



Press Release

**SJM Successfully Hosts
Technological Innovation Industry-Academia-Research
Reverse Business Matching Session**

***Driving Research Commercialisation through Enterprise Needs
to Build a “Tourism + Technology” Ecosystem***

(Macau, 29 June 2026) –To promote the integration of technological innovation with the integrated tourism and leisure industry, SJM Resorts, S.A. (“SJM”), in collaboration with the Economic and Technological Development Bureau (“DSED”) and the Science and Technology Development Fund (“FDCT”), co-hosted the SJM Technological Innovation Industry-Academia-Research Reverse Business Matching Session, with the Macao Young Entrepreneur Incubation Centre serving as the implementer.

The session brought together Macau technology enterprises certified under the “Technology Enterprise Certification Programme,” tech companies from Macau and Hengqin, and higher education institutions to explore opportunities for collaborative innovation among industry, academia, and research. The initiative supports the Macao SAR Government’s “1+4” economic diversification strategy.

Demand-Driven Approach Accelerates Research Application

Adopting a “demand-driven” approach, the session established an efficient platform connecting the integrated tourism and leisure industry with enterprises, academia, and research institutions. By aligning real industry needs with innovation capabilities, it aimed to accelerate the commercialisation and practical application of research, injecting fresh momentum into the industry.

More than 120 representatives from businesses and higher education institutions attended. Officiating guests included U U Sang, President of the Administrative Committee of the Science and Technology Development Fund; Lei Sio Sang, Acting Deputy Director of the Economic and Technological Development Bureau; Zhao Su, Assistant to the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR; Danny Leong, Chief Information Officer of SJM; Thomas Chen, Executive Director of Da Heng Qin (Macao) Co., Ltd; Monica Jiang, Deputy General Manager of Da Heng Qin (Macao) Co., Ltd and Chief Representative of Macao Young Entrepreneur Incubation Centre and Robert Wong, Vice President of Supply Chain (IT System & Project, Logistics Operations) of SJM.

Reverse Matching Format to Address Real Operational Needs

The session featured an innovative “reverse business matching” format led by SJM’s Information Technology team. Instead of solution providers pitching ideas up front, SJM first presented real operational challenges requiring technological solutions. Key areas of



focus included a multi-stack membership card printing system, palm vein biometric authentication, AI-powered visual inspection technologies, AI security patrol robots and process digitalisation. Participants including certified tech enterprises, tech companies from Macau and Hengqin, and higher education institutions, were invited to propose targeted solutions to these challenges, enabling precise and outcome-oriented matching.

Nurturing Local Talent Through Industry-Academia Collaboration

The session also provided a valuable platform for local higher education institutions, enabling students to engage directly with commercially relevant projects beyond the classroom. This integrated industry–academia–research model not only enhances the real-world applicability and impact of research, but also helps cultivate a new generation of technology professionals with hands-on experience, laying a strong foundation for Macau’s long-term innovation ecosystem.

Daisy Ho, Managing Director of SJM noted that the initiative is intended to serve as a leading example for the industry, encouraging more integrated tourism and leisure enterprises and large organisations to open up application scenarios and embed technological innovation into their operations. This will help establish “tourism + technology” as a key pathway for Macau’s economic diversification. She added that by connecting certified tech enterprises, tech companies from Macau and Hengqin, and higher education institutions, the initiative facilitates the flow of innovation resources and supports talent development. Anchoring research in real-world needs will help accelerate the commercialisation of research and drive industry upgrading.

Creating New Opportunities Through Targeted Collaboration

The event also created valuable opportunities for Macau technology companies. By clearly articulating specific operational needs, large enterprises provide tech companies from Macau and Hengqin with clearer direction for product development, paving the way for long-term partnerships and deeper integration into industry value chains. Interactive Q&A and matching sessions enabled meaningful dialogue among participants, fostering collaboration, accelerating technology adoption, and strengthening Macau’s innovation and technology ecosystem.

- End -



The SJM Technological Innovation Industry-Academia-Research Reverse Business Matching Session brought together Macau technology enterprises certified under the “Technology Enterprise Certification Programme,” tech companies from Macau and Hengqin, and higher education institutions, attracting over 120 participants.



Speech by Danny Leong, Chief Information Officer of SJM.



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