

Press release

## **SJM Successfully Showcases Macau’s Innovative “Tourism+” Elements at Malaysia’s “Experience Macao, Unlimited” Roadshow**

(Macau, 16 October 2023) SJM Resorts, S.A. (“SJM”) fully backed the “Experience Macao, Unlimited” roadshow, which was organised by the Macao Government Tourism Office (MGTO). The event took place from 12 to 15 October at One Utama Mall in Kuala Lumpur, Malaysia. SJM was also an active participant in the “Macao Tourism Seminar and Macao & Malaysia Travel Trade Mini Mart.” The company promoted Macau’s innovative “Tourism+” elements to local industry stakeholders, residents, and tourists, which encompassed gourmet dining, sporting events, and arts and culture, with the aim to attract a global audience to Macau. Distinguished attendees at the opening ceremony included Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Manoharan Periasamy, Senior Director of International Promotion Division (Asia & Africa) of Malaysia Tourism Promotion Board; Mr. Phua Tai Neng, Honorary Secretary General of Malaysian Association of Tour and Travel Agents (MATTA); Mr. Paul Paw, National President of Malaysian Chinese Tourism Association (MCTA); and Ms. Karen Lee, Assistant Vice President of Destination Marketing, Brand Development & Marketing at SJM.

SJM’s exhibition booth featured a luxurious accommodation experience from its flagship properties, the Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”) and Grand Lisboa Hotel (“Grand Lisboa”). The booth showcased global cuisine, spa and wellness facilities, expansive shopping centres, and versatile convention spaces. The booth attracted numerous Malaysian residents and tourists, offering them a taste of the unique blend of classic and modern, Eastern and Western cultures. SJM’s mascot, “Sam the Rooster” also made an appearance interacting with attendees, adding to the lively atmosphere.

On the first day of the roadshow, SJM participated in the “Macao Tourism Seminar and Macao & Malaysia Travel Trade Mini Mart” hosted by MGTO. SJM engaged in meaningful dialogue with the Malaysian tourism sector and showcased its extensive portfolio of leisure and tourism offerings, aiming to gain insights into the preferences and requirements of international travellers. Through these interactions, SJM sought to forge valuable partnerships and strategize for global market expansion.

SJM also showcased its globally acclaimed culinary offers, including two upcoming gastronomic extravaganzas. These include a “Michelin Star Table” luxurious French feast in partnership with MICHELIN Guide Hong Kong Macao at the MICHELIN three-star Robuchon au Dôme at the Grand Lisboa, scheduled for 15 and 16 November, as well as a “Chef’s Table: A Symphony of Senses”, a collaboration between Grand Lisboa Palace’s Palace Garden and another diamond-rated restaurant from the Black Pearl Restaurant Guide in December.

Additionally, SJM actively promoted a diverse array of sporting and cultural events in Macau, including the Macau Grand Prix, Light Up Macao, the ongoing “MOONLIGHT

SPLENDOUR – SJM Lantern Festival”, “Miffy Creative Show - Travel in Style” and the upcoming “2023 CTA Tour SJM Professional Finals (Macau) and National Tennis Championships” to be held in December. Limited-time hotel packages “Lisboa Luxury Stay” at the Grand Lisboa Palace Macau and “Stylish Travel Package” at THE KARL LAGERFELD MACAU were also launched. Many Malaysian residents and tourists registered as SJM Supreme Card members at the event and received an exclusive welcome package. To prepare for international travellers to explore Macau smoothly, the SJM Supreme Card is now open for registration to Macau residents and global travellers. Once registered, they can enjoy exclusive member benefits at SJM’s properties and fully experience the diverse charm of Macau’s “Tourism+”.

SJM is committed to propel the Macao SAR Government’s “1+4” appropriate diversification development strategy. It plans to continue enriching its offerings in gastronomy, culture, and sports, thereby promoting the integrated development of “Tourism+” and solidifying Macau’s status as a premier global destination for tourism and leisure.



Distinguished guests participate in the opening ceremony including Ms. Maria Helena de Senna Fernandes, Director of MGTO; Mr. Manoharan Periasamy, Senior Director of International Promotion Division (Asia & Africa) of Malaysia Tourism Promotion Board; Mr. Phua Tai Neng, Honourary Secretary General of MATTA; Mr. Paul Paw, National President of MCTA; and Ms. Karen Lee, Assistant Vice President of Destination Marketing, Brand Development & Marketing at SJM.



Guests of honour experiencing the SJM booth and interacting with Macao Tourism Mascot “MAK MAK” and SJM’s Tourism Ambassador “Sam the Rooster.”



Many Malaysian residents and tourists register as SJM Supreme Card members at the event and received an exclusive welcome package.