

## **Launching special offers to stimulate consumption and expedite economic recovery**

The Central People's Government resumed the issuance of visitor permits to Macao in August 2020, thus helping to gradually boost Macao's consumption demand and improve the market atmosphere. However, the economy still experienced a significant downturn for the year. Given that the Government had ensured the safety of Macao's community, urban hygiene and public health, initiatives for boosting post-pandemic tourism were launched. Quality and preferential products were launched for tourists from targeted markets, to enhance Macao's post-pandemic tourism competitiveness.

The Macao Government Tourist Office also commissioned local production companies to produce tourism promotional videos and travel programmes. We cooperated with several local production companies, social media and TV stations, to produce some 60 themed video clips on Macao tourism, for promoting Macao tourism and SMEs via social media platforms and other media.

A scheme to expand visitor sources, boost the economy and safeguard employment was launched from 1 September, lasting till the end of the year. This utilised e-commerce to offer visitors to Macao discounts on transportation, accommodation, and shopping during their stay, to stimulate tourism spending, thereby boosting economic recovery and stabilising employment.

As of 31 December, 1,119,285 of the vouchers issued were for 50 percent off hotel rates, 85,424 of which had been reimbursed; 1,373,408 were offline vouchers, for which a value of 13,619,890 yuan was reimbursed. The scheme set a minimum spending of five times the value of the vouchers. Based on such data, 315 million yuan were spent by using the vouchers through the WeChat Pay platform, with effective gearing of 23 times. For flight tickets, 1,080,000 vouchers were issued and 17,514 sets were reimbursed.

To enhance the promotion of safe travel to Macao, the Macao Government Tourist Office launched a series of events for "Tour Macao Carnival" from October to November 2020, capitalising on the Macao Grand Prix, Macao Food Festival and other events.

During the Grand Prix, renowned mainland China sports commentators and travel experts were invited to Macao for multiple live broadcasts, and 160,000 promotional products were sent to mainland China visitors in collaboration with UnionPay. There was also collaboration with dianping.com, to arrange for mainland China travel experts to livestream and attend promotional activities in Macao.

In addition, "Beijing Macao Week" roadshows were held in Beijing during September, to introduce the latest developments in Macao tourism, culture, economy and trade to local residents, in the hope of attracting more visitors to Macao.

## **Bolstering intensive cooperation between Guangdong and Macao, for integration with national development**



At the inauguration ceremony of the fifth MSAR Government, President Xi Jinping gave an important instruction – development of Hengqin through joint efforts of Zhuhai and Macao. Despite the challenges of the COVID-19 pandemic, the Government pressed ahead with building the Guangdong-Macao intensive cooperation zone.

On 13 March, Chief Executive Ho Iat Seng held a working meeting with the Governor of Guangdong province, Ma Xingrui, in Macao. They exchanged ideas about the development of Guangdong-Hong Kong-Macao Greater Bay Area, further deepening Guangdong-Macao cooperation, and in particular expediting the establishment of Guangdong-Macao intensive cooperation zone in Hengqin.

The Chief Executive pointed out that the new MSAR Government attaches high importance to Guangdong-Macao intensive cooperation in the new era, and seeks to further advance it with new thinking and a new approach. He urged everyone to further open their minds, embrace changes and innovations, and be pragmatic in their work. It is important to fully leverage Macao's advantage of "One country, two systems", as well as Hengqin's advantages in geographical position, resources and spatial environment. We should also explore ways and mechanisms of connectivity, in promoting the establishment of Guangdong-Macao intensive cooperation zone in Hengqin.

The Governor of Guangdong province, Ma Xingrui, pointed out that Hengqin had long been a cornerstone of Guangdong-Macao cooperation, and it is the original aspiration to facilitate Macao's industrial diversification through development of Hengqin new zone. Mr Ma looks forward to seeking open-minded strategic reform with the new MSAR Government. It is important to faithfully realise the aspirations of President Xi Jinping, as conveyed through his series of important speeches

at the celebration of the 20th anniversary of Macao's Handover – to build Hengqin as a new platform and a new pilot zone for the implementation of “One country, two systems”.

Under the support and guidance of the Central People's Government, the MSAR Government and the Guangdong provincial government jointly discussed and drafted the Master Plan for Guangdong-Macao Intensive Cooperation in Hengqin, and submitted it to the Central People's Government for approval in 2020. Meanwhile, a series of cooperative projects were implemented during the year. Gradually, there were assessments of and recommendations for Guangdong-Macao Cooperation Industrial Park projects.

Zhuhai and Macao governments signed a land use right assignment contract for the Macao New Neighbourhood project, which is now under construction. The passenger clearance zone at the new Hengqin port came into operation in August, adopting the innovative clearance mechanism of “Joint Inspection and One-Time Release”, further realising mutual connectivity.

During 12-17 August, Chief Executive Ho Iat Seng led a government delegation to Beijing, for meetings and exchanges with relevant ministries of the Central People's Government regarding issues related to promoting the Guangdong-Macao Intensive Cooperation Zone in Hengqin, and anti-pandemic measures.

During their visit to Beijing, the Chief Executive and the delegation met with more than ten ministries and commissions, including the Ministry of Commerce, People's Bank of China, National Immigration Administration, General Administration of Customs, State Taxation Administration, National Development and Reform Commission, National Health Commission and Ministry of Finance. They exchanged views on ways to promote Macao's economic development, especially regarding the Guangdong-Macao Intensive Cooperation Zone in Hengqin and anti-pandemic measures. A task force was subsequently set up, to advance work on the Guangdong-Macao Intensive Cooperation Zone in Hengqin.

Integrating with national development is the major strategy for Macao's long-term development. The Government continued implementing the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, gradually made progress with various specialised plans and measures required by the Central People's Government, strengthened cooperation among Greater Bay Area cities, and gradually advanced Macao's participation in the “Belt and Road” initiative.

The Government also made progress in cooperation with other provinces and regions in mainland China. On 18 September, the Chief Executive led a delegation to Sanya, Hainan, to attend the 2020 Pan-Pearl River Delta (PPRD) Regional Cooperation Chief Executive Joint Conference. The delegation met with the Secretary of the CPC Hainan Provincial Committee, Liu Cigui; the Governor of Hainan province, Shen Xiaoming; the Governor of Fujian province, Wang Ning, the Governor of Jiangxi province Yi Lianhong, the Governor of Guizhou province, Shen Yiqin; and the Chairman of Guangxi Zhuang Autonomous Region, Chen Wu. They exchanged views in various areas including trade and economy, education, tourism and culture, development of traditional Chinese medicine and the pharmaceutical industry, poverty relief, and industrial cooperation, to continue strengthening communication and cooperation with the Pan Pearl River Delta provinces and regions.