



Opening Ceremony of Macao Brandfest (“Hong Kong • IN • Brand Greater Bay” Project)

Under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department, the BDC staged Macao Brandfest from 7 April to 10 April, 2023 at Macau Fisherman's Wharf Convention and Exhibition Centre. With the theme of "Innovation Technology ", "Vibrance" and "Quality Living", a brand image gallery and two interactive experience camps were set up to showcase the unique charm of Hong Kong brands for Macao citizens and tourists, in an attempt to assist Hong Kong companies to discover the rapidly-changing consumption culture in the Greater Bay Area and endeavor to uplift the collective image and market influences of Hong Kong brands.

On 7 April, an opening ceremony was held to kick off the activities of Macao Brandfest. The Ceremony was officiated by Mr Algernon Yau, Secretary for Commerce and Economic Development of the HKSAR Government; Mr U U Sang, Chairman of the Board of Directors of the Macao Trade and Investment Promotion Institute; Ms Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; Ms Chan Tze Wai, Deputy Director of Economic and Technological Development Bureau of the MSAR Government and office-bearers of the CMA and the BDC, including CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan, Executive Vice President Dr Wingco Lo, Chairman Emeritus Mr Simon Wong, Chairman of CMA Exhibition Services Limited Mr Ivan Sze, etc.

