

Cross-Border Collaboration for Competitive Growth: The Guangdong-Macao In-Depth Cooperation Zone Model

**Guangdong-Macao In-Depth Cooperation Zone in
Hengqin Convention & Exhibition Association**

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Introduction of GBA

- **The Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area)** comprises the two Special Administrative Regions of Hong Kong and Macao, and the nine municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province.
- The world's fourth-largest bay area, following the New York Bay Area, the San Francisco Bay Area, and the Tokyo Bay Area.



Introduction of Hengqin



Covering about 106 square kilometers and located across a river from Macao, Hengqin is an island and special economic zone located in Zhuhai, adjacent to Macao and the Greater Bay Area, acting as a strategic area for co-operation between mainland China and the Macao SAR.



Advantageous Industries

Macao

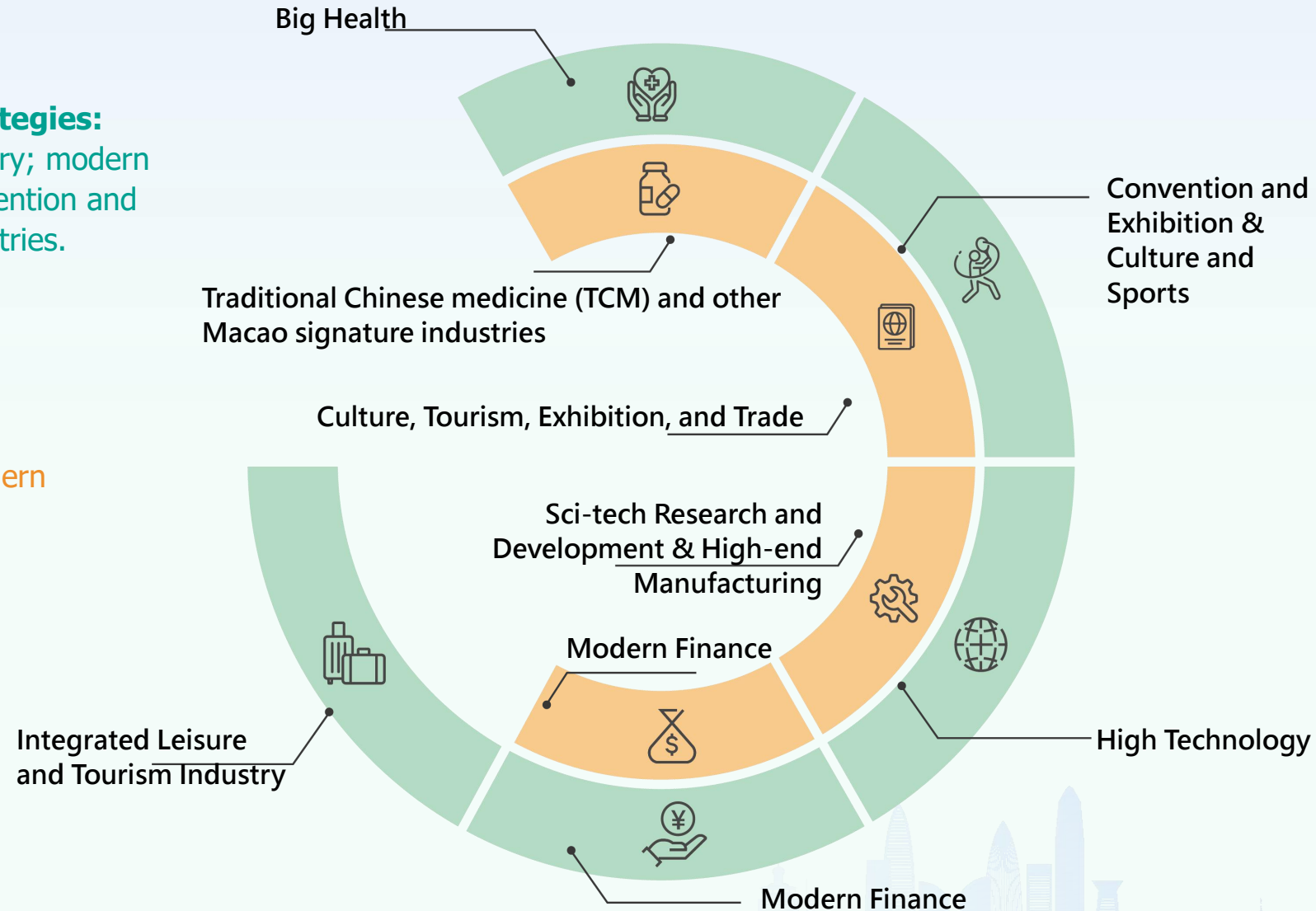
"1+4" Appropriate Diversified Development Strategies:

Integrated tourism and leisure, the "Big Health" industry; modern financial services; high and new technology; and convention and exhibition, sports, and the commercial and trade industries.

Hengqin

Four Major Industries:

Sci-tech R&D and high-end manufacturing, Traditional Chinese medicine (TCM) and other Macao signature industries, Culture, tourism, exhibition, and trade, Modern finance



MICE² Macao x Hengqin

- On 7 June 2023, the Macao Commerce and Investment Promotion Institute and the Economic Development Bureau of Hengqin jointly launched the brand logo “MICE² Macao x Hengqin” for “multi-venue event”.
- **Multi-venue event model:** by holding their exhibitions, conventions, or meetings in both regions, event organisers can gain access to more venues, accommodation options, and attractions, thereby making it easier to scale and achieve success.



Vast Space for Hosting MICE Events



Macao

Total Number of Hotel Rooms: Over 47,000
MICE Facilities Area: Over 240,000 sqm



Hengqin

Total Number of Hotel Rooms: Over 10,030
MICE Facilities Area: Over 93,000 sqm

Total Hotel Rooms exceed 57,030
Total MICE Facilities exceed 333,000 sqm



Multi-venue event model

Since 2023, Macao and Hengqin have jointly hosted over **36** cross-regional MICE events. By combining policy and spatial advantages in Hengqin with internationalization experience in Macao, the synergy has created a “1+1 > 2” effect, gradually forming a joint international MICE brand.



Introduction of Association

- Under the guidance of the Economic Development Bureau of Hengqin, Hengqin Convention & Exhibition Association was founded by leading businesses from various sectors of the local conference, exhibition, and related industries.
- It is the **FIRST** legally association dedicated to the MICE industry in Hengqin.
- Currently comprising over **60** renowned MICE corporations from both Macao and Hengqin, the membership structure is diverse, spanning the entire MICE industry chain, including exhibition organizing, conference management, venue operations, exhibition engineering, media advertising, MICE consulting, MICE tourism, and event planning.



Core Purpose

Service, Networking, Cooperate, Innovation

- Advancing Macao-Hengqin collaboration in:
 - MICE Synergy
 - Cooperative Innovation
 - Diversified Industrial Development
- Promote Macao-Hengqin into an ideal regional MICE destination



Serving Members, Government, Industry

Serving Members:

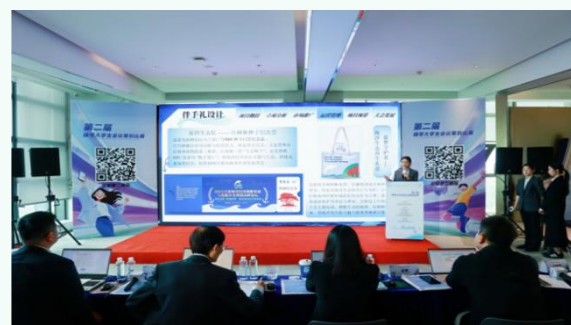
- Support members in hosting diverse MICE events in Hengqin
- Conduct training programs

Serving Government:

- Assist in reviewing local MICE subsidy policies and revising new policies
- Provide regular feedback to government departments on industry perspectives

Serving Industry:

- Support the construction of the new convention center in Hengqin
- Host conference challenges to cultivate young professionals



Association Initiatives of Developing Industry



Expand MICE Brand of Macao-Hengqin

Hosted promotional events both domestically and internationally



Green MICE Practice

Hosted the FIRST carbon-neutral event in Hengqin



Policy Review and Amend

Assisted enterprises in reviewing their subsidy applications, as well as collecting industry feedback on new policies



Consultant for the Convention Center in Construction

Provide consulting services for the construction of the convention center.

Welcome to Visit Hengqin!

**LET'S SEIZE THE OPPORTUNITIES IN
THE GREATER BAY AREA DEVELOPMENT TOGETHER!**

