

Press Release

**Expanding European Markets:
SJM Joins Forces with Macao SAR Government to Shine in Spain**
*Full Support for MGTO's "Experience Macao Roadshow in Madrid"
to Showcase Macau's Diversified Allure*

(Macao, 29 April 2026) As a key pillar of Macau's integrated tourism and leisure sector, SJM Resorts, S.A. ("SJM") actively participated in the "Experience Macao Roadshow in Madrid", organised by the Macao SAR Government and the Embassy of China in Spain, with the coordination of the Macao Government Tourism Office ("MGTO") from 17 to 21 April. The roadshow coincided with the first overseas visit by Chief Executive of the Macao SAR Mr. Sam Hou Fai, adding significant strategic importance to efforts to deepen economic and cultural ties between China and Spain. Against this backdrop, SJM presented a comprehensive showcase of Macau's multifaceted tourism appeal to the Spanish public, aiming to expand its reach in the European markets.

Ms. Daisy Ho, Managing Director of SJM, said: "By aligning with the Macao SAR Government's strategy, SJM is bridging Spain's rich tourism heritage with Macau's strengths as a gateway to drive international exchange. Last year's 'Picasso: Beauty and Drama' exhibition was a prime example of this East-West dialogue—a testament to how our 'Tourism+' integration fosters genuine rapport and emotional resonance across cultures."

Over the five-day public roadshow at Puente del Rey in the heart of Madrid, SJM's creative booth, inspired by the architectural identity of Grand Lisboa Palace Resort Macau ("Grand Lisboa Palace") and Grand Lisboa Macau ("Grand Lisboa"), drew strong interest from local visitors. Through vivid presentations of the resorts' award-winning tourism offerings and culinary strengths, alongside interactive games and appearances by SJM's mascot "Sam the Rooster", the booth created a lively and engaging atmosphere throughout the event. Over five days, the roadshow effectively enhanced Macau's visibility and appeal within the Spanish market.

In addition to public engagement, SJM placed strong emphasis on industry outreach. Company representatives attended a Macao Tourism Product Updates and Networking session hosted by MGTO on 20 April, as well as the "Macao-Spain Economic and Commercial Co-operation Promotion Seminar" jointly organised by the Commerce and Investment Promotion Institute ("IPIM") of the Macao SAR and the Chamber of Commerce of Spain on 22 April, introducing SJM's latest world-class offerings to Spanish trade professionals. On 23 April, SJM further hosted an exclusive Sales Networking Event, engaging approximately 20 leading Spanish travel operators to explore collaboration opportunities and lay the groundwork for high-value tourism developments.

A highlight of the programme was the “Macao Night” on 21 April, with Chief Executive Mr. Sam Hou Fai presiding over the event. Following the ceremony, the Chief Executive toured the exhibition area. At the SJM booth, Secretary-General of SJM Dr. Rui Cunha and company representatives presented SJM’s latest development milestones and cultural initiatives, marking a successful conclusion to the Spanish promotional mission.

Looking ahead, SJM will continue to support the Macao SAR Government’s overseas promotional initiatives. Building on the momentum of this roadshow, the company will pursue deeper collaboration with Spain across premium cultural tourism, MICE, and personalized multi-destination itineraries. Through these efforts, SJM aims to position Macau as a complementary destination within the “China-Iberia” tourism ecosystem, further strengthening its international standing and competitiveness as a “World Centre of Tourism and Leisure.”

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SJM actively supported the “Experience Macao Roadshow in Madrid” and participated in the “Macao Night” opening ceremony presided over by Chief Executive Mr. Sam Hou Fai.



Chief Executive Mr. Sam Hou Fai visited the exhibition area and interacted warmly with Dr. Rui Cunha, Secretary-General of SJM, and company representatives.



Madrid residents enjoyed interactive games at the SJM booth in a lively and vibrant atmosphere.



SJM hosted a Sales Networking Event on 23 April to explore deeper collaboration opportunities with local travel operators and business partners.