



第十二屆澳門國際旅遊（產業）博覽會
12.^a Expo Internacional de Turismo (Indústria) de Macau
12th 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



Buyer's 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
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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 12th 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. Local and overseas practitioners 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 12th 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 25th 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.

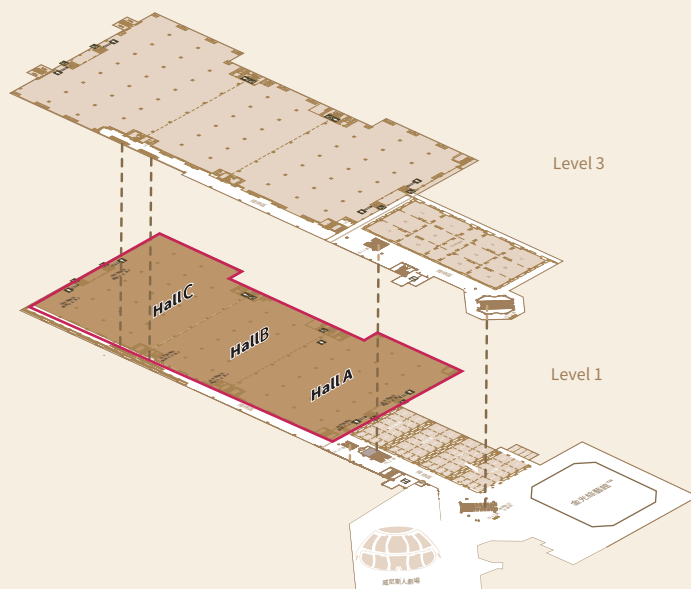
May the 12th Macao International Travel (Industry) Expo reach a new pinnacle of success!



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

Venue

The Venetian Macao - Cotai Expo Hall ABC

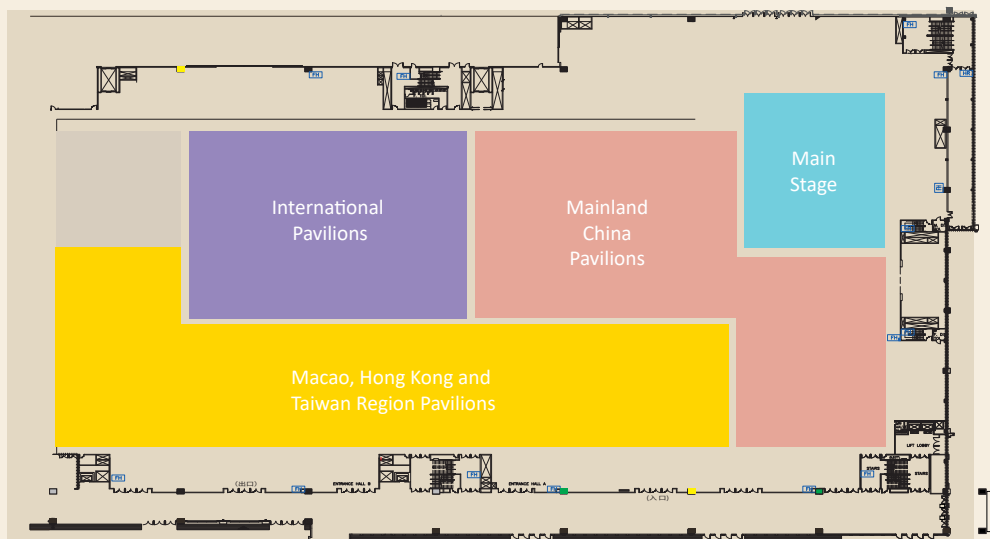


Schedule

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

Floor Plan

The Venetian Macao - Cotai Expo Hall ABC
Exhibition Area: 30,000 m²



Scope of Exhibitors



Government
Entities

National and Regional Government
Tourism Organization



Tourism
Resources

Scenic Spots 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

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	

The 12th "Macao International Travel (Industry) Expo" Hosted Buyer Program

The 12th "Macao International Travel (Industry) Expo" has launched a hosted buyer program to build a platform facilitating communication for overseas hosted buyers from incentive travel, wedding travel, academic travel, leisure travel, outbound travel, customized travel, health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade, culture and sports, and other sectors.

Buyers can utilize our matching system to conduct meetings with authoritative industry experts and obtain the latest industry information.

MITE hosted buyers can be divided into three categories based on their origin:

- ① International
- ② Mainland China and Taiwan Region
- ③ Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)

Hosted Buyer's Benefits

Being accepted into the Hosted Buyer Program and fulfilling the obligations, buyers will have the opportunity to receive:

	International	Mainland China and Taiwan Region	Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)
 Transportation <ul style="list-style-type: none"> The expenses on economy class air tickets, train tickets, bus tickets, and ferry tickets to and from Macao will be reimbursed. Invoices or receipts are required. Shuttle bus service between the hotel and the Expo venue 	<p>Up to USD875/MOP7,000</p> <p>✓</p>	<p>Up to USD450/MOP3,500</p> <p>✓</p>	<p>Up to USD50/MOP400</p> <p>✓</p>
 Accommodation in Macao <ul style="list-style-type: none"> Designated hotel accommodation during the Expo 	<p>3 Nights</p>	<p>3 Nights</p>	<p>2 Nights</p>
 Hospitality <ul style="list-style-type: none"> Buyers' working lunch Exclusive Buyer Lounge access FAM tour Welcome Cocktail Reception 	<p>✓</p>	<p>✓</p>	<p>✓</p>

*Remarks: Hosted buyers will be responsible for expenses for: Private Transfers / Extra Meals / Flight Upgrades / Hotel Upgrades / Extra Hotel Accommodation / Travel Insurance / Visa Applications, etc.

Hosted Buyer's Obligations



Required Number of Points

- Minimum number of points earned from April 26 to 27

180 points

180 points

180 points

Earning or Losing Points

- Attend scheduled meetings on time on April 26 and 27
- Attend scheduled meetings early or late on April 26 and 27
- Attend unscheduled meetings on April 26 and 27
- Stay at least 10 minutes at the Destination Travel Promotion Seminar, PSCs Tourism Promotion Seminar, Macao and Mainland China Study Tour Forum, and 2025 ECTAA Biennial Conference Announcement Ceremony on April 26 and 27
- Participate in the Hengqin Salon on April 27 (only for 50 international buyers)
- Receive a complaint from exhibitors

10 points

10 points

10 points

7 points

7 points

7 points

4 points

4 points

4 points

4 points / 10mins

4 points / 10mins

4 points / 10mins

50points

50points

50points

-10points

-10points

-10points



Deposit

- Hosted buyers have to pay a deposit which will be refunded within 15 working days after the Expo, provided all the hosted buyer's obligations have been fulfilled

USD200/
MOP1,600

USD200/
MOP1,600

USD100/
MOP800

*Remarks: **The deposit will be refunded** only when the hosted buyer has actually attended the Expo as scheduled, fulfilled the hosted buyer's obligations, and completed and submitted the questionnaire.

Application Flow for Hosted Buyer

01



Application

Visit the official website **www.mitexpo.mo** and click on "**Buyer Application**". Fill in and submit the necessary information

02



Approval

The Expo Office will contact preliminary approved hosted buyer applicants by email / telephone who will have to submit the following documents:

- ① Scanned copy of a valid business card that is consistent with the name of the applying entity
- ② Scanned copy of the entity's business license/business registration
- ③ Scanned copy of employment certificate with official stamp

03



Deposit

Eligible buyers will be notified by the Expo Office for the payment of the deposit within **one week**

04



Confirmation

Confirmation of Hosted Buyers status upon receipt of deposit and verification of the buyer's qualification

05



Online Pre-scheduling & Matching

The Pre-schedule Appointment System (PSA) on the official website is scheduled to be open **from 1st - 30th April**. During such period, buyer can log in to the system to make appointments with exhibitors for matching and conducting online negotiation/video meeting

06



Admission Badge

Arrival of buyers, receipt of an admission badge, meeting with exhibitors on-site and participation in the Destination Travel Promotion Seminars according to the official schedule

07



Questionnaire

Completion and submission of the **questionnaire**

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

Business Matching Process



26/3

31/3

26/4

27/4 30/4

Distribution of
Business Matching
Guide

Pre-scheduled Appointment and Online Matching

On-site Business
Matching





Review of 11th 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⁺

Number of Business Matching conducted online and offline



Exhibition Area

23,000 m²



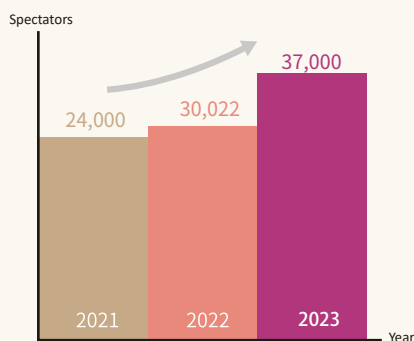
Meetings

58



Trade Visitors

573



Number of spectators in past 3 years

Organizer



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