

Press Release

SJM “Forge My Own Journey” Development Programme Welcomes Second Cohort

University-Industry Collaboration Empowers Macau Youth to Shape Their Future

(Macau, 17 August 2026) – In support of the Macao SAR Government’s policy of building Macau through talent development, SJM Resorts, S.A. (“SJM”) and the Macao University of Tourism (“UTM”) jointly introduced the SJM “Forge My Own Journey” Development Programme in 2025, with the Labour Affairs Bureau and the Education and Youth Development Bureau as supporting units. Today, the programme’s Second Cohort Launch Ceremony and Recognition Ceremony was held at Grand Lisboa Palace Resort Macau, celebrating the achievements of the inaugural cohort while officially welcoming the second cohort as they embark on their development journey. Approximately 250 guests, faculty members, students and parents attended the event, marking a meaningful milestone in local youth talent development.

Daisy Ho, Managing Director of SJM, said: “The SJM ‘Forge My Own Journey’ Development Programme combines academic learning with real-world workplace experience, creating valuable opportunities for Macau youth to develop their skills and realise their potential. The outstanding achievements of our inaugural cohort, including their success at the WorldSkills Macau Selection Competition and selection to represent Macau at the WorldSkills Competition, demonstrate the effectiveness of university-industry collaboration in nurturing the next generation of hospitality professionals with strong expertise and global outlook.”

Guests of honour for the ceremony included Ms. Chan Tsz Wai, Acting Director of the Labour Affairs Bureau; Mr. Wong Tat Choi, Acting Director of the Department of Educational Resources of Education and Youth Development Bureau; Mr. He Biao, Fourth Level Researcher of the Economic and Financial Department of the Liaison Office of the Central People’s Government in the Macao SAR; Ms. Daisy Ho, Managing Director of SJM; Dr. Fanny Vong, Rector of UTM; Ms. Angela Leong, Director of SJM and Chairman of the SJM Staff Welfare Consultative Committee; Mr. Andy Lee, Chief Gaming Officer of SJM; Mr. Gerard Walker, Chief Hospitality Officer of SJM; and Ms. Rachel Chan, Senior Vice President of Human Resources of SJM.

During the ceremony, the guests of honour presented awards to outstanding students from the inaugural cohort in recognition of their achievements in both academic studies and work performance. The event also featured the inauguration ceremony of the first cohort’s student association committee and the handover of the student association flag. This was followed by the launch of the second cohort, with 61 new students embarking on their combined academic and workplace training journey, continuing the programme’s mission of nurturing local tourism and hospitality talent.

University-Industry Collaboration Delivers Tangible Results

The SJM “Forge My Own Journey” Development Programme adopts an innovative university-industry collaboration model that combines academic study with paid workplace training over four years, enabling participants to gain practical industry experience while pursuing their professional qualifications.

Since its inception, the programme has received an enthusiastic response from local youth and delivered impressive results. At the 48th WorldSkills Macau Selection Competition, participants from the inaugural cohort secured first, second and third places in the Hotel Reception category. As a result, SJM became the only integrated resort operator in Macau to have representatives selected for the Macau delegation to this year’s WorldSkills Competition. Their achievements underscore the effectiveness of combining classroom learning with hands-on industry experience and highlight the success of the university-industry partnership model in developing skilled hospitality professionals.

With the second cohort now on board, SJM will continue to deepen its partnership with UTM, providing Macau youth with broader career development opportunities through a systematic talent cultivation mechanism. The programme aims to nurture talent with strong professional capabilities and an international perspective, supporting the high-quality development of Macau’s tourism and leisure industry.

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SJM “Forge My Own Journey” Development Programme’s Second Cohort Launch Ceremony and Recognition Ceremony were held successfully.



The second cohort embarked on their development journey.