

Press Release

SJM fully supports “Beijing Macao Week” Roadshow

(Macau, 29 September 2020) Sociedade de Jogos de Macau, S.A. (“SJM”) participated in the mega “Beijing Macao Week” in partnership with the Macau SAR Government at Beijing’s famous Wangfujing Street, introducing Macau’s diverse tourism offerings to Beijing’s residents and visitors, with the goal of drawing the attention of residents across the country to Macau.

Leveraging the resumption of nationwide travel from Mainland China to Macau, and in celebration of the 15th anniversary of the successful inscription of the Historic Centre of Macao on UNESCO’s World Heritage List, the Secretariat for Social Affairs and Culture of the Macau SAR Government, Hong Kong and Macau Affairs Office of the People’s Government of Beijing Municipality, Beijing Municipal Bureau of Culture and Tourism, and Dongcheng District People’s Government of Beijing Municipality jointly organised a four-day mega roadshow entitled “Beijing Macao Week” in the capital starting from 26 September 2020. A grand opening ceremony was held on Saturday evening, officiated by Secretary for Social Affairs and Culture of the MSAR Government Ms. Ao Ieong U, Deputy Director of the Hong Kong and Macau Affairs Office of the State Council Mr. Huang Liuquan, and Vice Mayor of the Beijing Municipal Government Ms. Wang Hong and other guests. Managing Director of SJM Ms. Angela Leong also attended the opening ceremony.

SJM’s exhibition booth “Lisboa – Grand Lisboa – Grand Lisboa Palace” celebrates the exceptional journey of Macau’s iconic Lisboa brand. The booth showcased three dazzling architectural models. Opened in 1970, Hotel Lisboa was Macau’s first integrated resort, blazing new trails in a pioneering spirit with its cylindrical hotel tower design, and remains today a centrepiece of the city. The Grand Lisboa, in the shape of a golden lotus, is a testimonial to Macau’s return to the Motherland. It is also the only hotel in Macau boasting seven Michelin stars. The Grand Lisboa Palace integrated resort located on Cotai is inspired by the architecture of European monumental buildings and encompasses Chinoiserie design elements. The resort celebrates the East-meets-West cultural heritage of Macau, supporting the city’s development into a “world centre of tourism and leisure”. The booth has received enthusiastic response from the visitors, who busily take photos in front of the models. Visitors can also get to know more about the development of the Lisboa brand from the displays on the exhibition panels and LED screens. Specially choreographed for the roadshow, a dance performance outlining a romantic love story is staged and backdropped by the beautiful images of The Grand Pavilion, the splendid event venue at Grand Lisboa Palace for weddings and other special occasions.

Ms. Daisy Ho, Chairman of the Board of Directors of SJM, said, “SJM is very pleased to support this important event, partnering with the Macau SAR Government to help boost engagement with Beijing residents and encourage travel into Macau, while further enhancing Macau’s exchange and cooperation with Beijing.” Ms. Ho continued, “The Lisboa brand, with a history of 50 years, is a legacy of Macau, and has been closely associated with Macau’s development. By sharing the story of the Lisboa brand, whose inheritance and innovation has continued from Lisboa to Grand Lisboa and to Grand Lisboa Palace, we wish to create an exceptional travel experience for the visitors, while also showcasing Macau’s harmonious East-meets-West culture, as well as our love and

passion for Macau and the Motherland. As a company with its roots in Macau, we are obliged and delighted to tell Macau’s success story. We look forward to rejuvenating Macau tourism and boosting the economy, joining forces with the Government and the local community.” In strict compliance with the Government’s preventive measures and with all health and safety protocols, SJM is dedicated to offering its guests a safe and pleasant travel experience in Macau.

The exhibition is complemented by a series of promotional activities. Visitors of the Beijing Macao Week are invited to follow SJM Macau & Partners’ official WeChat account to receive souvenirs and electronic coupons. They are also welcome to participate in a quiz game to win prizes such as a complimentary stay at Grand Lisboa Hotel and dining vouchers for Michelin-starred restaurants. In addition, SJM has collaborated with China International Travel Service (Macau) Limited to launch eight promotional packages catering to various travelling preferences, covering hotel accommodation, food and beverage, leisure and entertainment offerings at Hotel Lisboa, Grand Lisboa, Hotel Jai Alai and Ponte 16 Resort. To increase publicity, SJM has utilised digital platforms by working with Tencent News, Douyin, Mafengwo and China’s travel influencers. The SJM team, during their stay in Beijing, has also exchanged dialogues with local travel partners and wholesale tour operators to build on partnerships with the Mainland Chinese travel industry.



SJM’s exhibition booth showcases the inheritance and innovation of the Lisboa brand.



Secretary for Social Affairs and Culture of the MSAR Government Ao Ieong U (1st right), Deputy Director of the Hong Kong and Macau Affairs Office of the State Council Huang Liuquan (3rd left), Vice Mayor of the Beijing Municipal Government Wang Hong (2nd left) and Director of Macau Government Tourism Office Maria Helena de Senna Fernandes (2nd right) tour SJM's exhibition booth with Managing Director of SJM Angela Leong (1st left).