



第二十三屆澳門國際貿易投資展覽會

23ª FEIRA INTERNACIONAL DE MACAU

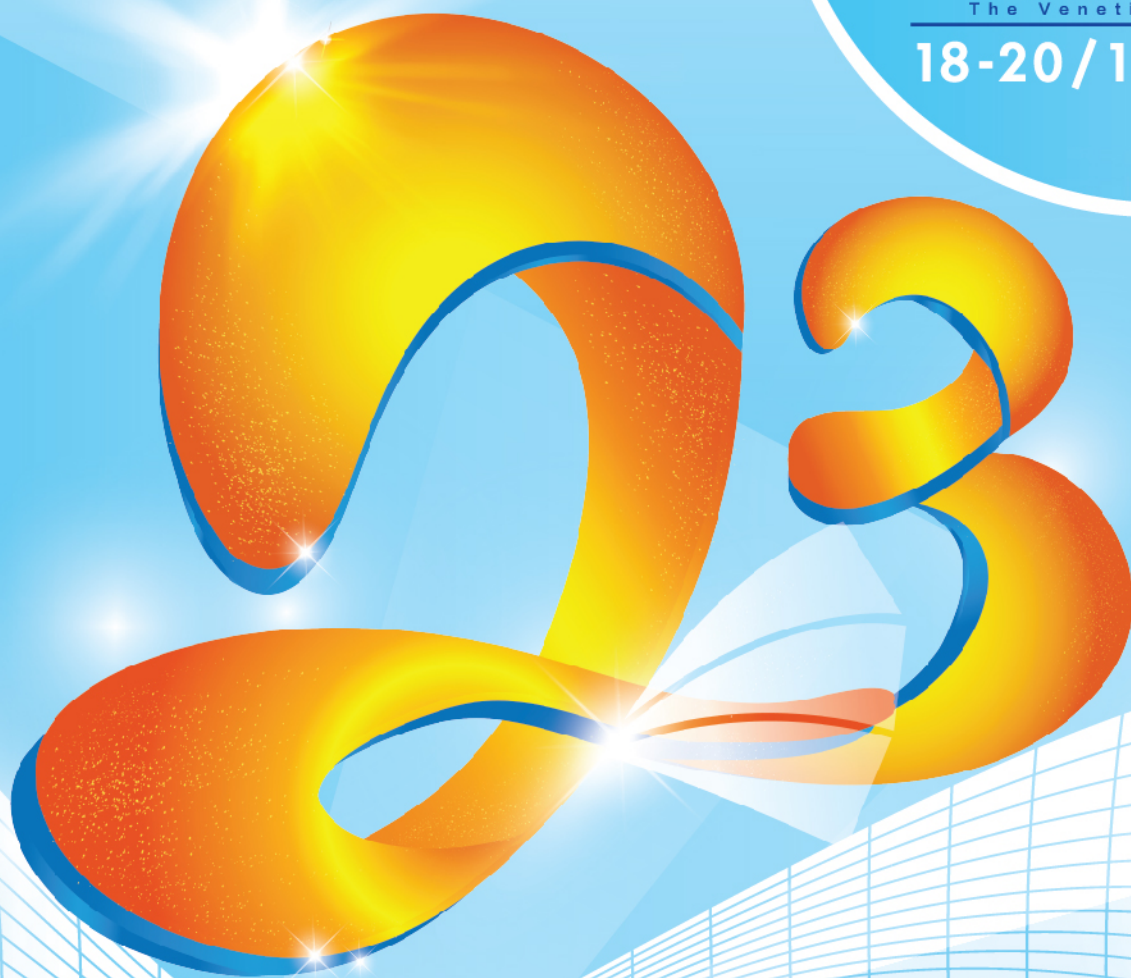
23rd MACAO INTERNATIONAL TRADE & INVESTMENT FAIR

[www.mif.com.mo](http://www.mif.com.mo)

澳門威尼斯人

The Venetian Macao

18-20/10/2018



# 促進合作 共創商機

COOPERAÇÃO-CHAVE PARA OPORTUNIDADES DE NEGÓCIOS  
COOPERATION-KEY TO BUSINESS OPPORTUNITIES



(853) 2882 8711

Organiser



澳門貿易投資促進局

Instituto de Promoção do Comércio e do Investimento de Macau  
Macao Trade and Investment Promotion Institute



Website



WeChat

Message from Mr. Leong Vai Tac,  
Secretary for Economy and Finance of  
Macao SAR Government

"The 23<sup>rd</sup> Macao International Trade and Investment Fair" (23<sup>rd</sup> MIF) will be held in Macao from 18<sup>th</sup> to 20<sup>th</sup> October 2018. I would like to cordially invite business and trade organisations, enterprises, and people from various sectors at home and abroad to participate in this magnificent event to explore market and business opportunities and promote exchanges and co-operation.

As one of the flagship exhibitions in Macao, MIF has been continuously improving over the last 22 years, in terms of becoming more international, the size and quality of the exhibition, event concepts and strategies. MIF serves as an exchange platform for enterprises from Portuguese-speaking Countries, the "Guangdong-Hong Kong-Macao Greater Bay Area" (GBA), and other regions to explore business opportunities and a bridge to assist enterprises from various regions in "Going Global".

With the tremendous support of the Central Government, Macao has been actively transforming itself into a "World Centre of Tourism and Leisure" and a "Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries", also known as "One Centre, One Platform". This is accelerating the development of the convention and exhibition industry (hereafter "MICE industry"), the traditional Chinese medicine (TCM) industry and the featured financial industry, as well as nurturing emerging industries augmenting the industrial structure of Macao, through participating in and supporting the "Belt and Road" Initiative and the construction of the GBA and joining the nation's overall development to boost the moderate diversification and sustainable development of the local economy.

Upholding the theme of "Cooperation - Key to Business Opportunities", this year's MIF will further promote regional economic and trade exchanges and co-operation, by inviting Mozambique as "Partner Country" and Fujian province as "Partner Province". Moreover, it is our privilege to welcome high-level delegations from Mozambique and Fujian province to attend the 23<sup>rd</sup> MIF and hold a joint high-level thematic forum.

This year's MIF has comprehensively upgraded the exhibition content by setting up a specific featured finance industry zone and seminars, with a diverse array of high-level forums, showcases and presentations.

In addition, Macao will be hosting the 8<sup>th</sup> ATPF Joint Exhibition concurrently with the 23<sup>rd</sup> MIF as a result of a vote by the members of the Asian Trade Promotion Forum (ATPF). Representatives from ATPF trade promotion organisations will gather to discuss collaboration and development to provide an effective exchange platform for international enterprises and trade promotion organisations. The "2018 Portuguese Speaking Countries Products and Services Exhibition (Macao)" (2018 PLPEX) will continue to be held concurrently, with a larger exhibition and improved content, by inviting more enterprises which specialise in food from Portuguese-speaking Countries, and professional services between China and Portuguese-speaking Countries to nurture the Sino-Portuguese platform and the construction of "Three Centres", especially the "food product distribution centre for Portuguese-speaking Countries".

The number of large international conferences and exhibitions held in Macao recently has increased steadily, while the MICE industry has become more international and specialised as well as continually improving. In particular, many exhibition brands in Macao have been recognised by the Global Association of the Exhibition Industry (UFI) and a number of international conferences in Macao have also been recognised by the International Congress and Conference Association (ICCA) in terms of the assessment performance indicators. The forthcoming opening of the Hong Kong-Zhuhai-Macao Bridge and the increasingly diversified flight routes into and out of the Macao International Airport will provide great development opportunities for the MICE industry in Macao. Looking ahead, Macao will continue its strategy of prioritising conferences and introducing more high-quality MICE projects to enhance the MICE industry development of the city.

Following the implementation of the "Belt and Road" Initiative and the close co-operation of the city cluster in the GBA, Macao's MICE platform will further lift its potential. We welcome all investors from home and abroad and participants from various sectors to attend the 23<sup>rd</sup> MIF, and seize opportunities for exchanges and collaboration, and hope that all the participants will be able to build connections and achieve fruitful results through this event platform!



Leong Vai Tac  
Secretary for Economy and Finance, Macao SAR Government





# Highlights of 23<sup>rd</sup> MIF

## Annual fest for trade & investment industry

A prestigious professional international trade & investment event in the regions which was listed among "China's Top 10 Most Influential Exhibition 2017"

### Effective platform

Giving full play to the "Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries"



### Promotes multilateral exchange

"Partner Country" (Mozambique) and "Partner Province" (Fujian Province)



### To facilitate trade development in the regions

"The 8<sup>th</sup> ATPF Joint Exhibition" will be held concurrently to enable information exchange and opportunities sharing by gathering the representatives together



### Diversified activities

Encompassing exhibition, business matching, forum & conference to help enterprises "Go Global & Bring in Investment"



### SME platform

Encouraging SMEs co-operation to explore business potentials



### Synergy

Being concurrently held with the "2018 Portuguese Speaking Countries Products and Services Exhibition (Macao)" (2018 PLPEX) to enhance effectiveness





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## 22<sup>nd</sup> MIF Figures

Exhibition area  
(square metres)

27,000+

Participating countries  
and regions

50+

Exhibition booths

1,500+

Business matching sessions

380+

Contract signing

67

Forums,  
conferences and seminars

40+

## Exhibitors gained fruitful result in MIF

- “Exhibitor from Jiangsu expressed that it is the first time participating in MIF and the positioning of Macao as a Sino-Portuguese platform is very valuable to assist the mainland Chinese enterprises entering into the Portuguese-speaking Countries’ markets and “go global”.”
- “Representative of a restaurant expressed that this is the second time to participate in MIF and they have gained satisfactory results over past 2 editions. Through the Online Business Matching Service Platform, he could select and meet up with targeted enterprises directly.”
- “Entrepreneur from Wuhan had met up with many companies over the three days and the needs from many companies to improve their e-commerce sales platforms and channels brought him business opportunities. He successfully reached co-operation intent at the event.”



## About Macao (2017)

Area 30.8 square kilometres  
Population 653,100

Official Languages Chinese and Portuguese with English being commonly used  
GDP MOP 404.2 billion (approx. USD 50.5 billion)

GDP per capita of 2017 MOP 62,280 trillion (approx. USD 7,785 trillion)  
Income of inward direct investment (2016) MOP 48.75 billion (approx. USD 6.1 billion)

Visitor arrivals 32,610,506  
Goods and service exports MOP 316 billion (approx. USD 39.5 billion)

Goods and service imports MOP 110.7 billion (approx. USD 13.8 billion)  
Number of newly established company 5,177



## Featured Activities in 23<sup>rd</sup> MIF



### Exhibition

Pavilions for Chinese provincial governments and cities, Portuguese-speaking Countries, Europe, Belt and Road Region, the Americas and so on are set up together with a diverse array of themed product zones and exhibition areas. The “2018 Portuguese Speaking Countries Products and Services Exhibition (Macao)” (2018 PLPEX) will also be held concurrently.

### Forum / Conference

High-level forums, international economic and commercial conferences, investment and co-operation promotion seminars such as the “World Summit of Chinese Entrepreneurs” and “Mozambique-Fujian-Macao Trade and Investment Forum” will be organised to share insights into global economic trends, and to serve as “Commercial and Trade Co-operation Service Platform for Portuguese-speaking Countries”.



### Business Matching

Assists exhibitors and trade visitors in looking for partners and exploring business opportunities, to “Go Global & Bring in Investment”, through the “Online Business Matching Service Platform” along with a series of networking sessions.

### SMEs Co-operation

Serves as a platform to encourage the SMEs co-operation, business exchanges, promotion and business development by inviting associations and enterprises from different countries to participate in the event, exploring business potentials.





# Organisation Chart

## Organiser

Macao Trade and Investment Promotion Institute (IPIM)  
Address: World Trade Centre Building, 4th Floor, 918, Avenida da Amizade,  
Macao  
Tel: 853-2871 0300  
Fax: 853-2872 6777

## Governmental Co-organisers

Macao Economic Services  
Macao Government Tourist Office  
Department of Commerce of Guangdong Province  
Chongqing Commerce Commission  
Fujian Macao Economic Co-operation Promotion Committee

## Co-organisers

Macao Chamber of Commerce  
Industrial Association of Macau  
Macao Importers and Exporters Association  
Macao Textile Merchants Association  
Macao Shipper's Association  
The Macau Association of Banks  
Macao Association of Building Contractors and Developers  
The Macau Small and Medium Enterprises Association  
The Macau Chinese Enterprises Association  
The Chinese Manufacturers' Association of Hong Kong

## Partner Organisations

The Permanent Secretariat of the Forum for Economic and Trade  
Co-operation between China and Portuguese-speaking Countries  
(Macao)  
International Lusophone Markets Business Association  
World Federation of Chinese Entrepreneurs Organization  
Macao International Brand Enterprise Commercial Association  
China Council for the Promotion of International Trade Hunan Sub-Council  
Portugal-China Young Entrepreneurs Association

## Exhibitors Privileges

- Free listing of Exhibitor in the Event Guide and Website
- Eligibility to apply for holding presentations / seminars during MIF
- Exclusive discount for Event Guide advertisement

## Raw Space Rental Fee

MOP 1,200.00 or USD 150.00 per square meter

## Special Offer

1. Exhibitors who have previously participated in any local exhibition organised by IPIM will be entitled to a 20% discount.
2. Exhibitors already enjoying privileges from either the Government or local association are not entitled to the above mentioned privileges.

### Remarks:

1. Sales of any products and services are strictly prohibited in the exhibition area.
2. Exhibitors are responsible for any expense incurred in the installation of their respective booths.
3. The Organiser reserves the right to accept or refuse an exhibition application. In case an application is refused, the Organiser will return all the respective advertising information and refund the applicant.
4. Exhibition booths are not transferable.

## To Participate in Exhibition

Please complete the Exhibition Application Form and send to the MIF Administrative & Service Centre by email or fax.  
Tel: 853-2882 8711  
Fax: 853-2882 8722  
Email: info@mif.com.mo

## Advertisements in the Event Guide

The Event Guide will be distributed to VIPs, exhibitors, buyers, government departments and related chambers of commerce and trade associations during the exhibition period.

Table of rates for Advertisements:

Display space in Event Guide	USD\$	MOP\$
Back Cover	5,000	40,000
Inside back cover	3,000	24,000
Full Page Inside (Colour)	1,500	12,000

- Advertisement Size: 14.8cm(W) x 21cm(H)
- Excluding artwork and film output
- 20% discount for exhibitors

## Opening Hours

Date	Main Hall	SME Exhibition
18 October (Trade Visitors)	12:00-18:00	12:00-20:00
19 October (Public)	10:00-18:00	10:00-20:00
20 October (Public)	10:00-18:00	10:00-18:00

## Service Support

Upon submission of application form, exhibitors will receive an Exhibitors' Manual, which provides all information necessary for exhibitors to prepare for their participation.

## Payment Methods

- 1) Cheques / money orders should be made payable to:

"Macao International Trade and Investment Fair"

Address: World Trade Centre Building, 4th Floor, 918, Avenida da Amizade, Macao

- 2) By remittance to:

A/C 1:

A/C Name: Macao Trade and Investment Promotion Institute

A/C No.: 18-01-01-20-7874273 (MOP)

Bank Name: Bank of China BOC



Address: Avenida Doutor Mario Soares Macau, Edif. Banco da China, Macau

Bank's Tel: 853 8792 1413 / 853 8792 1409

A/C 2:

A/C Name: Macao International Trade and Investment Fair

A/C No.: 900 4340 639 (MOP)

A/C No.: 900 6118 363 (USD)

Bank Name: Banco Nacional Ultramarino, S.A

Address: 22 Av. Almeida Ribeiro, Macao

Bank's Tel: 853 2835 5111

Bank's Fax: 853 2835 5653