

Press release

**SJM Collaborates with local SMEs to Revitalise San Ma Lo District
with a Trendsetting Culinary Hub - “Kam Pek Market”**

Hosting Tenant Briefing for Inviting Local Entrepreneurs to start businesses

(Macau, 14 August 2024) SJM Resorts, S.A. (“SJM”) today conducted a tenant briefing for a key project under the “Revitalisation Plan for Avenida de Almeida Ribeiro (“San Ma Lo”).” This project is guided by the Cultural Affairs Bureau (“IC”) of the Macao SAR Government, and supported by the Economic and Technological Development Bureau (“DSED”) of the Macao SAR Government, the Macao Government Tourism Office (“MGTO”), the Municipal Affairs Bureau (“IAM”) of the Macao SAR Government, the Macao Chamber of Commerce, the Macau Federation of Trade Unions, the General Union of Neighbourhood Associations of Macau, the Industrial Association of Macau, The Federal General Commercial Association of Macau Small and Medium Enterprises, the Macau Union Suppliers Association, and the United Association of Food and Beverage Merchants of Macao. SJM aims to join hands with local Small and Medium-sized Enterprises (“SMEs”), and transform the “Kam Pek Community Centre” into the “Kam Pek Market,” a vibrant culinary and cultural hub on San Ma Lo that offers a diverse array of international casual dining, trendy shopping, entertainment, as well as art and cultural elements. During the session, SJM provided detailed insights into the development philosophy, architectural design, and operational benefits of the “Kam Pek Market.”

The tenant briefing was attended by Ms. Leong Wai Man, President of IC of the Macao SAR Government; Ms. Jennifer Si Tou, Head of Tourism Product and Events Department of MGTO; Mr. Lei Sio Sang, Acting Head of Research Department of DSED of the Macao SAR Government; Mr. Leong Cheok Hong, Head of Division of Administrative Licensing of IAM of the Macao SAR Government, Mr. Ma Chi Ngai, President of the Macao Chamber of Commerce; Mr. Chui Yuk Lum, President of Industrial Association of Macau; Mr. Chan Ka Leong, President of the Board of Directors of the General Union of Neighbourhood Associations of Macao; Mr. Kuong Chi Fong, Vice-Director of the Macau Federation of Trade Unions, Ms. Chan Mei Yi, Executive Vice Chairman of The Federal General Commercial Association of Macau Small and Medium Enterprises; Mr. Chan Chak Mo, President of the United Association of Food and Beverage Merchants of Macao; Mr. Ip Sio Man, President of the Macau Union Suppliers Association, and Ms. Daisy Ho, Managing Director of SJM.

Ms. Daisy Ho, Managing Director of SJM, stated, “As a leading integrated tourism and leisure enterprise in Macau, SJM embraces the spirit of “big enterprises leading small ones.” We hope to leverage our competitive advantage to inject new vitality into the Macau community through this revitalisation project, utilising our resources to pave new paths and build a favourable business environment for future tenants and neighbouring businesses. This project will create a synergistic effect for the entire San Ma Lo District, benefiting various industries, boosting the community economy, and consolidating Macau’s status as a UNESCO ‘Creative City of Gastronomy.’”



Ten Stalls Available for Bidding

During the briefing, SJM unveiled the initial development plan and bidding criteria for the “Kam Pek Market.” In this first phase, ten food stalls on the ground and first floors will be available for bidding by local entrepreneurs, with an estimated opening date between mid-December and the Chinese New Year. Five additional food stalls will be reserved for collaboration with invited brands. Details regarding the dry goods and retail stalls on the second floor will be announced in a subsequent phase. The bidding criteria for the current phase include operational strategies, relevant experiences, and eligibility requirements. The application period for bids will open on 16 August 2024, and close at 6:00 p.m. on 6 September 2024.

For details on the “Kam Pek Market” food stall bidding process, please contact the Retail Leasing and Operations Department at (853) 8881 0796 or email kampek@sjmresorts.com.

Prime Location with Promising Prospects

Situated on the northern section of San Ma Lo, “Kam Pek Market” is close to several UNESCO World Heritage Sites and the transportation hub, drawing in a steady stream of visitors. The revitalisation project will incorporate Art Deco style and structural elements, creating a relaxed atmosphere that appeals to young customers while respecting the building’s former role as the community’s entertainment and leisure hub. SJM aims to create a trendy culinary landmark, attracting tourists and local residents alike, revitalising the surrounding area by channeling foot traffic towards the northern end of San Ma Lo, and injecting new economic energy for the entire vicinity.

Big Leads Small: Connecting with SMEs

SJM has designed a one-stop turnkey solution for “Kam Pek Market,” encompassing ready-to-use facilities, back-end software support, comprehensive market promotion services and strategic partnerships. Additionally, SJM will operate its beverage brand within the Market, working hand in hand with SMEs to create a top-of-mind dining destination for locals and visitors alike.

To further strengthen SJM’s close collaboration with local SMEs, the briefing session also featured a dedicated “SJM SME Institution” consultation area, designed to introduce attendees to a series of themed seminars and workshops. The Institution highlighted the support SJM offers to SMEs, including enhancing product quality and service standards and creating favourable conditions for their business expansion through the adoption of priority cooperation principles. Many attendees showed enthusiasm and signed up as members.

The “Revitalisation Plan for San Ma Lo” launched in 2023, is jointly advanced by the Macao SAR Government and SJM, with the aim of driving the development of neighbourhoods around the historic areas. The “Kam Pek Market” is a crucial part of this blueprint, reflecting SJM’s full support for the Government’s “big enterprises leading small ones” cooperation model, actively fostering local businesses.



Guests attend the tenant briefing for “Kam Pek Market,” a key project under the “Revitalisation Plan for Sam Ma Lo” organises by SJM.



Over 130 attendees interest in the project and actively participate in the tenant briefing.



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Ms. Daisy Ho, Managing Director of SJM, and SJM representatives host the “Kam Pek Market” tenant briefing, presenting the project details and bidding information to entrepreneurs.



“Kam Pek Community Centre” will be transformed into the “Kam Pek Market,” a vibrant culinary and cultural hub on San Ma Lo.



Many attendees sign up to become members of the “SJM SME Institution.”