



Larger than life Macao's MICE industry expands

Macao – Room for the Biggest and the Best

Macao raises the bar when it comes to mega-scale conferences. Macao's diversification efforts into non-gaming industries in recent years have allowed for a fast expanding range of product offerings and capacity to attract MICE events of all sizes.

In January this year, Macao consolidated the government agencies, which support meetings and event organizers, making the Macao Trade and Investment Promotion Institute (IPIM) the official "go-to" agency for international meetings and events. Supported by Macao's MICE Industry, IPIM is devoted to enhance the sector's professionalism and expertise, providing assistance every step of the way, from event bidding to onsite support, together with a series of MICE support programs, making Macao the ideal business events destination for small to mega size business events.

Mega Sized Event Return

Macao's increased capacity and constant

addition of new event space has made it a popular repeat destination for large-scale events. Macao is one of only a few destinations in the world that can accommodate large-scale events within a compact and convenient location. Macao is a meeting planner's dream with integrated facilities that can house small-to larger-scale events under one roof, minimising logistic, costs and the number of contracts to be negotiated. They also have a huge choice of venue options with a constantly expanding inventory of meeting space.

In August 2016 Macao hosted the 11th Worldwide Chinese Life Insurance Congress and International Dragon Awards (IDA), for the second time since 2006. The "Oscars" for the worldwide Chinese Insurance industry attracted more than 7,200 delegates from 17 countries.

Richard Wu, vice president of the 11th Worldwide Chinese Life Insurance Congress and 2016 International Dragon Awards commented that "Besides the full co-operation provided by the Macao

community and the city's relevant public departments, Macao has transformed itself into a destination city in the past decade. Macao's infrastructure was the combination of hardware and software that made it stand out".

Continuous Capacity Growth

Currently, Macao has more than 190,000 sqm of meeting space, and over 37,000 hotel rooms in the city with more international hotel development in the pipeline. The Parisian Macao and Wynn Palace were opened in the last two months, with the MGM Cotai, Lisboa Palace, The 13 and others opening in the next few years – bringing the total number of rooms to over 50,000. Macao now has one of Asia's highest capacity inventories for business events. Connectivity to Macao will be further enhanced with the addition of the Hong Kong-Zhuhai-Macao road bridge providing a direct road linkage to the Hong Kong International Airport. ■

BIG YEAR AHEAD

Having built a successful track for hosting large-scale events in Macao, the events calendar continues to attract both small and large-scale events. Lined up for the second half of 2016 and 2017 are these events:

10,000 attendees
Jeunesse Greater China Meeting

7,200 attendees
International Dragon Awards

6,800 attendees
Nu Skin Star Academy Macau 2016

5,000 attendees
9th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

*Expected number of attendees

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