

Guangdong-Macao In-Depth Cooperation Zone in Hengqin



The Role of Policy and Public-Private Partnerships in Hengqin's MICE
Industry Development

Introduction to Hengqin

Hengqin, located at the southern end of the west bank of the Great Bay Area, adjacent to Zhuhai, separated from Macao by a bridge, and connected to Hong Kong through the Hong Kong-Zhuhai-Macao Bridge.



Transportation Advantages



5 international and domestic airports

Airport Transfer Times To Hengqin:

- Macao: 15 mins
- Zhuhai: 25 mins
- Hong Kong: 40 mins (via HK-Zhuhai-Macao Bridge)
- Guangzhou: 2 hrs
- Shenzhen: 1.5 hrs

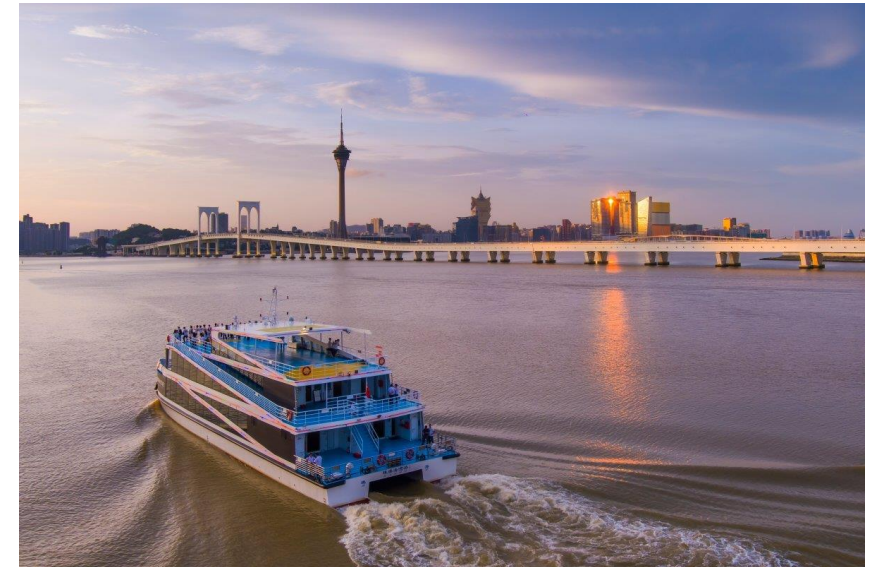
Seamless Connectivity

From Macao to Hengqin



- 5-minute drive via Lotus Bridge
- Light Rapid Transit (LRT): Macao LRT Taipa Line → Hengqin Port Station (15 min)
- Free Shuttle Bus: Taipa Resorts (e.g., Venetian Macao, MGM) → Hengqin Port (20 min)

From Hengqin to Nearby Destinations



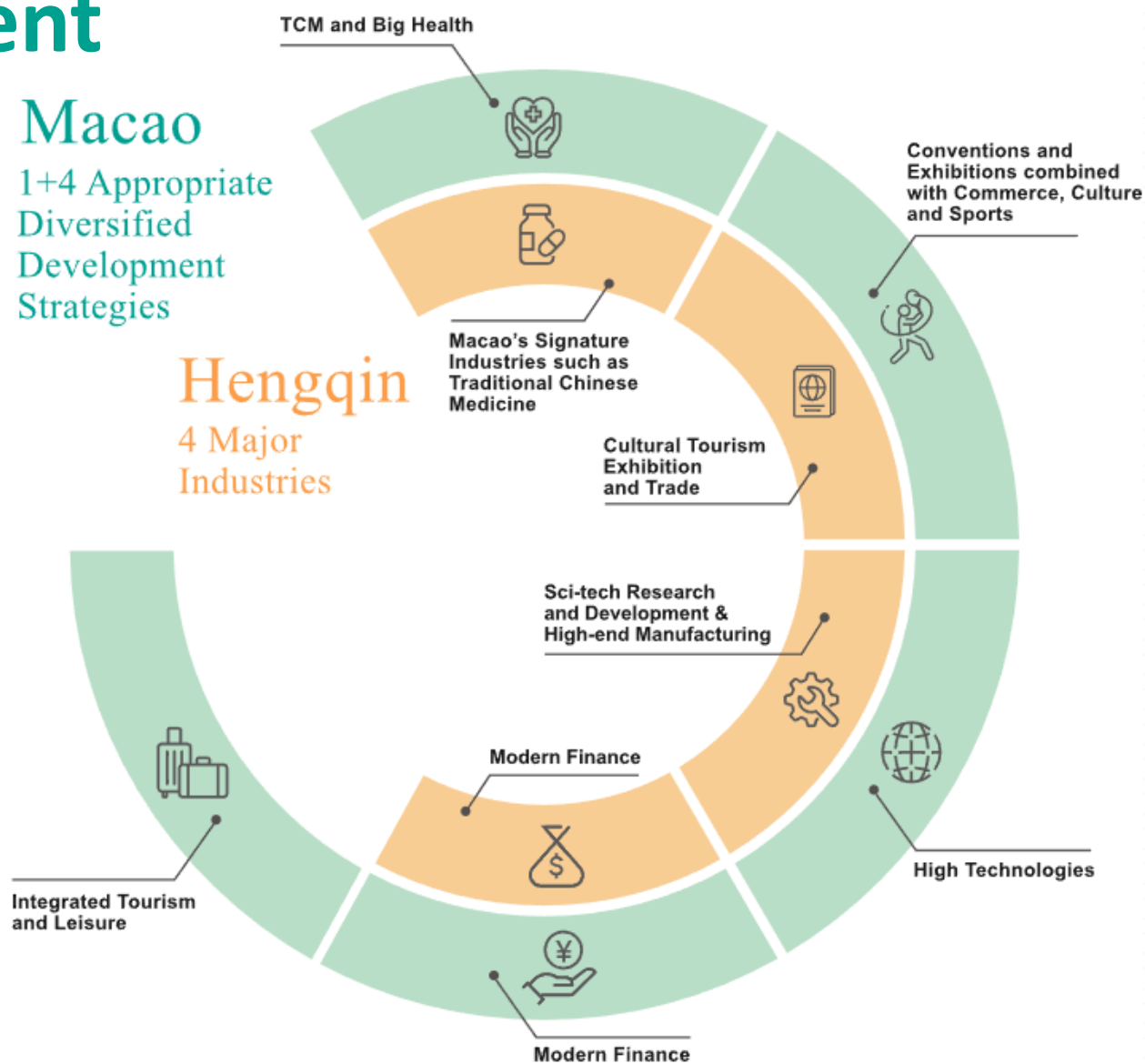
- to Zhuhai Islands by Ferry: Dong'ao Island (45min) Wai Lingding Island (75min)
- to Shenzhen by Ferry: 75min

Cooperation Among The Best For Greater Deveopment

Macao

1+4 Appropriate
Diversified
Development
Strategies

Hengqin
4 Major
Industries



MICE x MICE = MICE²



- Symbol of collaboration
- Meaning of “2”
- Representation of connection and opportunity

The **entrance** of
Greater Bay Area



MICE²

MACAO × HENGQIN

澳琴·會展

From/to HongKong
Hong Kong- Zhuhai –Macao Bridge

Macao

Hengqin

Macao-Hengqin Synergy & Multiple Entry for Tourist Groups

- Resource sharing (Hotel, Venue)
- Luxury & business Hotel
- Clearance & Visa
- Multi-venue Event
- promotional activities (domestic and overseas MICE events)
 - E.g. High-Quality Consumption Exhibition & Hengqin Global Bay Areas Forum; MITE



Hotel Selection

42 hotels offer 10,000+ guest rooms, catering to every budget and travel scenario

Travel Scenario	Hotel Options	Key Features
Family-Friendly	Chimelong Hengqin Bay Hotel, Sumlodol Camping Town, etc.	Connected to Chimelong Ocean Resort, Sumlodol outdoor adventure facilities
Luxury & Wellness	Serensia Woods Hotel, Agsana Hotel, etc.	Spa and TCM treatment, ocean views
Business & Mid-to high Range	Artyzen Hotel, Hyatt Regency, etc.	Near Hengqin Port/shopping mall, business facilities
Budget Option	ATOUR LIGHT Hotel	Clean rooms, affordable

Multiple Entries

- Multiple Macao-Hengqin entry-exit for tourist groups
- 240-hour visa-free (55 Countries)
- 30-day unilateral visa exemption (47 Countries)



MICE Training Course

- UFI-EMS education programme
- Launched for the first time in GBA
- Develop and Improve Industry
- “1+1>2” effects of Macao and Hengqin
- Unlock “Multi-Venue” potential

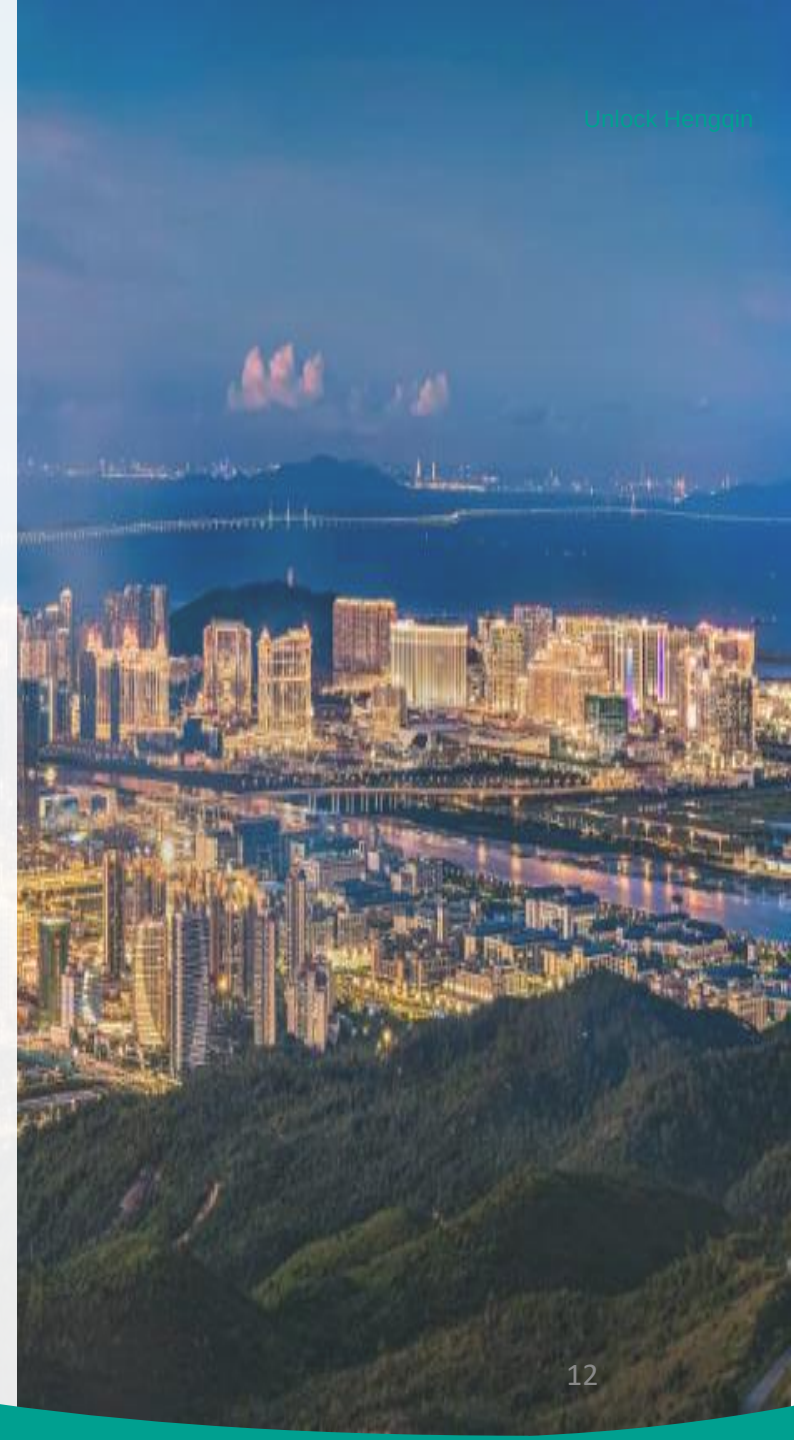


MICE Infrastructure

Total exhibition spaces ~ 93,000 m²

Indoor exhibition space ~ 41,000 m²
(Novotown, Hyatt Regency)

Outdoor exhibition space ~ 52,000 m²
(Chimelong, Hengqin Legend Ponto Square)



Exhibition And Convention Center

- 2030 development plan
- Multi - function: meetings, conferences, exhibitions
- Serves diverse markets: gov't events, B2B expos, roadshows, etc.
- Boosts Macao's economic diversification

A Diverse Travel Destination

Fun, Culture, Nature & Relaxation All in One Place

Leisure & Entertainment

- Chimelong International Ocean Resort
- Sumlodol Camping Town
- Novotown
- Explorer Chimelong Marine Science Museum

Cultural Experience

- Traditional Chinese Medicine Industry Park
- China Red Sandalwood Museum Hengqin
- Xiangzhoubu Cultural Center
- The Chimelong Theatre
- Hengqin Stone Park

Eco-Tourism

- Hengqin Mangzhou Wetland Park
- Hengqin Flower Corridor
- Hengqin Tianmu River
- Erjingwan Wetland Park
- Little Hengqin Mountain

Health Tourism

- Serensia Woods Hotel
- Angsana Hotel & Spa
- Ruilian Wellness
- Guangdong Macao Cooperation Traditional Chinese Medicine Industry Park

MICE Tourism

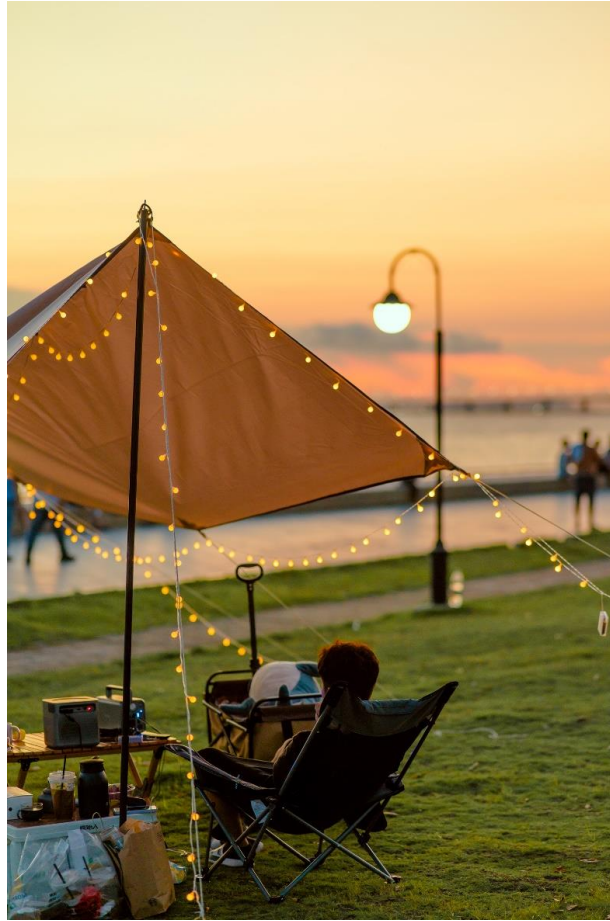
- Chimelong Hengqin Bay Hotel International Convention and Exhibition Center
- Novotown
- Hengqin Scientific and Technological Innovation Center
- Hyatt Regency Hengqin
- Sumlodol Camping Town

A Diverse Travel Destination

Leisure & Entertainment



Eco-Tourism



Health Tourism



Cultural Experience

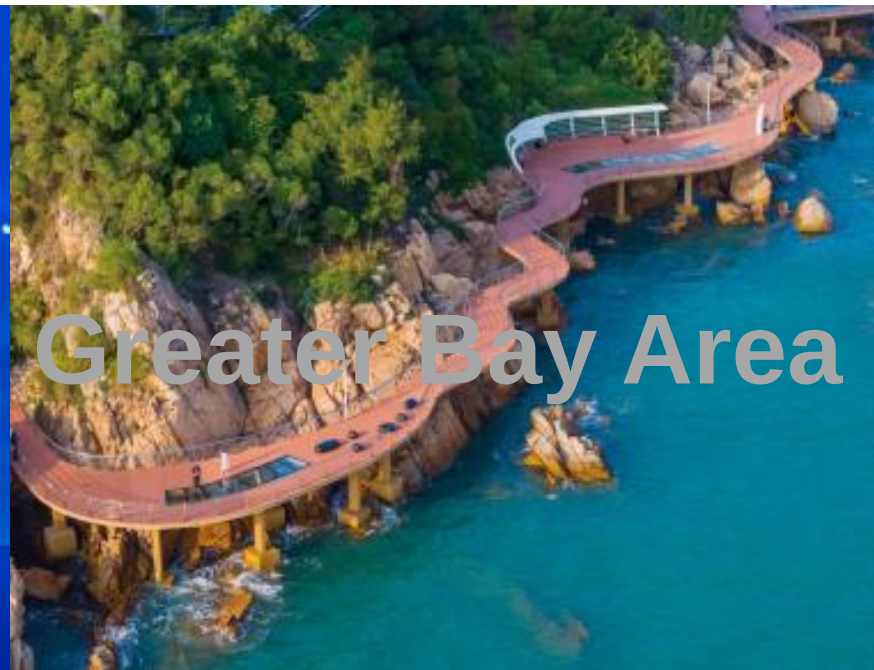




MACAO



HENGQIN



Greater Bay Area

Collaborate to build “One Stop, Multi-destination” Travel