



## **MGM Joins Hands with the Industrial Association of Macau to Launch “M-mark Product Promo Fest”**

In view of supporting the high-quality development of local small and medium-sized enterprises (SMEs) and building up reputation for Macau homegrown brands, MGM joins hand with the Industrial Association of Macau, with the support of Economic and Technological Development Bureau (DSED), to launch a new campaign of “M-mark Product Promo Fest”.

Taking place every weekend from October 28, 2023 to March 31, 2024 on the 3<sup>rd</sup> floor of MinM Plaza, this six-month campaign was kicked off with an opening ceremony, which was attended by guests of honor including: **Tai Kin Ip**, Director of DSED; **Chui Yuk Lum** and **Fong Shun Kin**, President and Director-General of the Industrial Association of Macau; and **Simon Leong**, Assistant Vice President of Purchasing of MGM.

**Chui Yuk Lum**, President of the Industrial Association of Macau, said, “Promoting ‘M-Mark’ products has always been one of the utmost priorities for our association, and we are seeing growing success with the support of the SAR government and various organizations in the community. Through this new campaign, we genuinely hope to further promote ‘M-Mark’ products to our locals and tourists and elevate the reputation of ‘Made-in-Macau’ products.”

**Simon Leong**, Assistant Vice President of Purchasing of MGM, said, “With the aim of stimulating local community economy, MGM has been partnering with the Industrial Association of Macau in supporting the enhancement of Macau brands. Since the launch of ‘MGM Macau Premium Product Promotion Program’ earlier this year, MGM has been proactively fulfilling its commitment of increasing “M-Mark” related SME purchase, as well as engaging in various online and offline promotions for local brands – in which we have funded and produced a series of short videos for MinM Plaza, alongside continuously inviting KOLs to promote local brand products through social media postings and livestreaming. We hope to further maximize the exposure of ‘Made-in-Macau’ and Macau brand products through this latest promotion campaign.”

“M-mark Product Promo Fest” takes place at MinM Plaza every Saturday and Saturday from now to March 31, 2024, as well as on the Macau SAR Establishment Day on December 20, 2023. The 24 weekend sessions will each feature a different theme of products. Throughout the six months, MGM also gives out free gifts of “M-Mark” products, as well as MOP100 cash vouchers of MinM Plaza and MGM’s Leo plush, while quantities



last. There will be four sales booths every weekend to feature four different brands of “M-Mark” products, while tasting and product testing will also be offered onsite.

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## **About MGM**

MGM is an abbreviation for MGM China Holdings Limited (HKEx: 2282) and is a leading developer, owner and operator of gaming and lodging resorts in the Greater China region. We are the holding company of MGM Grand Paradise, SA which holds one of the six gaming concessions to run casino games in Macau. MGM Grand Paradise, SA owns and operates MGM MACAU, the award-winning premium integrated resort located on the Macau Peninsula and MGM COTAI, a contemporary luxury integrated resort in Cotai, which opened in early 2018 and more than doubles our presence in Macau.

MGM MACAU is a Forbes Five-Star luxury integrated resort inspired by the arts with every element of the resort infused with creativity and style. MGM MACAU has approximately 600 guest rooms and suites and boasts a number of distinguishing features, including the architecturally stunning European-inspired Grande Praça, housed under a soaring glass ceiling. MGM MACAU’s world class facilities include the MGM Art Space, dedicating over 5,000 square feet to display authentic works of art, conference and event facilities, spa, and seven signature restaurants and bars to fulfill any gastronomic craving. Our property is conveniently located on the Macau Peninsula and is directly connected to the luxury retail shopping complex, One Central.

MGM COTAI is the latest integrated resort of MGM in China. Designed as the “jewelry box” of Cotai, it offers approximately 1,400 hotel rooms and suites, Asia’s first dynamic theater, meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the only mega complex and hotel in Macau to gain three-star certification in both Green Building Design and Operation Label, as well as the first hotel in the Greater Bay Area and second in Greater China to receive the certifications.



MGM China is majority owned by MGM Resorts International (NYSE: MGM) one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, ARIA, MGM Grand, Mandalay Bay and Park MGM. For more information about MGM Resorts International, visit the Company's website at [www.mgmresorts.com](http://www.mgmresorts.com).

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