

PROGRAMME BROCHURE



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism



17th UTM – UN TOURISM TRAINING PROGRAMME LEVERAGING MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT

21 – 24 October 2025
MACAO SAR, CHINA

BACKGROUND

The Macao University of Tourism (UTM) has had a fruitful collaboration with the UN Tourism since 2015, after a Memorandum of Understanding signed between the Macao SAR Government and UN Tourism. Marking a decade of successful collaboration, the 17th UTM-UN Tourism Training Programme, titled “Leveraging Meetings and Events for Local Development”, aims to harness the potential of the Meetings and Events industry to drive sustainable economic, social, and cultural growth in local communities.

The Training Programme will serve as a platform for sharing best practices, innovative strategies, and case studies that demonstrate the transformative potential of Meetings and Events in driving economic growth, social inclusion, cultural preservation, and sustainable development. It also marks an opportunity to reflect on past achievements while setting a forward-looking agenda for future collaboration.

ARRIVAL DATE – Monday, 20 October 2025

All Day Arrival

DAY 1 – Tuesday, 21 October 2025

13:00 – 14:30 Welcome lunch (hosted by MGM at Grand Salon I & II, MGM Cotai)

Opening session

(Venue: MGM Cotai Conference Room)

Master of Ceremony: Ms Ashley Kuong, Macao University of Tourism (UTM)

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| 14:30 – 14:50 | <ul style="list-style-type: none">• Opening remarks by Dr Fanny VONG, Rector, Macao University of Tourism (UTM)• Welcome remarks by Christine BREW, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism• Congratulatory remarks by Dr Iwan DIETSCHI, Senior Vice President of Hospitality, MGM |
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14:50 – 15:00 Group photo

PROGRAMME

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DAY 1 – Tuesday, 21 October 2025 (Venue: MGM Cotai Conference Room)

Thematic discussion: Meetings and Events as Catalysts for Local Prosperity

Session Moderator: Ms Mary Elizabeth Eddy, Macao University of Tourism (UTM)

Keynote Session:

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|---------------|---|
| 15:00 – 16:30 | <ul style="list-style-type: none">• Event Management – an Academic Perspective, by Prof Eve REN, Macao University of Tourism (UTM)• How Events Drive Local Economic Growth? The Economic Impact of the Events Industry on Local Development by Dr Dixi ZHONG, Academic Committee Member of China Convention, Exhibition, Event Society (CCEES) / Associate Professor, South China Normal University (SCNU)• Regional Collaboration and Cross-border Opportunities, by Mr Lloyd TAN, Head of Capability Development, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) |
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16:30 – 16:50	Coffee break
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Panel discussion

Speakers:

- | | |
|---------------|--|
| 16:50 – 17:30 | <ul style="list-style-type: none">• Prof Eve REN, UTM• Dr Dixi ZHONG, CCEES / SCNU• Mr Lloyd TAN, SACEOS• Ms Cindy LUI, MGM |
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Free evening

DAY 2 – Wednesday, 22 October 2025 (Venue: MGM Cotai Conference Room)

Session I: Destination Branding – Building Identity through Events

In an increasingly connected world, destinations face the challenge of distinguishing themselves amidst fierce competition. More than just physical locations, destinations need to tell unique stories, evoke emotions, and create memorable experiences to resonate with diverse audiences. Events—be they cultural festivals, sports competitions, or community-driven gatherings—have proven to be powerful tools in shaping these narratives. This session aims to explore how destinations can effectively leverage events to build and sustain strong, authentic brands.

Session Moderator: Dr Joe Yong ZHOU, Assistant Professor, Macao University of Tourism (UTM)

09:30 – 09:50	• Leverage Insights from Event Impacts to Drive Effective Destination Development, by Dr Joe Yong ZHOU , Assistant Professor, Macao University of Tourism, UTM
09:50 – 10:10	• Utilizing Cultural, Sports, and Entertainment Events as Branding Tools, by Ms Maria Helena de SENNA FERNANDES , Director, Macao Government Tourism Office
10:10 – 10:30	• From Casino Hub to Conference Powerhouse: MICE as a Catalyst for Macau’s Global Identity, by Mr Joey PATHER , Senior Vice President of MICE Sector, Galaxy Entertainment Group
10:30 – 11:10	Q&A and Discussion
11:10 – 11:30	Coffee break
11:30 – 12:30	Country presentations: Bangladesh , Bhutan , Maldives
12:30 – 14:30	Lunch (hosted by MGM at Hou Guo, MGM Cotai)

DAY 2 – Wednesday, 22 October 2025 (Cont’)

Session II: Policy Frameworks and Public-Private Partnerships for MICE Success

The Meetings and Events industry is a powerful catalyst for economic growth, social development, and cultural exchange in destinations worldwide. As competition intensifies and the demands on host cities increase, innovative policy approaches and effective public-private partnerships (PPPs) have become essential to sustainable success in the sector. In this session, how to create robust policy environments and dynamic partnerships will be investigated.

Session Moderator: Dr Sherry TAN, Assistant Professor, Macao University of Tourism (UTM)

14:30 – 14:50	• Government’s role and Events Sector Development, by Dr Sherry TAN , Assistant Professor, Macao University of Tourism (UTM)
14:50 – 15:10	• The Role of Policy and Public–Private Partnerships in Hengqin's MICE Industry Development, by Mr Vic In Kit LAM , Chief of Division of Tourism, MICE and Commerce, Economic Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, China
15:10 – 15:30	• Possible Partnership between an Association and Government, by Ms Synthia CHAN , Vice Chair of UFI Association Committee / Chairperson of Macau Fair and Trade Association
15:30 – 15:50	• Partnerships in Motion: How Western Australia Aligns Industry and Strategy for MICE Success, by Mr Mitchel McCUISH , International Congress and Convention Association (ICCA) Future Leaders Council member / Director of Marketing, Business Events Perth
15:50 – 16:30	Q&A and Discussion
16:30 – 17:00	Coffee break
17:00 – 18:00	Country presentations: Cambodia, Iran , Malaysia
	Free Evening

DAY 3 – Thursday, 23 October 2025 (Venue: MGM Cotai Conference Room)

Session III: Youth Development for the Sustainability of the Meetings and Events Industry

The workforce is a primary pillar for the success of any industry. In the post-pandemic landscape, attracting, developing, and retaining young professionals—especially those who witnessed the MICE sectors come to a standstill—has become one of the most pressing challenges. This session will explore strategies to support skills and talent development among youth, aligning with Sustainable Development Goal (SDG) 8 of promoting inclusive and sustainable economic growth.

Session Moderator: Dr Catherine LI, Assistant Professor, Macao University of Tourism (UTM)

09:30 – 09:50	• The Sustainability of the Meetings and Events Industry through the Youth, by Ms Christine BREW , Programme Officer, Regional Department for Asia and the Pacific, UN Tourism
09:50 – 10:20	• Cultivating Future MICE Leaders: Career Paths & Destination Stories from Perth and Macau, by International Congress and Convention Association (ICCA) Future Leaders Council members: Mr Mitchel McCUISH , Director of Marketing, Business Events Perth and Ms Yoyo Ziyue WU , Manager - Event Services & Operations, Macau Expo Group Ltd.
10:20 – 10:40	• Mini Events as Catalysts for Youth Engagement in the Event Industry, by Dr Catherine LI , Assistant Professor, Macao University of Tourism (UTM)
10:40 – 11:20	Q&A and Discussion
11:20 – 11:40	Coffee break
11:40 – 12:40	Country Presentation: Philippines , Sri Lanka , Vietnam
12:40 – 14:30	Lunch (hosted by MGM at Grand Salon I, MGM Cotai)

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DAY 3 – Thursday, 23 October 2025

14:30 – 17:30 Technical Tour: **Guided Tour at the 30th Macao International Trade and Investment Fair**
Free evening

DAY 4 – Friday, 24 October 2025 (Venue: Macao University of Tourism, Mong-Ha Campus)

09:00 – 09:45 **Transfer to UTM Mong-Ha campus**
09:45 – 12:30 **Cultural experience session**
12:40 – 14:30 **Farewell Lunch** (hosted by UTM at Educational Restaurant)
• Closing remarks by **Dr Fanny Vong**, Rector, Macao University of Tourism (UTM)
• Closing remarks by **Ms Christine BREW**, Programme Officer of Regional Department for Asia and the Pacific, UN Tourism
• Certificate presentation
• Group photo at Educational Restaurant after lunch
14:30 – 16:00 Campus Tour and UTM 30th Anniversary Celebration
16:00 – 16:30 **Transfer to MGM**
16:30 – 17:30 **Technical visit at POLY MGM MUSEUM**
Free evening

DAY 5 – Saturday, 25 October 2025

All Day – Departure

OPENING SESSION

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Dr Fanny VONG

Rector
Macao University of Tourism



Christine BREW

Programme Officer
Regional Department for Asia and the Pacific
UN Tourism



Dr Iwan DIETSCHI

Senior Vice President of Hospitality
MGM

Thematic Discussion: Meetings and Events as Catalysts for Local Prosperity

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Speakers



Prof Eve REN

Professor
Macao University of Tourism



Dr Dixi ZHONG

Academic Committee Member of
China Convention, Exhibition,
Event Society (CCEES);
Associate Professor
South China Normal University (SCNU)



Lloyd TAN

Head of Capability Development
Singapore Association of Convention
& Exhibition Organisers & Suppliers
(SACEOS)



Cindy LUI

Vice President of Resort Sales
MGM

Session I: Destination Branding – Building Identity through Events

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Dr Joe Yong ZHOU

Assistant Professor
Macao University of Tourism



Maria Helena de SENNA FERNANDES

Director
Macao Government Tourism Office



Joey PATHER

Senior Vice President of MICE Sector
Galaxy Entertainment Group

Session II: Policy Frameworks and Public-Private Partnerships for MICE Success

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Speakers



Dr Sherry TAN

Assistant Professor
Macao University of Tourism



Vic In Kit LAM

Chief of Division of Tourism MICE
and Commerce
Economic Development Bureau
of the Guangdong-Macao In-Depth
Cooperation Zone in Hengqin, China



Synthia CHAN

Vice Chair
UFI Association Committee;
Chairperson
Macau Fair and Trade Association



Mitchel McCUIISH

International Congress and
Convention Association (ICCA)
Future Leaders Council member;
Director of Marketing
Business Events Perth

Session III: Youth Development for the Sustainability of the Meetings and Events Industry

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Speakers



Christine BREW

Programme Officer
Regional Department for Asia and the
Pacific, UN Tourism



Yoyo Ziyue WU

International Congress and
Convention Association (ICCA) Future
Leaders Council member;
Manager, Event Services & Operations
Macau Expo Group Ltd



Mitchel McCUIISH

International Congress and
Convention Association (ICCA)
Future Leaders Council member;
Director of Marketing
Business Events Perth



Dr Catherine LI

Assistant Professor
Macao University of Tourism

SPEAKER

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Christine Brew is a Programme Officer in UN Tourism's Regional Department for Asia and the Pacific. She holds a Master's degree in Communication, Media and Public Relations from the University of Leicester in United Kingdom. During her undergraduate studies in English and Spanish Linguistics at the University of Ghana, academic excellence took her to Spain to further her studies in the Spanish language at the University of Complutense in Madrid.

After completing her first Master's degree in tourism and hospitality management at the Polytechnic University of Madrid, Christine started her career at the World Tourism Organization in 1998 as a Programme Coordinator in the department of Sustainable Development of Tourism. She then moved on to the department of Asia and the Pacific in the year 2000, where she has been instrumental to date in the implementation of UN Tourism's programme of work for Asia and the Pacific region. She is currently in charge of all projects, tourism events and affairs related to South Asian members of the Organization



Christine BREW
Programme Officer
Regional Department for Asia and the Pacific
UN Tourism

SPEAKER

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Prof Lianping Ren (Eve) is currently a Professor at Macao University of Tourism. She obtained her doctoral degree from School of Hotel and Tourism Management, the Hong Kong Polytechnic University. She has taught in Hong Kong, Macao, and Chinese Mainland for over 20 years. Her research interests include tourist behavior, cultural heritage, hotel studies, hotel and tourism workforces, and tourism education. She has published over 70 research papers, mainly in international hospitality and tourism journals, and three books. She is currently one of the associate editors of Journal of Hospitality and Tourism Management and serves as a guest editor and editorial member in a number of other journals.



Prof Eve REN
Professor
Macao University of Tourism

SPEAKER

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Dixi Zhong, female, received a B.S., M.S., and Ph.D. from Sun Yat-sen University. She was a visiting scholar at the University of Surrey and is currently an associate professor in the Department of Event Management at the School of Tourism Management, South China Normal University.

Her research focuses on event management, tourism social media management, and cultural and creative tourism. She has led 1 project funded by the National Natural Science Foundation of China and participated in 4 national-level research projects, publishing over 10 papers in leading journals such as SSCI and CSSCI. She has published the monograph Knowledge Diffusion at Trade Fairs from the Perspective of Temporary Clusters: Mechanisms, Networks, and Effects and co-edited the textbooks Introduction to Events and The Planning and Organization of Exhibitions.

She has participated in over ten consulting projects related to conventions, exhibitions, and tourism, including those for major exhibitions such as the China Import and Export Fair (Canton Fair) and the China International Aviation and Aerospace Exhibition



Dr Dixi ZHONG
Academic Committee Member of
China Convention, Exhibition, Event
Society (CCEES);
Associate Professor
South China Normal University (SCNU)

SPEAKER

Lloyd Tan is a seasoned leader with over 40 years of distinguished experience in the events, media, and publishing industries. Holding a master's degree in communication management, he brings a unique blend of academic insights and practical expertise to both the corporate and education sectors.

Lloyd's corporate career includes leadership roles at a home-grown exhibition company, where he successfully planned and executed high-profile exhibitions and conferences. Post-retirement, he continues to shape the future of the MICE and business events industry through education, training, and capability development. He currently serves as Head of Capability Development at SACEOS (Singapore Association of Convention and Exhibition Organisers and Suppliers), where he leads initiatives to upskill industry professionals. In parallel, he is an Adjunct Lecturer in Events Management programmes at a local university and a certified trainer for globally recognized programmes, including the Certified in Exhibition Management (CEM) and Certified Meeting Professional (CMP).

A respected figure in the field, Lloyd contributes as Chair, Deputy Chair, and Advisory Committee Member to various Institutes of Higher Learning in Singapore. In recognition of his contributions to the global MICE community, he was awarded the Honorary CEM designation by the International Association of Exhibitions and Events in 2019.



Lloyd TAN
Head of Capability Development
Singapore Association of Convention
& Exhibition Organisers & Suppliers
(SACEOS)

SPEAKER

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Cindy Lui has excelled in International Sales and Marketing Leadership with over two decades of experience across luxury hotels in Australia, Shanghai, HK and Macau and currently serves as the Vice President of Sales at MGM.

Her extensive expertise spans MICE, International Markets, Events Management and Integrated Hotel Operations. This proficiency was recently honored with the 2024 Stelliers Award - Sales of the Year.

She is delighted to share her practical insights on driving sales growth, positioning brands globally and successfully in an ever-evolving hospitality landscape.



Cindy LUI
Vice President of Resort Sales
MGM

SPEAKER

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Dr Joe Yong Zhou is an assistant professor at the Faculty of Innovative Hospitality Management at UTM. With a background in the hospitality industry, he holds a Master's degree in Tourism Planning and a Ph.D. in Tourism Event Impact Analysis. Dr. Zhou teaches a variety of courses at both undergraduate and graduate levels and supervises graduate dissertations. He has been involved in a dozen of research projects, collaborating with local and international organizations. His academic research focuses on tourism impact analysis, event management, destination development, and tourist behavior analysis. Dr. Zhou is also an active contributor to his field, publishing papers that advance knowledge and understanding of these critical areas in tourism and hospitality



Dr Joe Yong ZHOU
Assistant Professor
Macao University of Tourism

SPEAKER

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Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities. In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016.

She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee. She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, a life member of the Pacific Asia Travel Association (PATA), as well as a current member of the Supervisory Board - Finance and Elections of the Pacific Asia Travel Association (PATA).



**Maria Helena de
SENNA FERNANDES**
Director
Macao Government Tourism Office

SPEAKER

Joey Pather is a dynamic leader with over 3 decades of experience in the global business and events industry. Known for his strategic vision and operational excellence, Joey has held several high-profile positions, demonstrating his ability to drive growth and innovation across organizations. He has a proven track record in leading diverse teams, developing customer-center strategies, and managing large-scale projects with precision.

Currently, Joey serves as the Senior Vice President – MICE Operations in Macau Galaxy International Convention Centre, where he oversees all aspects of the center's operations, including his role in promoting GICC as a premier international events destination. Under his leadership, the GICC has continued to thrive as a hub for global conferences, exhibitions, entertainment and sport events, contributing significantly to the business and local economy.

Joey – a South African, acquires globe horizon across continents from Cape Town, Durban, Amsterdam, Germany, and Foshan in China. Joey advocate mentorship, empowering the next generation of leaders through guidance and supports to Young and Women professions. His commitment positions himself as an influenceable figure in the MICE and Hospitality industry. And he has recently been nominated as one of the top 100 event influencers in the world.



Joey PATHER
Senior Vice President of MICE Sector
Galaxy Entertainment Group

SPEAKER

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Dr Xiuchang (Sherry) TAN is an assistant professor at Macao Institute for Tourism Studies (IFTM) in Macao. Her research interests include event management, destination branding, tourist behavior, heritage and culture. Her publications appear on Tourism Management, Journal of Vacation Marketing, International Journal of Contemporary Hospitality Management, Tourism Management Perspectives and Event Management. She also has been actively involved in for consultancy projects in the areas of service quality, tourism market and tourist behavior, event management, human resource development for Macao Government Tourism Office, Macao Trade and Investment Promotion Institute, Cultural Affairs Bureau of Macao SAR Government, Talents Development Committee of the Macao SAR Government.



Dr Xiuchang (Sherry) TAN
Assistant Professor
Macao University of Tourism

SPEAKER

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Vic Lam is a seasoned tourism and MICE professional with a distinguished career spanning close to two decades. His strong academic background, which includes a BTM, LLB, MBA, and MPA, gives him a wide-ranging view on destination marketing and economic development.

He built his deep understanding of the travel industry from the inside out, with a foundational background in the aviation sector working for two carriers in Macao SAR.

Now, Mr Lam applies his expertise to the public sector as the Head of the Division of Tourism, MICE and Commerce in the Guangdong-Macao In-Depth Co-operation Zone in Hengqin. His broad experience covers the strategic promotion of the destination and the organization of high-profile tourism and MICE events, driving growth and partnership in one of the region's most dynamic economic zones.



Vic In Kit LAM

**Chief of Division of Tourism, MICE and Commerce
Economic Development Bureau
of the Guangdong-Macao In-Depth Cooperation Zone
in Hengqin, China**

SPEAKER

Synthia Chan is currently holding several titles and to name a few: Vice Chair of the UFI Association Committee, Board member of UFI Board of Directors, the Chairperson of the Macau Fair and Trade Association, Supervisory Board Member of the Macao Low Carbon Reduction Association and Vice-President of Rotary Club of Macau etc.. She is also the Managing Director of Capital Base Events Planning & Consultancy Co. Ltd. – her own Company.

She has an extensive background in events, sales and business development; an expert in catering, budgeting, food and beverage, event planning, and hotel management. Synthia began her career in the leisure, travel and tourism industry after obtaining her joint degree Bachelor of Business Administration (B.B.A.) in Hotel, Motel Administration and Management from University of Massachusetts, Amherst, United States and International Colleges of Hospitality Administration (ICHA), Switzerland.

She is highly experienced in the meetings industry, organised a number of significant events, including the mastermind behind the bidding of the 10th Asia Magic Association Asia Pacific Conference, UFI Asia-Pacific Conference and chaired the Rotary International District 3450 65th District Conference in Macao.

Synthia obtained the prestigious UFI Certified Professional, UFI/VMA Venue Management School Certification, Exhibitions Management Degree Certification and UFI/MBB Exhibition Management School Certification. She represents MFTA in various UFI events such as association committee meeting, UFI Global Exhibition Day, etc. She is also the Past President of the Rotary Club of Macau, an initiative very close to her heart in serving the community, and currently holding various positions at Club and District Levels.



Synthia CHAN
Vice Chair
UFI Association Committee;
Chairperson
Macau Fair and Trade Association

SPEAKER

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Mitchel McCuish leads the organisation's marketing, communications, client engagement, and membership. He oversees a team that positions Perth and Western Australia as globally competitive destinations for business events through stakeholder engagement, client development, campaigns, content, and industry education.

With a focus on brand positioning, reputation building, lead generation, and event conversion, he directs initiatives across digital platforms, social content, membership engagement, industry development, and familiarisation programs, all aligned with organisational and sector-wide priorities. Mitchel has been with BE Perth for over a decade, holding roles in bidding, communications, and marketing before becoming Director Marketing in 2022.



Mitchel McCuish
International Congress and Convention Association
(ICCA) Future Leaders Council member;
Director of Marketing, Business Events Perth

SPEAKER

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- ICCA Future Leaders Council 2025-2027 | ICCA Certified International Convention Specialist (CICS) | IAEE Certified International Events Professional (CIEP)
- PCO team operating 30+ conferences annually on average in Asia Pacific region with almost 20,000 delegates.
- Mega event cases with over 3,000 delegates: International Joint Conference on Artificial Intelligence, IEEE International Conference on Data Engineering, International Conference on Very Large Databases, etc.
- Valedictorian graduate of Macau University of Science and Technology as top 1 in MICE specialization.



Ziyue (Yoyo) WU

**International Congress and Convention Association
(ICCA) Future Leaders Council member;
Manager, Event Services & Operations
Macau Expo Group Limited**

SPEAKER

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Dr Catherine Li is an Assistant Professor at Macao University of Tourism. Prior to joining UTM, she has worked for three international companies in the UK, mainly in sourcing and retail buying. Catherine earned her Doctoral Degree in Hospitality and Tourism Management at the Hong Kong Polytechnic University in Hong Kong SAR, and a Master of Science Degree in International Fashion Marketing and Globalisation in the Manchester Metropolitan University in the UK. Her research interests include tourism shopping, tourist travel behaviour, tourism revitalisation and retail education.



Dr Catherine LI
Assistant Professor
Macao University of Tourism

MODERATOR

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Mary Eddy currently serves as the deputy coordinator for the International Business and Innovation Communication programme and language courses at UTM. Aside from teaching, she supervises undergraduate students in tourism and hospitality related research and provides faculty development trainings related to teaching and standardization. She has research interests in Events, Tourism (particularly accessibility, senior tourism, and tourism education), and English as a Second Language teaching methods and materials development.



Mary Elizabeth EDDY
Lecturer
Macao University of Tourism

MASTER OF CEREMONY

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Ashley Kuok is an English lecturer at UTM, teaching academic and business English. She holds an MA from the University of Warwick, where her research focused on psychoanalysis and literature. Her professional background includes roles as a translator and trilingual interpreter.



Ashley KUOK
Lecturer
Macao University of Tourism

CULTURAL EXPERIENCE

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Dr Ku Kei leng (Tammy) is dedicated in sharing Chinese rich traditional heritage and culture with the world, fostering appreciation, and understanding through diverse experiences. With over 18 years of volunteer community service, Dr Ku actively supports cultural sites in passing down legacies ensuring they are safeguarded and thrived in the modern society.



Dr KU Kei leng (Tammy)
Lecturer
Macao University of Tourism

CULTURAL EXPERIENCE

Dr Lee Chau Ping, a renowned Lingnan Artist and calligrapher, currently holds the position of visiting professor of calligraphy and painting at Beijing Institute of Technology. He is recognized as national Artist of China due to his exceptional contributions to the field.

With over 50 years, Dr. Lee Chau Ping has dedicated himself in Chinese calligraphy and painting. He studied painting with Professor Li Ming, a disciple of Gao Jianfu, the founder of Lingnan Painting. He frequently serves as a judge for the Cross-Strait Children's Painting and Calligraphy Competition, the Macau Primary and Secondary School Calligraphy Competition, and the Macau Secondary School Tao Te Ching 《道德經》 Calligraphy Competition.

Dr Lee Chau Ping is passionate about community services and has taken on the mission of promoting Chinese calligraphy and painting. He has conducted over 150 cultural promotion activities in cities across the Chinese Mainland, Macau SAR, Hong Kong SAR and overseas. His works are often collected by museums around the world such as Australia, Belgium, Canada, France, Indonesia, Japan, Malaysia, Portugal, Singapore, South Korea, Thailand, the United States and the United Kingdom.

Dr Lee Chau Ping holds a license as a Traditional Chinese Medicine Practitioner, an MBA from Royal College in Canada, a PhD in Management Philosophy from Preston University, and a PhD in Business Administration from Renmin University of China. In 2000, he founded the Macau Calligraphy and Painting Art Association and serves as its founding president.



Dr LEE Chau Ping
President of Arts, Painting and
Calligraphy Association of Macau

MACAO YUNNAN TEA CHAMBER OF COMMERCE

The Macao Yunnan Tea Chamber of Commerce is a professional organization dedicated to fostering deep cooperation and exchange between the tea industries of Macao and Yunnan. Its core mission is to act as a communicative bridge for the tea sectors of both regions, actively promoting the rich culture and trade of Yunnan's historic Pu'er tea on a global scale, with a special focus on markets in Macao, the Guangdong-Hong Kong-Macao Greater Bay Area, and Portuguese-speaking countries. The Chamber is committed to integrating industry resources, assisting member enterprises in expanding business opportunities, and responding to the Macao SAR Government's "1+4" strategy for adequate economic diversification by infusing new vitality into the industry through innovative models such as "Tea + Cultural Tourism" and "Tea + Health & Wellness."

To achieve these objectives, the Chamber of Commerce offers a diverse range of functions and services. In the commercial sphere, we organize Yunnan tea enterprises to participate in international exhibitions and actively connect them with Macao's six major integrated resort and leisure enterprises, high-end restaurants, and the tourism sector to open up markets for high-quality Pu'er tea products from their source. Culturally, the Chamber regularly hosts tea culture lectures, professional training, tasting sessions, and "Ancient Tea Horse Road" cultural tours to popularize knowledge of ancient tea trees and deepen cultural identity. Backed by its R&D centers in Menghai and Pu'er City in Yunnan to oversee production and ensure quality from the source, and leveraging the credibility of its "Honorary Promotion Ambassador for the Pu'er Tea Producing Area" title, the Chamber provides comprehensive industry support to its members, including market information and policy interpretation, to collectively drive the innovation and prosperity of the tea industry.

MACAU WU JUN FU YUEJU OPERA ROLE ASSOCIATION

The "Wu Jun Fu" were originally traditional Cantonese opera martial artists, later developing into stuntmen in the film industry. Another important role for the Wu Jun Fu is carrying the Va Kong palanquin during the annual Va Kong Celebrations parade, commemorating the birth of the Cantonese opera master. As the Va Kong master symbolizes the spirit of passing on the torch, the Wu Jun Fu Yueju Opera Role Association shoulder the responsibility of carrying on the torch.





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