

Press release

SJM at the “28th Macao International Trade & Investment Fair”

Showcasing Macau-rooted Brand Strength and Actively Exploring International Cooperation

(Macao, 22 October 2023) SJM Resorts, S.A. (“SJM”) fully supported the “28th Macao International Trade & Investment Fair,” organised by the Macao Trade and Investment Promotion Institute from 19 to 22 October. In addition, SJM actively participated in concurrent events, including the “1st China-Portuguese-Speaking Countries Economic and Trade Expo (Macao)” and the “2023 Macao Franchise Expo.” Moreover, it took the occasion to enter Memoranda of Understanding with local small and micro enterprises to establish new commercial partnerships. Through the four-day series of activities, SJM highlighted the enduring appeal of its Lisboa brand, which has been intertwined with Macau for over half a century. The company seized opportunities to broaden its international resources and foster collaborative partnerships, further supporting Macau’s “1+4” strategy for diverse economic development.

Apart from promoting an array of tourism products, SJM also introduced the “SJM & Macau SME Procurement Partnership Programme” in full details. Aligned with the Macau SAR Government’s initiatives to prioritise local sourcing and support small-scale enterprises, the programme invites local vendors to register with its special procurement platform. This strategy aims to assist “Small and Micro Enterprises,” “Made in Macau,” “Youth Entrepreneurship,” and “Medium Enterprises,” in expanding their market reach and elevating their brand profiles. Additionally, the booth also included a registration counter for “SJM Supreme Card”, providing convenience for international delegates and visitors to register and learn more about SJM’s premium offerings and exceptional hospitality services. SJM’s tourism ambassador, “Sam the Rooster,” made a special appearance to add a spirited flair and engaged with visitors to enliven the overall ambiance.

Additionally, SJM leveraged multiple business matching sessions to connect with international resources and discover potential global partners and clients. These included C-PLPEX Business Matching Session for Food Industry from Portuguese-speaking Countries, 2023 MFE Brands Business Matching Session, and 2023 MFE Tourism and Leisure Industry Business Matching Session. Representatives from SJM’s Procurement, Retail, and Business Development departments gained first-hand knowledge from industries spanning food production, chain restaurants, art and culture, international IP licensors, corporate brands, trending apparel and entertainment etc., including their products, services and market landscape. Leveraging virtual exhibition platform, SJM successfully built mutually beneficial relationships with many international brands both offline and online, laying solid foundation for future cooperation.

SJM remains steadfast in its commitment to forging enduring cross-regional and cross-sectoral business relationships. This will serve to enrich its diverse tourism offerings while also fostering synergistic collaborations, thereby creating new opportunities for Macau’s local small businesses. Through the signing of Memoranda of Understanding, SJM reinforces its enduring support for and confidence in these entities. Simultaneously, SJM aims to strategically capitalise on Macau’s unique role as the “China-Portuguese-

speaking Countries Commercial and Trade Service Platform,” with the goal of cementing cross-regional collaborations that open new horizons for all involved.



SJM actively participates in the “28th Macao International Trade & Investment Fair,” highlighted the enduring appeal of its brand.



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SJM enters Memoranda of Understanding with local small and micro enterprises to reinforce its enduring support for and confidence in these entities.