



Press Release

**SJM Introduces “Kam Pek Market”
a New Culinary Landmark in San Ma Lo**
Revitalising the District and Driving Synergistic Growth

(Macau, 13 December 2024) In celebration of the 25th Anniversary of the Establishment of the Macao SAR, SJM Resorts, S.A. (SJM) is set to unveil its newest culinary and cultural landmark, Kam Pek Market, located in San Ma Lo. Soft opening tomorrow (14 December), this revitalised historic building, formerly known as the Kam Pek Community Centre, will debut its fresh new look to residents and visitors alike.

This afternoon, Chief Executive of the Macao SAR Mr. Ho Iat Seng, accompanied by Secretary for Social Affairs and Culture Ms. Ao Ieong U, Macao Government Tourism Office Director Ms. Maria Helena de Senna Fernandes, Cultural Affairs Bureau President Ms. Leong Wai Man, Vice Chairman of the Administration Committee on Municipal Affairs of the Municipal Affairs Bureau Mr. Lo Chi Kin, and Acting Head of the Economic Activities Development Department of the Economic and Technological Development Bureau Mr. Lau Kit Lon, visited Kam Pek Market. During the visit, Ms. Daisy Ho, Managing Director of SJM, shared insights into the vision and design of the revitalisation project. The delegation also engaged warmly with vendors on-site.

Kam Pek Market is a flagship project under SJM’s “San Ma Lo District Revitalisation Plan,” aligning closely with the SAR Government’s “Historic District Revitalisation Initiative.” Located near several UNESCO World Heritage sites and major transportation hubs, the project complements the Grand Lisboa Hotel and Hotel Lisboa at one end of the street and the Ponte 16 Resort at the other. Standing three stories tall, this distinctive project is one of Macau’s few single-building destinations entirely dedicated to gastronomy. In its initial phase, the ground floor will feature eight carefully curated dining establishments, offering diverse culinary experiences aimed at attracting a younger demographic, increasing foot traffic in the area, and fostering mutual growth with neighbouring businesses. This initiative further reinforces Macau’s status as a UNESCO Creative City of Gastronomy.

Ms. Daisy Ho, Managing Director of SJM, remarked, “We are delighted to soft open the Kam Pek Market project during the momentous 25th anniversary of Macau’s return to China. This marks an important step in revitalising the district. As a starting point, we aim to create more iconic cultural landmarks that enrich Macau’s community and cultural tourism offerings. By driving footfall to the area, we seek to stimulate collaborative growth within the neighbourhood, revitalise the local economy, and implement a ‘large supports small’ development model that benefits residents and businesses alike. Through this, we hope to nurture the growth of SMEs and ensure that all stakeholders can share in the fruits of economic progress.”



A Cultural Landmark Reimagined

Kam Pek Market is a protected local heritage building that holds the collective memories of the San Ma Lo district. Formerly known as “Casino Kam Pek” in the 1980s and 1990s, it was transformed into the “Kam Pek Community Centre” in 2002, serving as a venue for performances and exhibitions by local groups and artists.

Following revitalisation, it now enters a new chapter under the design theme of “Preserving the Past, Embracing the Future.” The project seamlessly blends preservation and innovation, retaining its original architectural structure and façade while incorporating modern interpretations. Inside, original elements are paired with contemporary styles to create an ambience that is both chic and relaxed, continuing the building’s legacy as a community hub for leisure and entertainment.

Driving Footfall and Supporting SMEs

SJM invited the Macao Chamber of Commerce and the General Union of Neighbourhood Associations of Macau to serve as the selection panel for tenant bidding at the end of September. Taking into account the valuable insights provided by both organisations regarding market needs, a thorough and rigorous selection process was conducted. This resulted in the selection of high-quality local SMEs for Kam Pek Market, aimed at addressing gaps in the district’s dining experiences, enriching the overall variety of offerings, and diversifying the supply chain, ultimately enhancing the value of the area.

To support local SMEs, SJM has implemented a revenue-sharing rental model to foster strong partnerships with its tenants. The company also offers one-stop start-up support, along with comprehensive operational and marketing assistance, helping tenants significantly reduce initial costs. This development model enhances supply chain management, cost control, operational efficiency, and regulatory compliance, creating a mutually beneficial ecosystem for all stakeholders.

Eight Vendors Begin Trial Operations

The ground floor of Kam Pek Market, spanning over 7,000 square feet with nearly 100 seats, marks the first phase of its launch. The initial lineup features eight dining establishments, including seven operated by SMEs and SJM’s own beverage outlet. Together, they offer a diverse menu of Chinese, Portuguese, Japanese, Thai, and Taiwanese-style cuisine, ranging from creative desserts and noodle specialties to Taiwanese snacks and Thai delicacies. This collaborative effort aims to position Kam Pek Market as a premier dining destination, celebrating Macau’s unique culinary heritage that seamlessly blends Eastern and Western flavours.

The second phase of the project is scheduled to launch in January 2025, featuring dining outlets on the first floor. Spanning over 5,800 square feet, the first floor will host eight outlets and close to 130 seats. Additional details will be announced in due course.

Kam Pek Market operates daily from 10:00 a.m. to 10:00 p.m., catering to a wide range of diners. It will soft open on 14 December 2024, and celebrate its grand opening on 22 December 2024. From 14 December until 14 January 2025, vendors will offer a variety

of promotions to usher in the festive season. For more information about Kam Pek Market and its promotions, please visit <https://www.kampekmarket.com/en>

First-Phase Tenants at Kam Pek Market:

SJM's In-House Operated Outlet:

G01	Sam's Station	Operated by SJM, the handcrafted beverage shop offers a wide selection of drinks, ranging from popular lemon iced tea and nourishing bird's nest milk tea to locally brewed craft beer.
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Awarded Tenants:

G02	Time To Go Home Dessert	A dessert start-up specialising in unique treats such as ice cream, waffles, macarons, and tiramisu, with occasional themed menu items inspired by fan support for idols.
G03	Ba Fang Ying Mian Cuisine	Specialising in classic shark fin soup noodles, signature Portuguese-style sardine buns, and a variety of dishes and buns.
G04	Goat Bakers	A renowned local bakery offering flaky pastries, Portuguese tarts, artisanal bread, Italian-style breakfasts, homemade desserts, and a selection of specialty-blend and handcrafted coffee.
G05	Fong Seng Hin	Blending ingredients and sauces from diverse regions, the menu presents a Macau flavour with a Shunde flair, featuring signature soup-based noodles, various Hong Kong and Macau drinks, and homemade sauces.
G06	Pratunam 1982	The menu features traditional boat noodles, tom yum soup, red and green curries, along with a selection of Thai appetisers and desserts.

Invited Tenants:

G07	Rui Chen Delights	The restaurant's first outlet in Asia carries on the legacy of Hung Rui Chen's signature sandwiches, bringing classic Taiwanese flavours, such as beef noodle soup and braised pork rice to the city.
G08	Dragon Dance Noodle	A modern Chinese-Japanese noodle house fusing the authentic flavours of local dai pai dong with rich Japanese-style white chicken broth ramen.

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Chief Executive of the Macao SAR Mr. Ho Iat Seng (middle), Secretary for Social Affairs and Culture Ms. Ao Ieong U (fourth from left), Macao Government Tourism Office Director Ms. Maria Helena de Senna Fernandes (fourth from right), Cultural Affairs Bureau President Ms. Leong Wai Man (second from left), Vice Chairman of the Administration Committee on Municipal Affairs of the Municipal Affairs Bureau Mr. Lo Chi Kin (second from right), and Acting Head of the Economic Activities Development Department of the Economic and Technological Development Bureau Mr. Lau Kit Lon (first from left), Managing Director of SJM Ms. Daisy Ho (third from the left), Director of SJM Ms. Angela Leong (third from right), and Secretary-General Dr. Rui Cunha (first from right) visit Kam Pek Market and pose for a photo with SJM’s mascot, “Sam the Rooster.”



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