



澳門特別行政區  
二十五周年紀念  
Celebração do  
25.º Aniversário da  
Região Administrativa  
Especial de Macau

慶祝中華人民共和國成立75周年、澳門回歸祖國25周年

Celebração do 75.º Aniversário da Implantação da República Popular da China, do 25.º Aniversário do Retorno de Macau à Pátria

Celebration of the 75<sup>th</sup> Anniversary of the Founding of the People's Republic of China, and the 25<sup>th</sup> Anniversary of Macao's Return to the Motherland



第二十九屆澳門國際貿易投資展覽會

29<sup>a</sup> FEIRA INTERNACIONAL DE MACAU  
29<sup>th</sup> MACAO INTERNATIONAL TRADE & INVESTMENT FAIR



展現多元  
引領產業先機

Diversificação da Economia e  
Oportunidades do Desenvolvimento

Economic Diversification and  
Development Opportunities

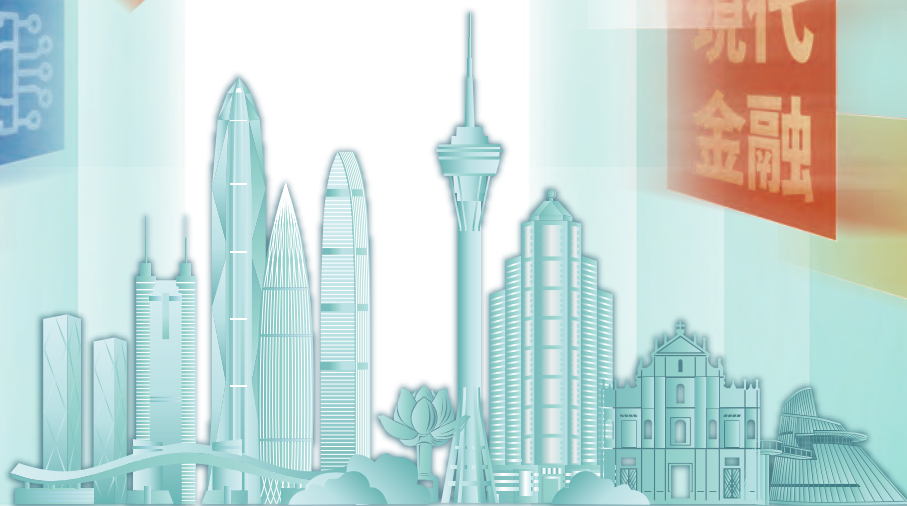
中醫藥  
大健康

會展商貿 & 文化體育

高新技術

現代  
金融

伙伴市  
深圳  
SHEN ZHEN



2024.10.16-19

澳門威尼斯人金光會展

THE VENETIAN MACAO

COTAI EXPO

主辦單位 / Organizador / Organiser

澳門特別行政區  
Região Administrativa Especial de Macau  
Macao Special Administrative Region



招商投資促進局  
Instituto de Promoção do Comércio e do Investimento  
Commerce and Investment Promotion Institute



網址 / Website



微信 / Wechat

www.mif.com.mo

(853) 2882 8711



## MIF Introduction

The Macao International Trade and Investment Fair (MIF) was established in 1996 and is the first Macao local exhibition accredited by the Global Association of the Exhibition Industry (UFI). With years of endeavours, the event has established itself as an annual international economic and trade event of great influence in Macao, with continuous improvements in marketisation, professionalism, and brand effects.

The 29<sup>th</sup> MIF will be held in Macao from 16 to 19 October 2024, with Shenzhen serving as the Partner City. Themed around "Economic Diversification and Development Opportunities", the event features a series of thematic business promotion activities to demonstrate Macao's "1+4" appropriate economic diversification strategy and opportunities, as well as the new developments in the Guangdong-Macao In-Depth Co-operation Zone in Hengqin.

All visitors from home and abroad are welcome to join MIF. Come explore co-operation and joint development!

## Key Figures



**37,000+**  
Exhibition Area (m<sup>2</sup>)



**2,100+**  
Number of Booth



**1,100+**  
Exhibitors



**150+**  
Signed Projects



**6,300+**  
Trade Visitors

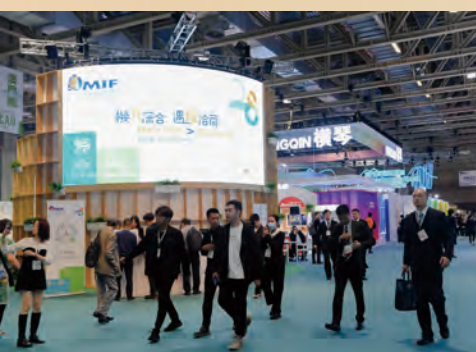


**4.8M+**  
Cumulative Views  
on All Streaming  
Platforms



**66,000+**  
Total Visits

Note: The above figures are the totals of the 28<sup>th</sup> Macao International Trade and Investment Fair (28<sup>th</sup> MIF), the 1<sup>st</sup> China-Portuguese-Speaking Countries Economic and Trade Expo (Macao) (1.<sup>a</sup> C-PLPEX) and the Macao Franchise Expo 2023 (2023MFE), which were held concurrently at the same venue.



## Scope of Exhibits



Introduction of Domestic and Overseas Investment Environments



Investment Projects Promotion



Innotech and Start-up Projects



Traditional Chinese Medicine and Health Industry



Cultural and Creative Industry



Modern Financial Services



E-commerce



Products and Services of Portuguese-speaking Countries



Product Exhibition

## Event Highlights



### Partner City

The Partner City of this year's MIF is Shenzhen. Themed pavilions will be established and a series of business promotions will be held, focusing on three major areas, namely modern finance, technological innovation, and entrepreneurship and investment. The two cities will join hands to facilitate the development of economic diversification and innovative investment.

### Macao and Hengqin jointly exploring new development opportunities

The themed pavilions for Macao and Hengqin will be established to launch thematic activities and provide one-stop services for investors in a bid to precisely match projects and business partners.



### Focusing on "1+4" development and promoting industrial upgrading and transformation

The event focuses on major industries, including the "Big Health" industry of traditional Chinese medicine, modern finance, high-technology, exhibitions and conventions, commerce and trade industries, to facilitate industrial upgrading and transformation.

### International and China-PSCs commerce and trade co-operation platforms

The event serves as a commercial hub to foster economic and trade co-operation with Portuguese-speaking countries, providing one-stop services and exploring international business and trade opportunities.



### Boosting exhibitions through conferences and attracting visitors through exhibitions

The event covers exhibitions, business matching, forums and conferences, adopting the interactive mode of "boosting exhibitions through conferences and attracting visitors through exhibitions".

### Thematic matching for more business opportunities

Thematic matching sessions will be arranged for local enterprises to help them seek more business opportunities.



## Concurrent Event

### Macao Franchise Expo (MFE)



Every year, MFE attracts investors from around the world to seek business opportunities and contact and exchange insights with their counterparts. In previous years, many brands and enterprises have successfully gone global and been introduced through the MFE exhibition and exchange platform.



Website

## Organisational Structure

### Organiser

Commerce and Investment Promotion Institute of the Macao Special Administrative Region

**Address:** 1/F to 3/F of the office building of the Complex of Commerce and Trade Co-operation Platform for China and Portuguese-speaking Countries, Rua Sul de Entre Lagos, Macau

**Tel:** (853) 2871 0300

### Official Co-organisers

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

Macao Government Tourism Office

Department of Commerce of Guangdong Province

Fujian Provincial Department of Commerce

### Co-organisers

Macao Chamber of Commerce

Industrial Association of Macau

Macao 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

## Exhibition Fee

### Special offers



**50% OFF** for all Macao exhibitors at this year's MIF!



**20% OFF** for all non-Macao exhibitors at this year's MIF!

Raw Space (minimum 18m <sup>2</sup> )	
Standard Rate	MOP 1,200.00 per m <sup>2</sup>
Standard Booth (9m <sup>2</sup> )	
Standard Rate	MOP 13,500.00

## Opening Hours

Trade visitors	16 October (Wed)	12:00-18:00
Public	17 October (Thu)	10:00-18:00
	18 October (Fri)	10:00-18:00
	19 October (Sat)	10:00-18:00

## Contact Us

For enquiries, please contact the MIF Co-ordinator.

Address: N.ºs 223-225 da Av. do Dr. Rodrigo Rodrigues, Edif. Nam Kwong, 8/D, Macau

Tel: (853) 2882 8711

Fax: (853) 2882 8722

Email: [info@mif.com.mo](mailto:info@mif.com.mo)