



## News Release

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### For Immediate Release

## **Wynn Local SME Procurement Partnership Meeting 2019 Succeeds in Fostering Closer Cooperation**

*“Wynn Care” WeChat platform supports the upgrade and transformation  
of various industries and sectors*

**Macau, November 14, 2019** – In partnership with the Macao Chamber of Commerce, Wynn Resorts (Macau) S.A. today co-hosted the latest edition of the “Wynn Local SME Procurement Partnership Meeting 2019 – Business Matching Session for Micro Enterprises, “Made in Macao” Enterprises, and Young Entrepreneurs” in the Grand Ballroom at Wynn Macau. The event attracted a significant response, involving representatives of 272 local SMEs. Wynn arranged for supervisors from its procurement department to meet with all of the participating SMEs in business matching sessions, in line with the concept of “engaging local SMEs as growth partners”.

Wynn launched a trial run of the “Local Privileges” program on the “Wynn Care” WeChat public platform during the second half of this year. This program has received an overwhelming response with over 100 local SMEs having registered in just over two months. Participating companies will also partner with Wynn to organize promotional activities and provide exclusive offers to WeChat members on a regular basis. The “Local Privileges” program aims to provide an efficient and free-of-charge promotional platform for local SMEs. By doing so, it can help them to attract attention from the large WeChat user base and thereby open up new source markets by increasing interactions with potential customers and their opportunities to shop at physical stores.

In her speech, Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited said, “the ‘Local Privileges’ program targets local SMEs with the aim of supporting the upgrade and transformation of various industries and sectors through integrating the internet into their marketing strategy. Therefore, Wynn has this year created the public ‘Wynn Care’ WeChat platform to positively enhance social interaction.” She added that “moving forward, expanding the platform and attracting more users will also be a key task for us when providing services for SMEs.”

Wynn continues to prioritize local procurement by establishing long-term relationships with local SMEs, which also supports the wider social and economic development of Macau. In recent years, Wynn has organized regular local SME procurement partnership meetings, with over 1,270 attendees taking part to date. In the third quarter of 2019



(from July to September), local enterprises accounted for 80% of Wynn's total procurement spending, a historic record. Furthermore, 70% of the company's total spending with local SMEs was with the three key categories – Micro Enterprises, “Made in Macao” Enterprises and Young Entrepreneurs, reflecting the extent to which local SMEs are important partners for Wynn.

In the past, Wynn held several local SME procurement partnership meetings and continues to cooperate with local SMEs to hold different types of merchandise promotion activities in its back-of-house area. Wynn has provided multi-faceted business trainings for local SMEs through themed seminars, workshops, business visits to the Greater Bay Area and breakfast networking, which can help business operators to broaden their vision and network of connections, enabling them to explore more potential business opportunities. Wynn is convinced that the prompt and timely allocation of resources is key to offering continuous support for local SMEs. Therefore, the company has launched various support programs including the “Wynn Local SME Typhoon Hato Financial Support Program”, “Macau Product Quality Certification (MPQC) Financial Support Program”, “Wynn SME Development Support Scheme”, “Wynn Local SME Vendor Referral Program” and the “Local SME Art and Cultural Program”, so as to contribute to the moderate and diversified development of the Macau economy.

The event was attended by: Ms. Zhu Hong, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao SAR; Mr. Anton Tai Kin Ip, Director of the Economic Services Bureau of the Macao SAR; Mr. Chui Yuk Lam, Vice President of the Board of Directors of the Macao Chamber of Commerce; Ms. Sanna Leong, Acting Senior Manager of the Investor Services Department of the Macao Trade and Investment Promotion Institute; Dr. Shuen Ka Hung, Director-General of the Macao Productivity and Technology Transfer Centre; Mr. Carlos Lam Ka Vai, CEO of the Macao Young Entrepreneur Incubation Centre; Mr. Alan Wong, Vice President of the Board of Directors of the Industrial Association of Macau; Ms. Carmen Lei, Vice Chairman of the Macau Youth Entrepreneur Association; Mr. Ray Ng, Director General of the Industry and Commerce Association of Macau; Dr. Leona Li, Assistant Professor in Business Economics of the Faculty of Business Administration, University of Macau; Mr. Lam Io Meng, Deputy General Manager of Macao Daily News; Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau Limited; Mr. Robert Gansmo, Senior Vice President and Chief Financial Officer of Wynn Resorts (Macau) S.A.; Mr. Danny Leong, Senior Vice President and Chief Information Officer of Wynn Macau and Wynn Palace; Ms. Katharine Liu, Senior Vice President of Communications of Wynn Macau and Wynn Palace; Mr. Thomas Lau, Vice President of Human Resources of Wynn Macau; Ms. Angel Vong, Vice President of



Finance of Wynn Palace; and Ms. Kimberly Tan, Executive Director of Procurement of Wynn Macau and Wynn Palace.

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**Photo captions:**



Officiating guests join for a group photo





Wynn has created 'Wynn Care' WeChat platform to promote positive social interaction



The event attracts a significant response, involving representatives of 272 local SMEs



## **ABOUT WYNN MACAU**

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,008 spacious rooms and suites, approximately 272,000 square feet of casino space, over 59,000 square feet of retail space, 12 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau's only choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for three consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit [press.wynnmacau.com](http://press.wynnmacau.com).

## **ABOUT WYNN PALACE**

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, over 106,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 424,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays by renowned designer Preston Bailey and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit [press.wynnpalace.com](http://press.wynnpalace.com).

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