



MITE

第十屆澳門國際旅遊（產業）博覽會
10.^a Expo Internacional de Turismo (Indústria) de Macau
10th Macao International Travel (Industry) Expo





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Message from the Organizer

Ms. Maria Helena de Senna Fernandes

Director of Macao Government Tourism Office





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Message from the Coordinator

Mr. Alex Lao

President of Macau Travel Agency Association





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Cloud Exhibition Invitation

Cloud Promotion





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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

支持單位 Supporting Entity

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

協辦單位 Co-organizers



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



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



澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da Região Administrativa Especial de Macau

澳門特別行政區政府文化發展基金
Fundo de Desenvolvimento da Cultura
Governo da Região Administrativa Especial de Macau

橫琴粵澳深度合作區執行委員會經濟發展局
Economic Development Bureau of the Executive Committee at
Guangdong-Macao In-Depth Cooperation Zone in Hengqin



澳門中華總商會
The Macao Chamber of Commerce



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



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



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



澳門歸僑總會
ASSOCIATION OF RETURNED OVERSEAS CHINESE MACAU



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



澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU



Associação de Hotéis de Macau
Macau 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
Macau Travel Agency Association





Schedule

Date	Opening Hours	Target Audience
8/7/2022	10:00 – 18:00	Trade Visitors
	11:00 – 18:00	General Public
9/7/2022	10:00 – 18:00	Trade Visitors and General Public
10/7/2022	10:00 – 17:00	General Public



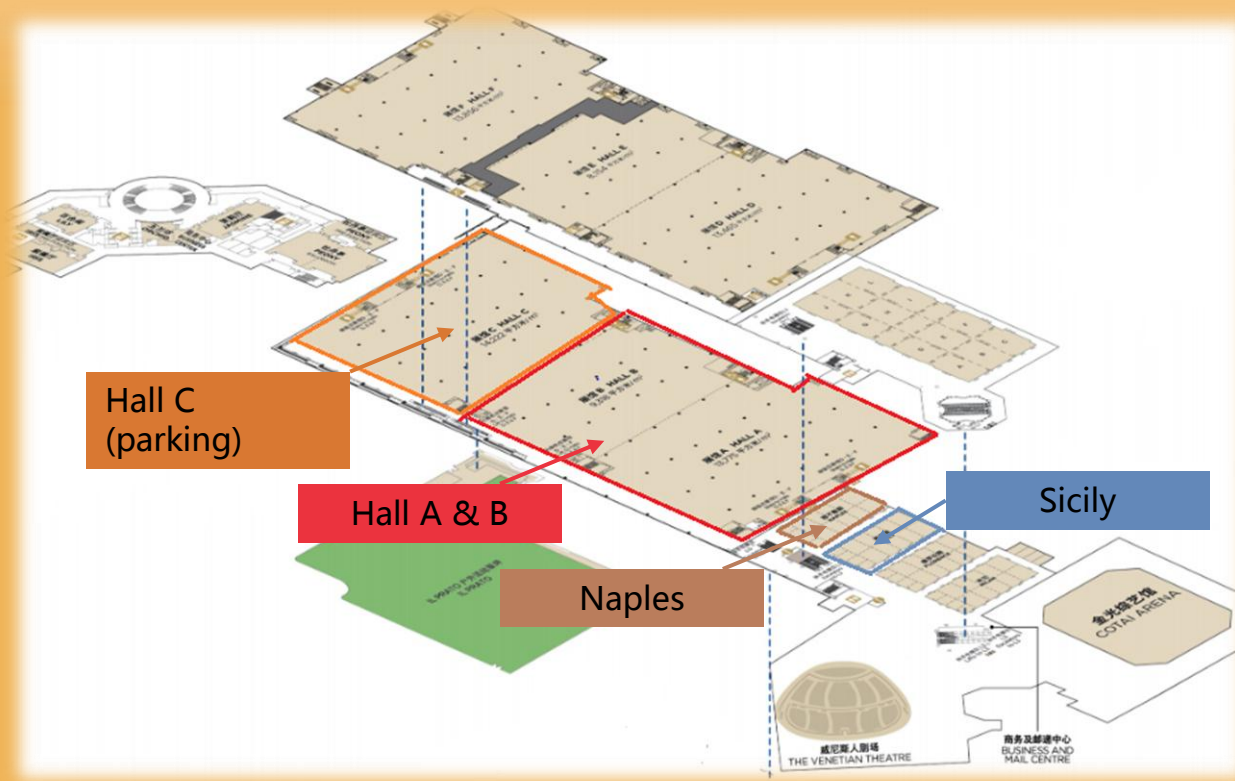


Date	Exhibition Hall					Main Stage	Meeting Room
6-7/7/2022	Exhibitor Booth Installation	Buyer Registration					
8/7/2022	Expo Opens	Business Matching	Cloud Promotion	Cloud Live Broadcast	Cloud B2B	Opening Ceremony	Destination Tourism Promotion Seminars
						Welcome Cocktail	
9/7/2022	Expo Opens	Business Matching	Cloud Promotion	Cloud Live Broadcast	Cloud B2B	Seminars and Performances	Destination Tourism Promotion Seminars
10/7/2022	Expo Opens		Cloud Promotion	Cloud Live Broadcast		Seminars and Performances	Destination Tourism Promotion Seminars
	Booth Dismantlement (17:00)						



Floor Plan

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



Government Entities

National and Regional
Government Tourism
Organizations

Tourism Organizations

Travel Agencies, Tourism
Management, Tourism
Technology, Tourism
Destination Services,
Customized Tours,
Wedding Tourism

Tourism Resources

Scenic Spots and Theme Parks,
Hotels and Resorts,
Health and Wellness Tourism
Tourism Transportation, Tourism
Exhibitions, Tourism Products

Others

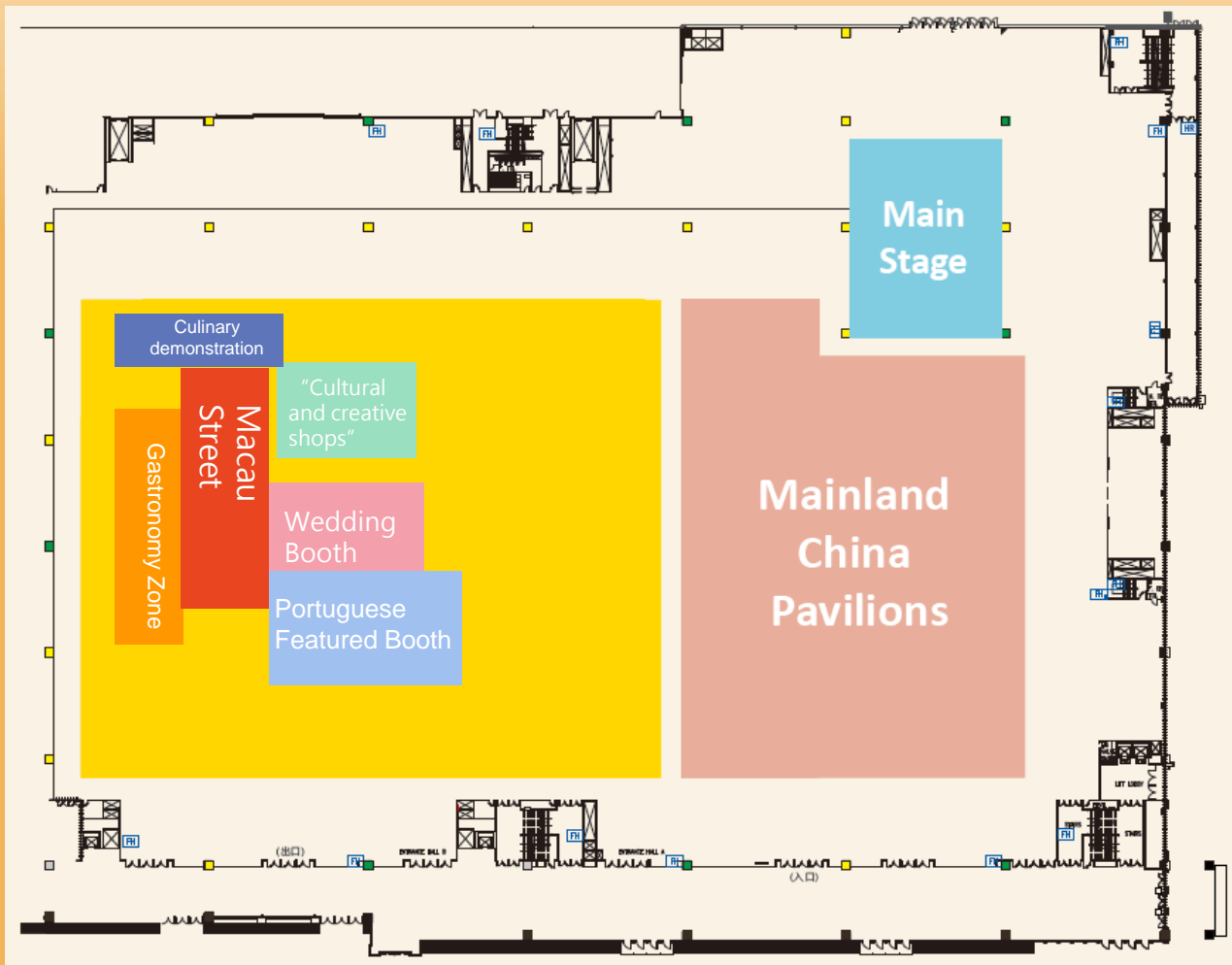
Cultural and Creative
Products, Distinctive Cuisines,
Intangible Cultural Heritage





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Exhibition Zone





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Cloud Series



**Cloud Live
Broadcast**



Cloud B2B



**Cloud
Promotion**



**Cloud Contract
Signing**





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, Instagram, WeChat, TikTok, DouYin and XiaoHongShu.
- 8th – 10th July (3 days)
- Live broadcast and playback are available via MITE official website



Main Stage



Cloud Promotion



Meeting Room



Cloud Live Broadcast



Sicily Ballroom





Cloud B2B

- The online Pre-schedule Appointment System (PSA) allows buyers and exhibitors to make appointments and negotiate online prior to the Expo
- It is the first time that participating organizations in the Cloud Promotion can make online business matching with buyers through the PSA or make business matching with Onsite Buyers in the Expo.
- (PSA) opens from 7th June to 12th July



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.





Cloud Promotion

- Non-Macao exhibitors can interact with on-site and online audiences through online connections
- Live broadcast and playback on our official website and WeChat public account
- 8th to 10th July for 3 days
- 25 Sessions (30 minutes per session):
 - 8th July - 8 sessions
 - 9th July - 9 sessions
 - 10th July - 8 sessions





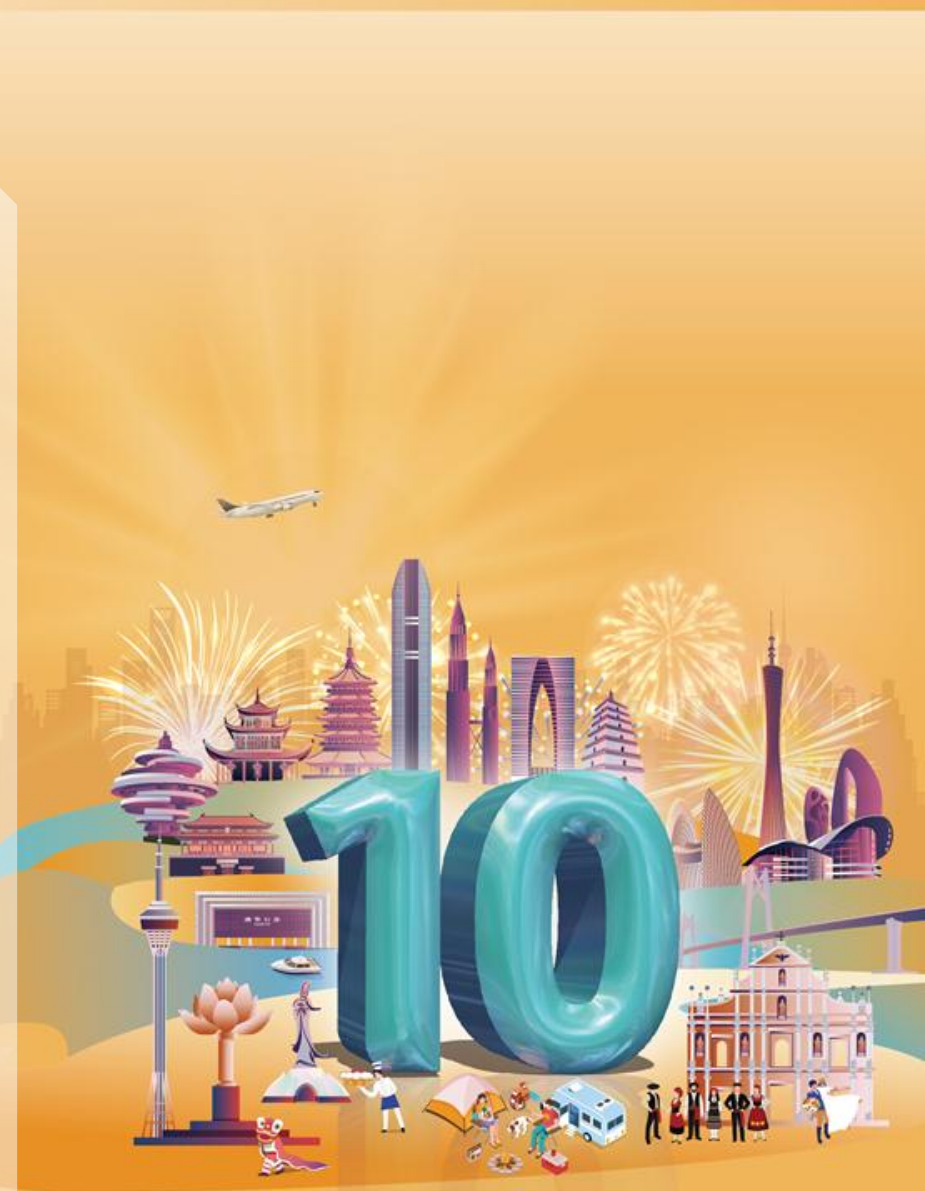
Cloud Promotion Details



Time:	30 minutes; 8/9 sessions/ day
Seats:	60 seats
Area:	15m X12m, 180 m ²

Time Slot	Time	Content
00:00-00:05	5 minutes	Opening introduction to the audience by <Speaker 1>
00:05-00:20	15 minutes	<Speaker 2> will introduce to the audience in the form of PPT or scenic live streaming promotion. During the period, a promotional video can be inserted for supplementary introduction to enhance the attraction (Note: All promotional videos must be submitted to the organiser for approval before they can be played)
00:20-00:28	8 minutes	<Speaker 1> or <Speaker 2> will interact with the audience, the MC will assist in a quiz game, and give out the gifts that the exhibitors sent to “MITE” in advance
00:28-00:30	2 minutes	<Speaker 1> or <Speaker 2> will give the closing speech to the audience

For reference only



Software and Hardware support

- Hardware:
 - Stage
 - LED screen (initial size is 10m x 2.5m)
 - Simultaneous interpretation system
 - Audio and live streaming equipment
- Software
 - MC
 - Staff assistance during audience interactions
 - Simultaneous interpretation for on-site and web-site streaming
- Software to use in broadcasting
 - Voov
 - Zoom



Benefits and Services

- Assistance in sending invitation letters to local industries
- Keep track of attending hosted buyers by RFID, relevant information will be shared to the participating organizations
- Access to use the “Pre-Scheduled Appointment system” (PSA), for business matching and negotiation with buyers
- Same benefits for joint promoting partners





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Application

Application period until 30th May

- ① The application is open from today until **30th of May**, visit the website www.mitexpo.mo to register
- ② The Expo Office will then verify the application and notify the approved applicants by email
- ③ Approved applicants are required to provide information such as PPT, speaker's info and video before **6th June**
- ④ Delivery of the souvenirs to the Expo Office before **1st July** if any
- ⑤ The Expo Office will assist applicants to conduct a rehearsal in between **30th June to 7th July**



Enquiry

Tel: (853)2870 3707

Fax: (853)2870 0238

Website: www.mitexpo.mo

E-mail: info@mitexpo.mo / alex.ip@mitexpo.mo





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Scan the QR code



Or Click on below link
www.mitexpo.mo
for registration

