

Press Release

SJM Fully Supports 2024 Guangdong & Macao Branded Products Fair

Sponsoring Welcome Dinner and Exploring New Opportunities with Exhibitors

(Macau, 30 July 2024) SJM Resorts, S.A. (“SJM”) actively supports the “Celebration of 75th Anniversary of the Founding of the People’s Republic of China, and the 25th Anniversary of Macao’s Return to the Motherland • 2024 Guangdong & Macao Branded Products Fair” (“2024GMBPF”). In addition to sponsoring a welcome dinner, SJM collaborates with the government’s “1+4” strategy for moderately diversified development, actively participating in the exhibition to showcase Macau’s tourism appeal and help consolidate Macau’s position as a “World Centre of Tourism and Leisure.” Moreover, SJM seized this opportunity to engage closely with outstanding domestic and foreign brands, exploring diverse markets together, and seeking new business opportunities.

The welcome dinner was launched at Grand Lisboa Macau on 24 July. Attending guests included Mr. U U Sang, President of Commerce and Investment Promotion Institute of Macao SAR Government; Mr. Sun Bin, Deputy Director-General of the Department of Commerce of Guangdong Province; Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; Ms. Chan Tze Wai, Deputy Director of the Economic and Technological Development Bureau of Macao SAR Government; Mr. Luo Zheng, Deputy Director General of Guangzhou Municipal Bureau of Commerce; Mr. Ieong Tou Hong, President of the Macau Tourism Culture Research Association; Mr. Si Ka Lon, President of the Guangdong and Macao Federation of Industry and Commerce; Mr. Chui Yuk Lum, President of the Industrial Association of Macau; Mr. Zhang Jianzhong, President of the Macau Hoteliers & Innkeepers Association; Ms. Wong Suk Yan, Chair of the Macau Hotel Association; Mr. Benjamin Toh, Chief Operating Officer of SJM; Mr. Wong Fai, President of the Travel Industry Council of Macau; Mr. Sun Kai, Senior Vice President of Meitu; and Mr. Lam Cheong In, President of Macao Fair & Trade Association. Over 240 representatives from Macau, Guangdong, other provinces and cities in mainland China, and countries and regions along the “Belt and Road” initiative attended the dinner. SJM welcomed the guests with top-tier gastronomy and hospitality services, to highlight the charm of “Creative City of Gastronomy” and “World Centre of Tourism and Leisure”.

To support The 2024GMBPF, Ms. Porcia Leung, Senior Vice President of Corporate Brand Development and Marketing of SJM has attended the opening ceremony on 25 July, and Mr. Kent Lee, Vice President of Hotel Operations of SJM, witnessed the Protocol Signing Ceremony of the “UFI GBA Education Partnership.” Moreover, representatives from SJM’s Procurement, Hotel Operations, and F&B departments participated in the “Hotel Facilities & Services Area Exhibition Guided Tour and Business Matching Session” and introduced SJM’s exceptional tourism products, laying the groundwork for future collaborations with local small and medium-sized enterprises to promote Macau’s economic development together.

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Sponsored by SJM, the welcome dinner for the 2024GMBPF was hosted at Grand Lisboa, the guests of honour raised their glasses in a heartfelt toast.



Mr. Kent Lee, Vice President of Hotel Operations of SJM, officiated at the Protocol Signing Ceremony of the “UFI GBA Education Partnership.”



SJM representatives actively participated in the Business Matching Session, seeking new business opportunities with the exhibitors.