



## News Release

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### For Immediate Release

## **Wynn Palace Hosts “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” Opening Ceremony**

*Wynn creates brand event to boost cultural, tourism, economic and trade ties between Macau, Qingdao and Portuguese-speaking countries*

**Macau, December 15, 2022** — On the evening of 15 December, Wynn Palace Cotai hosted an opening ceremony for “**The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week**” which is being held at the same time as “**The 1<sup>st</sup> Macau-Qingdao Week Exchange Session for Qingdao-Macau and Portuguese-speaking Countries**”. The aim of these events is to forge strategic cultural, tourism, economic and trade ties between Qingdao, Macau and Portuguese-speaking countries. “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” is hosted by Wynn Resorts (Macau) S.A. and jointly organized and overseen by the Macau Leisure Tourism Services Innovation Association, and co-organized by Tsingtao Brewery Group Company Limited, Qingdao Huangdao Development (Group) Company Limited and Macau Beer Company Limited. This year's Beer & Cultural Festival will be held on the lawn adjacent to the Wynn Palace South Entrance for 23 days from December 9 to 31. The event is themed around Tsingtao Beer, Macau Beer and Portuguese Beer, with a variety of food and entertainment as well as tourism and cultural experiences. Throughout the “Macau-Qingdao Week”, visitors and local residents will have the opportunity to experience the best of the two cities by discovering Qingdao specialty products at the “Portuguese-speaking Countries Product Exhibition Week” area and enjoying Macau’s “Mak Mak MFun Carnival”. To enliven the atmosphere even more, Wynn will be showcasing a large-scale light art installation during the spectacular “Light up Macao 2022” event organized by the Macau Government Tourism Office (MGTO). Together, all of these events are the perfect way to toast the arrival of a festive winter season!

“The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” are made possible under the guidance of the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao SAR; the Publicity and Culture Department of the Liaison Office of the Central People's Government in the Macao SAR; and the Office of Taiwan, Hong Kong and Macao Affairs of the Qingdao Municipal People's Government, as well as through the generous



support of the Macao Government Tourism Office (MGTO); the Macao Trade and Investment Promotion Institute (IPIM); the Economic and Technological Development Bureau (DSED); the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao); the Qingdao Municipal Agriculture and Rural Affairs Bureau; the Qingdao Municipal Culture and Tourism Bureau; the Qingdao Municipal State-owned Assets Supervision and Administration Commission; the Qingdao Urban Renewal and Construction Headquarters Office; the Laoshan District Government Office of Qingdao Municipal People's Government; the Jimo District Government Office of Qingdao Municipal People's Government; the Jiaozhou City People's Government of Qingdao; the Macao Chamber of Commerce; the Macau Chinese Enterprises Association; and the Federal General Commercial Association of Macau Small and Medium Enterprises. Air Macau Company Limited; Travel Industry Council of Macau; Macau Hoteliers & Innkeepers Association; Macau Hotel Association; Macao Association of Convention, Exhibition & Tourism Sectors; General Association of Shandong Associations (Macao); Macao Shandong Federation of Industry and Commerce; Qingdao Chamber of Commerce of Macau; Huatong Group; Qingdao Beverage Group and Sina Weibo are all cooperating entities of the event.

The officiating guests at the opening ceremony include: Mr. Deng Yunfeng, Deputy Secretary of the CPC Qingdao Committee and Director-General of the United Front Department of the CPC Qingdao Committee; Ms. Yang Hao, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao SAR, Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office (MGTO); Mr. Ji Xianzheng, Secretary-General of the Permanent Secretariat of Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Macao), Ms. Leong Wai Man, Director of the Cultural Affairs Bureau of the Macao SAR; Mr. Pun Weng Kun, President of the Sports Bureau of the Macao SAR; Ms. Chan Tze Wai, Deputy Director of the Economic and Technological Development Bureau of the Macao SAR; Mr. Du Lejiang, Deputy Secretary-General of the CPC Qingdao Committee; Mr. Yang Changjun, Deputy Director-General of the United Front Department of the CPC Qingdao Committee; Mr. Xiao Yanheng, Director-General of the Office of Taiwan, Hong Kong and Macao Affairs of the CPC Qingdao Committee; Ms. Linda Chen, President and Executive Director of Wynn Resorts (Macao) S.A.; Mr. Paul Wong, President of the Macau Leisure Tourism Service Innovation Association; Mr. Frederico Ma Chi Ngai, President of the Macao Chamber of Commerce; Mr. Lao Keong, Director-General of the Association of Chinese Enterprises in Macao; Mr. Fong Kin Fu, President of the Federal General Commercial Association of Macau Small and Medium Enterprises; Mr. Franklin Ma, Chairman of the Board of Tsingtao Brewery International and Mr. Charles M. Choy, Co-Chairman of Macau Beer Company Limited.



Ms. Maria Helena de Senna Fernandes, Director of MGTO said in her speech: “In September this year, a delegation from Qingdao successfully held the Qingdao Cultural and Tourism Promotion Conference during the 10<sup>th</sup> Macao International Travel (Industry) Expo. Today, we are pleased to welcome our Qingdao friends back to Macau once again at “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week”. Our aim is to boost the exchange of ideas between Macau and Qingdao, while also maximizing the unique advantages of each destination. This event showcases the very best of “tourism + culture” and “tourism + gastronomy” from Qingdao and Macau, giving local residents and tourists the complete “unlimited” Macao experience. MGTO is committed to deepening the cross-border integration of “tourism +”; broadening the role of tourism into other industries; promoting the recovery of Macau's tourism market and economy; and by working closely with a variety of provinces and cities across Mainland China, we will strive to achieve even greater results.”

Mr. Deng Yunfeng, Deputy Secretary of the CPC Qingdao Committee said in his speech: “In recent years, with the strong support of the Macao SAR Government, the Liaison Office of the Central People's Government in the Macao SAR, and society as a whole, the frequency of high-level visits between the two destinations have increased, and significant results have been achieved due to greater cooperation and exchange. Today, we just held the Exchange Session for Qingdao-Macao and Portuguese-speaking Countries, where more than 50 enterprises from Qingdao and Macau signed 11 cooperation agreements. At this year’s event, Qingdao is showcasing close to 20 specialty products and intangible cultural heritage handicrafts to give Macau residents a better understanding of Qingdao and to establish an important brand network between the two cities. This event will continue to be held every year in an effort to help Qingdao open up even more to the outside world, while also giving Macau the opportunity to grow its economy in a much more diversified way and actively integrate into the overall development of the country.”

Ms. Linda Chen, President and Executive Director of Wynn Resorts (Macao) S.A. said in her speech: “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” are now officially underway at Wynn Palace. These events are being held as a tribute to the 23<sup>rd</sup> anniversary of the Establishment of Macao SAR, giving residents and visitors the opportunity to experience all that “Experience Macao Unlimited” has to offer. During the pandemic, we established “Macao-



Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” as a brand new cultural tourism brand to elevate our partnerships between Macau and Qingdao to an even higher level. While promoting the integrated development of “culture + tourism + festivals”, these important events contribute to the development of Macau’s economy and the overall recovery of tourism-related industries. With “beer” at the heart of our cooperation, we are pleased to be hosting “The Macau-Qingdao Week” with Qingdao for the first time this year. By connecting entrepreneurs from both cities, our aim is to encourage the exchange of ideas to cultivate future business opportunities with Qingdao and Portuguese-speaking countries. In this way, we can truly maximize Macau’s role as “One Center, One Platform” and actively promote the economic diversification of “tourism +”.

As one of the organizers of the event, Mr. Paul Wong, President of the Macau Leisure Tourism Service Innovation Association delivered a thank-you speech to the guiding entities, co-organizing entities, supporting entities, cooperative entities and distinguished guests. After the speech, the officiating guests held their beers up high in a toast to the start of the event.

The Beer & Cultural Festival will feature a special beer hall showcasing exclusive Tsingtao beers such as “7 Days’ Fresh” *Tsingtao Original Beer* flown in directly from Qingdao; *Tsingtao Oak Barrel Luxury Legend*; the global debut of “*Tsingtao 0.0 Lemon*” and more. Macau Beer will also present classic ales such as the *Wynn Special Edition Golden Ale*, *Macau White Ale* and *Macau Night Ale*. Representing Portugal, two of the country’s best beers – *Super Bock* and *Sagres Beer* – will also be available at the festival. For those who have a craving for craft beers, both Macau and Hong Kong will introduce their own homegrown brands – *Funny Eye* from Macau and *Carbon Brews* from Hong Kong. There will also be plenty of non-alcoholic beverages such as Kombucha and a range of non-alcoholic beer for people of all ages to drink in the warm hospitality of Qingdao and Macau. To accompany all of the beverages on offer, the chefs at Wynn and talented local food & beverage SMEs are preparing delicious dishes showcasing the best flavors of East and West. As visitors eat and drink, they will be immersed in a festive atmosphere of great live music and exciting entertainment.

The Beer & Cultural Festival will be open every day from 6 p.m. to 12 midnight. For the first time, the festival is introducing a new “Family Fun Special”, where people of all ages can come together and celebrate from 11 a.m. to 4 p.m. on December 17, 18, 23 to 26, and 31. Also new to the event this year is the “Festive Special” session, where celebrities and entertainers will take to the stage on December 17, 18, 24, 25, and 31. Then, on December 17 and 18, guests will be able to watch



the electrifying final matches of the world's greatest football, live on the big screens at the festival. It's the perfect place to catch up with a group of friends over great food and drink.

Just in time for the winter festival, the "Mak Mak MFun Carnival 2022" featuring Macau's favorite mascot "Mak Mak" will also tie in with the Beer & Cultural Festival. The carnival will be held across three weekends and all throughout the Christmas holidays (December 17, 18 and 23-26) from 11 a.m. to 9 p.m. on the lawn adjacent to the Wynn Palace South Entrance. Children will love the inflatable playground which features many of Macau's most famous cultural landmarks such as the Ruins of St. Paul's, a 4-meter-high *Gashapon* toy-vending machine designed in the shape of Guia Lighthouse as well as a wild camping zone, workshops, game booths and more! The carnival is a wonderful place for local residents, families and tourists to come together to experience different cultures and celebrate the vibrancy of Macau.

**"The 1<sup>st</sup> Macau-Qingdao Week" Exchange Session for Qingdao-Macau and Portuguese-speaking Countries launches "The 1<sup>st</sup> Macau-Qingdao Week" and "Portuguese-speaking Countries Product Exhibition Week"**

This afternoon, entrepreneurs from Qingdao, Macau and Portuguese-speaking countries gathered at the Wynn Palace Grand Theater to attend the **"The 1<sup>st</sup> Macau-Qingdao Week" Exchange Session for Qingdao-Macau and Portuguese-speaking Countries** launch event ahead of "The 1<sup>st</sup> Macau-Qingdao Week" and "Portuguese-speaking Countries Product Exhibition Week", which are all being conveniently held at Wynn Palace. The aim of the exchange session is to bring these entrepreneurs together in Macau to share ideas and explore potential opportunities for co-operation and development in the future. Led by the Office of Taiwan, Hong Kong and Macao Affairs of the CPC Qingdao Committee, "The 1<sup>st</sup> Macau-Qingdao Week" has the support of approximately 20 Qingdao government departments, districts and enterprises and has attracted more than 20 Qingdao brands to participate in the event.

Beyond introducing new Qingdao products and business matching, seven signing ceremonies also took place during the exchange session: Wynn Resorts (Macau) S.A., Macau Leisure Tourism Services Innovation Association, Tsingtao Beer Macau and Qingdao Huangdao Development (Group) Company Limited signed a friendly cooperation agreement; The Bureau of Agriculture and Rural Affairs of Qingdao and the Macau Food & Beverage Industry Development Association signed a cooperation agreement for the pre-made food industry; Qingdao Huatong State-Owned Capital Operation (Group) Company Ltd. and MOX Chongwa (Macao) Financial Asset Exchange Co., Ltd.



signed a mutual agreement on capital linkage and overseas financing; CTSHK International (Shandong) Travel Service and Macau Leisure Tourism Services Innovation Association signed an agreement about tour groups; Qingdao Economic and Technological Development Zone International Trading Group and Macau Beiqing International Development Co. Ltd. signed an agreement on strengthening the import and export business with Portuguese-speaking countries and regions; the Bureau of Agriculture and Rural Affairs of Jiaozhou signed a cooperative framework agreement for Jiaozhou agricultural and sideline products with Macau Bridge Technology Co., Ltd.; and Shanghe Holdings Group signed a strategic cooperation agreement with the Macau Cultural and Creative Industry Workers Association, “The 1<sup>st</sup> Macau-Qingdao Week” is successfully leveraging on the advantages and role of Macau as a business and trade cooperation service platform between China and Portuguese-speaking countries, while also boosting economic, trade, cultural, tourism and agricultural ties between Qingdao and Macau.

Mr. Xiao Yanheng, Director-General of the Office of Taiwan, Hong Kong and Macao Affairs of the CPC Qingdao Committee said in his speech: “The Office will continue to lead the relevant departments of the Qingdao government and all sectors of society to always deliver the best in service; optimize development opportunities and maintain close cooperation with the Macao SAR Government’s economic and trade departments as well as investors and entrepreneurs. With Macau’s “One Center, One Platform” positioning and advantages, everyone can enjoy more convenient investment and development opportunities. These events in Macau bring Qingdao and Macau enterprises together, with the aim to expand the markets of Portuguese-speaking countries and elevate economic and trade ties between the two cities to an entirely new level.”

Mr. Vincent U, the Acting President of the Macao Trade and Investment Promotion Institute (IPIM) said in his speech: “Qingdao, as an international port city, plays a unique international role as a transit hub in the Bohai Rim Economic Zone, while Macau is a key city in the Guangdong-Hong Kong-Macao Greater Bay Area. Both cities have maintained close economic and trade ties for a long time. IPIM would like to take this opportunity to sincerely invite enterprises from Qingdao to establish a presence in Macau, and use Macau as a platform to expand the markets of Portuguese-speaking countries. Macau enjoys a number of business advantages under the “one country, two systems” policy. It is a separate customs territory; it implements a simplistic and low tax system and allows for free capital flow, creating the perfect business environment for investors from all over the world. In the future, IPIM will continue to partner with economic and trade organizations and enterprises in Qingdao to assist in “attracting investments” from Portuguese-speaking countries for further investments and developments in Qingdao. The aim is to encourage Qingdao enterprises to



"Go Out" and participate in the construction of the Greater Bay Area and the In-Depth Cooperation Zone, while also expanding the markets of Portuguese-speaking countries. "

During "The 1<sup>st</sup> Macau-Qingdao Week", Qingdao's famous and high-quality agricultural products such as delicious delicacies featuring the renowned "Jiaozhou cabbage" are on offer for visitors to experience a taste of Qingdao at the exhibition. Visitors to the exhibition will also discover Qingdao's cultural and creative products and intangible cultural heritage handicrafts. A number of Qingdao intangible cultural heritage artisans have also been invited to the event to make sugar paintings as well as intangible cultural heritage products such as paper-cutting and handicrafts. The aim is to spread more knowledge about Qingdao to both residents and tourists, while also promoting cultural exchanges between the two cities. The "Portuguese-speaking Countries Product Exhibition Week" exhibition will showcase unique cultural products from a variety of Portuguese-speaking countries, further strengthening Macau's role as a platform for economic and trade cooperation between China and Portuguese-speaking countries.

**Ticketing Information:**

<b>Events</b>	<b>Date &amp; Time</b>	<b>Ticket Prices</b>
<b>Festival Admission</b>	December 16, 19-23, 26 and 30 from 6 p.m. to 12 midnight	<b>Mop 150</b> Free admission for children aged 9 or younger
<b>Festival Special</b>	December 17, 18, 24, 25 and 31 from 6 p.m. to 12 midnight	<b>MOP 280</b> Free admission for children aged 9 or younger
<b>Late Night Happy Hour</b>	December 16, 19-23, 26 and 30 from 10 p.m. to 12 midnight	<b>MOP 150 (Buy 1 Get 1 Free)</b> Free admission for children aged 9 or younger
<b>Family Fun Special</b>	December 17, 18, 23-26 and 31 from 11 a.m. to 4 p.m.	<b>Adults:</b> MOP 150 <b>Children aged 3-11:</b> MOP 75 Free admission for children under the age of 3  <b>Family Fun Pack:</b> MOP 300 This pack includes 2 adult tickets and 1 child ticket and a Mak Mak MFun Carnival Game Passport.
<b>Mak Mak MFun Carnival 2022</b>	December 17, 18 and 23-26 from 11 a.m. to 9 p.m.	<b>Free admission.</b> The game passport is MOP 150 (including 10 game stamps)

\*Ticket includes 1 designated drink



\*\*There are also designated tables in different areas available for reservation. The minimum consumption is MOP 1,600 per table (not including tickets). For details, please visit the ticketing website.

Event enquiries and ticketing:

24-hour enquiry hotline: +853 8889 8889

Hotline for private parties: +853 6868 8066

Ticketing Website: <https://mqbeercultural.shoppoint.mo/>

Ticketing Office: located at the lawn adjacent to the Wynn Palace South Entrance

**Media Photos**



1. “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” toast to the Opening Ceremony





2. Ms. Maria Helena de Senna Fernandes, Director of MGTO delivers a speech at the Macau-Qingdao Beer & Cultural Festival Opening Ceremony



3. Mr. Deng Yunfeng, Deputy Secretary of the CPC Qingdao Committee delivers a speech at the Macau-Qingdao Beer & Cultural Festival Opening Ceremony



4. Ms. Linda Chen, President and Executive Director of Wynn Resorts (Macau) S.A. delivers a speech at the Macau-Qingdao Beer & Cultural Festival Opening Ceremony



5. “The 2<sup>nd</sup> Macau-Qingdao Beer & Cultural Festival and the 1<sup>st</sup> Macau-Qingdao Week” is taking place on the lawn adjacent to the Wynn Palace South Entrance, where guests can enjoy great beer and delicious food



6. The Mak Mak MFun Carnival is taking place at the same time as the Beer & Cultural Festival



7. Wynn is showcasing a large-scale light art installation during the spectacular “Light up Macao” event on the lawn adjacent to the Wynn Palace South Entrance



8. “The 1<sup>st</sup> Macau-Qingdao Week” Exchange Session for Qingdao-Macau and Portuguese-speaking Countries Opening Ceremony



9. Mr. Vincent U, Acting President of IPIM delivers a speech at the Exchange Session



10. Mr. Xiao Yanheng, Director-General of the Office of Taiwan, Hong Kong and Macao Affairs of the CPC Qingdao Committee delivers a speech at the Exchange Session



11. Seven signing ceremonies take place at the Exchange Session



## **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 six 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 107,000 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 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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