



Press Release

**SJM Represented Macau at “Tsuruoka UNESCO Creative City of Gastronomy 10th Anniversary Celebration”**

*Showcasing the City’s Culinary Charm and Fostering Cultural Exchange*

(Macau, 31 December 2024) Appointed as the Macau representative, SJM Resorts, S.A. (“SJM”) honourably participated at the “Tsuruoka UNESCO Creative City of Gastronomy 10th Anniversary Celebration” in Japan in December. This participation aims to promote the synergistic development of “Tourism + Gastronomy” through meaningful cultural exchanges with other Creative Cities of Gastronomy, thereby enhancing Macau’s international reputation.

Ms. Daisy Ho, Managing Director of SJM, said, “As the sole representative of Macau, SJM is honoured to have participated in this celebration. We extend our heartfelt congratulations to Tsuruoka City on its 10th anniversary as a ‘Creative City of Gastronomy.’ This event offers a valuable platform to showcase Macau’s rich cultural heritage to the world while exchanging ideas with Tsuruoka, a city celebrated for its enduring commitment to preserving and reimagining its culinary traditions. We look forward to collaborating with more creative cities in the future and bringing more international specialties to enrich Macau’s already vibrant culinary map.”

To mark the 10th anniversary of joining the UNESCO Creative Cities Network, Tsuruoka, Japan, held a 4-day culinary celebration in December. Chef Leong Kin Meng, Chef de Cuisine of GLP Café, a casual-dining restaurant at SJM’s Grand Lisboa Palace Resort Macau, was invited to represent Macau. Chef Leong served the “Mini Pork Chop Bun,” a classic street food from Macau, to over 100 guests during a culinary demonstration and gala dinner. This allowed attendees to sample the renowned delicacy and provided Chef Leong with an opportunity to meet and exchange culinary techniques and insights with chefs from other creative cities, showcasing Macau’s unique charm as an international culinary destination.

As Creative Cities of Gastronomy, both Macau and Tsuruoka boast storied histories and rich culinary lineages. Tsuruoka has a distinctive food culture and was the first city in Japan to be accredited by UNESCO, while Macau is known for its unique blend of Chinese and Western cuisines. Both cities possess unmistakable culinary identities and share a fondness for innovation. The event facilitated an in-depth exchange between Macau and Japan in the field of gastronomy, paving the way for potential future collaborations in areas like tourism and culture.

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Chef Leong Kin Meng of SJM's GLP Café participates as Macau's sole representative in the "Tsuruoka UNESCO Creative City of Gastronomy 10th Anniversary Celebration" in Japan.



Chef Leong serves the “Mini Pork Chop Bun,” a classic street food from Macau, to over 100 guests during the event, showcasing Macau’s distinctive charm.