economy has become one of the defining forces of the global marketplace, where ideas generate influence and digital content drives business value. By supporting CreatorWeek Macao 2025, SJM is helping to bring together the world's creative talent and China's thriving digital ecosystem through Macau. Our role is to turn these exchanges into opportunities — for new industries, for young talent, and for a future where innovation and culture go hand in hand. This is how Macau can continue to shine on the world stage, not only as a destination for leisure, but as a centre of ideas and business."

The CreatorWeek Conference took place on 27 and 28 October at The Grand Pavilion of Grand Lisboa Palace, gathering over 50 international speakers and more than 300 KOLs from across the global creator economy. Renowned leaders such as the management team of MrBeast, culinary innovators Nick DiGiovanni and Max the Meat Guy, actor-comedian Steven He, visual creator Jordan Matter, and popular influencers Stokes Twins headlined the discussions. Topics ranged from how to promote Asian culture to the world through storytelling, to the future development of short-form video, music-driven engagement, and cross-border collaboration between Chinese and Western creators. The venue buzzed with energy as speakers exchanged insights, creators filmed spontaneous collaborations, and amplified Macau's presence across the digital world.

Hosted on the same dates, the Creator Academy attracted emerging KOLs for a series of interactive workshops, where they gained practical insights and inspiration from top creators, platforms, and agencies. The Academy explored practical themes such as elevating content quality, growing loyal fan communities, and building sustainable brand partnerships in the evolving digital economy. The event served as an incubator for emerging creative talent, bridging the knowledge gap between independent creators and established media platforms. By nurturing digital storytelling skills and professional standards, the programme strengthened the wider creative ecosystem and reinforced Macau's reputation as a hub for knowledge and innovation.

Additionally, an extended business exchange and a networking reception transformed The Book Lounge in THE KARL LAGERFELD MACAU into a casual hub of conversation, underscoring Macau's strength as a premier MICE destination where global business, networking, and tourism experiences converge.

Beyond the conference sessions, SJM extended its hospitality to select international creators with hotel stays and curated experiences at Grand Lisboa Palace Macau. Guests enjoyed a glimpse into the resort's signature art, culture, and gastronomy through specially arranged activities, including exclusive visits to the "Picasso: Beauty and Drama" exhibition, a meaningful sharing session with the exhibition curator, Mr. Mario Virgilio Montañez, as well as bespoke dining experiences. These thoughtful touches left creators with a memorable impression of Macau's world-class hospitality, reflecting the city's multifaceted and sophisticated offerings while injecting new momentum to local tourism and economy.

SJM's active participation in CreatorWeek Macao 2025 reflected its broader vision of advancing Macau's sustainable and diversified development by extending the "1+4" diversification strategy into the digital creative sector, enhancing the city's global visibility and connecting China's dynamic digital content landscape with the international community to cultivate a future-ready ecosystem that drives high-quality growth for both the city and the nation.

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Creators participated in a networking reception at The Book Lounge in THE KARL LAGERFELD MACAU.



International creators enjoyed an exclusive visit to the “Picasso: Beauty and Drama” exhibition, presented by SJM.



SJM hosted a meaningful sharing session for overseas creators, led by Mr. Mario Virgilio Montañez, the curator of the “Picasso: Beauty and Drama” exhibition.