



News Release

For Immediate Release

Wynn Launches “M-Mark” Promotion and Recognition Program

Initiative helps to boost "Made in Macau" and identify sustainable development opportunities

Macau, October 30, 2020 – The "Wynn 'M-Mark' Promotion and Recognition Program", organized by Wynn Resorts (Macau) S.A. and co-organized by the Macao Chamber of Commerce, Industrial Association of Macau and Macau Productivity and Technology Transfer Center (CPTTM), was held at Wynn Palace's Grand Theater Ballroom at 3pm today. Helena Lai, Senior Manager of the CPTTM, was invited to introduce the development of the "M-Mark" certification, alongside Wynn vendors who have acquired the "M-Mark" certification who shared their experiences. The event attracted nearly 100 representatives from local enterprises.

The attending guests at the event included Mr. Yang Yi, Deputy Director of the Economic Affairs Department of Liaison Office of the Central People's Government in the Macau SAR; Mr. Chan Weng Tat, Head of Department of the Foreign Trade and Economic Cooperation Department of the Economic Bureau; Dr. Shuen Ka Hung, Director-General of the CPTTM; Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited; Mr. Fong Son Kin, Chairman of the M-Mark Committee, and Chairman of Board of Directors of the Industrial Association of Macau; Mr. U Kin Cho, Vice President of the Board of Directors of the Macao Chamber of Commerce; Mr. Ngai Lap San, Vice President of the Parafuturo de Macau (Macau Youth Entrepreneur Incubation Centre); Prof. Jean Chen, Dean of the Faculty of Business Administration, University of Macau; Mr. Ray Ng, Director of the General Industry and Commerce Association of Macau; Mr. Chan Kam Tat, Deputy Director, Macau Youth Entrepreneur Association; and Mr. Lok Po, Director of Macao Daily News.

In order to promote and encourage SMEs in Macau to continuously improve their technologies and service standards, and thus strengthen their competitiveness, local enterprises that have acquired the "M-Mark" certification have always been Wynn's top choices for procurement. Speaking at the event, Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited, stated that the "M-Mark" promotion and recognition program further demonstrates Wynn's confidence in the certification of quality products in Macau. It also aims to help promote enterprises that have successfully acquired the "M-Mark" certification for the first time by providing them with support to set up professional e-commerce services that assist them in developing their online marketing



channels, as well as allowing them to use an innovative consumption reward platform, free of charge. She added that these measures align with the objectives of "M Mark", with the goal that local companies can continuously provide quality products and services and work together to promote "Made in Macau", thereby exploring further development opportunities.

Affected by the pandemic, all industries in Macau are facing various challenges and difficulties in the current business environment. As an international enterprise deeply rooted in Macau, Wynn has implemented a series of supportive programs for SMEs since the beginning of the pandemic, including the distribution of anti-pandemic supplies to local enterprises via the Macao Chamber of Commerce cooperation with local manufacturers to produce reusable facemasks to alleviate the earlier shortage of facemasks, the co-organization of the "LOHAS Weekend" with the Macau Youth Entrepreneur Association to support SMEs and the creation of youth culture, the launch of the "Caring 8000" online rewards campaign with the Macao Chamber of Commerce to facilitate the recovery of local consumption, the co-organization of in-depth cultural tours of outlying islands and food market bazaars with the Industry and Commerce Association of Macau to create new business opportunities for local SMEs, and participation in the "Macau International Culture and Food Festival Hengqin Station" with local SMEs to help enterprises seize new opportunities in the development of the Greater Bay Area. In addition, Wynn is planning to host an inspiring sharing and exchange session for local enterprises at the end of this year, in order to help them improve their quality and competitiveness. At the same time, Wynn is also preparing for year-end winter market activities in the hope of bringing warm, positive energy to Macau and boosting the economic recovery after the pandemic.

Moving forward, Wynn will continue to provide strong support to SMEs in Macau through various means, helping them overcome difficulties amid the pandemic. Wynn is also continually creating more opportunities for the Macau economy and local enterprises by fostering a more accommodating business environment for them based on national policy and the leadership of the Macau SAR government.

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Photo captions:



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Ms. Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited, delivers a welcome speech



Wynn presents certificates of recognition to enterprises that have successfully acquired the “M-Mark” certification for the first time



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 1,010 spacious rooms and suites, approximately 252,000 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 four 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.

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.

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