



Press Release

## **SJM Successfully Holds the 10th “Jinggangshan Patriotic Education and Training Programme”**

### ***A Decade of Love for the Motherland and Love for Macau***

(Macau, 28 April 2026) — SJM Resorts, S.A. (“SJM”) successfully held its 10th “Jiangxi Jinggangshan Patriotic Education and Training Programme” from 20 to 24 April 2026. First launched in 2014, the initiative has run for ten years and stands as a flagship event of SJM’s patriotic education series. Marking the 10th anniversary milestone of the programme, SJM not only arranged team members to take part, but also expanded its scale by inviting youth representatives from various Macau associations to join. Nearly 90 participants travelled to Jinggangshan, the cradle of the revolution, to delve into red history and revolutionary spirit. Through on-site study and exchanges, the programme further strengthened the participants’ patriotic solidarity, promoted the core values of Love for the Motherland and Love for Macau and underscored SJM’s long-standing dedication to nurturing a strong sense of national identity.

The opening ceremony was held at Jinggangshan Patriotism Education Base of the CPC Jinggangshan Municipal Committee, attended by Mr Wang Qiang, Former Vice Chairman and First-Level Inspector of the Jiangxi Federation of Returned Overseas Chinese, and Mr Liu Xiaoquan, Member of the Standing Committee of the Jinggangshan Municipal Party Committee, Secretary of the United Front Work Department and Secretary of the Politics and Law Commission. This year’s activity was led by Ms. Angela Leong, Director of SJM, Chairman of the SJM Staff Welfare Consultative Committee, Vice-Chairman of the Jiangxi Federation of Returned Overseas Chinese, and an honorary citizen of Jinggangshan. During the ceremony, all participants took a solemn oath and received the class flag, officially kicking off the five-day Jinggangshan Patriotic Education and Training Programme.

This year’s training featured a diverse and in-depth itinerary. Upon arriving in Jinggangshan, participants watched the large-scale live performance *Jinggangshan*, where an immersive theatrical experience enabled them to gain a profound appreciation of the glorious history of China’s first rural revolutionary base. At the Revolutionary Martyrs’ Cemetery, participants paid silent respect and laid wreaths in memory of revolutionary martyrs. They then proceeded to the Jinggangshan Revolutionary Museum for on-site learning, followed by participation in the situational teaching session *Eternal Faith – A Dialogue Across Time* and *Inspirational Red Music Sessions*, further elevating their patriotic sentiments. Fully drawing upon Jinggangshan’s profound red cultural heritage, the programme also featured carefully designed outdoor experiential learning activities. Participants took part in a “Day as a Red Army Soldier,” retracing historic routes to witness the hardships and struggles of the past and to cherish the hard-won peaceful life today.



Participants also visited iconic revolutionary landmarks including the Meeting Memorial Hall and Longjiang Academy. They explored heritage sites such as Huangyangjie Outpost, Maoping Octagonal Building, Qiaolin Village and the route known as the Huangyangjie Grain-Carrying Path, acquiring first-hand insights into the Red Army's arduous journey towards victory through on-site teaching and field visits. The programme concluded with a sharing session, where participants reflected on their learning outcomes. All participants were invited to join the "Alumni Association of Jinggangshan Cadre Training Academy of Macau", pledging to practise the Jinggangshan Spirit in daily work and life, and to carry forward the enduring values of Love for the Motherland and Love for Macau.

SJM has long been committed to fostering national awareness across the enterprise and the local community. Since 2011, SJM has regularly organised the "Patriotic Education – Jiangxi Red Tour" series. In 2014, the Group established the "SJM Jinggangshan Patriotic Education and Training Base" in Jiangxi. To date, more than 1,300 participants have joined the study tours, making SJM the first integrated resort operator in Macau to launch systematic red education programmes. Looking ahead, SJM will continue to promote and carry forward the spirit of patriotism through diversified initiatives, further strengthening team members and local youth's understanding and recognition of national development, enabling the passing on of the core spirit of Love for the Motherland, Love for Macau among businesses, families and the younger generation.

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Fully leveraging Jinggangshan's profound revolutionary heritage, the programme incorporated outdoor field sessions that allowed participants to experience life as Red Army soldiers and gain first-hand insights into the hardships of the revolutionary years.