

Press Release

SJM Champions “Tourism+” Integration at Asian IR Expo 2025

Demonstrating Strategic Commitment to Macau’s Diversification Vision

(Macau, 22 May 2025) SJM Resorts, S.A. (“SJM”) reaffirmed its commitment to the Macao SAR Government’s “1+4” economic diversification strategy and to strengthening Macau’s role as a regional tourism hub through its platinum sponsorship of the 2025 Asian IR Expo, held from 7 to 9 May. Held alongside G2E Asia, the Expo is a leading regional platform promoting non-gaming innovation, cross-sector collaboration, and tourism synergy. This year’s event attracted over 8,000 industry leaders from more than 80 countries and regions.

Ms. Daisy Ho, Managing Director of SJM, remarked “Against a backdrop of global economic volatility and shifting trade dynamics, the Asian IR Expo provides a valuable platform for focused dialogue and collaboration—highlighting the development of non-gaming tourism and how the region can respond to today’s economic headwinds by strengthening internal consumption. SJM remains committed to leveraging Macau’s unique dual positioning—as a ‘World Centre of Tourism and Leisure,’ and a Platform for International Exchanges—to unlock broader cross-border cooperation and contribute to a more sustainable future.”

Ahead of the Expo, SJM partnered with the organiser to host a tailored programme showcasing Grand Lisboa Palace Resort Macau as a flagship of high-end hospitality and experiential travel. Senior executives from banking, investment, luxury travel, and multinational sectors were invited to explore the resort’s tourism vision and signature attractions, followed by a celebratory evening at the “Culinary Extravaganza: Dinner at Mesa by José Avillez.” Over 80 distinguished guests enjoyed a contemporary Portuguese dining experience as they witnessed the presentation of the G2E Asia Awards 2025 on stage—an industry accolade that recognises excellence and innovation across Asia’s gaming and non-gaming sectors.

At the exhibition, SJM’s booth spotlighted the Group’s latest offerings and cultural initiatives, serving as a platform to spark dialogue and collaboration while drawing strong interest from regional stakeholders. The Group also designed a suite of exclusive MICE and incentive travel offers aimed at attracting corporate clients and reinforcing Macau’s positioning as a centre for business tourism and experiential travel. Through interactive campaigns and regional outreach, SJM continues to champion initiatives that elevate the city’s global profile, drive cross-sector synergy, and contribute to a more dynamic and diversified visitor economy.

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Ms. Daisy Ho, Managing Director of SJM delivered a speech at the “Culinary Extravaganza: Dinner at Mesa by José Avillez.”



Over 30 distinguished guests were invited to an in-depth exploration of Grand Lisboa Palace’s facilities and signature offerings.



SJM's booth drew large crowds and sparked lively industry discussion.