



## **GEG's "Local Culture & Food Festival" May 11-27: Where SMEs Foster Macau's Gastronomic Heritage**

**April 19, 2018** – In celebration of Macau's designation last year as a UNESCO Creative City of Gastronomy, and in support of the Macao Government Tourism Office's implementation of the 2018 Macao Year of Gastronomy, Galaxy Entertainment Group ("GEG") will be hosting its Local Culture & Food Festival. From May 11 to 27, a variety of traditional specialties will be on offer at Broadway Food Street, highlighting Macau's distinctive East-meets-West gastronomic culture. The event aims to cultivate the "Large-Businesses-Leading-Small-Businesses" cooperation model by providing an environment for local SMEs to explore and expand their business opportunities. The Macao Government Tourism Office has offered tremendous support, with additional support coming from the Institute for Tourism Studies, the Macau Cuisine Association, Confraria da Gastronomia Macaense, the Fuhong Society of Macau and the Macau Deaf Association.

A press conference was held at the M Floor of Broadway Macau™ at 2:30 p.m. today, with Ms. Jennifer Si Tou, Head of Tourism Product and Events Department, the Macao Government Tourism Office and Mr. Harrison Lun, Vice President – Hospitality Operations & Theatre, Broadway Macau in attendance. To foster synergy between gastronomic and other elements, the Local Culture & Food Festival gathers over 50 food and beverage as well as other to provide an assortment of gastronomic, cultural, creative and entertainment experiences at Macau's first outdoor food street. The result is a thrilling opportunity for residents and tourists to experience Macau's vibrant charm as a UNESCO Creative City of Gastronomy and a World Centre of Tourism and Leisure.

GEG endeavors to create a fertile business environment for SMEs and to support them with its resources. All participating stalls at the Festival will receive a venue fee waiver and support for their booth decoration. For customer convenience and to encourage the adoption of new digital payment technologies and the development of e-commerce in Macau, Alipay, Macau Pass, MacauPay and WeChat Pay will be accepted at the Festival, with GEG absorbing the transaction costs for the SMEs. It is hoped that this support will encourage local SMEs to embrace the new wave of payment technologies in order to benefit from the increased business opportunities. It is also hoped that digital payment systems will become more common, allowing Macau's residents and tourists to enjoy more convenient transactions.

Mr. Lun said, "GEG is thrilled that Macau was designated as a Creative City of Gastronomy by the United Nations Educational, Scientific and Cultural Organization. We are committed to making contributions to continued development in order to promote Macau's economic diversification and sustainable development. As the first



gaming operator to introduce the business model of partnering with SMEs, GEG attaches great importance to their development. Nearly 90% of the participating SMEs at the Festival are from Macau. We wish to continue to adopt the 'Large-Businesses-Leading-Small-Businesses' model to grow and share the fruits of economic success together with SMEs."

During his speech, Mr. Ip Sio Man, President of the Macau Cuisine Association, said, "For Macau to further facilitate the development as a UNESCO Creative City of Gastronomy, it does not only require local SMEs' own efforts but also gaming operators' assistance so that we can inject new elements into Macau's gastronomic culture. GEG has been proactively promoting the local gastronomy. Hosting the Local Culture & Food Festival and previously supporting the Best Macau Chef's Cuisine Show organized by the Association, GEG underlines its commitment of supporting the inheritance of Macau's local gastronomic culture." Also present at the press conference were Mr. Joe Lei and Mr. Lu Lam Lim, the representatives of GEG's SME partners, Lei Ka Choi and Hang Heong Un. Sharing their experiences of working with GEG, they said Broadway Food Street had helped them to expand their customer base and increase their brand awareness. They added that their operational efficiency, food hygiene standard and service quality had also been improved thanks to GEG's operational assistance.

As a responsible corporate citizen, GEG aims to give back to the community through this event. GEG will invite award-winning chefs to conduct cooking workshops with students from the Institute for Tourism Studies and members of the Fuhong Society of Macau to showcase their culinary skills and share their experiences. Additionally, GEG will work with the Macao Deaf Association to promote sign language at Broadway Food Street during the event, hoping to encourage a community spirit of openness and inclusion.

The 17-day event will kick off with the Drunken Dragon Dance, an Intangible Cultural Heritage event. Over 150 authentic and delicious local dishes will be served during the Festival (from 6 p.m. on weekdays and 5 p.m. on weekends). Moreover, the Drunken Dragon Poon Choi Feast will be available on the opening and the closing day. A variety of cultural and entertainment performances will be provided throughout the Festival. GEG will provide free shuttle service between Broadway Macau and the Central South District, Taipa, the Border Gate, the Macau Outer Harbour Ferry Terminal, the Macau Taipa Ferry Terminal and StarWorld Hotel during the event period.

Other guests and representatives of supporting units and partners attending the press conference included: Mr. David Wong, Executive Assistant Manager – Food & Beverage, Institute for Tourism Studies; Mr. Luis Machado, Presidente da Direcção, Confraria da Gastronomia Macaense; Mr. U Kin Cho, Vice-President of Board of Directors, Macao Chamber of Commerce; Mr. Lam Cheok Wa, Chairman of



Executive Board, Macau Small and Medium Enterprises Chamber of Commerce; Ms. Summer Cheang, Senior Project Executive, Macau Deaf Association; Mr. Louis Ip, Hostel Manager of Long Cheng Centre, Fuhong Society of Macau; Ms. Hilda Chu - Head of Operations, Alipay HK and Macau; George Zhang – Managing Director, Macau Pass and Mr. New Xiang - Product Director of International Business, WeChat Pay.

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**Photo captions:**



P001: GEG will be hosting its Local Culture & Food Festival from May 11 to 27. A press conference was held today afternoon.



P002: During his speech, Mr. Harrison Lun, Vice President – Hospitality Operations & Theatre, Broadway Macau, said GEG is committed to making contributions to Macau’s designation as a UNESCO Creative City of Gastronomy and continue to embrace the ‘Large-Businesses-Leading-Small-Businesses’ model in order to share the fruits of economic success with local SMEs.



P003: Mr. Ip Sio Man, President, Macau Cuisine Association, said GEG underlines its commitment of supporting the inheritance of Macau's local gastronomic culture by hosting the Local Culture & Food Festival.



P004: GEG representative took a group photograph with representatives of e-payment partners of the Festival. GEG will support Macau's SMEs to embrace the new wave of digital payments.



P005: The owners of local SMEs Lei Ka Choi and Hang Heong Un shared their experiences of working with GEG at the press conference.