

Press Release

**SJM’s Iconic Lisboa Brand Showcased the Oriental Portuguese Charm  
at the “Macao Week in Chongqing”**

(Macau, 4 December 2021) SJM Resorts, S.A. (“SJM”) shone at the “Macao Week in Chongqing” held in Jiefangbei Square, Chongqing from 2 December to 6 December. Through a booth inspired from the Oriental Portuguese culture, stage dance, media interaction and special offers, Chongqing residents were able to embrace the lovely charm of a cultural tour to Macao up close, and get a glimpse of Macao and SJM’s landmarks such as Lisboa, Grand Lisboa Hotel, as well as the newly opened Grand Lisboa Palace Resort. The visitors joined the lottery-drawing happily and took prizes home.

One of the key features of the Macao Week in Chongqing roadshow, the “Macao Love Story” dance, was staged by SJM. Young dancers, dressed in wedding gowns and suits, recreated the process of new couples meeting, getting to know one another and falling in love, intertwining the movement of love with dance steps. The backdrop consisted of Grand Lisboa Palace Resort’s wedding and banquet venue, the Grand Pavilion. Considered an ideal wedding venue for many betrothed couples, the Grand Pavilion is dreamy and magnificent in style. The well-lit pavilion features resplendent interiors, and a white and elegant astylar design. The graceful outdoor terrace offers a panoramic view of the verdant garden and Chinoiserie motifs of the resort. The special European-styled wedding service featured by Grand Lisboa Palace Resort has made it a new highlight for those who plan a destination wedding and add a nice romantic touch when traveling to Macao.

As a culture and tourism pioneer brand in Macao, SJM worked with multiple media to launch campaigns and special offers to incentivise Chongqing residents to more actively understand the charm of Macao as a safe and tourist friendly city. At the Macao Week in Chongqing, online and offline connection activities, hotel packages and limited-time special offers were launched, making the atmosphere at the SJM’s booth lively and bustling.

The opening ceremony of the “Macao Week in Chongqing”, held on December 3, was officiated by Secretary for Economy and Finance of the Macao SAR Government, Lei Wai Nong; Vice Mayor of the People’s Government of Chongqing Municipality, Cai Yunge; Deputy Secretary General of the People’s Government of Chongqing Municipality, Wang Kuiwan; Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR, Zhu Hong; Director of Macao Government Tourism Office (MGTO), Maria Helena de Senna Fernandes; Director of the Hong Kong and Macao Affairs Office of the People’s Government of Chongqing Municipality, Wang Wen; Secretary of Administrative Committee of Yuzhong District of Chongqing Municipality, Zhao Shiqing; Executive Director of the Macao Trade and Investment Promotion Institute (IPIM), Agostinho Vong; District Mayor of the People’s Government of Yuzhong District of Chongqing Municipality, Huang Maojun; Deputy Director of Chongqing Municipal Commission of Commerce, Song Gang; Second-level Inspector of Chongqing Municipal Commission of Culture and Tourism Development, Du Hu; and Deputy Director of the Hong Kong and Macao Affairs Office of the People’s Government of Chongqing Municipality, Zhang Yaqian. SJM, as one of the supporting organizations, attended with the representative of Ye Zeyuan, President of Business Development.

Ms. Daisy Ho, Chairman of the Board of Directors of SJM, said, “We are delighted to participate in the Macao Week in Chongqing to show Macao’s charm to the local citizens and help boost Macao’s tourism. SJM has created a number of classic landmarks for Macao over the years, supporting the city’s development into a ‘world centre of tourism and leisure’. Our newly opened Grand Lisboa Palace Resort embodies in its design the harmonious exchange of Chinese and Western cultures in Macao, while offering first-grade modern facilities and services to our customers. As Macao’s first integrated resort to introduce the concept of fashion hotels, the Grand Lisboa Palace is committed to creating stunning and unforgettable experiences for Macao’s residents and tourists alike.”



SJM presents its iconic brand to Chongqing residents and receive enthusiastic response.



SJM booth attracts many Chongqing residents to explore the legendary Lisboa brand and discover more about Macao’s East-meets-West culture.