

Press Release

SJM Supports the “55th SKAL International Asia Congress”

*Showcasing Macau’s “Tourism+” Appeal and
Joining Global Industry Leaders to Open New Horizons for Development*

(Macau, 24 June 2026) The “55th SKAL International Asia Congress,” organised by SKAL International Macau, supported by the Macao Government Tourism Office (“MGTO”) and the Commerce and Investment Promotion Institute (“IPIM”), and sponsored by SJM Resorts, S.A., was successfully held at Grand Lisboa Palace Resort Macau from 11 to 14 June.

Under the theme “Celebrating Heritage – Empowering Innovation,” this year’s congress convened close to 200 industry leaders from 18 countries and regions, including Europe, the United States, India, Sri Lanka, the Middle East, Southeast Asia, East Asia, South Asia, and the Greater Bay Area. The delegation brought together members of the SKAL International World Executive Board and various Asian chapters, local tourism officials, as well as senior executives and operators from across the hotel and resort, transportation and aviation, travel agency and MICE sectors. As an ICCA-certified congress of strong international standing and professional significance, the event provided an important platform for high-level industry exchange and forward-looking dialogue. As the main sponsor and official venue partner, SJM drew on its integrated resort capabilities, hospitality expertise and diversified tourism offerings to support this international gathering, further showcasing Macau’s positioning as a “World Centre of Tourism and Leisure” and its strengths as a leading MICE destination.

The opening ceremony was held on the morning of 12 June at The Garden House. A number of government officials and tourism industry leaders officiated at the ceremony, including Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Choi Kin Long, Acting President of the Cultural Affairs Bureau; Ms. Elaine Wong, Director of the Board of Directors of IPIM; Mr. NSN Mohan, President-elect of SKAL International, Mr. Shekhar Divadkar, President of SKAL International Asia; Mr. Vinzenz Rosa de Pauli, President of SKAL International Macau, alongside Mr. Gerard Walker, Chief Hospitality Officer of SJM.

Ms. Daisy Ho, Managing Director of SJM, remarked, “SJM is proud to support bringing a network of this calibre to Macau. The cross-border collaborations and collective intelligence anchored by SKAL are valuable catalysts for shaping the future of tourism and advancing Macau’s ‘1+4’ diversification strategy. Hosting these essential global dialogues enables us to build the strategic connections needed to expand Macau’s tourism base, capture wider international interest and reinforce the city’s stature as a premier world-class MICE destination.”

During the event, experts and scholars from various regions shared insights on integrating environmental responsibility into day-to-day tourism and hospitality operations through



keynote speeches and panel discussions. They also examined how emerging technologies, including artificial intelligence, can enhance the industry ecosystem and open new pathways for sustainable development. Delegates further exchanged views on key topics such as cultural tourism integration in the Greater Bay Area, the strengthening of regional professional ties and the creation of new opportunities for cross-regional collaboration.

Beyond the formal sessions, delegates enjoyed a full itinerary designed to showcase Macau's dual prestige as a UNESCO World Heritage site and a "Creative City of Gastronomy." Highlights included a cultural city tour and an international feast at "The Grand Buffet," hosted by SJM. To celebrate next year's Congress destination, SKAL International Malaysia hosted a themed luncheon featuring authentic flavours specially prepared by SJM's culinary team. The event culminated in a magnificent gala dinner at The Grand Pavilion, where global tourism leaders enjoyed an evening of refined cuisine, captivating cultural performances, and unparalleled networking. Beyond enriching the congress, the itinerary fostered deeper cultural ties between Macau and the international tourism community.

As a leading integrated tourism and leisure enterprise rooted in Macau, SJM remains committed to enhancing its offerings, services, and resources in support of the city's diversified development. Looking ahead, SJM will continue to draw on its distinctive strengths in blending Chinese and Western cultures, complemented by modern cultural tourism amenities and high-standard hospitality services, to attract more globally influential events to Macau. Through deepening the integration of "Tourism + MICE" and expanding its international industry network, SJM will continue to contribute to the high-quality development of Macau's diversified tourism economy.



Officiating guests and international delegates gather for a group photo at the opening ceremony of the “55th SKAL International Asia Congress” at The Garden House.



The welcome cocktail reception was held at the artistically inspired The Book Lounge.



Tourism industry leaders from around the globe gathered for panel discussions at The Garden House, exploring emerging trends in tourism innovation and sustainable development.



Tourism industry leaders gathered at The Grand Pavilion for an evening of refined cuisine, cultural performances and networking.