



第九屆澳門國際旅遊（產業）博覽會

9.^a Expo Internacional de Turismo (Indústria) de Macau

9th Macao International Travel (Industry) Expo

澳門威尼斯人金光會展A及B館
Hall A and B, Cotai Expo, The Venetian Macao

9 - 11 / 7 / 2021



主辦單位 Organizer



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

參展指引

Exhibition Guidebook



澳門國際旅遊（產業）博覽會（下稱“旅博會”）今年舉辦至第九屆，繼續致力發揮澳門的平台優勢，連繫各地業界，推動旅遊交流合作。我們誠摯歡迎旅遊及相關業界參與此項年度旅遊盛事，共拓商機、共策發展。

去年的旅博會在疫情下以線上線下方式圓滿舉行，獲各方支持及積極參與；今年，旅博會繼續結合線上雲系列與線下場景展，為參會者搭建展示銷售及交流合作的橋樑，共同激發旅遊經濟活力。

澳門積極建設世界旅遊休閒中心，我們致力加強旅遊業與關聯產業的互動發展，並鼓勵業界推出更多特色旅遊產品，推廣澳門健康宜遊的形象。期待業界透過參與旅博會，廣結商緣，發掘斬新商機，共同驅動旅遊創新，並把握粵港澳大灣區等機遇，為促進旅遊經濟帶來新動力。

在此，祝願第九屆澳門國際旅遊（產業）博覽會圓滿舉行。



Ushering in the 9th edition this year, the Macao International Travel (Industry) Expo (referred to as the “Expo” or MITE) will go on to radiate Macao’s advantages as a platform and bring together industry delegates from different destinations for closer tourism exchange and cooperation. We sincerely invite friends from across the tourism and related sectors to join the annual tourism gathering, explore business opportunities and blaze new trails for mutual progress.

Given the worldwide pandemic, the Expo was held in a hybrid format of online and offline engagement last year, reaching success with the ardent support and participation of various entities. In 2021, the Expo will once again feature a confluence of cloud series and physical exhibition, building bridges for participants to showcase products, connect and forge partnerships, churning new waves of economic vitality in the tourism industry hand in hand.

Amid Macao’s unwavering march to become a world centre of tourism and leisure, we are dedicated to not just fueling the dynamic and concerted development between tourism and other related industries, but also encouraging the trade to launch distinctive tourism products and promote Macao as a healthy and quality destination. We truly hope that industry operators can leverage the Expo to expand their network and collaboration, discover new business opportunities, drive innovative progress in tourism and tap into the potential unlocked by the Guangdong-Hong Kong-Macao Greater Bay Area development. All in all, the tourism economy can be propelled with fresh momentum.

My sincerest wishes for the 9th Macao International Travel (Industry) Expo to be an inspiring success!

澳門特別行政區政府旅遊局

文綺華局長

二零二一年

Ms. Maria Helena de Senna Fernandes
Director of Macao Government Tourism Office
2021



主辦單位 Organizer



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

配合澳門特別行政區建設澳門成為「世界旅遊休閒中心」的發展定位，澳門特別行政區政府旅遊局作為公共部門，專門負責分析、協助制訂並推行澳門特別行政區的旅遊政策，致力為澳門建立優質的旅遊形象。現時全球各地共設有十二個旅遊局駐外代表以及三間澳門特別行政區駐外辦事處，旅遊局可按照各地市場的不同需要，訂定合適的推廣計劃及活動。

In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination. To achieve this effectively, there are 12 MGTO Representatives and 3 MSAR Delegations around the world that tailor make promotion schemes and activities for each market's needs.

旅博會簡介 About MITE

澳門國際旅遊（產業）博覽會，簡稱旅博會。由澳門特別行政區政府旅遊局主辦，是國際旅遊的專業展，亦是旅遊產品消費展。2013年創辦以來，秉承「感受澳門」的理念，不斷優化平台作用，提升服務水準，是迄今專業性強、參與面廣、影響力大的國際旅遊盛會之一。

2020年第八屆旅博會配合提振經濟重點方向，首次結合線上“雲對接”、“雲推廣”、“雲簽約”及“雲直播”等雲上系列展與線下場景展，為參展商和買家提供了一站式展示交流平台，助力促進旅遊經濟復甦。

2021年第九屆旅博會在全球旅遊業有望迎來階段性復甦的前提下，將進一步滿足商務配對(B2B)及現場銷售(B2C)雙平台需求，深化線上雲系列與線下場景展的融合。為參展商開拓“旅遊+”及粵港澳大灣區“一程多站”的客源市場，致力搭建高效的交流合作橋樑，藉此推動旅遊業及其他行業的聯動發展。

The Macao International Travel (Industry) Expo (MITE), organized by the Macao Government Tourism Office (MGTO), is a professional exhibition of international tourism and an exhibition of tourism product consumption. Since its establishment in 2013, the MITE has been adhering to the concept of “Experiencing Macao”, enhancing its role as a platform, and improving its service standards. Up to today, it is one of the most professional, widely-participated and influential international tourism events.

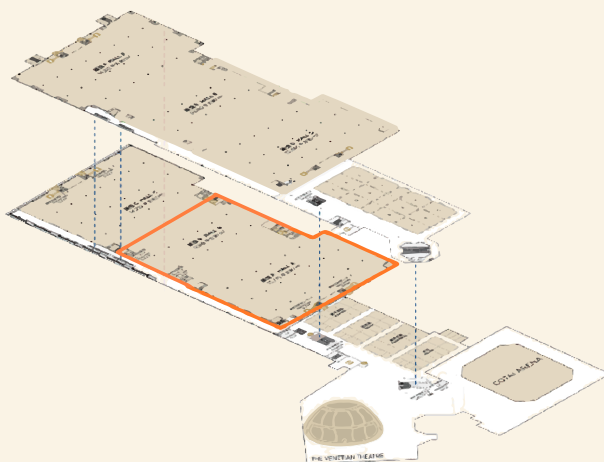
In line with the key direction of boosting the economy, the 8th MITE in 2020, for the first time, combined “Cloud” series including “Cloud B2B”, “Cloud Promotion”, “Cloud Contract-Signing”, and “Cloud Live Broadcast” with offline exhibition to provide a one-stop display and exchange platform for exhibitors and buyers, and to boost confidence in the recovery of the tourism economy.

On the premise that the global tourism industry is expected to usher in a phased recovery, the 9th MITE in 2021 will further release the demand for business matching (B2B) and on-site sales to consumers (B2C) dual platforms and further deepen the combination of “Cloud” series and offline exhibition. The 9th MITE aims to fully meet the needs of exhibitors to explore the “Tourism+” and Guangdong-Hong Kong-Macao Greater Bay Area “multi-stop” tourist source market; and is dedicated to building an efficient bridge for communication and cooperation, so as to promote the joint development of tourism and other industries.



地點 Venue

澳門威尼斯人金光會展A及B館
Cotai Expo Hall A-B, The Venetian Macao



日期及時間 Schedule

日期 Date	時間 Opening Hours	對象 Target Audience
9/7/2021	10:00-18:00	專業觀眾 Trade Visitors
	11:00-18:00	公眾 General Public
10/7/2021	10:00-18:00	專業觀眾、公眾 Trade Visitors and General Public
11/7/2021	10:00-17:00	公眾 General Public



參展商範疇 Scope of Exhibitors

- 旅遊機構：國家及地區政府

Tourism Authorities: National and Regional Governments

- 旅遊資源：景點景區、主題樂園、酒店及度假村、旅遊交通、旅遊會展、旅遊地產、旅遊購物

Tourism Resources: Scenic Spots, Theme Parks, Hotels and Resorts, Tourism Transportation, Tourism Exhibitions, Tourism Real Estate, Tourism Shopping

- 旅遊組織：旅遊行業組織、旅行社、旅遊集團、旅遊康養、研學、旅遊管理、旅遊科技、主題旅遊、目的地管理公司、定制旅遊

Tourism Organizations: Tourism Industry Organizations, Travel Agencies, Tourism Groups, Tourism Health and Wellness, Study Tours, Tourism Management, Tourism Technology, Theme Tourism, Destination Management Companies, Customized Tourism

- 其他：旅遊裝備、旅遊金融服務、旅遊媒體、文創及非遺文化

Others: Tourism Equipment, Tourism Financial Services, Tourism Media, Cultural Creativity and Intangible Cultural Heritage

參展類別 Exhibition Categories

旅行社服務

Travel Agency Services

旅遊交通服務

Tourist Transportation Services

酒店及度假村套票

Hotel and Resort Packages

景點景區及主題樂園門票

Scenic Spots and Theme Park Tickets

旅遊目的地管理服務

Tourism Destination Management Services

文創產品

Cultural and Creative Products

非物質文化遺產

Intangible Cultural Heritage

特色美食

Specialty Food

旅遊管理服務

Tourism Management Services

旅遊科技服務

Tourism Technology Services

旅遊紀念品

Tourism Souvenirs

旅遊金融服務

Tourism Financial Services

旅遊裝備

Tourism Equipment



參展商效益 Benefits of Exhibitor

- 銷售/展示小微企業能以優惠價格參展成為“旅博會”參展商；
Sales/displaying capabilities of micro-enterprises and becoming exhibitors at the ‘Expo’ at preferential prices;
- 標準/光地展位參展商可透過展前預約配對系統，與買家線上視頻洽談“雲對接”或線下場內洽談，擴大共商業務合作的機會；
Discussions among buyers and Standard Booth/Raw Space Exhibitors via video ‘cloud B2B’ with the Pre-Scheduled Appointment system online or offline on-site to extend the opportunity of business cooperation;
- 可與觀眾進行互動，宣傳和展示目的地旅遊資源及產品、旅遊資源共享，澳門參展商可於現場銷售旅遊產品；
Facilitate interactions among audience, promote and display destination tourism resources and products, tourism resources sharing and the sales of tourism products on-site by Macao exhibitors;
- 優選產品以“直播帶貨”方式，透過網紅主播“雲直播”帶貨銷售產品，提升產品線上推廣和銷售的規模；
Allow the sales of premium products by KOL via ‘cloud live broadcast’ to uplift the scale of product promotion and sales;
- 參與“雲推廣”與現場連線，獲取各國/地區具特色的旅遊新動向；
Participation in “cloud promotion” on-site to obtain latest information on specialized tourism trend of various countries/regions;
- 全方位品牌曝光渠道，包括網站、微信公眾號、臉書、場刊及宣傳單張、品牌推介會等，最大程度提升參展商品牌信譽度。
Provide complete brand exposure channels including websites, WeChat, Facebook, official guide, flyers and brand promotion sessions, etc., to enhance the credibility of exhibitors’ brand with the maximum extent.

很高興能參加MITE線上“雲推廣”，整個分享過程是非常順利和愉快的！在這樣困難的時期，MITE非常成功的聯絡不同的旅遊業界相關者。

It is Tourism Malaysia Promotion Board of Hong Kong's pleasure to participate in the MITE virtually. We believe MITE has been a great success in liaising with different tourism stakeholders in such a difficult time. The professional emcee, the sharing is overall smooth and enjoyable!



馬來西亞旅遊促進局
(香港辦事處)

Malaysia Tourism Promotion
Board HK office



黑龍江參展商

Exhibitor from Heilongjiang

主辦方的認真態度和努力付出，讓我們瞭解到世界各地的旅遊資源，結識了五湖四海的旅遊同仁，對澳門歷史文化旅遊有了新的認識。感覺澳門是可以慢遊的好地方。

I'm impressed by the organizer's meticulous preparation for presenting the MITE in the whole process. I got the opportunity to learn about the tourism resources around the world, established contacts with my colleagues in the tourism industry, and gained a new understanding of the history and culture of Macao and its tourism projects. I feel that Macao is a place where we can take our time and relax.

旅博會能夠讓我們與外界有一個很好的橋樑，結識了很多旅行社和涉旅企業。希望後期還能有這樣的機會參與，非常感謝！

We cherish the opportunities provided by this Expo as it works as a bridge between us and the world. During the expo, I got to know many travel agencies and travel-related enterprises. Looking forward to future events. Thank you!



從江參展商

Exhibitor from Congjiang

參展詳情

Expo Details

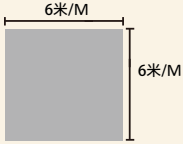


第九屆澳門國際旅遊（產業）博覽會
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展位價格 Rates and Specifications

展位類型 Booth Type	價格 Rate	內容 Description	豁免 Exemption
標準展位 Standard Booth 尺寸：3米X3米 Size: 3m × 3m	17,500澳門元/ MOP17,500/ 14,200人民幣/ CNY14,200/ 17,000港元/ HKD17,000/ 2,200美元 USD2,200	 <p>套餐包括： ① 楣板2個（印有公司名稱及展位號）、射燈4盞（固定）、地毯、諮詢枱1張（配大會LOGO飾面）、折椅2張、500W插座（固定）一個、廢紙簍1個、洽談桌及2把椅子（限B2B展商）； ② 參展商可與線上及線下買家於展前進行預約及洽談，拓展新業務； ③ 每個參展商可獲2個歡迎酒會出席名額。</p> <p>The package includes: ① 2 × fascia board (printed with company name and booth number) / 4 × spotlights (fixed) / carpet / 1 × information desk (with MITE Logo) / 2 × folding chairs / 1 × 500W power socket (fixed) / 1 × waste paper basket / 1 × meeting table and 2 × chairs (for B2B Exhibitors only); ② Appointments or discussions are opened to online and offline buyers through the Pre-Scheduled Appointment (PSA) system before the Expo to facilitate new business opportunities; ③ Each exhibitor is entitled to receive 2 invitations for the welcome cocktail reception.</p>	澳門展商/“一程多站”專題展台旅行社展商 Macao exhibitors and travel agency exhibitors at the “Multi-Stop” Booths
	1,600澳門元/ MOP1,600/ 1,300人民幣/ CNY1,300/ 1,500港元/ HKD1,500/ 200美元 USD200	2.94米（寬）x2.5米（高）背景噴繪製作（不含設計）/面 2.94m (W) x 2.5m (H) / inkjet foamboard backdrop (excluding design)/side	
銷售/展示小微企業 (從業人員100人以下) Only for micro and small enterprises for sale and display (Less than 100 employees) 標準展位 Standard Booth 尺寸：3米X3米 Size: 3m × 3m	3,500澳門元/ MOP3,500/ 2,900人民幣/ CNY2,900/ 3,400港元/ HKD3,400/ 450美元 USD450/	 <p>套餐包括： ① 楣板2個（印有公司名稱及展位號）、射燈4盞（固定）、地毯、諮詢枱1張（配大會LOGO飾面）、折椅2張、500W插座（固定）一個、廢紙簍1個； ② 每個參展商可獲1個歡迎酒會出席名額。</p> <p>The package includes: ① 2 × fascia board (printed with company name and booth number) / 4 × spotlights (fixed) / carpet / 1 × information desk (with MITE Logo) / 2 × folding chairs / 1 × 500W power socket (fixed) / 1 × waste paper basket; ② Each exhibitor is entitled to receive 1 invitation for the welcome cocktail reception.</p>	
	1,600澳門元/ MOP1,600/ 1,300人民幣/ CNY1,300/ 1,500港元/ HKD1,500/ 200美元 USD200	2.94米（寬）x2.5米（高）背景噴繪製作（不含設計）/面 2.94m (W) x 2.5m (H) / inkjet foamboard backdrop (excluding design)/side	



展位類型 Booth Type	價格 Rate	內容 Description	豁免 Exemption
光地展位 Raw Space 每平方米 (m ²)	1,600澳門元/ MOP1,600/ 1,300人民幣/ CNY1,300/ 1,500港元/ HKD1,500/ 200美元 USD200	 <p>6米/M 6米/M</p> <p>展位面積：36平方米起 Size: Starting from 36m²</p> <p>套餐包括： ① 展位所需面積； ② 參展商可與線上及線下買家於展前進行預約及洽談，拓展新業務； ③ 每個參展商可獲2個歡迎酒會出席名額。</p> <p>The package includes: ① The space required for the booth; ② Appointments or discussions are opened to online and offline buyers through the Pre-Scheduled Appointment (PSA) system before the Expo to facilitate new business opportunities; ③ Each exhibitor is entitled to receive 2 invitations for the welcome cocktail reception.</p>	澳門展商 Macao exhibitors

境外國家（地區）政府部門（局）組團參展套餐：

Package rate for outbound groups of exhibitors organized by national (regional) government departments (bureaus)

- ① 可享免費不超過18平方米光地面積，自費搭建展位；
- ② 每個國家（地區）政府部門（局）組團參展商可享30分鐘現場連線推廣名額有限，先到先得並透過大會直播平台向全球轉播盛況；國際參展機構可以將旅遊宣傳片放於大會官方網站平台播放；
- ③ 每個國家（地區）政府部門（局）組團參展商可與線上及線下買家於展前進行預約及洽談，拓展新業務；
- ④ 可享免費提供場刊內頁（165mm*235(h)mm）廣告，設計原文檔須於2021年6月1日前提提供；
- ⑤ 每個國家（地區）政府部門（局）參展商可獲5個歡迎酒會出席名額。

- ① Free raw space up to 18m² with booth construction cost borne by exhibitor;
- ② A 30-minute live broadcasted online promotion session will be granted to government department (bureau) and governmental group exhibitors of each country (region) under the first-come-first-served basis with limited quotas that allows global exposure of such spectacular occasion via the live-broadcasting platform of the organizer; Travel promotional videos from international exhibitors can be played on the official website of the organizer;
- ③ Appointments or discussions are opened to online and offline buyers through the Pre-Scheduled Appointment (PSA) system before the Expo to facilitate new business opportunities;
- ④ Free one-page advertisement on inner page of the booklet (165mm*235(h)mm) with the source designed file to be provided before 1st June, 2021;
- ⑤ free seats of the welcome cocktail reception will be granted to government department (bureau) and governmental group exhibitors of each country (region).



同期配套活動 Concurrent Supporting Activities

開幕典禮

Opening Ceremony

地點：主舞台

Venue: Main Stage

歡迎酒會（限2人/機構，境外國家除外）

Welcome Cocktail (2 Persons/Exhibitors, except for outbound groups of exhibitors)

地點：主舞台

Venue: Main Stage

商業配對與洽談

B2B Business Matching

地點：澳門威尼斯人金光會展A及B館

Venue: Cotai Expo Hall A and B, The Venetian Macao

雲簽約

Cloud Contract-signing

地點：主舞台

Venue: Main Stage

雲推廣

Cloud Promotion

地點：雲推廣廳

Venue: Cloud Promotion Room

雲對接

Cloud B2B

地點：雲對接廳

Venue: Cloud B2B Room

雲直播

Cloud Live Broadcast

地點：雲直播間

Venue: Cloud Live Broadcast Room

會議（線上/線下）

Meeting (Online/Offline)

地點：主舞台、會議廳、多功能廳

Venue: Main Stage, Meeting Room and Multi-Functional Room

頒獎

Award Ceremony

地點：主舞台

Venue: Main Stage

抽獎及表演

Lucky Draw and Performance

地點：主舞台

Venue: Main Stage

特邀買家走入社區

Hosted Buyers visit the Local Community

地點：澳門社區

Venue: Macau Community





參展流程 Application Procedure

報名參展，遇見拓展旅遊業務的合作夥伴

Sign up to join the Expo to get more opportunities to meet and cooperate with Tourism Industry Partners

現已開放線上報名

Online Application is now available



進入官網 www.mitexpo.mo 在線報名
For application, visit: www.mitexpo.mo

確認展位編號，上傳加蓋公章的
“參展確認單”及付款

Confirm booth number(s), upload "Exhibition Confirmation Form" with official seal and proceed with payment

點擊“參展申請”，填寫資料

Click "Exhibitor Application" and fill in your information

收取《參展商手冊》，提交“銷售
產品資料表”等，在線填寫參展人員
（入場證）信息

Receive the Exhibitor Manual, submit "Sales Product Information Sheet", etc., and fill in the information of exhibitors (for admission badge) online

展前配對

Pre-expo matching

搭建佈展，參展商報到

Set up booths and exhibitor registration

參展詳情

Expo Details



第九屆澳門國際旅遊（產業）博覽會

9.^a Expo Internacional de Turismo (Indústria) de Macau

9th Macao International Travel (Industry) Expo

日程安排 Schedule

日期 Date	時間 Time	主要活動 Activities
6-8/7	09:00-23:00	進場搭建 Booth Set up
8/7	09:00-19:00	參展商報到 Exhibitor Registration
	15:00-23:00	買家報到 Buyer Registration
9/7 (專業觀眾、公眾) (Trade Visitors and General Public)	10:30-11:00	開幕典禮 Opening Ceremony
	11:00-11:15	主禮嘉賓巡館 VIP Tour for Officiating Guests
	10:00-18:00	現場商業配對 On-Site Business Matching
	11:00-18:00	開放時間 Opening Hours
	18:30-19:15	澳門旅遊局歡迎酒會 Welcome Cocktail hosted by MGTO
10/7 (專業觀眾、公眾) (Trade Visitors and General Public)	10:00-18:00	現場商業配對 On-Site Business Matching
	10:00-18:00	開放時間 Opening Hours
11/7 (公眾) (General Public)	10:00-17:00	開放時間 Opening Hours
	17:00-23:00	撤展 Booth Dismantlement
12/7	09:00-23:00	撤展 Booth Dismantlement



第九屆澳門國際旅遊（產業）博覽會
9.^a Expo Internacional de Turismo (Indústria) de Macau
9th Macao International Travel (Industry) Expo

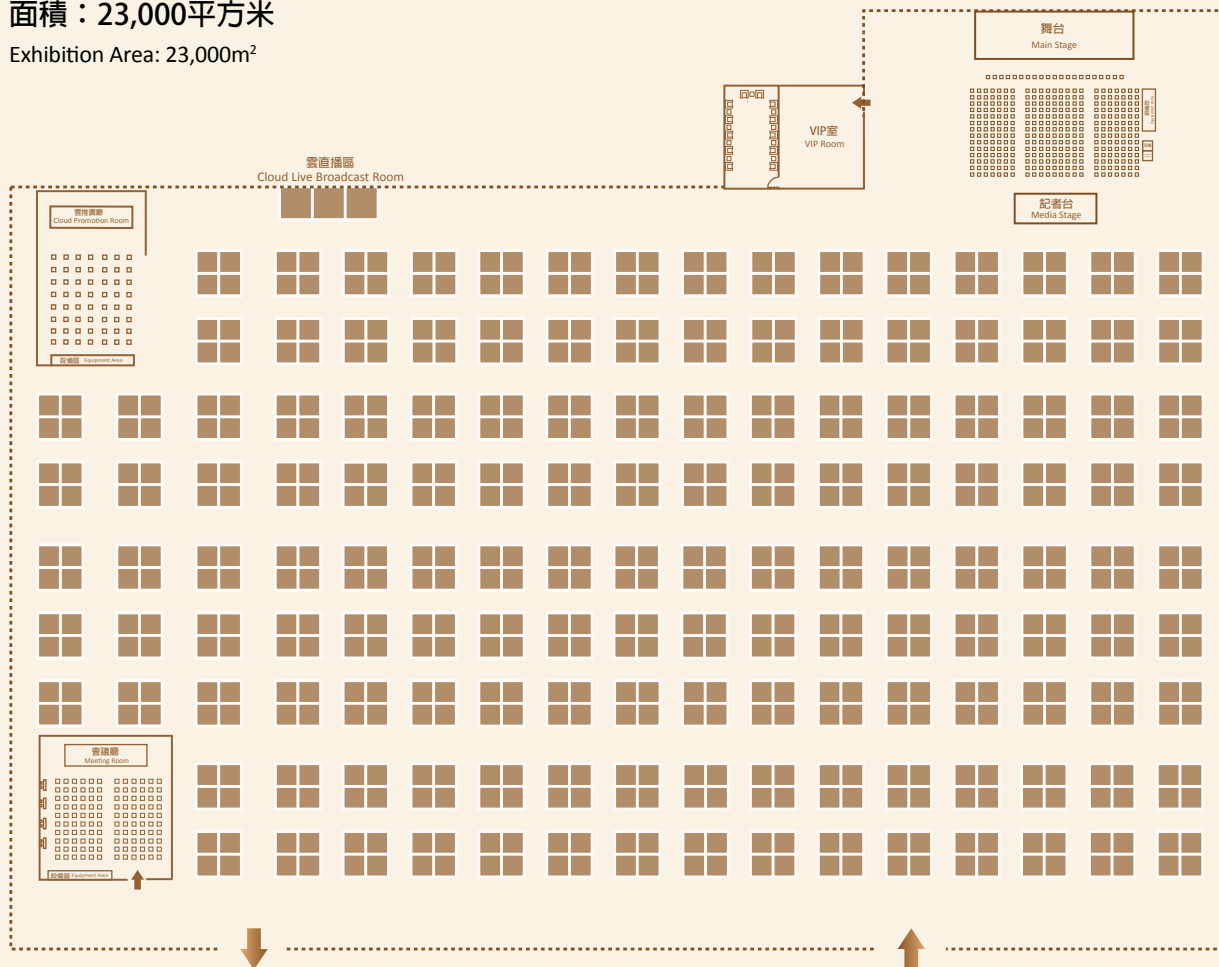
參展詳情

Expo Details

平面圖 Floor Plan

面積：23,000平方米

Exhibition Area: 23,000m²



澳門威尼斯人金光會展A及B館

Cotai Expo Hall A-B, The Venetian Macao



特邀買家計劃專為國際出境旅遊採購決策者提供交流機會，特邀買家可以透過線上/線下與參展商於展前進行預約及洽談，高效促成會晤行業權威專家，獲取最新的行業發展資訊。

The Hosted Buyers Program provides an exchange opportunity for international outbound travel procurement decision makers in making appointments and initiating discussions among exhibitors before the Expo online/offline, effectively facilitating meetings among experts with their expertise in the industry and obtaining the latest information on industry development.

交通 Transportation

- 往返澳門經濟艙機票、火車票、或船票
- 酒店與展會現場專車接送
- 展前本地遊覽
- Round trip economy flight, train or ferry tickets to Macao
- Shuttle service between hotel and exhibition venue
- Pre-expo Macao Familiarisation Tour



澳門住宿 Accommodation

- 展期內3晚指定酒店住宿
- 3 nights accommodation during the event



專屬邀約招待 Exclusive invitations

- 出席開幕典禮、歡迎酒會、買家午餐會等
- 尊享特邀買家歡迎晚宴
- 尊享特邀買家休息室
- Invitation to Opening Ceremony, Welcome Cocktail and Buyer's Luncheon
- Welcome Dinner Exclusive to Hosted Buyers
- Exclusive access to Hosted Buyers' Lounge



其他花費及附加費用將由特邀買家自行承擔。例如：私人接送/公務以外的餐飲/航班升艙/酒店升級/額外的房間住宿/旅行保險/簽證費用/核酸檢測費用等

Other expenses and additional costs will be borne by hosted buyers, e.g.: Private transfers / food and beverage expenses / flight upgrades / hotel upgrades / additional room accommodation / travel insurance / visa fees / nucleic acid test, etc.

按金 Deposit

參加特邀買家計劃，承辦單位將收取200美元按金。當特邀買家如期出席並履行特邀買家義務，按金將退回。

A deposit of USD200 shall be charged for registration of Hosted Buyer's Programme. Hosted Buyers who attend the event as scheduled and complete all required business matching sessions are eligible to receive the reimbursement of deposit.



防疫提示 Epidemic Prevention Reminder

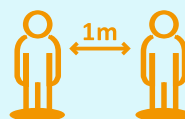
按澳門特別行政區政府衛生局疾病預防控制中心“預防新型冠狀病毒肺炎-自我健康管理的注意事項”，做好疫情防控常態化下旅博會之參展，以保障參展商身體健康，需遵守以下防控提示：

According to the “COVID-19 Prevention-Precautions for Self-Health Management” of the Center for Disease Control and Prevention of the Health Bureau of Macao SAR Government, and in order to ensure the health of exhibitors under regular COVID-19 control, exhibitors are required to:



做好開展前14日“每日健康登記”

Complete the form of recording 14-day health status right before the exhibition



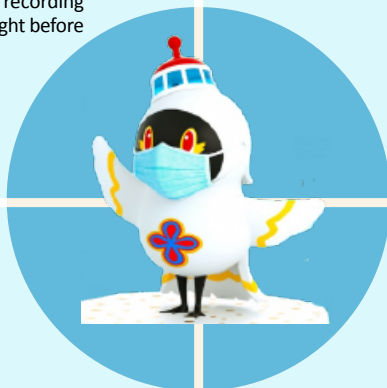
用餐須至公共用餐區域

Eat only at the public dining area



進入展館時需全程佩戴口罩，提交澳門健康碼，測體溫，保持1米距離等

Wear face masks, show Macao Health Codes, take temperature checks, keep one-meter social distance during the exhibition



當銷售餐飲時，參展商須將食品/飲品放入加蓋的容器內

Exhibitors should place food and beverage in covered containers.



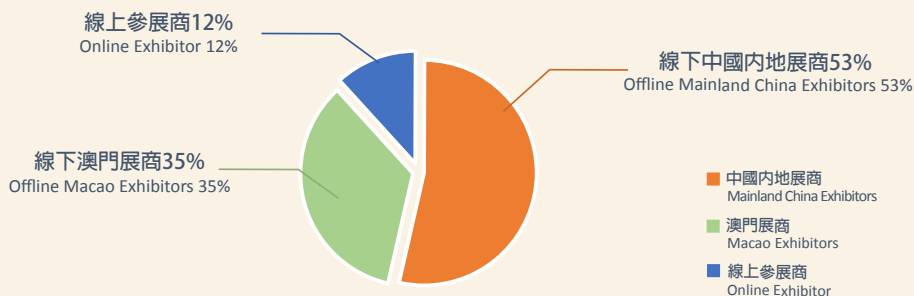
第八屆澳門國際旅遊（產業）博覽會回顧

Review of 8th MITE

展覽面積（平方米） Exhibition Area (m ²)	22,000	雲直播 Cloud Live Broadcast	回放量 Broadcast playbacks 線上人數最高達 maximum of online viewers	1.2億次 120 million 26.2萬 262 thousand
線上/線下參展機構（間） Number of Exhibitors (Online/Offline)	398	國家及地區 Countries and Regions		37
會議（場） Meetings	27	展位數(個) Exhibition Booths		668
買家及專業觀眾（人） Buyers and Trade Visitors	662	洽談（場） Matching Sessions		5859+

線上/線下398間參展機構

398 Online and Offline Exhibitors



中國內地展商213家佔53%
213 Mainland China Exhibitors 53%

澳門展商138家佔35%
138 Macao Exhibitors 35%

線上參展商47家佔12%
47 Online Exhibitors 12%

主辦單位 Organizer



澳門特別行政區政府旅遊局
DIREÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

支持單位 Supporting Entity

中華人民共和國文化和旅遊部
MINISTRY OF CULTURE AND TOURISM OF
THE PEOPLE'S REPUBLIC OF CHINA

協辦單位 Co-organizers



澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da R.A.E. de Macau



澳門中華總商會
The Macao Chamber of Commerce



澳門工會聯合總會
Federação das Associações dos Operários de Macau



澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU



澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



澳門街坊會聯合總會
União Geral das Associações dos Mordedores de Macau



澳門婦女聯合總會
Associação Geral das Mulheres de Macau



澳門旅遊商會
ASSOCIAÇÃO DAS AGÊNCIAS DE TURISMO DE MACAU
ASSOCIATION OF MACAO TOURIST AGENTS



Associação de Hotéis de Macau
Macao Hotel Association 澳門酒店協會

承辦單位 Coordinator



澳門旅行社協會
Associação das Agências de Viagens de Macau
Macao Travel Agency Association



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大會保留對此參展指引內容的最終解釋權。

The organizer reserves the right of final interpretation of the contents of this Exhibition Guidebook.