

Press Release

**SJM Champions Macau–Korea Corporate Travel Ties
as Co-organisier and Sponsoring Partner of
“2025 South Korea Business Travel Summit”**

(Macau, 29 September 2025) Sponsored by SJM Resorts, S.A. (“SJM”) and co-organised with Trip.Biz, a business travel management brand of Trip.com Group, and participated by the representative from Macao Government Tourism Office (“MGTO”) Korea Representative Office, the “2025 South Korea Business Travel Summit” was held at Conrad Seoul on 25 September. Under the theme “Business Travel Innovative Solutions for the Future,” the event successfully attracted a highly relevant mix of more than 100 participants, including corporate travel decision-makers, industry partners, and media representatives, spanning major Korean enterprises, SMEs, and leading tourism operators.

Distinguished guests included Mr. Chris Lew, General Manager of MGTO Korea Representative Office; Mr. Sherwin Dai, General Manager of Trip.Biz Greater China and North Asia; Mr Eugene Tan, General Manager of Trip.Biz SEA Region and Head of International Transportation; and Ms. Porcia Leung, Senior Vice President of Marketing and Communications, Corporate Brand and Marketing of SJM.

Ms. Daisy Ho, Managing Director of SJM, commented “Korea has rapidly become Macau’s largest international visitor market, distinguished not only by volume but also by high-quality spending. With a growing appetite for culture, lifestyle, and MICE experiences, Korea is both a priority and an opportunity for SJM to deepen meaningful partnerships and attract visitors whose interests align with Macau’s continuous efforts in diversification. Our support for and hosting of this summit reflects SJM’s commitment to contributing to Macau’s long-term growth as a resilient and sustainable tourism destination.”

Mr. Sherwin Dai, General Manager of Trip.Biz Greater China and North Asia, stated “Trip.Biz’s vision is to be the most trusted and leading global business travel partner. We aim to meet customer needs through our products, technology, and services, create value for our clients, and support all the people behind business travel. By collaborating with ecosystem partners, we can address evolving industry demands, continuously enhance user experiences, and deliver success together.”

During the summit, SJM introduced delegates to its portfolio of venues and services, while demonstrating how Macau events can be elevated into memorable journeys, combining distinctive settings, exceptional dining, and cultural experiences tailored to the needs of business travellers. Travel practitioners at the summit expressed strong interest in SJM’s bespoke packages, noting how cultural and sporting elements could add depth and appeal to their MICE programmes. The packages were seen as valuable tools for attracting and inspiring corporate groups. The evening ended on a high note with the lucky draw, where SJM offered hospitality experiences in Macau, encouraging local partners and visitors to discover Macau’s signature East-meets-West charm first-hand.

Guests were welcomed into an atmosphere that blended dining with discovery. Alongside a Korean-Macanese buffet, the venue came alive with an SJM booth, where delegates could explore Macau's cultural highlights and business event possibilities. Adding to the flavour of the evening, Mesa Bar at Grand Lisboa Palace Resort Macau set up a pop-up bar, showcasing the unique glamour of Macau's ultra-trendy check-in hotspot. Attendees were invited to savour Macau-inspired cocktails by Frederick Ma, SJM's Resort Master Mixologist and 2024 World Bartender of the Year at the International Bartenders Association ("IBA") World Cocktail Championship.

Looking ahead, SJM will continue to strengthen its collaboration with the Macao Government Tourism Office and international partners such as Trip.Biz, leveraging both large-scale roadshows and focused sector events to broaden Macau's reach. By deepening ties with key markets like Korea and continually enriching its portfolio of hospitality, dining, cultural, and sporting experiences, SJM remains committed to supporting Macau's diversification journey and advancing its role as a "World Centre of Tourism and Leisure."

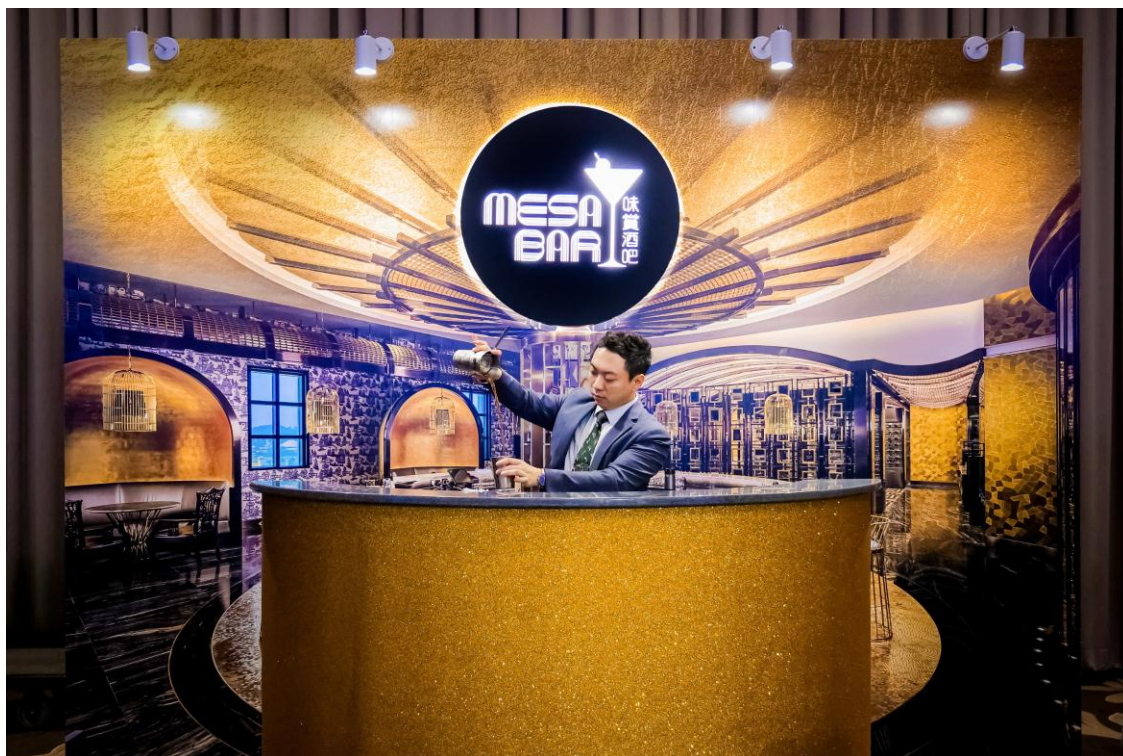
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Mr. Chris Lew, General Manager of MGTO Korea Representative Office; Mr. Sherwin Dai, General Manager of Trip.Biz Greater China and North Asia; and Ms. Porcia Leung, Senior Vice President of Marketing and Communications, Corporate Brand and Marketing of SJM, toast to the future of business travel at the "2025 South Korea Business Travel Summit."



Ms. Porcia Leung, Senior Vice President of Marketing and Communications, Corporate Brand and Marketing of SJM delivers welcome remarks at the “2025 South Korea Business Travel Summit.”



Guests enjoy Macau-inspired cocktails by Frederick Ma, SJM’s Resort Master Mixologist and 2024 World Bartender of the Year at the International Bartenders Association (“IBA”) World Cocktail Championship, at the Mesa Bar pop-up.



Delegates learn about SJM's diverse tourism facilities and hotel projects during the product presentation.



More than 100 participants, including corporate travel decision-makers, industry partners, and media representatives, attend the “2025 South Korea Business Travel Summit.”