

Press Release

**“SJM Presents: Taste of Macau”**  
**Promoting Authentic Macau Culinary Delights**  
*Spotlighting Macau as a Creative City of Gastronomy*

(Macau, 8 December, 2023) SJM Resorts, S.A. (“SJM”), a forerunner in Macau’s culinary scene, is committed to showcasing the unique local flavours of Macau to make our visitors’ journeys even more exceptional and memorable. With support from the Macao Government Tourism Office and the Cultural Affairs Bureau of Macao SAR Government, SJM launched a series of “Taste of Macau” promotional videos. Its premiere was held today at the Ponte 16 Outdoor Plaza. The “SJM Christmas Market” will also open tomorrow (December 9), highlighting Macau’s diverse “Tourism+” offerings and the allure of community tourism, solidifying Macau as a “World Centre of Tourism and Leisure”.

Gracing the event are distinguished guests including Mr. Cheang Kai Meng, Acting President of the Cultural Affairs Bureau of Macao SAR Government; Ms. Jennifer Si Tou, Head of Tourism Product and Events Department of Macao Government Tourism Office; Mr. Lei Cheok Kuan, President of the Industry and Commerce Federation of Macau Central and Southern District; Mr. Leong Sun Iok, Vice President of the Macau Federation of Trade Unions; Ms. Porcia Leung, Senior Vice President of Corporate Brand Development and Marketing of SJM Resorts, S.A.; Hong Kong celebrity Mr. Lai Lok Yi, and representatives from a cross-section of local SMEs. The event was further enlivened by the presence of Macao Tourism Mascot “Mak Mak” and SJM’s Tourism Ambassador “Sam the Rooster”, both smartly dressed in chef outfits. The “Taste of Macau” videos feature Hong Kong celebrities Lai Lok Yi and Joey Thye, exploring eight renowned local eateries in Macau, including Pastelaria Chui Heong, Hong Heng Cocos, Fong Da Coffee, Tai Lei Loi Kei Restaurant, Lun Kee Cheung Fun Rice Roll, Wong Chi Kei (Macau) Foods Co. Ltd., Wing Kee Beef Offal, and Estab.Comidas Lok Kei, along with various distinctive restaurants under SJM. The videos aim to highlight the passion, dedication and stories behind traditional local eateries, as well as to promote the unique appeal of Macau’s gastronomy. At the event, Lai Lok Yi engaged with SME representatives, both were presented with mementos in appreciation of their participation in the filming and collaboration to promote Macau’s authentic cuisine.



### **New Travel Experience with CTIP App**

SJM will soon be launching the SJM Community Tourism Interactive Platform (CTIP) to enhance collaborative ties among local SMEs. This app will allow users to conveniently plan their Macau itineraries, discover more about local SMEs, claim discounts and vouchers, and connect to SJM Supreme Card membership. With the launch of the CTIP, SJM is set to bring about a stronger and more diversified community tourism experience for everyone.

### **SJM Christmas Market: Celebrating Community and Festivity**

Coinciding with the “2023 Light Up Macao” festivities, SJM is organising the “SJM Christmas Market” spanning 10 days, in collaboration with local SMEs. This vibrant market will showcase an eclectic mix of art and cultural products, local crafts, and festive delicacies. Set to be held from 3:00 p.m. to 10:00 p.m. on the 9, 10, 16, 17, 23 to 26, and 30 and 31 of December 2023, it will take place at the Ponte 16 Outdoor Plaza. Visitors can look forward to captivating singing and dance performances, adding to the market’s lively atmosphere. Additionally, SJM’s Tourism Ambassador “Sam the Rooster” will be present in festive outfits, bringing to life an extraordinary blend of “art, cuisine, and entertainment” in this holiday-themed extravaganza.

SJM continues to support the Macau Government’s “Gastronomy + Tourism” development initiative, leveraging the Macau’s outstanding gastronomy to drive international visitor growth. Throughout 2023, SJM’s efforts have included collaborations with the “MICHELIN Guide Hong Kong Macau” in hosting two “MICHELIN Star Table” galas, two Black Pearl culinary experiences in the “Chef’s Table: A Symphony of Senses” events, and ongoing partnerships with local SMEs in the food & beverage industry. At its Grand Lisboa Palace Resort Macau, SJM presented a variety of local culinary specialties in the “Made in Macau” section, confirming Macau’s global status as a UNESCO “Creative City of Gastronomy”.

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Mr. Lai Lok Yi and son prepared delicious salad for SME representatives for showing thankfulness to them for their strong support during the filming.



The guests officiated at the activation ceremony of Taste of Macau.