

Press Release

SJM Participates in 30th Macao International Trade and Investment Fair

*Promote Macau's Integrated Tourism and Business Offerings and
Empower Local SMEs and Youth Entrepreneurship*

(Macau, 10 November 2025) SJM Resorts, S.A. ("SJM") fully supports the 30th Macao International Trade and Investment Fair ("30th MIF"), propelling the Macao SAR Government's "1+4" development strategy. Organised by the Macao Commerce and Investment Promotion Institute ("IPIM"), the 30th MIF took place from 22 to 25 October. Leveraging this vital platform for promoting trade and regional connectivity, SJM organised a series of events at Grand Lisboa Palace Resort Macau and entered into cooperation agreements with two local small and medium-sized enterprises ("SMEs"). These initiatives aim to promote Macau's "Tourism+" offerings and bolster the growth of SMEs, contributing to Macau's economic diversification.

On 23 October, SJM and IPIM hosted a delegation of over 200 representatives from local and the Greater Bay Area business, MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism and social associations. Guests enjoyed international delicacies at a luncheon in The Grand Buffet at Grand Lisboa Palace, followed by a visit to the global premiere of "Picasso: Beauty and Drama," presented by SJM, which showcased Macau's expertise in crafting international cultural and arts events. A select group of delegates also toured the Forbes Travel Guide Five-Star Grand Lisboa Palace Macau, the world's only THE KARL LAGERFELD MACAU, and Asia's first Palazzo Versace Macau. The tour further showcased versatile indoor and outdoor venues ideal for a variety of events, including the opulent, pillarless ballroom "The Grand Pavilion" and the picturesque "Jardim Secreto," which offers striking vistas over the resort's landscapes.

This visit not only facilitated meaningful industry exchanges, but also demonstrated SJM's extensive resources and hospitality expertise in delivering large-scale events. It showcased SJM's flexibility and versatility in hosting conferences, banquets and themed events, highlighting its role as a cornerstone for MICE, culture, arts and trade. These efforts drive Macau's economic diversification and position the resort as a hub for both inbound and outbound businesses.

In support of local SMEs' sustainable business growth, SJM signed procurement contracts with two Macau-based enterprises. Representatives from SJM's Supply Chain, Retail Leasing and Sales teams also participated in themed business matching sessions from 22 to 24 October, engaging with local and regional enterprises to explore cross-sector collaborations and gain insights into emerging market trends, laying a solid foundation for future collaborations.

Furthermore, SJM participated in the roadshow and business matching activities of the "ProQ Alliance" project, jointly guided by Economic and Technology Development Bureau of the Macao SAR Government, IPIM, and Macao Productivity and Technology Transfer Centre. In its seventh consecutive year as a supporting unit, SJM continues to play a pivotal role in bolstering the Macao government's efforts to diversify industrial development and promote the commercialisation of local youth entrepreneurship.

By offering Grand Lisboa Palace as an event extension venue of the 30th MIF, SJM fully supports Macau's broader ambition to serve as a regional hub for MICE, business, culture and tourism. As Macau strengthen its strategic role in the Guangdong-Hong Kong-Macao Greater Bay Area, SJM will further leverage its integrated resort facilities, cultural and MICE resources, and SME networks to deepen cross-regional trade ties and to support IPIM's mission of expanding Macau's role as a platform for global cooperation.

– End –



Delegation from Guangdong, Hengqin, Zhuhai, Shenzhen, Hong Kong and Macau posed for a photo at Jardim Secreto.



Delegates visited "Picasso: Beauty and Drama" exhibition during the tour.



Signing ceremony between SJM and Macau SMEs during the 30th MIF.



SJM supports the “ProQ Alliance” project for seventh consecutive year.