



Press Release

**“Shimmering Glamour”
SJM and CPTTM co-organise Guangdong-Hong Kong-Macau GBA
Wedding Gown Design Contest**

25 July 2023 - SJM Resorts, S.A. (“SJM”) and Macau Productivity and Technology Transfer Center (“CPTTM”) are excited to co-organise the “Shimmering Glamour” Guangdong-Hong Kong-Macau Greater Bay Area Wedding Gown Design Contest, with details unveiled on 25 July 2023 at a press conference held at Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”). The event aims to promote the continuous development of the fashion industry in the Guangdong-Hong Kong-Macau Greater Bay Area (“GBA”), showcase creative design talent, and foster the cross-industry synergy of “Tourism + Cultural Creativity + Wedding”, elevating Macau as a wedding tourism destination and enhancing its international image and allure as a World Centre of Tourism and Leisure.

Attending the press conference are guests of honour including Ms. Victoria Kuan, Director-General of CPTTM; Mr. Joseph Liu, Senior Vice President of Marketing of SJM; Ms. Porcia Leung, Vice President of Corporate Brand and Business Development of SJM; Mr. Jose Tang, Member of the Board of Directors & Vice-Convener of Fashion & Image Committee of CPTTM, as well as fashion designers from the Greater Bay Area.

Ms. Victoria Kuan, Director-General of CPTTM, stated, “We are very pleased that CPTTM and SJM are collaborating again this year to co-organise a new Wedding Gown Design Contest and expand it to the Guangdong-Hong Kong-Macau GBA. Through joint regional promotional efforts, we hope to bring together leading fashion designers across the GBA to create original wedding gowns that incorporate the timeless elements of romanticism in wedding celebrations.”

Ms. Daisy Ho, Managing Director of SJM, commented, “SJM continues its unwavering support for Macau’s adequate economic diversification, actively advancing the growth of the Guangdong-Hong Kong-Macau GBA, and promoting the city’s integration into the national development strategy. Building on last year’s successful design contest, we are privileged to collaborate with CPTTM once again. This year, we will expand the event’s scale to include designers from across the GBA, providing them with a platform to showcase their design talents and harness the synergies of ‘Tourism + Cultural Creativity + Wedding’, in promotion of Macau as a leading wedding destination.”

Themed “Shimmering Glamour”, the event will comprise a Fashion Master Sharing Session titled “Shimmering Glamour – Craftsmanship Inheritance and Innovation”. Led by prominent fashion designers from GBA, the session will spotlight the allure of tradition and innovation, motivating participants to create classy and cutting-edge western wedding gowns. After the event, participants will tour the properties of SJM, where they will

discover a plethora of East-meets-West inspirations from the architectural composition and art decor.

Registration is open from 25 July until 1 September 2023 for the contest. Wedding or fashion brand designers, wedding industry professionals, and wedding gown design enthusiasts aged 18 and above, holding valid identification documents from any city within the Guangdong-Hong Kong-Macau GBA, are eligible to participate. The contest offers awards for champion, first and second runners-up, outstanding designs, the Grand Lisboa Palace Award, and more, with a total prize value exceeding MOP200,000. The judging panel consists of representatives from SJM, CPTTM, and designers from the GBA. The award ceremony and wedding gown show will take place in December 2023 at Grand Lisboa Palace, which provides the perfect backdrop with its grand and elegant indoor and outdoor wedding venues.

For more information, please visit the following website:
<https://events.cpttm.org.mo/competitions>.



Ms. Victoria Kuan, Director-General of CPTTM, Mr. Joseph Liu, Senior Vice President of Marketing of SJM; Ms. Porcia Leung, Vice President of Corporate Brand and Business Development of SJM and Mr. Jose Tang, Member of the Board of Directors & Vice-Convener of Fashion & Image Committee of CPTTM attended the “Shimmering Glamour” Guangdong-Hong Kong-Macau Greater Bay Area Wedding Gown Design Contest press conference.



Ms. Laney Ng, Senior Manager of Creative Fashion & Image Department of CPTTM unveiled the details of the competition at the press conference.