

Press Release

SJM successfully participated in “Macao Week in Shandong • Qingdao”

(Macau, 12 June 2023) SJM Resorts, S.A. (“SJM”) participated with great enthusiasm in the “Macao Week in Shandong • Qingdao” roadshow organised by the Macao Government Tourism Office (“MGTO”). The purpose of the roadshow was to promote the diverse and exciting tourism resources of Macau to the residents of Qingdao, showcase the unique blend of Chinese and Western cultures, and generate interests in the tourism market. The event took place from 8 to 12 June 2023 at the Qingdao Olympic Sailing Center and was launched with the esteemed presence of Mr. Lei Wai Nong, Secretary for Economy and Finance of Macau SAR Government, Mr. Lu Zhiyuan, Deputy Party Secretary of Shandong Province and Party Secretary of Qingdao, Ms. Maria Helena de Senna Fernandes, Director of MGTO, and Dr. Paul Hung, President of Security, Surveillance, and Environmental, Social and Governance of SJM.

SJM’s booth design showcased the Grand Lisboa Palace Resort (“Grand Lisboa Palace”) in all its glory. Located in a prime location in Cotai, the Grand Lisboa Palace blends opulent European architecture with Chinoiserie elements and aesthetics. It comprises three luxurious hotel towers: the five-star Grand Lisboa Palace Macau, Asia’s first Palazzo Versace Macau, and the one and only THE KARL LAGERFELD MACAU in the world, presenting a world-class hospitality experience by the globally renowned Lisboa brand and two leading fashion design houses in the world. The exhibition also featured the Lisboa Hotel and Grand Lisboa Hotel, emphasising the extraordinary legacy of SJM in crafting iconic tourism and entertainment experiences. SJM’s mascot, “Sam the Rooster”, joyfully engaged with visitors and distributed souvenirs, creating a lively atmosphere.

During the exhibition, SJM offered a variety of hotel promotions and special discounts, aiming to attract Qingdao residents to embark on a delightful and refreshing vacation experience in Macau.

SJM is unwavering in its commitment to promoting Macau’s rich tourism culture and driving the growth of the travel industry in the region. SJM has also set its sights to introduce a wider array of unique tourism products and collaborate further with the Macau SAR Government to promote the city as a tourist destination. SJM will facilitate interregional exchanges and curate exceptional leisure and vacation experiences for travelers and contribute to reinforcing Macau’s reputation as a globally renowned “world centre of tourism and leisure”.



Mr. Lei Wai Nong, Secretary for Economy and Finance of Macau SAR Government (Left) and Mr. Lu Zhiyuan, Deputy Party Secretary of Shandong Province and Party Secretary of Qingdao (Middle) attend the opening ceremony, also visit SJM booth under the company of Dr. Paul Hong, President of Security, Surveillance, and Environmental, Social and Governance of SJM (Right).



SJM's booth design showcases the newly opened Grand Lisboa Palace Resort Macau which blends opulent European architecture with Chinoiserie elements and aesthetics.



The exhibition is popularly visited by local guests.



Sam the Rooster interacting with visitors under a lively atmosphere.