



第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

6.30 – 7.2/2023

旅博領航 盛裝迎客
MITE Connects the World





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Cloud Invitation & Briefing Session

Exhibitors





第十一屆澳門國際旅遊（產業）博覽會
11.ª Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Organizer



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

Co-Organizers



經濟及科技發展局
Direcção dos Serviços de Economia e Desenvolvimento Tecnológico



橫琴經濟發展局
ECDHengqin



澳門工會聯合總會
Federação das Associações dos Operários de Macau



澳門旅遊商會
ASSOCIAÇÃO DAS AGÊNCIAS DE TURISMO DE MACAU
ASSOCIATION OF MACAO TOURIST AGENTS



澳門酒店旅業商會
ASSOCIAÇÃO DOS HOTELEIROS DE MACAU
MACAU HOTELIERS & INNKEEPERS ASSOCIATION

Coordinator



澳門旅行社協會
Associação das Agências de Viagens de Macau
Macao Travel Agency Association

Supporting Entities

中華人民共和國文化和旅遊部
MINISTRY OF CULTURE AND TOURISM OF THE PEOPLE'S REPUBLIC OF CHINA
中央人民政府駐澳門特別行政區聯絡辦公室
LIAISON OFFICE OF THE CENTRAL PEOPLE'S GOVERNMENT IN THE MACAO S.A.R.
中華人民共和國外交部駐澳門特別行政區特派員公署
Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in Macao Special Administrative Region



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



澳門中華總商會
The Macao Chamber of Commerce



澳門婦女聯合總會
Associação Geral das Mulheres de Macau



澳門旅遊業議會
TRAVEL INDUSTRY COUNCIL OF MACAU



澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da R.A.E. de Macau



澳門街坊會聯合總會
União Geral das Associações dos Mordores de Macau



澳門歸僑總會



Associação de Hotéis de Macau
Macao Hotel Association 澳門酒店協會





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Schedule



Date	Opening Hours	Target Audience
30/6/2023	10:00 – 18:00	Trade Visitors
	11:00 – 18:00	General Public
1/7/2023	10:00 – 18:00	Trade Visitors and General Public
2/7/2023	10:00 – 17:00	General Public





第十一屆澳門國際旅遊（產業）博覽會
 11.^a Expo Internacional de Turismo (Indústria) de Macau
 11th Macao International Travel (Industry) Expo

Program at a glance



Date	Exhibition Hall				Main Stage	Meeting Room
28-29 June	Exhibitor Booth Installation					
	Buyer Registration					
30 June	Expo Opens	Business Matching	Cloud Live Broadcast	Cloud B2B	Opening Ceremony	Destination Travel Promotion Seminars
					Welcome Cocktail	
1 July	Expo Opens	Business Matching	Cloud Live Broadcast	Cloud B2B	Seminars and Performances	Destination Travel Promotion Seminars
2 July	Expo Opens		Cloud Live Broadcast	Cloud B2B	Seminars and Performances	Destination Travel Promotion Seminars
	Booth Dismantlement (17:00)					



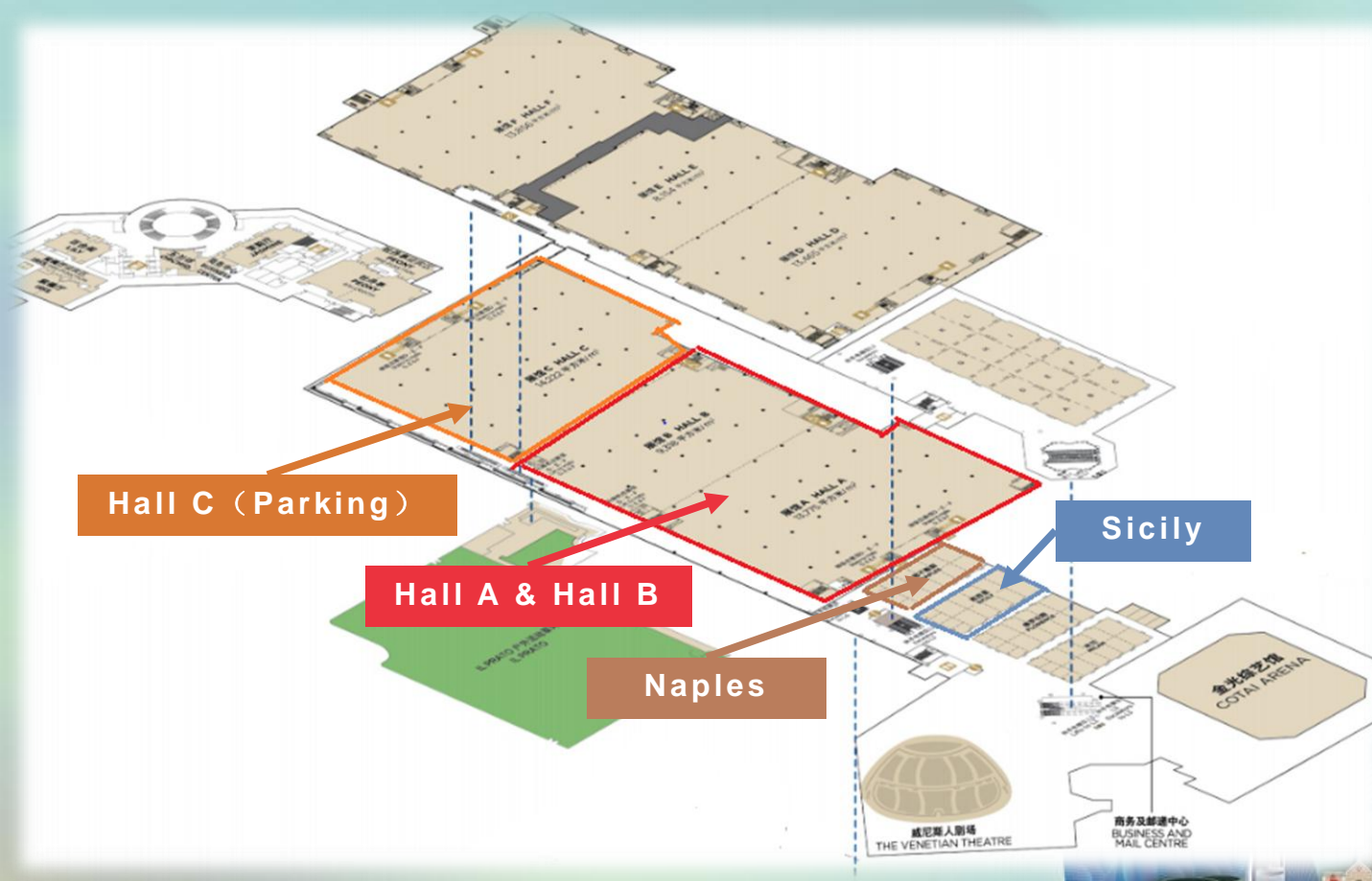


第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Floor Plan



- **Venue:** The Venetian Macao, Cotai Expo, Hall A and B
- **Exhibition Area:** 23,000 square meters





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Exhibition Zone





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Scope of Exhibitors



1) Government Entities

National and Regional
Government Tourism
Organizations

2) Tourism Organizations

Travel Agencies, Tourism
Management, Tourism
Destination Services,
Customized Tour,
Wedding Travel

3) Tourism Resources

Attractions and Theme
Parks, Hotels and Resorts,
Tourism Transportation,
Tourism Products,
Tourism Exhibitions

4) 1+4 Industry

Big Health, Modern Finance,
High and Innovative Technology,
Conferences and Exhibitions,
Commerce and Trade,
Culture and Sports

5) Others

Gourmet Food,
Fine Wine





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Exhibitor Benefits



Scale

Exhibition area: **23,000m²**

- **Over 30,000** spectators



Cloud Technology

Cloud Live Broadcast——
Streaming e-commerce by
popular broadcasters

Anticipated views: **5 million**



Exposure

- Website
- Ads
- Web media
- Live Broadcast Channels



Business Opportunity

- Destination Travel
Promotion Seminar
- Business Matching
- Meeting
- Welcome Cocktail





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Rates and Specifications



Standard Booth

- 3m X 3m
- USD2,200

➤ For micro and small enterprises for sale display only

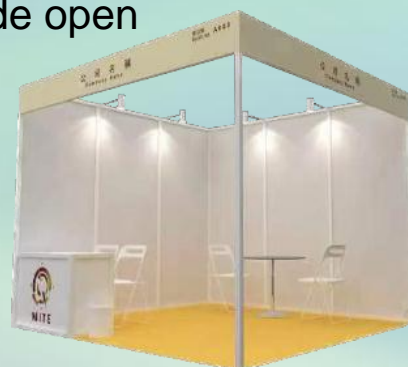
- USD450

1- side open



- fascia*1, spotlights*2, folding chairs*2, carpet & information desk*1
- 500W power socket*1, waste paper basket*1

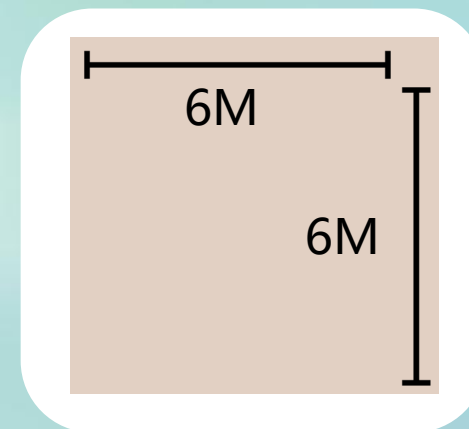
2- side open



- fascia*2, spotlights*4, folding chairs*2, carpet & information desk*1,
- 500W power socket*1, waste paper basket*1

Raw Space

- Starting from 36m²
- USD200 (m²)





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Notice to Exhibitors



● General Regulations

- Exhibition booth must be manned all the time and should not be left unattended when the Expo is open
- Exhibitors can choose to conduct business negotiations or launch discounted products sales on-site
- Receipts are required for sales of products





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Cloud Series



**Cloud Live
Broadcast**



**Cloud
B2B**



**Cloud
Contract
Signing**





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Cloud Series



Cloud Live Broadcast

- Live broadcasters will broadcast in different social media platform to help exhibitors in selling and promoting products
- Social media platforms include Taobao, Aomi, Facebook, WeChat, DouYin, MiaoPai, Mafengwo and XiaoHongShu
- 30th June – 2nd July (3 days)





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Cloud Series



Cloud B2B

- The online Pre-schedule Appointment System (PSA) allows buyers and exhibitors to make appointments and negotiate online prior to the Expo
- Participating exhibitors in the Destination Travel Promotion Seminars can make online business matching with registered online trade visitors through the PSA after the Promotion Seminars
- (PSA) opens from 5th June to 4th July
- On-site business matching for exhibitors and buyers from 30th June to 2nd July





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Cloud Series



Cloud Contract Signing

- It is a contract signing ceremony done onsite via cloud technology between two parties with one party onsite and the other party online





第十一屆澳門國際旅遊（產業）博覽會
 11.^a Expo Internacional de Turismo (Indústria) de Macau
 11th Macao International Travel (Industry) Expo

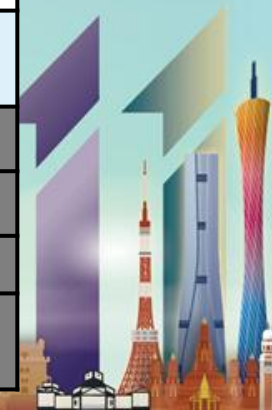
Destination Travel Promotion Seminar



- Exhibitor make presentation to on-site hosted buyers and trade visitors on tourist attractions and tourism products and network with on-site audience during the Networking Session
- Live broadcast and replay on MITE website
- Around 45 minutes per session:

Date	30 June	1 July	2 July
10:00-10:15		Seminar 16	Seminar 34
10:15-10:30		Seminar 17	Seminar 35
10:30-10:45		Seminar 18	Seminar 36
10:45-11:00		Networking Session	Networking Session
11:00-11:15	Seminar 1	Seminar 19	Seminar 37
11:15-11:30	Seminar 2	Seminar 20	Seminar 38
11:30-11:45	Seminar 3	Seminar 21	Seminar 39
11:45-12:00	Networking Session	Networking Session	Networking Session
12:00-14:00	Lunch		

Date	30 June	1 July	2 July
14:00-14:15	Seminar 4	Seminar 22	Seminar 40
14:15-14:30	Seminar 5	Seminar 23	Seminar 41
14:30-14:45	Seminar 6	Seminar 24	Seminar 42
14:45-15:00	Networking Session	Networking Session	Networking Session
15:00-15:15	Seminar 7	Seminar 25	Seminar 43
15:15-15:30	Seminar 8	Seminar 26	Seminar 44
15:30-15:45	Seminar 9	Seminar 27	Seminar 45
15:45-16:00	Networking Session	Networking Session	Networking Session
16:00-16:15	Seminar 10	Seminar 28	Seminar 46
16:15-16:30	Seminar 11	Seminar 29	Seminar 47
16:30-16:45	Seminar 12	Seminar 30	Seminar 48
16:45-17:00	Networking Session	Networking Session	Networking Session
17:00-17:15	Seminar 13	Seminar 31	
17:15-17:30	Seminar 14	Seminar 32	
17:30-17:45	Seminar 15	Seminar 33	
17:45-18:00	Networking Session	Networking Session	





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Application Procedure



MITE website:



<https://www.mitexpo.mo>

➤ Deadline for application : 31st May, 2023





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Application Procedure



- ① Click "Exhibitor Application" and fill in the information
- ② Succeeded applicant will be notified by email upon approval by MITE
- ③ Qualified exhibitor to upload signed and stamped "Exhibition Confirmation Form"
- ④ Submit relevant documents
- ⑤ Confirm informations submitted and complete payment procedures online





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Enquiry

Tel: (853) 2870 3707

Fax: (853) 2870 0238

Website : www.mitexpo.mo

E-mail: info@mitexpo.mo

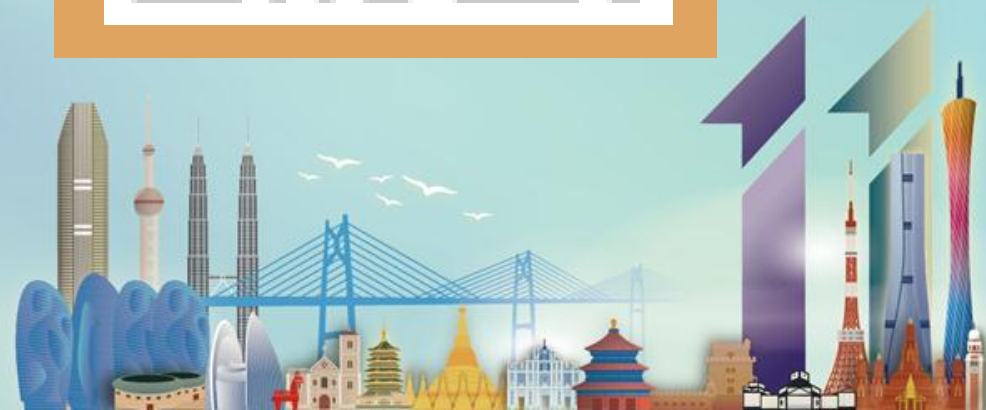




第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Scan the QR code
Or
Click on below link
www.mitexpo.mo
for Registration

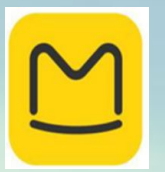
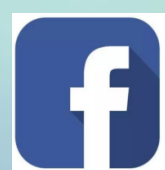
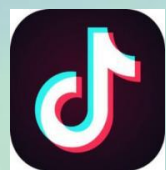
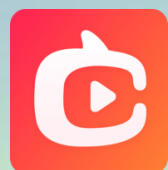




第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Cloud Live Broadcast





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Details



Date & Time

- Venue: The Venetian Macao, Cotai Expo, Hall A and B
- Date: 30th June to 2nd July, 2023
- Time: 10:00- 17:30



Product

- Type of Products :

Travel packages, hotel rooms, meal coupons, tourism products & wedding gold jewelry



Live Broadcasters - 14





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Details



Platform - 9

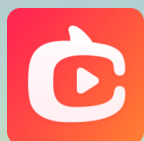
Live platform :



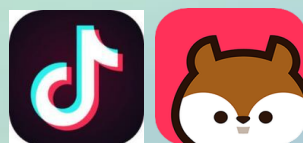
Publicity platform :



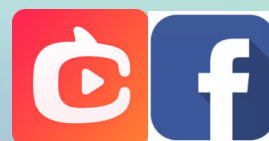
Live Broadcast Room - 3



Taobao



Douyin & Aomi



Taobao & Facebook



More than 5 million fans on the whole network





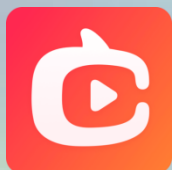
第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Details



Live streaming e-commerce (30th June -2nd July)

Taobao



8- KOL, 4 hours of live streaming every day. Up to 40 products including: tourism products, souvenirs, wedding gold jewelry, etc; No commission collected by the live broadcasters.

(Note: There is no regional restriction on exhibitors or products. If online product launch services from the MITE Coordinator are required, a government tax of 5% from the Mainland China government on every transaction paid by the MITE Coordinator on behalf of the exhibitor will be deducted from the revenue generated)





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Details



Live streaming e-commerce (30th June -2nd July)

**Aomi &
Douyin**



5- KOL, 7 hours of live streaming every day. Up to 40 products including vouchers, catering coupons, hotel buffet coupons, hotel SPA coupons, hotel rooms, wedding gold jewelry, etc.

No more than 40 products have a uniform commission rate of 5%; Douyin Live stream has no regional restrictions for exhibitors, and the products are mainly tourism products. Exhibitors can also provide Douyin links of their own products and help bind the anchor ID. **Aomi is limited to the products of local exhibitors in Macao only.**

(Note: Limited to tourism products only. If online product launch services from the MITE Coordinator are required, a government tax of 5% from the Mainland China government and a service fee of 4% charged by the platform on every transaction paid by the MITE Coordinator on behalf of the exhibitor will be deducted from the revenue generated)





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Taobao livestream celebrity: 唐笨笨笨

人气主播 五百万粉丝



网红主播/淘宝主播/自媒体KOL

唐笨笨笨 身高:166cm 体重:44kg

全网粉丝 500W+

- 淘宝粉丝 50W+
- 抖音粉丝 120W+40W
- 微博一直播粉丝 310W+

获奖荣誉:

获得爱心助农公益天使
获得恒邦杯主播大赛亚军
获得淘宝最受欢迎主播奖
获得阿里今麦奖最受欢迎主播奖
获得淘宝250位最佳主播奖
淘宝淘宝优秀主播称号等

村播计划:

跟县长一起助农特产活动
跟镇长一起助农农展会活动
跟局长一起助农茶叶活动
跟副县长一起助农旅游业活动
跟主席、政委一起助农特产活动
与南京当地政府助农蜂蜜
与韩国线下KBS品牌日活动
韩国88网红线下活动
甘肃扶贫线下活动
上海美博会线下活动
多次阿里巴巴金麦奖
广州美博会线下活动
九阳电器新品发布会
西安农产品线下扶贫活动
南昌农特产线下扶贫活动
沃尔沃汽车线下发布会
韩国新华峰会线下品牌发布
法国娇兰线下品牌发布会
嘉兴销售政府活动展会
天猫创维H10新品发布

部分合作品牌:

美妆类: 娇兰、丸美、自然堂、欧莱雅、百雀羚、膜法世家、御泥坊、一叶子、AQ、香蒲丽、创尔美等
零食类: 三只松鼠、良品铺子、百草味、楼兰蜜语、好想你、格力高、母婴类: 启初、青蛙王子、花王、简约森林等
其他类: 蒙牛、佳沛士、花花公子、茵曼、鸿星尔克、清扬、飞利浦、蓝月亮、六神等

直播数据



部分获奖



3383399 个赞

全网500W+ 一直播粉丝310W+ 淘宝50W+ 抖音120W+40W+

直播活动



政府扶贫直播



形象展示



合作品牌






第十一屆澳門國際旅遊（產業）博覽會
11.th Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Sina livestream celebrity: 謝司旻

旅游博主

XIE SIMIN

小红书旅游博主、微博官方认证旅游达人、美图秀秀旅游博主

- 主播带你游海南
- 三亚旅游直播宣传
- 珠海长隆
- 广州长隆
- 新密伏羲山景区 杏花节
- 洛阳白云山景区
- 西安黄河直播旅游
- 迁西龙井关长城漂流
- 江南春温泉环湖跑
- 仟那精品酒店合作
- 熙地港单车生活节启动仪式
- 郑开马拉松特邀
- 西安丝绸之路旗袍文化大赛特邀
- 梁家河、壶口瀑布景区特邀
- 银基国际旅游度假区特邀
- 安利纽崔莱健康跑暨xs电音派对特邀
- 上海春浪、南京百威、香港奶油田电音节特邀网红等



XIE SIMIN PERSONAL DATA





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson




Facebook & Taobao livestream celebrities:

追蹤者 追蹤中 頭號粉絲

Q 搜尋

10,625 Followers



戴顯揚 Jose

1萬位追蹤者 · 正在追蹤 26人

新增限時動態



澳門直播好些利

1.1萬 获赞 220 关注 9422 粉丝


澳門直播主、主持人、歌手
希望大家多分享多交流~

男 IP: 中国澳门 澳门

粉丝群 1个群聊

已关注 私信

作品 62 音乐 2



戴顯揚 Jose

暱稱：澳門好些利

標籤：
澳門雙語主播/澳門文化傳播大使/
澳門著名主持人/潮流達人

全網粉絲量：65,360

← jose_c.r



1,489 帖子 3,497 粉絲 1,328 追蹤中

Jose C. R. | Emcee | Live Streamer | Trainer


邱國晴 Emily

暱稱：晴晴一家


標籤：
2019澳門小姐亞軍/TikTok主播

全網粉絲量：285,000

emilyandenglnd



@emilyandenglnd



邱國晴 Emily

83.7萬 获赞 36 关注 28.5萬 粉丝

澳門小姐2019亞軍


多伦多大学本科毕业生

女 IP: 中国澳门 广东 珠海

粉丝群 1个群聊

+ 关注

作品 5



精修 | 助理卡点

@邱國晴Emily

hi guys 无论几岁 可爱万岁 #澳門小姐姐 #造美大賽 #澳門 @珠澳漫生活 @邱國晴

2020-10-27 18:20 直播中 7.5

普通话普修，惹你伤心





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Facebook & Taobao livestream celebrities:



容甄甄 Vicky

暱稱：甄甄嚴選

標籤：
澳門淘寶抖音主播/吃貨達人/
時尚達人

全網粉絲量：50,016

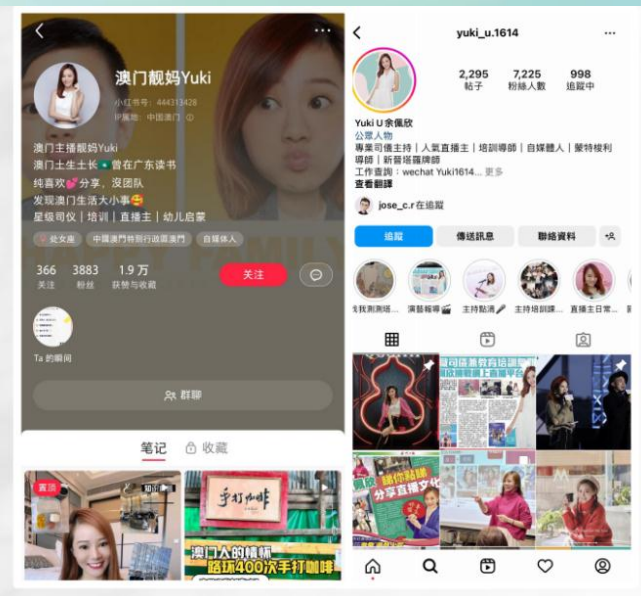


余佩欣 Yuki

暱稱：澳門靚媽Yuki

標籤：
澳門淘寶主播/母嬰達人
美食達人

全網粉絲量：23,086





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Facebook & Taobao livestream celebrities:

新苗
个人资料: samuelei
粉丝: 260
获赞: 4884
关注: 3.2万

澳門探店 | 清明假期 | 高強商場店 最近發覺位
置就是偏僻的店, 生意越趨火爆 这家... 展开全文

Samuel
暱稱：苗選好物

標籤：
澳門淘寶主播/澳門美食達人/
探店達人/穿搭達人

全網粉絲量：12,313

Samuel Lei
China

545 Posts | 1,402 Followers | 779 Following

姚巧琪 Smile
暱稱：澳門金好小姐

標籤：
澳門淘寶主播/親子/美容/
零食/生活用品

全網粉絲量：10,577

smilei0323
檢視專業管理中心

338 帖子數 | 366 粉絲人數 | 229 追蹤中

Smile IO
個人部落格
主持人、演員、演講，親子購物博主，有活動私找我

精明澳門小金好
小红书: handsover
直播: 中國澳門 | 0

不紅不火小主播
有趣有聞直播主
火爆暴走二孩媽
人生哲理及轉行樂
微微一笑開心過日

澳門淘寶區 娛樂博主 雙休人

458 关注 | 885 粉丝 | 6727 获赞与收藏

澳門莎莎sasachoi 关注了她

姚巧琪 Smile

更新

35 個通知

姚巧琪 Smile
@smilei0323

建立呼聲字句按鈕

裝飾 相片 檢視角度 編輯專頁

尚未有評分、粉絲專頁





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Facebook & Taobao livestream celebrity:

澳門嘆媽媽 Tamama
小红书号: 746156902
IP属地: 中国澳门

澳門 · 小小主播
美食共享 吃辣能手
30+的我 擁有14歲の子 12歲的女
每天都在打拚的雙職媽媽
生活平淡但幸福

18 1194 8870
关注 粉丝 获赞与收藏

笔记 收藏

澳門 · 小小主播
美食共享 吃辣能手
30+的我 擁有14歲の子 12歲的女
每天都在打拚的雙職媽媽... 更多
33岁 IP: 中国澳门 澳門

3387 获赞 47 关注 553 粉丝

澳門 · 小小主播
美食共享 吃辣能手
30+的我 擁有14歲の子 12歲的女
每天都在打拚的雙職媽媽... 更多
33岁 IP: 中国澳门 澳門

作品 17

九姐麵檔
人外賣店

澳門唯一
无花果鸡煲

通记火锅

新鲜米线
爆浆芝士炸鸡扒

澳門貼地美食 外賣篇

澳門貼地美食 唯一無花

Tamama

暱稱：嘆媽媽日常

標籤：
澳門淘寶主播/美食達人

全網粉絲量：3,881

tamama_tam

4 帖子数 132 粉絲人數 212 追蹤中

Tamama Tam

編輯個人檔案

限時動態精選



第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Livestream Salesperson



Aomi & Douyin livestream celebrity:

Anna包包

- 曾兩度獲話劇「最佳女配角」廣告演員
- 新媒體攝製小編
- 具司儀經驗且擔任小司儀導師
- 澳覓常駐資深帶貨主播，做過銀河、金沙、旅博會、工展會、粵澳名優等大場直播
- 性格活潑開朗會帶動氣氛，全能型主播
- 澳覓直播平台有固定粉絲團

- 可廣東話、普通話、英文





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Aomi & Douyin livestream celebrities:



吳婉欣

- 蓮花衛視主持人
- 長期主持電視節目
- 長期運營個人抖音直播間並拍攝探店視頻
- 澳覓澳覓常駐資深帶貨主播，做過銀河、金沙、旅博會、工展會、粵澳名優等大場直播
- 澳覓直播平台有固定粉絲團
- 可廣東話、普通話、英文

Livestream Salesperson



Hila Chan 青蛙

兒童院舍舍監
管理學碩士
國家註冊營養師
千萬流量網紅視頻製作人
澳門Top One直播平台男主播
八五三酒品澳門區代理





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Aomi & Douyin livestream celebrities:



K君

- 健身K君，
- 澳門大學中文系碩士，娛樂及帶貨皆可，
- 直播類型以陽光型格、自信真誠、風格為主
- 自小接觸各類酒水，做過酒水代理直播
- 曾在第十屆旅博會任主播

“芒果V直播澳門賽區”二十強選手

Livestream Salesperson



Mika

線下自營實體公司，一人管理超過 10. 多個獨家品牌，提供多種選擇，包括無酒精飲料、麥片、零食、水果酒、休閒酒、著名的葡萄酒莊園和精品酒莊，擁有超過 50 個 SKU。個人高超的選品能力以及餐飲圈子資源，塑造他成為一個實實在在的帶貨主播，調酒能手教會觀眾如何醉大體驗各種產品。

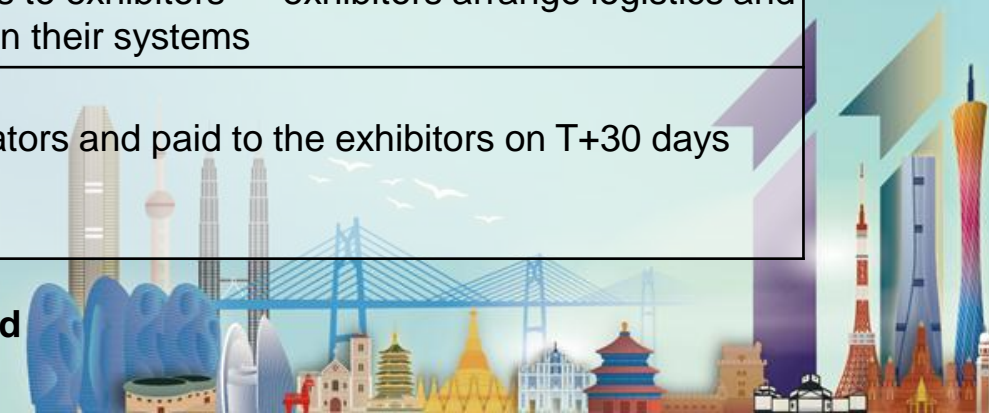
“芒果V直播澳門賽區”第三名
“芒果V直播澳門賽區”最佳男主播





1	The application deadline for cloud live broadcast is 31st May
2	Sign the authorization letter (Appendix 1)
3	Taobao and Douyin: Select products for promotion and complete the relevant forms (Appendix 2 and 6) Aomi Live Broadcasting: Sign the Aomi Cooperation Agreement (Appendix 4); select products for promotion and complete the relevant form (Appendix 5)
4	Submit product certificates and photos, as required by the platform selected (Appendix 3), short videos information (Note: All information required must be submitted before 31 st May.)
5	The approval of applications and timings for live broadcasts of individual applicant will be released by the MITE Organizer on 5 th June.
6	Sample products should be sent to the MITE Coordinator's office located at Avenida da Amizade, No. 1023, Edifício Nam Fong, 4. ^o Andar I, Macao before 10 th June.
7	From 30 th June to 2 nd July, on-site live broadcasts --- operators push orders to exhibitors --- exhibitors arrange logistics and provide tracking numbers for operators --- operators enter the information in their systems
8	Settlement of accounts by Taobao and Douyin - T+30 days (payments from buyers will be collected through the platforms by the operators and paid to the exhibitors on T+30 days after the products are sent out by the exhibitors). Settlement of accounts by Aomi - T+15 days;

* Note : T = Day of completion of sale transaction, i.e. product/service delivered





Materials to be prepared by Cloud Live Broadcast exhibitors

1) Brand authorization letter

- If the exhibitor is the brand owner, the exhibitor should issue a letter of authorization to the operator of cloud live broadcast appointed by MITE
- If the exhibitor is not the brand owner or brand trademark registrant but an agent or trader, the exhibitor should obtain direct authorization letter from the brand owner or provide documents to prove the relationship between the two parties, and then issue an authorization letter to the operator of cloud live broadcast appointed by MITE
- All authorization letter must be stamped by the company and with the expiration date of authorization
- If authorization letter is not available, exhibitor can provide evidence of purchase of products, such as the purchase invoice





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Information Required



Materials to be prepared by Cloud Live Broadcast exhibitors

2) Declaration of imported goods (if any)

- If the product is imported from other places, please provide the “Customs Declaration of Import Goods”
- “Import record certificate” is not acceptable

3) Other product qualification documents (if any)

- Inspection report
- Certificate
- Licence: e.g. food factory licence / food business license





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Information Required



Materials to be prepared by Cloud Live Broadcast exhibitors

4) Sample

- Samples should be provided to KOL for live streaming
- Consumable products - 5 to 10 pieces / non-consumable products can be returned upon request

5) Inventory of product for 1 live streaming e-commerce platform

- Food products: starting from 50-100 pieces
- Cultural & creative products: 50-100 pieces
- Wedding products: from 20 pieces
- Jewelry: from 20 pieces
- Tourism products: not limited





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo

Information Required



Materials to be prepared by Cloud Live Broadcast exhibitors

6) Logistics

- The brand owners (or exhibitors) are responsible for the entire logistics process, and the prices of products should include delivery charges

7) Timing of delivery

- Shipment for orders from Mainland China should be arranged and logistics tracking number be provided within 48 hours
- Cross border orders should be arranged for shipment and logistics tracking number be provided within 72 hours

8) Company documents

- Provide a stamped copy or a stamped electronic copy of the business license/certificate, as well as corresponding bank account information





Requirements for Photos:

- Brand owners (or exhibitors) are advised to provide detailed product photos according to the specifications below, we will adjust them with consent from the brands if necessary; if detailed products photos are not available, please try to provide the main products photos or products photos in a white background.

Materials	Details
1) Photos of the products	<ul style="list-style-type: none">Exhibitors must provide at least 5 photos in square at 800*800 pixels. Each photo should be no more than 2MB in size;The body of the products should be shown clearly and thoroughly in the photos, against a clean and pleasant background with no more than 4 background elements and color combinations. The photos should not be overly retouched and should be harmonious overall, with texts in the same font style and selling points explicitly shown;At least one of the main photos must be against a white background, in compliance with the above-mentioned specifications (the body of the products should be shown clearly and thoroughly in the photos. The item should occupy the picture as much as possible by reaching the upper and lower (or right and left) borders in order to leave as little blank space as possible.)
2) Poster(s) for product details	<ul style="list-style-type: none">The width of the poster(s) for product details should be within 750-800 pixels, and there are no limits on length. Exhibitors are advised to provide 12-18 pages, total size should be no more than 3MB (each page is advised to be 500KB in size, and within 3MB if a sequence of photos is provided. For single-page poster, the length is advised to be about 950 pixels so that it can be displayed in full-screen on a cell phone.)
3) Product information card(s)	<ul style="list-style-type: none">An introduction and advantages of the products should be provided, see the appendix (product information cards) for details.



第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Scan the QR code
Or
Click on below link
www.mitexpo.mo
for Registration





第十一屆澳門國際旅遊（產業）博覽會
11.^a Expo Internacional de Turismo (Indústria) de Macau
11th Macao International Travel (Industry) Expo



Thank You !
Looking forward to seeing you in MITE !

