MIF

第二十七屆澳門國際貿易投資展覽會

27ª FEIRA INTERNACIONAL DE MACAU
27th MACAO INTERNATIONAL TRADE & INVESTMENT FAIR

ufi Approved International Event

2022
20-22/10
澳門威尼斯人
金光會展
Cotai Expo,
The Venetian Macao

27

促進合作 共創商機

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www.mif.com.mo

主辦單位／Organizador／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

MIF Website

WeChat

About the Exhibition

The Macao SAR Government has published the Second Five-Year Plan for Economic and Social Development of the Macao Special Administrative Region (2021-2025), which is in line with the Outline for the 14th Five-Year Plan for Economic and Social Development and Long-Range Objectives Through the Year 2035, in order to support the development of industries such as exhibitions and conventions, commerce and trade in Macao, stating that exhibitions and conventions, commerce and trade are two of the ways to promote a diverse and rational industrial structure. At the same time, with the orderly implementation of the General Plan for Construction of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin and the gradual implementation of various policies, Macao's MICE industry will welcome a new round of development opportunities.

The Macao International Trade and Investment Fair (MIF) was first held in 1996 and is the first local exhibition accredited by the Global Association of the Exhibition Industry (UFI). Over the years, MIF has become an influential annual international MICE and trade event in Macao, with a growing market capacity, professionalism and brand image. In recent years, MIF has joined forces with the Macao Franchise Expo (MFE) and the Portuguese Speaking Countries Products and Services Exhibition (Macao) (PLPEX) to build on the integration of resources, enrich the content and enhance the professionalism of the events.

The 27th MIF will be held in Macao from 20 to 22 October 2022. With the theme of "Co-operation – Key to Business Opportunities", this year's MIF will continue to follow the national policy, Macao's development positioning and policy initiatives, and make specific plans in terms of event planning, project content and arrangements for merchants and visitors, to provide a platform for promoting industry development and pave the way for business co-operation.

All parties at home and abroad are cordially invited to participate in MIF online and offline, to seek co-operation and common development!

What Exhibitors said

Representative of a Traditional Chinese Medicine (TCM) Enterprise from Guangdong

We are satisfied with the result of our first-time participation in the exhibition, not only have we received purchase orders, we were introduced to enterprises and **have reached intentions of co-operation**. The highlighted feature of **"exhibitions within exhibitions"** encouraged more visitors to pay attention to **the development of the TCM Industry**.

Representative of a Catering Enterprise from Macao

The exhibition platform not only **builds brand awareness** but also promotes **sustainable business development** and **helps open up the local youth market** through the live streaming of KOL.

Representative of an Agricultural Product Enterprise from Guangdong

Through participating in the exhibition, **we managed to establish business contacts with Macao enterprises and reached co-operation agreements**. We will act as a **supplier to provide agricultural products** to Macao catering enterprises in the future, in the hope of **further exploring the Macao market**.

Representative of a Cross-border E-commerce Enterprise

This is the first time we have exhibited at MIF and **the results are satisfying**. During the exhibition, we signed **13 co-operation agreements**, reached intent to co-operate with **e-commerce projects** in Fujian and other places, and signed agreements with more than 10 Macao enterprises to **help Macao products "go global"**.

Key Figures from the Previous Exhibition

53,000+
Number of Visitors

1,200+
Number of Exhibitors
(Online and Offline)

5,200+
Number of Trade Visitors

90+
Live Streaming Sessions
LIVE

680+
Business Matching Sessions
(Online and Offline)

8,000+
MOP
Spending Per Capita in Macao by Non-local Traders
(according to a third-party survey)

110+
Protocol Signing
(Online and Offline)

3.86M+
Total Views on Live Streaming Platforms

Note: The above figures are the total of those from the "26th Macao International Trade and Investment Fair" (26th MIF), the "Macao Franchise Expo 2021" (2021MFE) and the "2021 Portuguese Speaking Countries Products and Services Exhibition (Macao)" (2021PLPEX)".

Business Scope

- Introduction of Domestic and Overseas Investment Environments
- Modern Financial Services
- Investment Projects Promotion
- E-commerce
- Innotech and Start-up Projects
- Food and Catering
- Cultural and Creative Industry
- Small and Medium-sized Enterprises Product Exhibition
- Traditional Chinese Medicine and Health Industry

Highlights

Three Exhibitions in Synergy

The 27th MIF is held concurrently with the "Macao Franchise Expo 2022" (2022MFE) and the "2022 Portuguese Speaking Countries Products and Services Exhibition (Macao)" (2022PLPEX) to create synergy.

Helping Small and Medium-sized Enterprises Upgrade and Transform and Improve Their Competitiveness

Expanding the scale of the exhibition to encourage participation and providing business matching and support services to help SMEs improve their competitiveness and seize business opportunities.

Promoting Regional Co-operation through Diverse Content

Inviting Zhejiang province as a "partner province" to deepen exchanges and co-operation between Zhejiang and Macao in various fields, setting up a special exhibition area for the Guangdong and Macao In-Depth Co-operation Zone in Hengqin and organising a series of business matching and promotional activities.

Creating a Platform for Exchange and Co-operation in High-tech Industries

Organising the "Science and Technology Week 2022 and Exhibition of Achievements in Science and Technology Innovation" in the form of "exhibitions within exhibitions" to stimulate technological innovation and create a platform for exchange and co-operation in high-tech industries.

Promoting the Development of the "Big Health" Industry

Organising the "CHEXPO Macao 2022" in the form of "exhibitions within exhibitions" to promote the transformation of the research and development results of Chinese traditional medicine and the development of the "big health" industry.

Implementing "Industry + MICE" to Create Cross-Sectorial Synergy

In addition to the convening of "exhibitions within exhibitions" themed "big health" and high-tech, this year's MIF will, for the first time, organise the "China (Macao) International Cultural & Creative Industry Exhibition" to promote the upgrading and development of the relevant industries, complemented by the hosting of related business matching and networking sessions.

Leading Innovative Investment through Modern Finance

Bringing together venture capital funds and pipeline projects through the MIF platform, connecting key industries and Macao SMEs with investors through business matching, exploring investment opportunities and potential co-operation opportunities.

Concurrent Exhibitions

澳門國際品牌連鎖加盟展
Exposição de Franquia de Macau
Macao Franchise Expo

Website

Macao Franchise Expo (MFE)

The "Macao Franchise Expo" (MFE) is a business and trade event that integrates exhibitions, forums, business matching sessions and promotion seminars. It focuses on promoting the development of domestic and international franchise businesses and IP authorisation, supporting local brands to "go global" and attracting franchise brands from all parts of the world to Macao. MFE was recognised by the Global Association of the Exhibition Industry (UFI) as a "UFI Approved Event" in 2018.

PLPEX
葡語國家產品及服務展(澳門)
EXPOSIÇÃO DE PRODUTOS E SERVIÇOS DOS PAÍSES DE LÍNGUA PORTUGUESA (MACAU)
Portuguese Speaking Countries Products and Services Exhibition (Macao)

Website

Portuguese Speaking Countries Product and Services Exhibition (Macao) (PLPEX)

The "Portuguese Speaking Countries Product and Services Exhibition (Macao)" (PLPEX) is an economic and trade exhibition which brings together enterprises that offer distinctive products and quality services from Portuguese-speaking countries. It is a flagship exhibition that contributes to the development of Macao as the Commercial and Trade Co-operation Service Platform between China and Portuguese-speaking Countries, facilitating exchanges and co-operation between enterprises in Macao, Portuguese-speaking countries and Mainland China. Also, the Recommended Wine List of Portuguese-speaking Countries is published during the event. PLPEX was recognised by the Global Association of the Exhibition Industry (UFI) as a "UFI Approved Event" in 2020.

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

Official Co-organisers

Government of the Macao Special Administrative Region - Economic and Technological Development Bureau

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

Macau Importers and Exporters Association

Macao Textile Merchants Association

Macau 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

Opening Hours

20 October (Trade Visitors)
12:00-19:00
21 October (Public)
10:00-19:00
22 October (Public)
10:00-18:00

Contact Information

For enquiries, please contact the MIF Co-ordinator

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