



第十一屆澳門國際旅遊（產業）博覽會  
11.<sup>a</sup> Expo Internacional de Turismo (Indústria) de Macau  
11<sup>th</sup> Macao International Travel (Industry) Expo

旅博領航 盛裝迎客  
MITE Connects the World

6.30 – 7.2/2023





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# Cloud Invitation & Briefing Session

## Buyers





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**11.ª Expo Internacional de Turismo (Indústria) de Macau**  
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## Organizer



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

## Supporting Entities

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  
 中央人民政府駐澳門特別行政區聯絡辦公室  
 LIAISON OFFICE OF THE CENTRAL PEOPLE'S GOVERNMENT IN THE MACAO S.A.R.

中華人民共和國外交部駐澳門特別行政區特派員公署  
 Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region

## Co-Organizers



經濟及科技發展局  
**Direcção dos Serviços de Economia e Desenvolvimento Tecnológico**



橫琴經濟發展局  
**ECDHengqin**



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



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



澳門酒店旅業商會  
**ASSOCIAÇÃO DOS HOTELEIROS DE MACAU**  
**MACAU HOTELIERS & INNKEEPERS ASSOCIATION**

## Coordinator



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



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**



澳門中華總商會  
**The Macao Chamber of Commerce**



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



澳門旅遊業議會  
**TRAVEL INDUSTRY COUNCIL OF MACAU**



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



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



澳門歸僑總會



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





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# Schedule



Date	Opening Hours	Target Audience
30/6/2023	10:00 – 18:00	Trade Visitors
	11:00 – 18:00	General Public
1/7/2023	10:00 – 18:00	Trade Visitors and General Public
2/7/2023	10:00 – 17:00	General Public





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# Program at a glance



Date	Exhibition Hall				Main Stage	Meeting Room
28-29 June	Exhibitor Booth Installation					
	Buyer Registration					
30 June	Expo Opens	Business Matching	Cloud Live Broadcast	Cloud B2B	Opening Ceremony	Destination Travel Promotion Seminars
					Welcome Cocktail	
1 July	Expo Opens	Business Matching	Cloud Live Broadcast	Cloud B2B	Seminars and Performances	Destination Travel Promotion Seminars
2 July	Expo Opens		Cloud Live Broadcast	Cloud B2B	Seminars and Performances	Destination Travel Promotion Seminars
	Booth Dismantlement (17:00)					



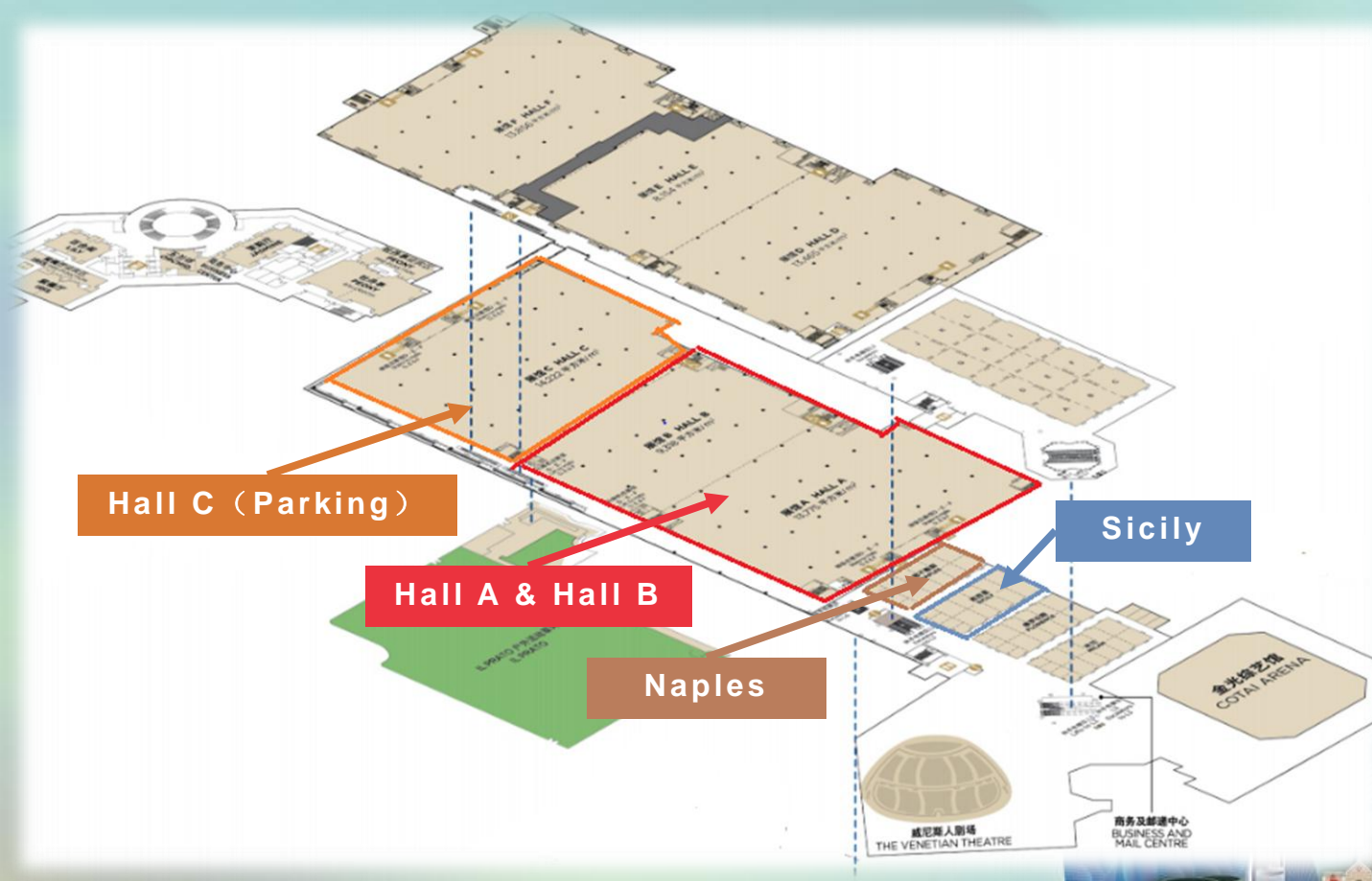


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# Floor Plan



- **Venue:** The Venetian Macao, Cotai Expo, Hall A and B
- **Exhibition Area:** 23,000 square meters





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# Exhibition Zone





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# Scope of Exhibitors



## 1) Government Entities

National and Regional  
Government Tourism  
Organizations

## 2) Tourism Organizations

Travel Agencies, Tourism  
Management, Tourism  
Destination Services,  
Customized Tour,  
Wedding Travel

## 3) Tourism Resources

Attractions and Theme  
Parks, Hotels and Resorts,  
Tourism Transportation,  
Tourism Products,  
Tourism Exhibitions

## 4) 1+4 Industry

Big Health, Modern Finance,  
High and Innovative Technology,  
Conferences and Exhibitions,  
Commerce and Trade,  
Culture and Sports

## 5) Others

Gourmet Food,  
Fine Wine







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Cloud Series



Cloud Live  
Broadcast



Cloud  
B2B



Cloud  
Contract  
Signing





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Cloud Series



## Cloud B2B

- The online Pre-schedule Appointment System (PSA) allows buyers and exhibitors to make appointments and negotiate online prior to the Expo
- Participating exhibitors in the Destination Travel Promotion Seminars can make online business matching with registered online trade visitors through the PSA after the Promotion Seminars
- (PSA) opens from 5<sup>th</sup> June to 4<sup>th</sup> July
- On-site business matching for exhibitors and buyers from 30<sup>th</sup> June to 2<sup>nd</sup> July





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Cloud Series



## Cloud Live Broadcast

- Live broadcasters will broadcast in different social media platform to help exhibitors in selling and promoting products
- Social media platforms include Taobao, Aomi, Facebook, WeChat, DouYin, MiaoPai, Mafengwo and XiaoHongShu
- 30<sup>th</sup> June – 2<sup>nd</sup> July (3 days)





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Cloud Series



## Cloud Contract Signing

- It is a contract signing ceremony done onsite via cloud technology between two parties with one party onsite and the other party online





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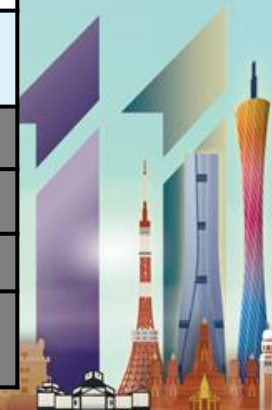
## Destination Travel Promotion Seminar



- Exhibitor make presentation to on-site hosted buyers and trade visitors on tourist attractions and tourism products and network with on-site audience during the Networking Session
- Live broadcast and replay on MITE website
- Around 45 minutes per session:

Date	30 June	1 July	2 July
10:00-10:15		Seminar 16	Seminar 34
10:15-10:30		Seminar 17	Seminar 35
10:30-10:45		Seminar 18	Seminar 36
10:45-11:00		Networking Session	Networking Session
11:00-11:15	Seminar 1	Seminar 19	Seminar 37
11:15-11:30	Seminar 2	Seminar 20	Seminar 38
11:30-11:45	Seminar 3	Seminar 21	Seminar 39
11:45-12:00	Networking Session	Networking Session	Networking Session
12:00-14:00	Lunch		

Date	30 June	1 July	2 July
14:00-14:15	Seminar 4	Seminar 22	Seminar 40
14:15-14:30	Seminar 5	Seminar 23	Seminar 41
14:30-14:45	Seminar 6	Seminar 24	Seminar 42
14:45-15:00	Networking Session	Networking Session	Networking Session
15:00-15:15	Seminar 7	Seminar 25	Seminar 43
15:15-15:30	Seminar 8	Seminar 26	Seminar 44
15:30-15:45	Seminar 9	Seminar 27	Seminar 45
15:45-16:00	Networking Session	Networking Session	Networking Session
16:00-16:15	Seminar 10	Seminar 28	Seminar 46
16:15-16:30	Seminar 11	Seminar 29	Seminar 47
16:30-16:45	Seminar 12	Seminar 30	Seminar 48
16:45-17:00	Networking Session	Networking Session	Networking Session
17:00-17:15	Seminar 13	Seminar 31	
17:15-17:30	Seminar 14	Seminar 32	
17:30-17:45	Seminar 15	Seminar 33	
17:45-18:00	Networking Session	Networking Session	





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# Buyer Details



## Buyer category

- Incentive Travel
  - Wedding Travel
  - Student Travel
  - Outbound Travel
  - Customized Travel
  - Big Health Industry
  - Modern Financial Services
  - High Technology
  - Conferences and Exhibitions
  - Commerce and Trade
  - Culture and Sports
- Buyers can make appointments and negotiate with exhibitors before and during the exhibition, both online and offline. Parties can conduct meetings with industry experts and obtain the latest industry development information.





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# Hosted Buyer Program



**MITE hosted buyers is divided into three categories based on their origin:**

**International**

**Mainland China and  
Taiwan Region**

**Guangdong-Hong Kong-  
Macao Greater Bay Area  
(excluding Macao)**





## Hosted Buyer's Benefits

	International	Mainland China and Taiwan Region	Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)
<b>Transportation</b> <ul style="list-style-type: none"> <li>The expenditure of economy class air tickets, train tickets, bus tickets, and ferry tickets to and from Macao is sponsored. Invoice or proof of expenses are required</li> </ul>	Up to USD875 MOP7000	Up to USD500 MOP4000	Up to USD50 MOP400
<ul style="list-style-type: none"> <li>Shuttle bus service between Hotel and Expo venue except for buyers accommodated at The Venetian or The Parisian</li> </ul>	✓	✓	✓
<b>Macao Accommodation</b> <ul style="list-style-type: none"> <li>Designated hotel accommodation during the Expo</li> </ul>	3 Nights	3 Nights	2 Nights
<b>Hospitality</b> <ul style="list-style-type: none"> <li>Buyer's working lunch</li> <li>Exclusive Buyer Lounge access</li> <li>Fam tour before the Expo (tbc)</li> <li>Welcome Cocktail Reception</li> </ul>	✓	✓	✓

\*Remarks: Hosted buyers will be responsible for expenses such as: Private Transfers / Extra Meals / Flight Upgrades / Hotel Upgrades / Extra Hotel Accommodation / Travel insurance / Visa fees, etc.







## Hosted Buyer's Obligations



### Obtain Sufficient Points

- During the Expo period, 2 points will be awarded for attending each "Destination Travel Promotion Seminar", and 1 point will be awarded for completing 1 on-site business matching

### Exemption

- Make appointments and complete Cloud B2B before 30<sup>th</sup> June with exhibitors through the Pre-schedule Appointment System (PSA) on the official website of the Expo at [www.mitexpo.mo](http://www.mitexpo.mo)

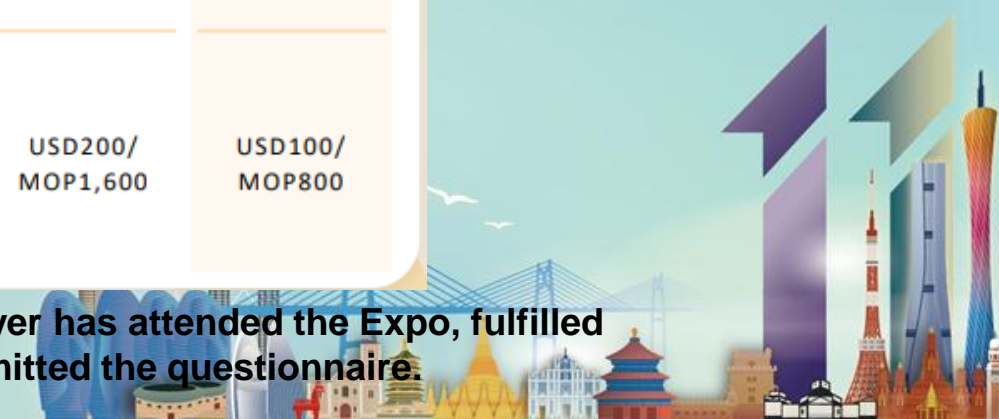


### Deposit

- Hosted Buyers have to pay a deposit which will be refunded within 15 working days after the Expo, provided all the hosted buyer's obligations have been fulfilled

	International	Mainland China and Taiwan Region	Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)
<b>Obtain Sufficient Points</b>	At least <b>40 points</b> obtained from 30 <sup>th</sup> June to 1 <sup>st</sup> July	At least <b>40 points</b> obtained from 30 <sup>th</sup> June to 1 <sup>st</sup> July	At least <b>20 points</b> obtained from 30 <sup>th</sup> June to 1 <sup>st</sup> July
<b>Exemption</b>	Up to <b>10 points</b>	Up to <b>10 points</b>	Up to <b>5 points</b>
<b>Deposit</b>	USD200/ MOP1,600	USD200/ MOP1,600	USD100/ MOP800

\*Remarks: Deposit paid will only be refunded when the Hosted Buyer has attended the Expo, fulfilled the Hosted Buyer's Obligations as scheduled, completed and submitted the questionnaire.





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# Application Procedure



MITE website:



<https://www.mitexpo.mo>

➤ Deadline for application : 31<sup>st</sup> May, 2023





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# Buyer Details



## Application Flow for Hosted Buyer

1. Go to the official website [www.mitexpo.mo](http://www.mitexpo.mo) and click on "Buyer Application". Fill in and submit the necessary information
2. The Expo Office will contact preliminary approved hosted buyer applicants by email / telephone who will have to submit the following documents:
  - ① Scanned copy of a valid business card that is consistent with the name of the applying entity
  - ② Scanned copy of the entity's business license/business registration
  - ③ Scanned copy of employment certificate with official stamp

\* Email the above information to [buyer@mitexpo.mo](mailto:buyer@mitexpo.mo)





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## Buyer Details



### Application Flow for Hosted Buyer

3. Eligible buyers will be notified by the Expo Office to pay the deposit within one week
4. Confirmation of Hosted Buyers status upon receipt of deposit and verification of the buyer's qualification
5. The Pre-schedule Appointment System (PSA) on the official website is scheduled to be open from 5<sup>th</sup> June to 4<sup>th</sup> July. During such period, buyer can log in to the system to make appointments with exhibitors for matching and conduct online negotiation/video meeting
6. Arrival of buyers, receive an admission badge, meet with exhibitors on-site and attend the Destination Travel Promotion Seminars according to the official schedule
7. Complete and submit the questionnaire





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## Enquiry

**Tel: (853)2870 3707**

**Fax: (853)2870 0238**

**Website : [www.mitexpo.mo](http://www.mitexpo.mo)**

**E-mail: [buyer@mitexpo.mo](mailto:buyer@mitexpo.mo)**





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**Scan the QR code**

**Or**

**Click on below link**

**[www.mitexpo.mo](http://www.mitexpo.mo)**

**for Registration**





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**Thank You !**  
**Looking forward to seeing you in MITE !**

