



Press Release

SJM's Participation at Lisbon Roadshow yields Successful Results

(Macau, 20 April 2023) SJM Resorts, S.A. (“SJM”) is honoured to participate in the “Experience Macao Unlimited – Macao Promotion in Lisbon” roadshow organised by the Macao Government Tourism Office (“MGTO”) and grandly unveiled on 19 April 2023 in the presence of the Chief Executive of the Macau Special Administrative Region, Mr. Ho Iat Seng, and Ambassador of the People’s Republic of China to the Portuguese Republic, Mr. Zhao Bentang. Ms. Daisy Ho, Managing Director of SJM, attended the unveiling ceremony, as well as the Economy, Trade and Tourism Presentation Seminar, hosted by Macao Trade and Investment Promotion Institute on the same day. The roadshow will last till 22 April 2023.

Ms. Daisy Ho, Managing Director of SJM said: “As a company with long-standing ties in Portugal, SJM is thrilled to be back in Lisbon with the Macao Government Tourism Office in our first major tourism roadshow in Europe since the pandemic. The event is brimming with energy, and visitors are excited to explore the diverse experiences SJM and Macau have to offer. SJM looks forward to welcoming European visitors back to Macau, and proudly showcases the allure of new experiences at Grand Lisboa Palace Resort Macau, Grand Lisboa Macau and Hotel Lisboa.”

At the roadshow, SJM welcomed visitors to its garden-themed exhibition booth and promoted Macau as a world-class destination in Asia. It provides an opportunity to reinforce close friendship between the people of Macau and Portugal, as well as to inspire strong interests in future visits. As guests toured the vibrant SJM booth, they were intrigued by the new Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”). Located in Cotai, Macau, the integrated resort is home to beautiful European architectural features integrated with traditional Chinese elements and three magnificent hotel towers – Grand Lisboa Palace Macau, Asia’s first Palazzo Versace Macau, and the world’s only THE KARL LAGERFELD, with the latter two being pioneer hotel destinations exclusively designed by two of Europe’s most prominent fashion houses. Visitors were also impressed by the selection of global cuisines, spa and wellness amenities, retail experiences, and versatile MICE event venues at Grand Lisboa Palace. Moreover, visitors also learnt about the latest happenings at the Grand Lisboa Macau (“Grand Lisboa”), which is the world’s only dining destination with seven Michelin stars under one roof, as well as the historic significance of Hotel Lisboa.

SJM has established deep-rooted ties with Portugal over the decades through its parent company Sociedade de Turismo e Diversões de Macau, S.A. (“STDM”). Leveraging this special connection and its extensive network in Portugal, SJM aims to promote Macau’s unique role as a commercial cooperation exchange platform between China and Portugal, as well as to propel Macau’s tourism recovery through international travel.



“Experience Macao Unlimited – Macao Promotion in Lisbon” roadshow unveiled on 19 April 2023.



Chief Executive of the Macau Special Administrative Region, Mr. Ho Iat Seng and Managing Director of SJM, Ms. Daisy Ho engaging in lively exchanges with officials.



Visitors participate in interactive games at the booth.



SJM's theme booth is inspired by landscaped gardens in Grand Lisboa Palace.