

Press Release

**SJM participates in Shanghai Roadshow
to showcase Macau as a safe, healthy and quality travel destination**

(Macau, 5 June 2021) Sociedade de Jogos de Macau, S.A. (“SJM”) participates in the “Macao Week in Shanghai” roadshow along The Bund at Yuanmingyuan Pedestrian Street from 3 to 7 June. As a pioneer for Macau’s tourism and leisure industry, the SJM booth at the roadshow is themed around the renowned Lisboa brand, attracting many Shanghai residents to explore the legendary brand and discover more about Macau’s harmonious coexistence of Chinese and western cultures. For the first time, SJM showcases handcrafted miniature gastronomic exhibits at the roadshow, enabling visitors to learn more about Macau’s rich culinary heritage and artistic creativity. SJM also engages with the local residents through a variety of programmes, with an effort to introduce the diverse offerings of Macau tourism, and to promote Macau as a healthy, safe and quality destination for travel.

The “Macao Week in Shanghai” opening ceremony was held on 3 June, officiated by the Chief Executive of the Macao SAR, Ho Iat Seng; Mayor of Shanghai Municipal People’s Government, Gong Zheng; Deputy Director of the Liaison Office of the Central People’s Government in the Macao SAR, Yao Jian; Vice Mayor of Shanghai Municipal People’s Government, Chen Tong; Secretary for Economy and Finance of the Macao SAR Government, Lei Wai Nong; Secretary General of Shanghai Municipal People’s Government, Ma Chunlei; Secretary for Social Affairs and Culture of the Macao SAR Government, Ao Ieong U; Deputy Director-General and Senior Inspector of the Department of Exchange and Cooperation of Hong Kong and Macao Affairs Office of the State Council, Liu Wenda; Director of Macao Government Tourism Office, Maria Helena de Senna Fernandes; Director of Shanghai Municipal Administration of Culture and Tourism, Fang Shizhong; President of the Macao Trade and Investment Promotion Institute, Lau Wai Meng, and Secretary of Administrative Committee of Huangpu District of Shanghai Municipality, Gao Yun. SJM’s Chief Corporate Affairs Officer Mr. Daniel Shim also attended the opening ceremony.

Ms. Daisy Ho, Chairman of the Board of Directors of SJM, said, “SJM is honoured to partner with the Macau Government to promote Macau tourism in Shanghai. We can strongly feel the warmth and enthusiasm of Shanghai residents towards the event. Thanks to the tremendous support of the Central Government and to the effective measures of the Macau Government, Macau is now a safe and healthy destination for travel. SJM is pleased to join forces with other sectors in the community to promote Macau’s quality and diversified tourism. The Grand Lisboa Palace Resort is set to become Macau’s newest landmark upon opening, and will play a key role in the city’s development into a ‘world centre of tourism and leisure’.”

In addition to featuring three large-scale models of Hotel Lisboa, Grand Lisboa and the soon-to-open Grand Lisboa Palace Resort Macau, the SJM booth also brings to

Shanghai miniature artworks that showcase Macau’s rich culinary heritage and artistic creativity. The must-see “Michelin 7-starred Dining Table” highlights SJM’s leading culinary role in Macau. The art pieces were handmade with resin clay, drawing inspirations from the signature dishes of the Michelin-starred restaurants at Grand Lisboa Hotel. The local artist combined ingenuity and meticulous craftsmanship in creating breath-taking “food on the fingertips” for a stimulating culinary experience.

During the roadshow, SJM brings to the audience a romantic “Macau Love Story” dance performance against the backdrop of the Grand Pavilion, a magnificent wedding venue set to open at Grand Lisboa Palace Resort. In addition, Hotel Lisboa, Grand Lisboa Hotel, Grand Lisboa Palace Resort Macau and Jai Alai Hotel have launched a series of enticing promotions for the visitors, covering room, dining, spa and others. SJM has also invited media partners and online travel experts to join the roadshow.



Chief Executive of the Macau SAR Government Mr. Ho Iat Seng (middle), Deputy Director of the Liaison Office of the Central People’s Government in the Macau SAR Mr. Yao Jian (left 2) and other government officials visit the SJM booth



The SJM booth attracts many Shanghai residents to explore the legendary Lisboa brand and discover more about Macau's East-meets-West culture



Miniature artworks of Michelin restaurants at Grand Lisboa