

Press release

## **Curates a brand new cultural and leisure tourism zone along San Ma Lo and Inner Harbour areas**

(Macau, 27 September 2023) The Macau SAR Government is making efforts to propel the revitalisation of historic areas with the aim of driving the development of surrounding areas and fostering deep integration between cultural industries and the economy. The government's working team, which includes the Cultural Affairs Bureau, Municipal Affairs Bureau, Transport Bureau, Land, Public Works and Transport Bureau, Marine and Water Bureau, Public Security Police Force, and Fire Services Bureau, amongst other government departments, are actively preparing for the “Revitalisation Plan for San Ma Lo”. They are working in collaboration with SJM Resorts, S.A. (SJM) to jointly promote the plan. Today (27 September 2023), various public departments and SJM announced details of the plan, and they are continuously seeking opinions from society.

### **To radiate the vitality of San Ma Lo to its surrounding areas and curates a leisure and comfort experience zone for tourists**

San Ma Lo, (known as Almeida Ribeiro Avenue in Portuguese), is one of the main streets in Macau Peninsula. It was opened around 1918 and spans approximately 600 meters in length. Known as a “terrace street”, both sides of San Ma Lou are predominantly occupied by two to four-storey buildings with terraces, showcasing different architectural styles ranging from neoclassical with modernist features to traditional Chinese, creating a blend of old and new. San Ma Lo and its neighboring areas, Rua de Cinco de Outubro Street, Largo do Pagodedo Bazar, and Praça de Ponte e Horta, were once prosperous for Macau’s economic activities and have now become part of the main historic areas of the city.

The current revitalisation plan focuses on San Ma Lo as the main axis, expanding into and integrating the surrounding streets and squares. Its aim is to radiate economic vitality to the northern area of San Ma Lo, as well as the areas surrounding the Inner Harbor, Largo do Pagode do Bazar, and Praça de Ponte e Horta. The plan seeks to introduce different activities that are in harmony with traditional cultural elements, enhancing the overall vitality and economic development of the neighbourhoods around the old avenue. It involves optimising the space of public roads, constructing new artistic installations to attract public attention, revitalising and repurposing characteristics buildings, and emphasising on the unique historical and cultural elements of the district. The ultimate goal is to curate a leisurely and comfortable experience zone for tourists.

**Combines the characteristics of the old avenue with modern tourism elements and curates a distinctive cultural zone to expand customer base**

Combining the characteristics of the old avenue with modern tourism elements, SJM plans to transform the San Ma Lo area into a brand new iconic cultural zone in Macau. The plan involves guiding visitors from the eastern end of the avenue to the western end and the cross streets. It includes revitalising and preserving Pier 14, Pier 16, and the “Macau Palace”, as well as renovating the Kam Pek Community Centre. The “Macau Palace”, upon revitalisation, will be docked at the renovated Pier 14, and new fashion products will be introduced to the Kam Pek to enhance vitality in the area and provide a platform for local SMEs to sell characteristic or local products. Additionally, lighting installations will be placed along San Ma Lo to make the area more dazzling, and the nearby cross streets, including Largo do Pagode do Bazar and Praça de Ponte e Horta, will be transformed into cultural and artistic spaces, with regular art and gastronomy fairs planned. More details will be announced soon.

To achieve the sustainable development of the city and promote the transformation and utilisation of cultural resources, the Macau SAR Government’s working team will continue to promote the revitalisation plan for historic areas. Through innovative approaches, the project aims to create diverse values, inject cultural dynamics into society, and develop multicultural and innovative cultural and tourism projects, continuously improving and enriching the “One Base” positioning of Macau.

Guests attending the press conference included: Ms. AoIeong U, Secretary for Social Affairs and Culture; Ms. Leong Wai Man, President of the Cultural Affairs Bureau; Mr Lo Chi Kin, Vice Chairman of the Administrative Council of the Municipal Affairs Bureau; Ms. Lo Hou Chi, Advisor to the Office of the Secretary for Social Affairs and Culture; Mr. Lau Nga Hong, Acting Head of the Traffic Management Department of the Transport Bureau; Ms. Tong Van Hon, Acting Head of the Port Management Department of the Marine and Water Bureau; Ms. Daisy Ho, Managing Director of SJM Resorts, S.A.; Ms. Angela Leong, member of Macau Legislative Assembly (cultural and sports sector) and Director of SJM; Mr. Ben Toh, Chief Operating Officer (Finance and Development) of SJM; and Ms. Porcia Leung, Senior Vice President (Corporate Brand and Business Development) of SJM.



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