



第十二屆澳門國際旅遊（產業）博覽會  
12.<sup>a</sup> Expo Internacional de Turismo (Indústria) de Macau  
12<sup>th</sup> Macao International Travel (Industry) Expo

澳門威尼斯人 - 金光會展 - 展館ABC

The Venetian Macao - Cotai Expo - Hall ABC

26 - 28/4/2024



# Exhibition Guide

## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

## Enquiry

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Official  
Website



WeChat



Facebook





## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.

Together with local trade, MGTO promotes Macao's tourism products and services not only in the leading and emerging tourism markets but also evaluates and seeks to develop potential markets to attract diverse visitor sources for Macao.

The Office works hard to strengthen its connections with overseas travel trade as well as regional and international tourism organizations to achieve Macao tourism development.

## About MITE

The Macao International Travel (Industry) Expo (MITE), organized by the Macao Government Tourism Office (MGTO), is the only professional exhibition of international tourism, and one of the earliest exhibitions on tourism product consumption in Macao. In 11 years since its establishment in 2013, through professionalized, marketized, internationalized, and branded operations, the MITE has gradually developed itself into a tourism industry chain between the two major tourism resources, namely Mainland China and the international market, as well as an important guiding platform for exhibitors, buyers and other business partners to communicate and exchange insights. The event aims to push forward the integrated tourism development among Guangdong Province, Hong Kong and Macao. At present, it is one of the most professional, widely-participated and influential international tourism events held every year. In 2021, the MITE garnered accreditation from the Global Association of the Exhibition Industry (UFI) as a "UFI Approved International Event". The recognition reveals to the world the event's international influence and professionalism.

In 2024, the 12<sup>th</sup> MITE will adhere to the principle of "Multi-dimensional Cooperation among Macao, Mainland China and International Market" to proactively engage more participation from the international tourism industry, exhibitors, buyers and trade visitors. The MITE will give support to Macao's "1+4" adequate diversification development and to build Macao into the World Centre for Tourism and Leisure. It will also foster diversified tourism and leisure development, and continuously push forward the interactive development between the integrated tourism and leisure complexes and the four major industries including health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade and culture and sports. Practitioners at home and abroad can take advantage of the featured product displays, business matching, thematic seminars, promotional sessions, and project signing through the MITE platform to further deepen the inter-sectoral integration between tourism and other industries such as culture, sports, gastronomy, healthcare, e-commerce and technology.

The 12<sup>th</sup> Macao International Travel (Industry) Expo ( “MITE” or the “Expo” ) will be held from 26 – 28 April 2024, expanding in terms of both scale and opening hours. We sincerely invite industry operators and buyers from near and far to navigate business opportunities together in Macao!

To welcome more exhibitors and buyers from around the world, the exhibition floor plan will be widened by over 30% from the last edition to reach a total area of 30,000 square meters this year. The event will also extend its opening hours. Various local hotels, travel agencies and airline are lined up to launch distinctive tourism products and special offers as exhibitors. It is our hope to build a professional and comprehensive tourism commerce platform for exhibitors, buyers and expo visitors, while catering to the demand of the public.

This year, we will adopt “one exhibition, two destinations” as our new format to organize an exhibition and forum themed around camping tourism in the Guangdong-Macao In-Depth Co-operation Zone in Hengqin, to promote economic growth led by camping tourism. We will enrich the offerings of the Gastronomy Pavilion and the Cellar, while a “Belt and Road Product Pavilion” will debut to showcase a range of distinctive commodities from countries and regions along the Belt and Road.

A variety of themed forums, destination presentations and related activities will also be held at MITE with the aim to create a powerhouse of tourism and other related sectors, where new partnerships flourish in diversity and the synergy deepens between tourism, culture and creativity, gastronomy and other industries. The event goes in parallel with the Macao SAR Government’ s “1+4” development strategy for adequate diversification and the vision to enrich Macao’ s offerings as a world centre of tourism and leisure.

Our heartfelt gratitude goes out to industry professionals from worldwide for their active participation over the years. Now, we are ready to extend a great welcome to all of you once again. In celebration of the 25<sup>th</sup> anniversary of the establishment of the Macao SAR, we hope to join hands with you all to reach a new milestone of mutual support and progress.

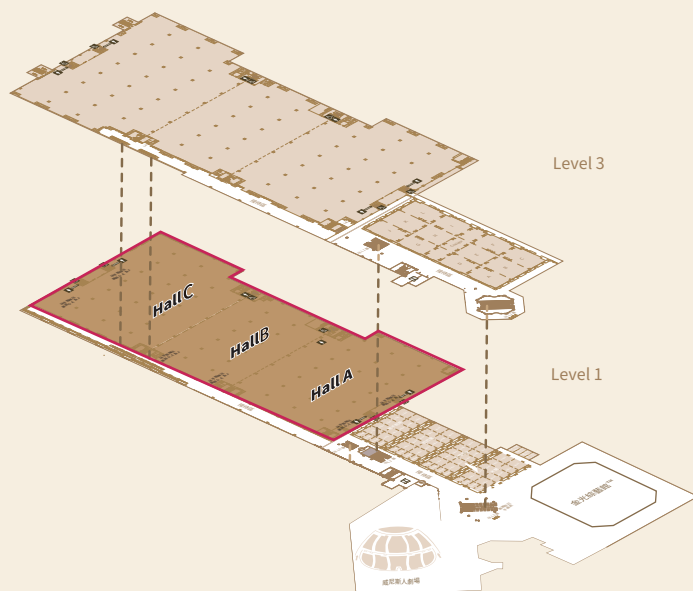
May the 12<sup>th</sup> Macao International Travel (Industry) Expo reach a new pinnacle of success!



Ms. Maria Helena de Senna Fernandes  
Director of Macao Government Tourism Office  
2024

## Venue

The Venetian Macao - Cotai Expo - Hall ABC

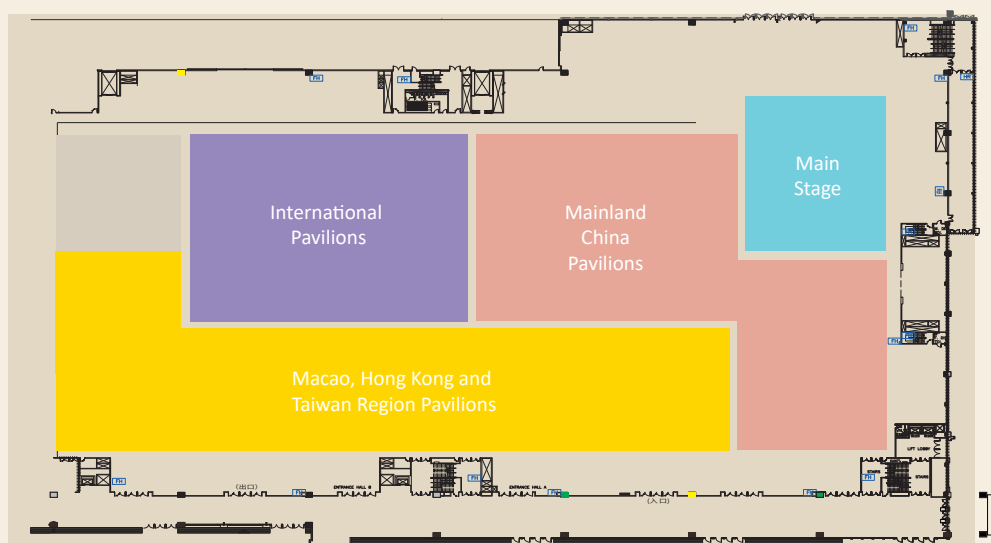


## Schedule

Date	Opening Hours	Target Audience
26/4/2024	10:00-18:00	Trade Visitors
	11:00-19:00	General Public
27/4/2024	10:00-18:00	Trade Visitors
	10:00-19:00	General Public
28/4/2024	10:00-18:00	General Public

## Floor Plan

Exhibition Area : 30,000 m<sup>2</sup>



The Venetian Macao - Cotai Expo - Hall ABC

## Schedule Overview

Date	Exhibition Hall	Main Stage	Meeting Room
April	Pre-scheduled Appointment and Online Matching		
24-25 April	Exhibitor Booth Installation Buyer Registration		
26 April	Expo Opens Onsite Business Matching New Media Matrix	Opening Ceremony Seminars	Destination Travel Promotion Seminars
27 April	Expo Opens Onsite Business Matching New Media Matrix	Seminars and Performances	Destination Travel Promotion Seminars
28 April	Expo Opens Booth Dismantlement (18:00) New Media Matrix	Seminars and Performances	

## Scope of Exhibitors



Government  
Entities

National and Regional Government  
Tourism Organization



Tourism  
Resources

Attractions and Theme Parks,  
Hotels and Resorts, Tourism  
Transportation, Tourism Products,  
Tourism Exhibitions



Tourism  
Organizations

Travel Agencies, Tourism Management,  
Tourism Destination Services, Customized Tour,  
Wedding Travel, Educational Tours



Others

Gourmet Food, Fine Wine, Souvenirs

1+4

1+4 Industry  
Exhibitors

**Tourism + Health and Wellness / Tourism + Modern Financial Services / Tourism + High Technology / Tourism + Conferences and Exhibitions, Commerce and Trade, Culture and Sports :**

Health and Wellness, High Technology, Sports Travel, Cultural and Creative Products, Intangible Cultural Heritage, Tourism Financial Services

## Exhibitor Benefits



The exhibition area is **30,000** square meters, and **approximately 40,000** spectators are expected. Concurrent conferences and events will be live broadcasted to the world on the Expo official website with **over 7 million** views.



Promoting sales and business cooperation with buyers and upstream and downstream suppliers, exhibitors may offer **special discounted products or services** to visitors. Exhibitors should follow the requirements and regulations on product sales set by the Expo office. All sales proceeds will go to respective exhibitors.



Through the **new media matrix**, exhibitors can achieve online promotion and online sales in multiple regions and platforms to expand exhibitor benefits.



During the Expo, **a number of destination travel promotion seminars** will be held, through which local and international exhibitors can promote their tourism products to professional buyers from all over the world.



**Various media channels**, including the Expo website, WeChat, Facebook, and other online social media platforms, advertisements, etc., will be utilized to help exhibitors increase their exposure and maximize their brand reputation and credibility.



**Business matching** and conferences at the Expo will strengthen exchanges between exhibitors and buyers from all over the world and expand business opportunities.

## Application Procedure

Official Website



01



Go to the official website at [www.mitexpo.mo](http://www.mitexpo.mo) to register online

02



Click "**Exhibitor Application**" and fill in the information

03



Upload the signed and stamped "**Exhibition Confirmation Form**", and submit relevant supporting documents

04



Complete the **payment** procedures **online** after confirmation of the application and approval by the Expo Office

05



Download and submit **relevant forms in the "Exhibitor's Manual"**, and the **list of your staff** online for application of admission badge(s)

06



**Submit the booth / pavilion design**, and **provide information of discounted products or promotional materials** for publicity

07



Register in the Pre-scheduled Appointment System(PSA), **make appointments**, match and negotiate with buyers

08



Exhibitors check in, booth set up, admission badge collection and conduct negotiations and business matching

09



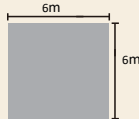


Complete and submit **questionnaire** after booth dismantlement up in Expo closure

\*Remarks: The Expo Office will not provide further notice to those who fail in their application.



## Rates and Specifications

Booth Type	Description	Rate
Standard Booth Size: 3mX3m	<b>A: 1-side open</b>  <p>The package includes:</p> <ol style="list-style-type: none"> <li>1x fascia board (printed with company name and booth number), 2x spotlights (fixed), carpet, 1 x information desk (with MITE Logo), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket</li> <li>1 x meeting table and 2 x chairs (for B2B Exhibitors only)</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	MOP17,500/ CNY15,800/ HKD17,000/ USD2,200 (Each Booth)
	<b>B: 2-side open</b>  <p>The package includes:</p> <ol style="list-style-type: none"> <li>2x fascia boards (printed with company name and booth number), 4x spotlights (fixed), carpet, 1 x information desk (with MITE Logo), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket</li> <li>1 x meeting table and 2 x chairs (for B2B Exhibitors only)</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	
Raw Space (m <sup>2</sup> ) (Size: Starting from 36m <sup>2</sup> )	 <p>Size: Starting from 36m<sup>2</sup></p> <p>The package includes:</p> <ol style="list-style-type: none"> <li>The space required for the booth</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	MOP1,600/ CNY14,50/ HKD1,500/ USD200 (per m <sup>2</sup> )

### Early Bird Discount :

Exhibitors who book their booths before 30<sup>th</sup> November, 2023 and completed the payment procedure before 31<sup>st</sup> December 2023, can enjoy a **20% discount** on the above prices. (Except Macao and Guangdong-Macao in-Depth Co-operation Zone in Hengqin)



## Review of 11<sup>th</sup> MITE



Countries and regions participated

**39**

Mexico, Panama, Peru, Venezuela, Ecuador, Cuba, Myanmar, Switzerland, Poland, Fiji, Croatia, Cambodia, Vietnam, Mainland China, Macao, Hong Kong, Taiwan Region, Angola, Cape Verde, Guinea-Bissau, Equatorial Guinea, Mozambique, Sao Tome and Principe, East Timor, Jamaica, Bolivia, Dominia, Costa Rica, Madeira Autonomous Region, Portugal, Japan, South Korea, Malaysia, Philippines, Thailand, Argentina, Uruguay, Chile, Brazil



Exhibitors

**512**

253 Mainland China exhibitors  
165 Macao exhibitors  
7 Hong Kong exhibitors  
18 Taiwan Region exhibitors  
69 International exhibitors



Buyers

**465**

Including hosted buyers from China and more than 30 countries all over the world



Business Matching (Online / Offline)

**8389<sup>+</sup>**

Number of Business Matching conducted online and offline



Exhibition Area

**23,000**m<sup>2</sup>



Meetings

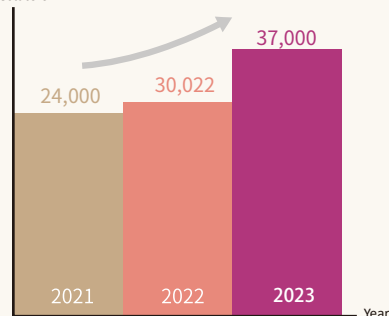
**58**



Trade Visitors

**573**

Spectators



Number of spectators in past 3 years

## 主辦單位 Organizer



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