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作為一家負社會責任的企業，銀河娛樂集團（「銀娛」）一直秉持「取之社會、用之社會」的宗旨。主動己任，以自身資源為社區的全方位建設投入力量，並讓銀娛的發展與社會共進步。

As a socially responsible corporation, Galaxy Entertainment Group ("GEG") holds true to our philosophy of "What is taken from the community is to be used for the good of the community." We continue to invest our resources in the all-round development of the community considering Macau's long-term success as our own responsibility.

2019年，全澳內澳門特別行政区政府以及社會各界一如既往的支持與信任，銀娛得以透過多元方式踐行企業社會責任。於深化國情教育及青少年教育及個性培養、拓展中小企業、拓展文化藝術、視覺體育競技、宣傳綠色環保、推動責任投資、以及及促進社會共融和平等領域持續投入資源與愛心，十分榮幸銀娛能與社區同進步、共發展。

Thanks to the ongoing support and trust of the Macau SAR Government and the community, in 2019 GEG was able to implement multiple corporate social responsibility initiatives through a diversified approach. We focused on strengthening national education, youth education and talent cultivation; fostering the growth of Macau’s small and medium-sized enterprises; supporting the arts, culture and sports; advocating for environmental protection and awareness; promoting responsible gaming; and cultivating an inclusive and harmonious society. We are extremely grateful that GEG’s growth is having a meaningful positive impact on our community.

銀娛於20,000多名職員成員的共同努力，與業務的穩步成長果有著密不可分的關係。因此，銀娛將員工的福祉視為重中之重，不僅提供安全舒適、家庭友好的工作環境，亦致力創造向上流動的機會，更用心關懷員工注重作息平衡以至為其提供終生學習及服務社會的平台。

The dedication of our more than 20,000 team members is paramount to our businesses’ resounding success, and for this reason, we regard our team members’ well-being as our top priority. In addition to providing team members with a safe and family-friendly workplace, we also create opportunities for their upward mobility, attend to their work-life balance and build platforms for lifelong learning and community involvement.

2019年之「雙慶」之年，銀娛將繼續不忘初心，緊貼澳門特區政府的發展方針，以業績「一中心、一平台、一基地」的發展定位為業務發展的主要方向，為銀娛巔峰。銀娛於澳門.mc澳門產業多元發展，在發展澳門產業的同時，致力把廣大灣區的發展機遇，積極融入國家發展大局。

In celebration of the "double anniversaries" of the People’s Republic of China and the Macau SAR in 2019, GEG recommitted itself to closely aligning our business strategy with the Macau SAR Government’s goal of consolidating the city’s position as “one center, one platform and one base” for economic and cultural exchange between China and Portuguese-speaking countries. Endeavoring to provide residents and visitors with a unique, world-class integrated resort experience, GEG will continue to make every effort to promote the diversification of Macau’s economy. In tandem with contributing to Macau’s prosperity, we will continue to seize opportunities in the Greater Bay Area and actively integrate our strategies with the overall development plans of the nation.
人才發展為社會進步之本，更是澳門成為世界旅遊休閒中心的基石。銀娛非常重視人才培育，一直與相關政府部門、學術機構及專業組織等強力合作，為國際成員以及社區人士提供事業發展及在職培訓等終身學習機會，推動人才向上流動及橫向發展。

Talent development is the foundation of social progress and a cornerstone of Macau’s transformation into a World Center of Tourism and Leisure. Accentuating the importance of talent cultivation, GEG has been working with relevant government departments, academic institutions and professional organizations to provide team members and the community with lifelong learning opportunities for career development and on-the-job training, thus driving the upward and horizontal mobility of the workforce.

隨著粵港澳大灣區規劃綱要於2019年正式公布，銀娛更加大力度鞏固チーム成員及青少年的國情教育及發展工作，鼓勵其了解及把握粵港澳大灣區帶來的機遇，以保持澳門的持續發展與融入國家發展大局的步伐。

In alignment with the official 2019 Outline Development Plan for the Guangdong-Hong Kong-Macau Greater Bay Area, GEG has strengthened its efforts in promoting national education to team members and young people. Through encouraging them to understand and grasp opportunities in the Greater Bay Area, GEG is working to advance Macau’s sustainable development and accelerate its integration with national development.
**National Education Activities**
Promoting the Spirit of “Loving the Motherland and Loving Macau”

GEG understands the importance of promoting national education and was the first integrated resort operator in Macau to launch and sponsor a youth national education activity. Over the years, GEG has organized numerous seminars, visits and exchanges to deepen young people’s and team members’ understanding of national development. GEG has sponsored the National Conditions Education (Macau) Association’s annual event, the GEG Macau Cup – Youth National Education Competition for 11 consecutive years. As a long-standing practice, winning students were awarded an educational visit to mainland China, this time to the Greater Bay Area cities of Shenzhen, Foshan and Zhaoqing, where they augmented their knowledge of infrastructure, development and opportunities in the region. The latest edition of the competition attracted the participation of over 9,000 students from 20 secondary schools in Macau and five universities. Since the event was introduced in 2008, a total of more than 80,000 young people have taken part.

**GEG Youth Achievement Program**
Polishing Youngsters’ Skills for Future Career Development

GEG and the Macau Management Association jointly organized the GEG Youth Achievement Program for eight consecutive years. The GEG Youth Achievement Program (GYP) continues to provide opportunities for local young people between the ages of 18 and 29 to realize their potential and develop their career paths. To celebrate the 20th anniversary of the establishment of the Macau SAR, Ms. Maria Helena de Senna Fernandes, Director of the Macau Government Tourism Office (MGTO), and Mrs. Irene Lui Kuan Yu, President of the Macao Trade and Investment Promotion Institute (PMI), were invited to share their personal experiences and views on topics related to the development of Macao’s tourism and MICE industry with 200 participants from the current and past editions of the GYP.

The curriculum of the eighth GYP emphasizes the Greater Bay Area and its strategic positioning in overall national development. With specially arranged visits to cities within the “two-hour living circle,” participants were given the opportunity to meet with representatives of renowned local enterprises. Aligned with the development initiatives of the Macau SAR Government, the program featured workshops on blockchain technology, financial technology, big data and other topics. Moreover, the participants were also given the opportunity to visit Shanghai, which plays a bridging role in the Belt and Road Initiative, and Hangzhou, which is central to the Greater Bay Area Initiative in Zhejiang.
2 樂育人才為社會發展架橋築路
Talent Cultivation for Community Development

銀娛理工博彩業專才培訓計劃
理論實踐並重 助團隊成員取得事業突破
GEG-MPI Gaming Position Certification
Practical and Theoretical Program Helping Team Members Advance Their Careers

日本澳門綜合度假村管理啟蒙計劃
培育行業菁英新一代
GEG Japan-Macao Integrated Resort Management Mentorship Scheme
Nurturing Future Industry Leaders

銀娛於2019年宣佈進一步拓展「啓蒙計劃」，從2020年開始，為澳門旅遊學院培養酒店管理的澳門學生安排每年6個月的赴日實習，以促進兩地在綜合度假村管理上的交流合作。而2019年的「啓蒙計劃」，來自日本的業界學者機構及商業單位參加數目有所增加，學員來自香港大學、京都產業大學、福岡大等，以及大名酒店管理有限公司。為期3周的「啓蒙計劃」內容包括由澳門大學學者主持的一系列講座，以及在銀娛旗下綜合度假村 — 「澳門銀河™」深入探討及學習綜合度假村的營運管理，專業知識涉獵廣泛，旨在培育綜合度假村行業領導人物。

銀娛於2019年與澳門理工學院合辦的「銀娛理工博彩業專才培訓計劃」，為相關營運部門的團隊成員提供理論與實踐並重的專業課程，課程內容由多位銀娛管理層及澳門理工學院導師共同設計，除了涵蓋學員崗位需求的核心知識及技能外，亦包含澳門博彩業概況、基本社交禮儀、客人接待技巧、行業知識及職業生涯規劃等。自計劃2018年成立以來，已經有超過7,000名團隊成員參與培訓，學員學員會獲得銀娛及理工學院共同頒發的證書。

In 2019, GEG once again joined forces with the Macao Polytechnic Institute (MPI) to organize the GEG-MPI Gaming Position Certification, which offers professional theoretical and practical training for frontline teams. The content of the program was jointly designed by various GEG management executives and MPI instructors and covers a wide range of topics – from core knowledge and skills required for frontline positions to an overview of Macau's gaming industry basics of social etiquette, communication with guests, industry knowledge and career planning. Since the program's establishment in 2018, a total of 7,000 team members have received relevant training, with the graduates receiving certificates co-issued by GEG and MPI.
2 樂育人才為社會發展架橋築路
Talent Cultivation for Community Development

持份者分享
Comments from Stakeholders

“『綻放澳門—青少年國情知識競賽』參訪團中的所見所聞令我眼界大開，新中國的發展實在日新月異，我有幸參與此次參訪團，了解國家發展有助我將來邁入大灣區成就夢想，為國家及澳門的發展效力。”

“The visit under the GEG Macau Cup – Youth National Education Competition has broadened my horizons and allowed me to see the latest development and evolution of China. I was privileged to have joined this visit, which allowed me to understand more about national development and how I can achieve my dreams in the Greater Bay Area and contribute to the development of the country and Macau.”

黃耀坤同學
Mr. Benny Wong
衞奕信循道會中華英文中學六校學生
Student of College onions de Sao Joao 6 and GEG Macau Cup – Youth National Education Competition Participant

“慶祝澳門回歸20周年『綻放青少年與新國家主席書信對話』令我深受鼓舞，我與時任主席習近平主席書信對話，了解國家發展及各行各業的努力及支持，讓我意識到原來作為工程師，也能為推動國家及旅遊業的發展作出貢獻。”

“I was deeply inspired by the Celebration of the 20th Anniversary of the Establishment of the Macau SAR – President of PPIH Dialogue with GEG YAP, in which Mr. Irene Lui talked about how the different industries need to collaborate to support the MICE sector’s development in Macau. This made me realize that, as an engineer, I can also make a difference to the MICE and tourism industries.”

歐陽文龍先生
Mr. Victor Au Leung
「澳門銀河™」設計工程師
Project Engineer & Project Manager of Galaxy Macau™ and GEG YAP Participant

活動花絮
Activity Snapshots

參觀「中國出了個毛澤東」大型圖片展
Visit to Photo Exhibition on Chairman Mao Zedong

中國出了個
毛澤東
慶祝中華人民共和國成立70週年澳門特別行政區成立20週年
Celebrating the 70th Anniversary of the People’s Republic of China and the 20th Anniversary of the Establishment of the Macau SAR

參與「澳門銀河™」創意展覽
Exhibit on Women’s History in the Bank-of-China Area of Galaxy Macau™, Co-sponsored by the Women’s General Association of Macau
銀娛青少年成就計劃學員與
澳門貿易投資促進局
創辦主委員會總幹事
IPIM President Ivan Ye Kuan-Liu’s Dialogue with GEG/TAP Members

第11次銀娛職校生實習計劃
11th Annual GEG Integrated Resort Internship Program Launch

首創澳門綜合度假博盈舉辦
銀娛國際禮賓事務工作坊
First Integrated Resort Operator in Macau to Offer the Scheme "A" Graduate Training Program in Mechanical Engineering

銀娛國際禮賓事務工作坊
GEG International Protocol and Affairs Workshop

銀娛國際禮賓事務工作坊
GEG International Protocol and Affairs Workshop

禮賓天下
Galaxy

「歷史城區中的創新創業—
京澳青年交流活動」的成員
到訪澳門銀娱
Visit to Galaxy Macau™
and Macao’s "Youth Exchange Activity"
Micro, small and medium-sized enterprises (SMEs) are a major driving force for the economic diversification of Macau. When the Macau SAR Government called on large corporations to adopt a cooperation model of “large enterprises leading small enterprises” to assist local SMEs with their development, GEG became the first integrated resort developer to snap into action. As the Chinese proverb goes, “It is more important to teach a man how to fish than feed him with a fish.” GEG helps SMEs optimize their business operations through certification support, training and technical exchange so that they can seize more business opportunities in the Greater Bay Area. GEG also gives priority to local merchants and brands in the procurement process, forging a favorable business environment for local SMEs. GEG is working to create more win-win scenarios with SMEs in order to share the fruits of Macau’s economic prosperity.
投資資源、建平台
助中小企拓客源

Resources and Platforms to Help SMEs Expand Their Customer Base

為期一個月的「澳門美食嘉年華•百老匯」在「百老匯美食街」舉行，銀娛向所有參與活動商家不設免貼場地租用費，並給予資助、市場推廣等支援，冀以銀娛的資源、協助提升商家知名度，擴開客源。是次「美食街」匯聚超過50個美食攤位，提供超過200款精選本土風味食品及多國特色佳餚美食。今年更增設百老匯主題街，設立多個以街頭表演節目，展現澳門作為「創意城市美食之都」及「世界旅遊休閒中心」的多重魅力，深受市民及外國歡迎。

The month-long Macau Gourmet Festival @ Broadway took place at Broadway Food Street. GEG not only exempted all participating merchants from rental fees but also provided them with subsidies and marketing assistance. The aim was to increase the exposure of merchants and help them broaden their customer base. The Festival featured over 50 food and beverage stalls serving more than 240 local delicacies and tantalising dishes from around the world. A Wine-and-Dine Zone was added this year, which was complimented by exciting street performances. Showcasing the unique charms of Macau as a UNESCO Creative City of Gastronomy and a World Center of Tourism and Leisure, the festival was well received by the public.

澳門首條露天美食街—「百老匯美食街」於2015年開幕，創開了大型綜合度假城與本地中小企「以大帶小」，聯營合作的先河。「美食街」上設六成本地知名及老字號餐飲品牌，銀娛從管理、食品安全、財務、培訓等多方面提供支援，促進其可持續發展，推動本地經濟多元化，締造三贏局面。

Broadway Food Street is Macau’s first outdoor hawken-style food street. Opened in 2015, the Food Street marks the milestone of the cooperation between large-scale integrated resorts and local SMEs via a “large enterprises leading small enterprises” cooperation model. Nearly 60% of the merchants at the Food Street are renowned local and traditional F&B brands. Through support in the areas of management, food safety finance and training. GEG facilitates the sustainable development of local brands and advances the economic diversification of Macau, thus creating a three-way win for all parties.

屬負衷誠之實，樹行業標杆

領銜餐飲業中小企業高水準發展

Leading by Example, Establishing Industry Benchmarks, Encouraging Quality Development of F&B SMEs

銀娛舉辦「銀娛為您•中小企系列：食安分享會」，為多名供應商機構介紹國際標準的食品安全標準的食品安全管理規範及準則，例如餐飲管理系統、餐飲食品安全及規定，並安排於後勤區域參觀。與此同時，銀娛亦積極推動食品供應商報讀由澳門生產力暨科技轉移中心開辦的兩項專業課程—「食品安全培訓課程」、「CIEH食品安全中級證書—第三級課程」，銀娛積極協助本地中小企業了解大型綜合度假城在食安範疇的規格，讓他們在產品質量及發展方面追求更高標準，協助提升其生產力和競爭力，進一步拓展自身業務。

GEG organized the GEG SME Series Food Safety Workshop to give suppliers insight into GEG’s food safety rules and procedures, which are compliant with international hygiene and safety standards. The Workshop covered food and beverage management systems, food and beverage product handling procedures, food ingredient requirements, and environmental hygiene rules. In addition, GEG also provided suppliers with an opportunity to visit the back-office areas of Galaxy Macau™ and an opportunity for eligible suppliers to enroll in two professional training courses – the Food Traceability Training and the CIEH Intermediate Certificate in Food Safety (Level 3) training, which are taught by instructors from the Macau Productivity and Technology Transfer Center (CPTTM) and fully subsidized by GEG. Through these measures, GEG hopes to give local SMEs a better understanding of the food safety requirements of integrated resorts and inspire them to pursue higher standards in quality products and equipment so that they can enhance their productivity, competitiveness and business opportunities.
支持「澳門製造」
與製造業並肩
Supporting "Made in Macau",
Standing with Manufacturing Sector

銀娛邀請了擁有30多年經驗的本地製衣公司——嘉明洋行，製作5,000件團隊成員防風外衣，並以實際行動支持澳門製造業的發展。銀娛配合嘉明洋行將團隊成員防風外衣、附上名牌及貼上澳門生產製造商的標籤，讓澳門製造業成為了銀娛首選的製衣公司。銀娛希望通過本地製造商的支持，提升澳門製造業的競爭力，冀其打響其名堂。

GEG invited Agencia Comercial Carmen Lda (Carmen), a local clothing manufacturer with over 30 years’ experience, to produce 5,000 windbreakers for team members, as a pragmatic initiative to support the development of the local manufacturing industry. In cooperation with Carmen, GEG helped the manufacturer obtain product certification for the windbreakers under the Macau Product Quality Certification Scheme and the Hong Kong Q-Mark Product Scheme. The windbreaker was successfully certified under the Macau and Hong Kong schemes in September 2019 and April 2019 respectively, making Carmen the first Macau manufacturer to attain these certifications. GEG strives to fulfill its role as a leading local enterprise that supports SMEs in enhancing their competitiveness and brand visibility.

銀娛冠名贊助，澳門展覽有限公司主辦的《銀娛呈獻：Hello Kitty Hello Again》展覽，於暑假期間在「澳門百老匯™」舉行，共吸引約50,000人次入場參觀，銀娛冠名贊助，以及提供場地、工程協助、宣傳費等，酒店住宿門票優惠等方式，與中小企一起為澳門引進高知名度展覽，為家庭旅客提供一個親子旅遊好去處。銀娛的支持下，該展覽於「澳門會展嘉許獎 2019」中奪得創新展覽獎。

Title-sponsored by GEG and organized by MACEXPO Exhibition Co., Ltd, the Hello Kitty Hello Again exhibition was held at Broadway Macau™ over the summer, attracting a total of 50,000 visitors. Through the provision of sponsorship support, venue space, engineering assistance, marketing and promotion support and hotel accommodation packages, GEG is working hand-in-hand with SMEs to introduce high-profile exhibitions to Macau and improve the city's appeal as a family-friendly tourist destination. With GEG's support, the Hello Kitty Hello Again exhibition received the Innovative Exhibition Award from the Macao Convention and Exhibition Commendation Awards 2019.
Growing Together with SMEs, Exploring Hand-in-hand Development Opportunities

Comments from Stakeholders

"We strongly support the idea of cooperating with local SMEs, which not only supports the development policies of the Macau SAR Government but also assists Macau in its process of developing a moderate and diversified economy. Furthermore, it also helps improve SMEs’ business and operations management and supports us in ensuring that we can continue to acquire quality products and services for our various stakeholders."

Mr. Ian Daniels
Senior Vice President of Procurement and Interlisting of GEG

"We are very appreciative of GEG’s management model and procurement procedures, which are systematic and meet international standards. Cooperating with GEG has allowed SMEs like us to learn from them and apply their best practices to further improve our business."

Mr. Jackie Lei
Managing Director of local shelled mushroom supplier Maxisawtao Long Chiang Hong

"There have been a number of challenges in preparing for the Hello Kitty Hello Again exhibition, but with the enforcement of large corporations like GEG, overseas licensing companies have shown more confidence in us."

Mr. Lai Yat Cheong
Managing Director of Macao GEG Subdivision Co., Ltd.

"We’re impressed that GEG adopted the works of our local designers, which is a testament to local brands. Over the years, Carmen strictly adheres to the ‘Made in Macau’ philosophy, in which the three major manufacturing procedures – cutting, sewing and ironing – are completed locally. Although these increase the production cost, we have been committed to this and we’re glad that GEG is willing to join forces with us in safeguarding the ‘Made in Macau’ practice."

Mr. Jose Tang
Managing Director of Carmex
活動花絮
Activity Snapshots

「澳門美食嘉年華」 強化本地美食文化發展及促進餐飲業發展
Macao Gourmet Festival @ Broadway Promoting Local Gastronomic Culture and Propelling Development of F&B Industry

以實際行動支持“澳門製造”，
Supporting “Made in Macau” with Pragmatic Initiatives

GEG SME Series: Food Safety Workshop Enhancing GEG Suppliers’ Competitiveness
矢志創造團隊成員為本的企業文化
Forging a Team Member-oriented Corporate Culture

雖然能成功打造創新的、獨具及重要性的項目，產品及服務，歸功於集團超過2萬名團隊成員的努力耕耘，全心全意地向客人傳遞「亞洲心」服務理念，讓客人感受到賓至如歸的感覺。因此，我們一直視團隊成員為企業的寶貴資產，致力為團隊成員構建安全、健康、愉快的工作環境，重點在家庭友善、平衡工作生活的企業文化。我們十分重視團隊成員的身心健康，鼓勵員工多參與有紓解身心的活動，當中更組織了8支運動隊伍，希望團隊成員能在強身健體之余，更能享受生活樂趣。由團隊成員組成的員工俱樂部定期推出各類型的工作坊，外訪活動，講座等予團隊成員以外家人參與，透過一系列體育、藝術等活動以提高團隊成員的幸福感與歸屬感。

GEG's continued success in creating innovative, spectacular and award-winning projects, products and services can be attributed to the collective efforts of the Group's more than 20,000 team members, who whole-heartedly shower guests with the company's Asian Heart service to make them feel at home. Recognizing team members as its most valuable asset, GEG continually strives to create a safe, healthy and pleasant workplace environment that encompasses a family-friendly and work-life-balanced corporate culture. Emphasizing work-life balance, GEG encourages team members to participate in activities that are good for their mental and physical health. Throughout the years, GEG has helped team members establish eight sports teams that focus on improving team members' physical well-being and helping them expand their social networks. Established by team members, the GEG Staff Social Club regularly hosts various workshops, outreach activities and lectures for team members and their families. Through participating in these sports and family activities, GEG hopes to enhance team members’ sense of well-being and belonging.
4 弘揚創造團隊成員為本的企業文化
Forging a Team Member-oriented Corporate Culture

「我屬一家經常到『澳門銀河』游藝娛樂，但由於我是負責人力資源工作，兒子的工作環境與性質了解不多，而這次活動是服務人員的活動，讓我可以帶他到新成立的銀河-il，親身體會和了解服務人士的活動，了解到不同的業務，整理出的問題，介紹給共事多年的同事，是一次十分難得的親子時光。」

“Our family often goes to Galaxy Macau™ for fun and leisure, but since I work in the Human Resources Department, my son knew very little about the work that I perform. This family tour gave me the chance to hold his hand while showing him around the back-of-house and my workplace, where I explained to him the surroundings, answered his questions and introduced him to colleagues that I have worked with for many years. This was indeed a relished parent-child occasion.”

「公司設立車輛管理系統，從多方面保障團隊成員的安全，例如：在車停區劃分人員，專車專途，避免車輛行人互碰；利用揚聲器與地面投放圖片指引，提醒我們不要隨意改變；以及建立『潛在風險報告系統』，讓同事們遇見事故報告整修設施設備，瞭如指掌，及早發現和改善安全問題。」

“GEG takes great care in ensuring the overall safety of its team members. Taking the layout of its back-of-house as an example, GEG separates pedestrian lanes from vehicle lanes to avoid collisions between workers and pedestrians. In addition, the company uses loudspeakers and floor projections to communicate important messages and implemented an emergency reporting system for us to report instantly to the company any facility or equipment that needs to be fixed through simply scanning a QR code. All of these measures are a testament to GEG’s input to the area of occupational safety and health.”

「感謝公司組織有關服務業的年度足球比賽，讓大家找到有共同興趣的同事，並一起切磋球技，在球場上，在工作上互相勉勵，共同進步。」

“I’m thankful for the meticulous arrangements by GEG and the GEG Staff Social Club for this annual Soccer Fun Day, which allows us to meet and play with colleagues that have similar interests. We inspire each other and make progress together on the pitch and in the workplace.”

Bakhdur Karki Sal先生
Mr. Bakhdur Karki Sal
"澳門銀河"保安部
Security Department of Galaxy Macau™

梁文彥先生（中）
Mr. Louis Leung (middle)
澳門大會酒店管理部
Housekeeping Department of Fontainebleau
Activity Snapshots

活動花絮

銀娛員工康樂會舉辦多元精彩活動 GEG Staff Social Club

於「2019澳門國際龍舟」奪兩連勝
GEG Teams Win Three Awards at the 2019 Macau International Dragon Boat Races

參觀《銀娛呈獻：Hello Kitty Hello Again》展覽
Visit to the Hello Kitty Hello Again Exhibition

舉辦多元活動提升團隊成員職業安全衛生意識
Promoting Occupational Health and Safety Awareness through Different Activities

連續15年奪得松動鎖繩獎
GEG Wins Marathon Group Trophy for 15th Consecutive Year

『後勤親子遊』2019增添親子關係
Family Tour 2019

與團隊成員分享澳門銀河™開幕8周年及澳門衛老銀™開幕4周年的喜悅
Sharing the joy of Galaxy Macau™’s Eighth Anniversary and Broadway Macau™’s Fourth Anniversary

『2019銀娛才藝之星』讓團隊成員展所長
Galaxy Got Talent 2019
CEG has always supported the development of sports in Macau. Throughout the years CEG has been cooperating with the relevant government departments on organizing international sports events and establishing a sports tourism culture to enhance Macau’s visibility. In addition to organizing different sports teams via the CEG Staff Social Club, CEG also encourages team members to remain physically active by participating in community sporting events and promoting sports enjoyment at a citywide level. Furthermore, CEG also invests its resources to support rising star professional athletes and contributes to Macau’s nurturing of emerging sport talents. In 2019, apart from major international sports events, CEG also brought the joy of sports to people with special needs by sponsoring various community sports events, including the CEG Presents Celebration of Double Anniversaries Macau Special Olympics Table Tennis Competition 2019, the Macau Special Olympics Charity Soccer Game 2019, the 2019 Guangdong-HK-Macau Greater Bay Area Lotus Cup Rehabilitation Soccer Competition, and the International Conference on Education and Parenting of People with Intellectual Disability and Macau Golf Masters 2019.
5

致力體育發展 建構多元澳門
Expediting Sports Development for Diversification of Macau

「銀河娛樂澳門國際馬拉松」
精彩活動賀回歸
Galaxy Entertainment Macao International Marathon
and Handover Celebration Activities

「慶祝澳門特別行政區成立二十周年——2019銀河娛樂澳門國際馬拉松」於12月1日舉行，銀娛已連續16年以冠名贊助方式支持該項世界級的本地體育盛事。賽事廣受歡迎，歷屆名額均報墟踴躍，吸引來自世界各地的長跑愛好者遠道參賽。是次今年是澳門特別行政區成立20周年，銀娛在體育局的支持下特別推出「銀河娛樂澳門國際馬拉松嘉年華」、「銀銀回顧展」、個人表演等一系列活動與市民及旅客共慶同歸。

The Celebration of the 20th Anniversary of the Establishment of the Macao Special Administrative Region - 2019 Galaxy Entertainment Macau International Marathon took place on December 1. GEG has been the title sponsor of the Macau marathon, one of the city’s annual world-class sporting events for 16 consecutive years. The event attracts the participation of marathon lovers from around the world, and each year, the gala event for the highly popular event gets filled very quickly. In celebration of the 20th anniversary of the establishment of the Macau SAR, this year, GEG hosted, with the support of the Macau Sports Bureau, a number of events to share the joyful spirit with residents and visitors. These events included the Galaxy Entertainment Macau International Marathon Carnival, the GEG Handover Cup and the Drone Light Show.

「世界女子排球聯賽」
世界級球員雲集 新元素吸引觀眾
FIVB Women’s Volleyball Nations League
Gathering World-class Players and Incorporating
New Elements to Entice Audiences

「澳門國際排聯世界女子排球聯賽」於5月舉行，4支女排勁旅，中國、美國、俄羅斯及韓國，於澳門體育館上演高壓精彩賽事，吸引眾多市民及旅客著名前來觀賽，最後，國家隊以優異成績於澳門分站奪冠。銀娛已連續14年為市民及旅客帶來賽事，通過舉辦「銀河娛樂之聲—銀娛親愛球員及隊伍」徵集、推出網上投票及宣傳短片，吸引更多觀眾關注排球活動，同時，活動更邀請到本地網球愛好者與觀眾互動，設置彩繪畫位及「銀銀自拍站」等，豐富賽事現場的歡樂氣氛。

The FIVB Women’s Volleyball Nations League Macau 2019 was held at the Macau Forum in May, with a series of exhilarating matches featuring four top women’s national volleyball teams: China, Belgium, Korea, and Thailand. Drawing many residents and visitors to watch the matches, the Macau leg saw the Chinese national team crowned champion. This was the 14th year that GEG presented the tournament, and to raise public interest in volleyball, this year’s event included the My Favorite Galaxy Star Player and Team Award with a new online voting campaign and promotional items. Furthermore, social media influencers were invited to the tournament to interact with the audience, and a face-painting booth and GEG selfie station were set up at the event venue to liven up the event’s festive vibes.

銀娛繼續兩年冠名贊助於日本舉行的「銀河娛樂歐日杯」，銀娛贊助歐洲足球聯賽對壘日本職業足球聯賽隊伍，旨在為日本足球界獻禮賽事，激勵足球熱情。首屆「銀銀歐日杯」於7月27日在橫濱國際綜合競技場舉行，由2017年—2018年歐洲超級聯賽冠軍隊伍曼城足球俱樂部迎戰國際頂級球隊，2020年賽事將於大阪舉行。

GEG announced a two-year title sponsorship of the Galaxy Entertainment Group European Cup, an event held in Japan and featuring the match-up between a top European league soccer team and a J.League squad. Aimed at inspiring and entertaining Japanese audiences, the inaugural edition of the Cup was held at Nissan Stadium in Yokohama on July 27, where 2017-2018 English Premier League champion Manchester City Football Club played the Yokohama F.Marinos. The 2020 edition will be held in Osaka.
5 致力體育發展 建構多元澳門
Expediting Sports Development for Diversification of Macau

排份者分享
Comments from Stakeholders

“「銀河娛樂澳門國際馬拉松」成功在澳門掀起長跑熱潮，不少市民以參加比賽為目標，開始鍛鍊身體、練習長跑，為該項運動賦予新的意義。”

“The Galaxy Entertainment Macao International Marathon successfully set off a viral trend for long-distance running in Macau. Many residents who took part in the event began exercising and practicing their long-distance running long before the event, which highlights the sports' significance and gives it a new meaning.”

許健民先生
Mr. Tyson Hei
銀河職員兼任馬拉松跑者
Captain of GEG Runner Team, and Senior Manager of Casino & Resort Operations

“公司對球隊發展一直給予充分支持，「世界女排聯賽」於去年為我們安排與中國國家隊球員及本地業界代表隊的混合友誼賽，機會難得。”

“GEG has always supported the volleyball team, and on the eve of the FIVB Women’s Volleyball Nations League, we were given a prized opportunity to play a mixed friendly match with players from the Chinese national team and the Macau junior volleyball team.”

陳嘉文先生
Mr. Nicholas Chan
銀河職員兼任馬拉松跑者
Member of the GEG Staff Marathon Team, and Manager of Transport of Galaxy Macau

“公司對龍舟隊提供多方面支援，除了支持我們出外比賽，與來自世界各地的龍舟隊友及競技，提升專業水平外，亦協助組織隊員到國內的訓練基地集訓，以提供針對性的訓練和指導。”

“GEG provides a wide range of support to the dragon boat team. In addition to supporting us to compete abroad against some of the world’s top dragon boat teams, the company also supports us in strengthening our proficiency by arranging for us to attend training in mainland China, where we can receive more targeted tutoring and guidance.”

黃立昌先生
Mr. Cheong Lap Cheong
本地職業龍舟運動員
Local Professional Dragon Boat Athlete
活動花絮
Activity Snapshots

第14年支持「世界女子排球聯賽」
Presenting the FIVB Women's Volleyball Nations League for 14 Years

舉辦多項活動向大眾宣傳
Promoting the FIVB Women’s Volleyball Nations League via a Range of Activities

第11年參與「世界挑戰日」
Participating in the World Challenge Day for 11th Year

派出現役隊伍沿路為馬拉松參賽者打氣
GEG Performers Cheering on the Marathon Runners

向社會上有特別需求的社群推廣體育
Promoting Sports to People with Special Needs

贊助澳門選手出戰
Asian Wrestling Championships 2019
Sponsoring Local Boxer to Compete in the Asian Professionals Boxing Championships 2019
Over the years, Macau has been an important platform for cultural and arts exchange between China and the Western world, and because of this, Macau is at the advantage in establishing itself as a World Center of Tourism and Leisure. GEG has always been committed to injecting new energy for the sustainable development of Macau’s tourism industry and enriches the city’s cultural ambience by supporting Macau’s development of cultural tourism and its hosting of different cultural and arts activities. In 2019, as an avid supporter of the inaugural edition of Art Macau, a mega international arts and cultural event organized by the Macau SAR Government, GEG presented the world-class exhibition GRACE KELLY: from Hollywood to Monaco – Artists’ Tributes. GEG also promotes the work of local artists by inviting a number of Macau artists, including Eric Fok, Cai Guoqiang, Lai Sut Weng, Filipe Miguel das Dores and Kay Tung to design souvenirs for the Group. This initiative aims to nurture the artists’ growth and showcase the potential of the Macau cultural and creative industry.
Diverse Approaches to Ramping up Macau’s Cultural and Arts Scene

Planning World-Class Exhibition to Facilitate Cultural Tourism

Committed to supporting the development of Macau as a world-class platform for cultural and art exchange, GEG presented the exhibition "GRACE KELLY: From Hollywood to Monaco - Artist’s Tributes as part of Art Macao. The exhibition was co-organized by the GEG Foundation and the Grimaldi Forum Monaco under the patronage of the Secretariat for Social Affairs and Culture of the Macao SAR and supported by the Cultural Affairs Bureau and the Macao Government Tourist Office. Opened to the public free of charge for three months in the Crystal Lobby of Galaxy Macau™, it was the first exhibition held under Art Macao and featured the precious archives of the Prince’s Palace of Monaco and personal items of Princess Grace, the Oscar-winning actress who became Princess of Monaco. Curated to give residents and visitors an international cultural and art experience, the exhibition also showcased the history of the House of Grimaldi and displayed an array of art pieces inspired by Princess Grace.

GEF has been promoting the cultural characteristics of Macau in a variety of ways. By inviting local street artists, performers and musicians to perform at various GEF events, the company supports local artists during the Macau Gourmet Festival @ Broadway that was held at Broadway Food Street, Broadway Macau™, earlier this year. GEF created not only a display of Macau’s gastronomic offering, but also an opportunity for Macau’s street performers to exhibit their skills and interact with the public, thus facilitating the development of the local music scene.

 grace kelley
Multifaceted Approach to Ramping Up Macau’s Cultural and Arts Scene

Comments from Stakeholders

Sylvie Blancher, Chief Executive Officer of the Grimaldi Forum Monaco

“GEG hopes to enhance Macau’s cultural and arts scene through the GRACE KELLY: From Hollywood to Monaco – Artists’ Tributes exhibition. By working with the Macau SAR Government and other community stakeholders, GEG hopes to attract Macao into the city’s new platform for international art exchange so that Macau can continue to play its role as a cultural and art hub between China and the West and further develop its cultural tourism industry.”

Ms. Joanna Lui, Assistant Vice President of Lifestyle Creation Services for GEG

“GEG is grateful for the support of SIDC and the Macau SAR Government. The exhibition brings new life to Macau’s cultural scene and serves as a platform for international artists to showcase their works.”

Mr. Eric Fok, Macau artist

“By working with GEG and its platform, my work gets presented to guests from all kinds of backgrounds and walks of life. For an artist, this is an acknowledgement as well as an honor, and I believe that local cultural artists can rely on the support of large corporations for their further development.”

Associate Professor Chung Kui Sing

“Through our cooperation with GEG, we have successfully promoted the unique cultural and arts identities of Macao and Monaco. This exhibition brings new life to Macau’s cultural scene and serves as a platform for international artists to showcase their works.”

Dr. Sin Tao

“GEG is proud to have received the support of the Macau SAR Government and the Macao Cultural Bureau. This exhibition is a great opportunity to promote Macao’s cultural and arts scene to the world.”

Ms. Winnie Leung, Senior Manager of Culture and Arts Development, HSBC

“GEG is grateful for the support of SIDC and the Macau SAR Government. The exhibition brings new life to Macau’s cultural scene and serves as a platform for international artists to showcase their works.”

Mr. Eric Fok, Macau artist

“By working with GEG and its platform, my work gets presented to guests from all kinds of backgrounds and walks of life. For an artist, this is an acknowledgement as well as an honor, and I believe that local cultural artists can rely on the support of large corporations for their further development.”
6 多元方式推動澳門文化藝術
Multifaceted Approach to Ramping Up Macau's Cultural and Arts Scene

活動花絮
Activity Snapshots

"CEG has been inviting local artists to collaborate with them for the past four years, and during these four years, Macau has made significant progress in its cultural and arts scene that goes beyond imagination. The early involvement of CEG proves that it is forward-looking and has faith in the development of the local art industry."

蔡國傑先生
Mr. Cai Guojie
澳門本地藝術家
Local Artist
不遺餘力踐行多元責任
Sparing No Effort in Shouldering Social Responsibilities

With a philosophy of “making a difference by making a commitment”, GEG is growing side by side with the community through the GEG Volunteer Team and the GEG Foundation. With a focus on supporting the elderly, nurturing young people, helping the poor and assisting the disadvantaged, GEG strives to contribute to the building of a harmonious, caring and inclusive society. While GEG spreads love in the community, the company also keeps in mind the importance of environmental protection and responsible gaming for the sustainable development of the community. With these considerations in mind, GEG has launched various activities and campaigns to enhance both public and team-member awareness in working together with the community for the all-round development of society.
身手力行援助貴州復康服務

Assisting Rehabilitation Services in Guizhou

為響應澳門特区政府援助貴州省從江縣項目的號召，改善當地的教育環境及復康服務之專業發展，2019年5月，在澳門職業人士家長協會的帶領下， Lansky 為貴州從江縣「廣東－貴州」的交流活動。活動當日，GEG 與從江縣教育局及當地的社福機構進行了交流活動，分享其多年的服務經驗及專業知識，藉此促進及完善當地對智障人士的復康服務體系。

Hearing the Macau SAR Government’s call to help alleviate poverty and improve the learning conditions and rehabilitation services in Congjiang County, Guizhou Province, the GEG Volunteer Team joined the Association of Parents of People with Intellectual Disabilities of Macau for an exchange visit to the county in May 2019. Aimed at helping local social service institutions and parent associations enhance their expertise, the Association of Parents of People with Intellectual Disabilities of Macau shared their experience and knowledge with local organizations in hopes of improving their social services and rehabilitation services.

百老匯成不同社群匯聚點

Gathering Different Segments of Community at Broadway

銀城於多年來透過多元的方式參與社會服務，例如善用旗下物資資源，以贊助方式讓社區機構享用設施並舉辦各種活動，從中提供教育的專業支援，以實際行動來推動和諧共融的社區關懷文化，以及支持社區界的可持續發展。於2019年，銀城支持多間非牟利機構在「澳門百老匯™」舉辦了超過20場活動，冀藉此提升社區機構服務使用者與社會的聯繫，並與不同背景的人士互動交流，加深彼此關係，包括工作坊、音樂會、藝術展、嘉年華、時裝表演、歌舞表演、歌唱比賽、音樂劇、主題展覽及才藝展示等。

Throughout the years, GEG has employed a diversified approach for engaging in community service. For instance, the company leverages the resources of its properties and sponsors social service institutions by lending use of its facilities for various events. By providing professional hardware and technical support, GEG facilitates Macau’s development of a harmonious and inclusive community care culture and bolsters the sustainable development of social services. In 2019 alone, GEG supported a number of non-profit organisations in organizing more than 20 events at Broadway Macau™ so that social service users could increase their exchange with the community and achieve mutual understanding by interacting with individuals from different backgrounds. The supported events included workshops, concerts, art exhibitions, carnivals, fashion shows, dance performances, singing competitions, musical theater, thematic exhibitions and talent shows.
援助「平安通」困難戶
推動「老有所依」、「難有所助」
Supporting the Elderly and the Disadvantaged

2019年，鋻於接續第10年支持「澳門街坊會聯合總會平安
通慈善基金」，更捐款澳門幣92萬元，用作支持「關愛社區
大行動2019」推廣及豐盛活動，並資助經濟困難人士使
用「平安通」服務。以及戶外「平安通」服務。當中，在鋻
於支持下，戶外「平安通」服務主要為300名經濟困難的
用戶提供為期3年的服務。除此以外，鋻於更在學校季節期
間，組織義工隊發放「平安通」服務使用者，為其送上颱風
應急包及慰問。

2019 marks the 10th year that GEG has supported the Peng On
Tung Charity Foundation of the General Union of Neighborhood
Associations of Macau. In the year, GEG donated MOP920,000 to
the Peng On Tung Charity Foundation of the General Union of
Neighborhood Associations of Macau to support the Community
Caring Program 2019 and support individuals with financial difficulties
on their use of the Peng On Tung service and Peng On Tung Outdoor-
Assistance Service. In particular, 300 related individuals were supported
by GEG on their use of the Peng On Tung Outdoor-Assistance Service
for a period of three years. During the typhoon season, GEG also
organized its Volunteer Team to visit the Peng On Tung service users
and distribute typhoon emergency kits.

『語文童樂：鋻於識寫支援先導計劃』
GEG Chinese Literacy Development Pilot Scheme

鋻於基金會的“語文童樂：鋻於識寫支援先導計劃”在
兩所幼兒學校——聖瀾達女之女子中學中文部幼稚園及澳門浸
信會幼兒園開辦。三年以來已為共1,000名幼稚園學生
進行評估及提供支援工作。計劃旨在推廣幼兒語文識寫能
力的重要性，並對有潛在識寫障礙的兒童作出支援，同時透
過家長研討會，讓家長學習幫助子女在幼年時建立語文及
識寫能力基礎，參與計劃後均認為孩子語文能力有顯著
提升，並能夠把握在小組所學的語文技巧應用於大班學習
環境當中。

The GEG Chinese Literacy Development Pilot Scheme, under the
GEG Foundation, has been implemented in two preschool schools —
Kindergarten of Colegio de Santa Rosa de Lima, Chinese Section,
and Kindergarten of Macau Baptist College. For the past three
years, the scheme has helped a total of 1,000 kindergarten students
receive assessment and technical support. The scheme advocates
the importance of children’s Chinese literacy and provides support
to children identified as being at risk of developing literacy issues.
Through special seminars, parents also learn how they can help their
children acquire a solid foundation in Chinese literacy at an early age.
The teachers who took part in the scheme said that their students’
language abilities had improved significantly and that their students
were now able to apply in the classroom the language skills that they
had acquired in the program.
Sparing No Effort in Shoudering Social Responsibilities - GEG’s Giving Commitment

Comments from Stakeholders

"The visit to Guizhou has definitely broadened the horizon of our volunteers. We not only received an opportunity to learn about the rehabilitation programs that are available for intellectually disabled persons in Guizhou but also learn of the efforts that the provincial administration has taken to alleviate poverty, improve people’s education and access to medical care, and promote cultural tourism. From the bottom of our hearts, we really feel the importance of the anti-poverty ambitions that the Macau SAR Government has towards Guizhou."

Ms. Jiang Zhu Rong (fifth from left)
Department of Centre of Sanford Holt

"As a member of the GEG Volunteer Team, I have learnt a lot about the needs of the elderly through participating in the company’s different elderly home visits and outreach activities. Reflecting on the time that I spend with the elderly at these volunteering activities, I am constantly reminded that I should spend more time and take better care of my aging parents."

Mr. Irman Wong (right)
Senior Manager of Building Maintenance of Facilities of Galaxy Macau

"It is fulfilling to talk to the elderly about their everyday life, I benefited immensely from the visit to Peng On Tung elderly users and truly believe that neighborhood harmony is the cornerstone for realizing community stability." 

Mr. Sunny Lung (right)
Senior Category Manager of Procurement and Warehousing

"As there is a shortage of space in Macau, it is always a big challenge for us to find a suitable venue for our large-scale events. From the on-stage facilities to the backstage equipment for sound and special effects, Broadway Macau™ excels in all these areas and offers a pleasant and comfortable experience. As a social service institution, The Women’s General Association of Macau tries to spend its resources in helping those in need and does not have a budget for venue rental. It is exceptional that a large corporation supports us easing our financial burden while allowing us to organize meaningful events for our members. This really does us a big favor."

Ms. Un Sio Long
Social Service Director of The Women’s General Association of Macau
活動花絮
Activity Snapshots

【活動花絮】

「對於有特殊需要的人士來說，能夠登上世界級舞台演出是一個終生難忘的體驗。在鍛煉舞台的一刻，他們那份真誠的喜悅及自信隨時表露無遺，有待激發他們的潛能和自信，讓大眾對他們有另一方面的了解。除此之外，鍛鍊亦

"It's a once-in-a-lifetime experience for people with special needs to perform on a world-class stage. From the moment of stepping on the stage, they have showcased their genuine happiness and confidence, an experience that will further develop their potential and improve their confidence. The general public can also see a different side of them. Besides, GEG often organizes volunteer activities, bringing our members to visit and enjoy the facilities of its properties. This corporate-initiated social interaction is what the community expects and wishes for!"

— 唐燕華女士

Ms. Sandra Lio San Wa
澳門複合人士家長協進會總幹事
General Secretary of the Association of Parents of People with Intellectual Disabilities in Macau

"鍛鍊不只支持我們培養一技之長，而是差不多半年，活動前有專業的技術人員從旁協助，好讓我們表現力可以更完滿。而表演者亦有充裕的排練時間，在排練期間盡情享受表演，拓展才華，盡量

"The venue support from GEG did not only last for one to two days but nearly half a month, coupled with the professional assistance of technical staff. This made us, the organizer, feel at ease, while the performers had enough time for rehearsal to showcase their best on the right of the talent show, and they truly enjoyed themselves. Besides our service users, their families were also moved and very satisfied because they were able to witness the meticulousness, hard work and professionalism of their beloved ones on stage."

— 周麗珍女士

Ms. Jennifer Chou
澳門社會會勞動者
Director of Phoexpo Society of Macau

"活動第2年參與「愛一日義工」活動
Participating in Ninth One-Day Volunteering

後勤區舉辦「戶外『平安路』服務」講座
Holding a Talk on Outdoor-Assistance Services in Back-of-house Area

與司警局合辦防罪工作坊
Co-organizing Crime Prevention Workshop with Macau Judiciary Police

連續1年舉辦捐血活動
Holding 1st Blood Donation Event"
「澳門百老匯™」積極支持不同界別活動
Broadway Macau™ Supporting Events Held by Different Associations

工聯松柏之家長者的
新春聯歡
CNY Gathering with
Senior Citizens from
Chong Pak Chi Ka Day Center
of the Macao Federation
of Trade Unions

澳門婦女聯合總會的
「小小模特時裝秀」
Kid’s Fashion Show by
The Women's General
Association of Macau

澳門毓英會的「藝・飛揚」展
Art for a Dream Exhibition
by the Fuhong Society of Macau

澳門銀會人士家長協會會生的音樂會
Musical by Members of the Association
of Parents of People with Intellectual
Disabilities of Macau

日本近江高學校吹奏樂部
於「百老匯美食節」表演
Performance by OKHE Senior
High School Wind Band
節能減排工作獲認可

Committed Energy-Conservation and Carbon-Reduction Initiatives

GEG has implemented a number of measures to promote and enhance team members' awareness of energy conservation. In November, GEG organized its fourth annual Energy and Environmental Conservation Week, featuring a series of engaging activities. In particular, GEG was the first gaming operator in Macau to invite representatives of United Nations University to deliver a talk on the Sustainable Development Goals. Over the years, GEG has encouraged team members to incorporate eco-friendly spirit and practices into their daily lives. Every Monday, GEG holds the Let's Go Green vegetarian activity in its canteen, providing a wide range of vegetarian dining options, from fruits and vegetables to plant-based meats, exposing team members to the diversity of green-dining options. GEG also continues to host the Sustainability Awards, in which team members submit energy-conservation proposals to GEG in order to encourage team members to help achieve the Sustainable Development Goals with GEG.

圖片
不遺餘力踐行多元責任 - 履行可持續發展承諾
Sparing No Effort in Shouldering Social Responsibilities - Fulfilling Pledge of Sustainable Development

活動花絮
Activity Snapshots

“聯合國大學是聯合國在澳門唯一代表機構。首次榮獲該獎項的邀請，為其倡導環保和向國際社會發出綠色行動的號召。”

“United Nations University is the only UN organization in Macau. It is our pleasure to be invited by GEG to deliver the Sustainability Talk. GEG is the first corporation in Macau to invite us to give a talk on sustainability. Its efforts to implement and promote environmental protection and sustainability not only demonstrate its corporate responsibility, they also assist the community in promoting the sustainable development of the planet.”

黃京鈞博士
Dr. Huang Jingho
聯合國大學於澳門研究工作站
Director of the United Nations University Institute in Macau

首創綜合度假城營運商
引入廢物回收機
First Integrated Resort Operator to Introduce Reverse Vending Machines

澳門環保酒店獎頒獎典禮
澳門環保酒店獎頒獎典禮

GEG Wins Two Macao Green Hotel Awards

向本地中學生介紹旗下環保設施
Showcasing GEG’s Green Facilities to Students

連續第四年舉辦環保周
4th Annual Environmental Conservation Week

60
互動推廣深化團隊負責任博彩知識
**Strengthening Team Members’ Knowledge of Responsible Gaming**

GEG cooperates with local social service institutions unmittingly to promote responsible gaming, especially during special occasions and major sporting events, such as the Chinese New Year and the World Cup. GEG encourages team members to participate in training courses on responsible gaming, such as the Responsible Gaming Online Refresher Training provided by the company’s Responsible Gaming Committee, to enhance team members’ awareness of responsible gaming principles. 

GEG also organizes team building activities and volunteer activities to promote responsible gaming culture among team members.

GEG’s commitment to responsible gaming is reflected in the company’s annual Responsible Gaming Promotion Awards. The awards recognize individuals or groups who have made significant contributions to responsible gaming. The awards ceremony is held every year to celebrate the achievements of those who are committed to responsible gaming.
不遺餘力踐行多元責任 - 深化負責任博彩工作
Sparing No Effort in Shouldering Social Responsibilities - Deepening Responsible Gaming Efforts

與政府及社區緊密合作 促進相互溝通交流
Close Collaboration with the Government and the Community, Facilitating Mutual Exchanges and Interactions

觀眾積極配合澳門特區政府的負責任博彩政策，致力宣傳撲滿問題博彩工作，同時擴展社會大眾對負責任博彩的認知。觀眾亦主動進入社區，加強與社會服務機構聯繫，交流，讓團隊成員及社會大眾了解更多相關訊息。

As an avid supporter of the Macau SAR Government’s responsible gaming policies, GEG is committed to preventing problem gambling. At the same time, GEG works to raise public awareness of responsible gaming by facilitating community engagement, strengthening our communication and exchange with social service institutions, and enhancing team members’ and the public’s knowledge on related issues.

持份者分享
Comments from Stakeholders

“與觀眾合作以來，我們舉辦各種多樣化的活動，不但豐富了協會對負責任博彩的宣導方法及服務內涵，亦為澳門博彩業職工之家提供了不少活動組織經驗。”

“The partnership with GEG provides us with opportunities to run a wide variety of activities that help diversify our services, as well as enrich our experiences in responsible gaming promotion and activity management.”

盧兆華先生
Mr. Lou Lo Wa
澳門博彩業職工之家綜合職業中心總理
President of the Macau Gaming Industry Employees’ Hospital Integrated Services Center

“我們與觀眾合作多年，一直通過互動形式向其員工宣揚正確的負責任博彩態度。我們亦感謝觀眾對本會的信任，讓我們能夠時常組織各項活動及工作坊，更直接進行負責任博彩推廣，讓更多賭場員工受益。”

“Over the years, we have worked closely with GEG to promote responsible gaming for its team members through interactive engagement formats. We thank GEG for its trust and allowing us to get close to its frontline operations in our promotion activities so that we can reach out to more team members and have more direct interactions with them.”

黃洲平先生
Mr. Austin Yeng
澳門賭場業學會會長
President of Associação de Jucros de Macau
活動花絮
Activity Snapshots

主題路演
Responsible Gaming Roadshows

負責博彩推廣周
Responsible Gaming Awareness Week

支持政府推廣活動
Supporting Government Promotion Schemes

多元方式推廣負責博彩
Promoting Responsible Gaming in Diversified Way

報導機構拜訪
NGO Visits
2019年是中華人民共和國建國70周年，澳門特別行政區成立20周年的「雙慶」之年。作為一家愛國愛澳的華資企業，銀娛自年初起便通過多元化方式，舉辦及支持一系列的慶祝活動，與澳門社區一同歡慶此大喜之年，並藉此機會傳達「取之社會，用之社會」的精神，回饋社會。

2019 is a year of “double anniversaries” – the 70th anniversary of the establishment of the People’s Republic of China and the 20th anniversary of the establishment of the Macau Special Administrative Region. As a patriotic, Chinese-owned enterprise with operations focused in the Macau community, GEG has adopted various means since earlier this year to organize and support a wide range of celebration events, sharing the joys with the Macau community throughout this festive year. GEG also seized this opportunity to promote its philosophy of “What is taken from the community is to be used for the good of the community” and give back to the society.
11月29日晚上，銀娛於「澳門銀河™」的天浪海園舉辦「翱翔星空表演」，以特別安排的300架無人機編隊表演，透過雷射、燈光及音效等技術，詮釋一系列祝賀澳門特區成立20周年與運慶元素的特色圖案。在夜空中帶來精彩絕倫的演出。

演出以300架無人機編組排列成「銀娛祝賀澳門20周年」字句及圖案，表達集團對未來的美好願望。隨後，無人機組成成一個大型造型，展現紀念，以及雄偉的形態，喻意馬路和壯麗不凡的體育精神，亦象徵着由1999年到2019年，澳門市民均保持積極活躍的行動，共建美好社區。另外，無人機編組更拼出盛開的金蓮花，模仿孔雀開屏的琉璃鶴及鰲躍荷塘等圖案，表達銀娛對澳門未來繁盛的祝福。

GE staged the Drone Light Show at the Grand Resort Deck at Galaxy Macau™ on the evening of November 29. The spectacular and dazzling display of 300 aerial drones synchronized with laser lighting and sound effects lit up the sky with a series of unique graphics celebrating the city’s handover and the growth of Macau’s sports sector. The show was kicked off by the drones’ colorful lights that spelled out “GE Celebrates the 20th Anniversary of Handover”. The drones then arranged themselves into images of a runner, in a series beginning with the start-line set posture and continuing through the finish-line crossing, honoring the perseverance and sportsmanship that marathon runners exemplify and symbolizing the healthy activities Macau residents have engaged in for the betterment of the community since 1999. The drones also formed the shapes of a golden lotus, shining diamonds and the GE logo, through which GE expressed its wishes for Macau’s ongoing prosperity.

2019年銀娛娛樂澳門國際馬拉松
引入多項慶回歸元素
2019 Galaxy Entertainment Macao International Marathon

為了與市民及旅客慶回歸，在澳門體育局的支持下，銀娛於2019年引入多項慶回歸元素，向馬拉松引進多元文化元素，為馬路添色。馬路於澳門百老匯™百老匯美食街舉辦一年一度的“銀娛娛樂澳門國際馬拉松嘉年華”，當中有馬拉松主題遊戲區位，地道美食，以及精彩歌舞表演，與馬路結合為體育，美食及娛樂表演，等多種精彩元素，提升全城寬厚的節慶氛圍。

In celebration of the handover anniversary with residents and tourists, GEG incorporated a series of festive activities into the 2019 Galaxy Entertainment Macao International Marathon, supported by the Sports Bureau. The activities included the setup of GEG Handover Cup for Macau runners, in which the top three Macau men’s and women’s athletes in the Marathon and Half-Marathon were awarded amazing prizes. Prior to the commencement of the Macao International Marathon, GEG also held the seven-day Galaxy Entertainment Macao International Marathon Carnival at Broadway Food Street, Broadway Macau™, featuring marathon-themed game booths, local delicacies and spectacular dancing and singing performances. Incorporating various elements of sports, food, and entertainment, the Carnival aimed to livens up the citywide festive vibes.
GEG supported the Olympic Gold Medalists Visit Macau Series Activities this year as part of its celebration for the 20th anniversary of the Macau SAR. GEG invited gymnasts Tong Fei, Li Xiao Shuang and Yang Wei; divers Qin Kai and He Zi; sports shooter Guo Wenjun and badminton player Zhao Yunlei to share their career experience with nearly 300 students of the Lui Che Woo College (LCWC) at the University of Macau. During the sharing session, the medalists talked about how they had prepared for the Olympic Games in terms of mental preparation and physical training. Through the sharing, the students learned more about the sport spirit from the gold medalists. In addition, the medalists toured the public facilities of LCWC and autographed LCWC uniforms.

In 2019, GEG sponsored and supported a wide array of activities held in the community in celebration of the 70th anniversary of the founding of the People's Republic of China and the 20th anniversary of the establishment of the Macau SAR. In December, over 2,800 GEG team members, along with their families and friends, participated in the "Walk for a Million" organized by the Charity Fund (from the Readers of Macau Daily News) to celebrate the handover anniversary with different elements of the community. Other activities that GEG had supported in the year included Art Extravaganza "My Dream," organized by the Macau social service sector; an inclusive family festival organized by the Macau Association for the Mentally Handicapped; a musical show about Macau organized by the Macau Video & Arts Association; and the 2nd Macau Winter Carnival organized by the Macau International Carnival Association, the Macau Travel Agency Association and the Macau Creative Industry Association. Numerous members of the GEG Volunteer Team also participated in these meaningful events.
GEG launched the GEG Celebrates MSAR 20th Anniversary with You campaign between December 1 and 20, in which Macau residents enjoyed Exclusive Offers, from a wide range of privileges and discounts to prestigious rewards. The campaign allowed residents to revel in the world-class, non-gaming offerings and the unique Asian Heart service available across GEG's properties, sharing the joy of the 20th anniversary of Macau's handover. This also served as a way for GEG to express its appreciation for the community's long-term support. The Exclusive Offers included 20% discounts at nearly 60 award-winning dining outlets, as well as on ticket purchases at UA Galaxy Cinemas and spa packages, and as concession pricing for bookings at designated hotels. Additionally, a lucky draw for the public was held at the Promenade Shops at Galaxy Macau™ every day during the campaign.

持份者分享
Comments from Stakeholders

「在銀娛的安排下，一眾澳門大學生能夠在賽事後，享受多項優惠及活動，雙重意義的結合，深感榮幸。」

「銀娛透過舉辦「銀娛與您共賀澳門特區成立20周年」活動，為本地居民呈獻「富心優惠」，讓澳門居民盡享各式各樣的優惠，折 扣及尊尚禮遇，體驗銀娛旗下的世界級娛樂設施及獨有的「亞洲心」服務。銀娛在澳門特區成立20周年 之際，以各種方式回饋澳門市民，並希望透過此活動，讓澳門居民更加了解銀娛的多元化發展。」

宋永華教授
Professor Yonghua Song
澳門大學校長
Rector of the University of Macau

「對於籌備「銀娛與您共賀澳門特區成立20周年」活動，銀娛一向支持不同類型體育活動，特別是馬拉松賽事，亦透過這些活動，向市民傳達銀娛的多元性及服務。銀娛一直致力於促進澳門的多元發展，而馬拉松賽事亦是其中之一。」

羅智清先生
Mr. Lo Kaun Un
「2019銀娛馬拉松澳門馬拉松」參將及馬拉松
澳門馬拉松賽事，銀娛贊助及推廣大使
Winner of the GEG-Hansen Cup and Champion of the Half Marathon (Macau Group – Macau Athletes) of the 2019 Galaxy Entertainment Macau International Marathon

“Arranged by GEG, the gold medalsist's sharing session with the students of the University of Macau is particularly meaningful in this special year of ‘double anniversary’. I believe the students must have been greatly enlightened and inspired by the medalsist’s encouragement.”

“在銀娛的安排下，一眾澳門大學生能夠在賽事後，享受多項優惠及活動，雙重意義的結合，深感榮幸。」

「銀娛透過舉辦「銀娛與您共賀澳門特區成立20周年」活動，為本地居民呈獻「富心優惠」，讓澳門居民盡享各式各樣的優惠，折 扣及尊尚禮遇，體驗銀娛旗下的世界級娛樂設施及獨有的「亞洲心」服務。銀娛在澳門特區成立20周年 之際，以各種方式回饋澳門市民，並希望透過此活動，讓澳門居民更加了解銀娛的多元化發展。」

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「2019銀兎馬拉松澳門馬拉松」參將及馬拉松
澳門馬拉松賽事，銀兎贊助及推廣大使
Winner of the GEG-Hansen Cup and Champion of the Half Marathon (Macau Group – Macau Athletes) of the 2019 Galaxy Entertainment Macau International Marathon
活動花絮
Activity Snapshots

"透過『樂於與您共賀澳門特區成立20周年』活動，有機會在1999年的回歸官方儀式之部分菜式重現澳門居民及旅遊游客，回顧重要的歷史時刻，並慶祝澳門長久以來的獨特中葡風味的美食文化，對我來說，甚具意義。"

"It is personally meaningful to have the opportunity to present the special menu through the "GEG Celebrates Macau SAR 20th Anniversary with You" campaign. Macanese and Portuguese cuisines are some of the most important elements of the city's gastronomic culture. We feel honored to be able to present to Macau's residents and visitors dishes that were served at the 1999 handover banquet."

黎安德先生
Mr. Andre Lai
"澳門銀河™”執行總裁
Chef de Cuisine of Grand Galaxy Macau™
逾2,800名團隊成員及其家屬
參與「澳門公益金百萬行」
Over 2,800 Team Members Take Part in the Annual Walk For a Million

參與「慶祝澳門特別行政區成立二十周年暨賀歲匯演2019年度新春花車匯演」
Taking Part in the "Celebrations of the 20th Anniversary of the Establishment of the Macao Special Administrative Region – Parade for Celebration of the Year of the Pig".

銀娛義工隊積極參與社區舉辦的慶祝「雙慶」活動
Members of GEG Volunteer Team Participate in the Community’s Activities Celebrating the "Double Anniversaries"
www.galaxyentertainment.com

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2020年初，新型冠状病毒肺炎蔓延全球以至世界各地。防疫抗疫工作刻不容缓。作為一家心繫社會的澳門企業，銀娛敬重集團一直關注疫情發展，全力配合和支持澳門特區政府所實施的防疫措施，與各方持份者保持緊密聯繫。與此同時，銀娛秉承“取之社會，用之社會”的精神，積極地以實際行動支持本澳以及內地推出一系列的防疫及社區支援措施，冀在此難時刻，竭盡全力地應對此次挑戰，並盡顯做好防疫工作之責。

With the outbreak of COVID-19 pneumonia emerging to pose serious health challenges to China and other countries in early 2020, Galaxy Entertainment Group (“GEG”) had been working closely with the Macau SAR Government, adopted and supported all protective measures laid out, as well as maintaining in close contact with various stakeholders to battle the epidemic. At the same time, GEG’s philosophy of “what is taken from the community is to be used for the good of the community”. GEG had also been proactively supporting Macau and Mainland China in the prevention and other efforts against the epidemic through an array of initiatives.

GEG donated MOP25 million to support Macau’s disease control and prevention initiatives. Upon consultation with related government departments, a subsidy program for local children was established to provide upwards of 20 local schools with a one-off subsidy of MOP30,000 per school, together with a MOP1,000 one-off subsidy for over 900 families with children enrolled at 20 non-government subsidized nurseries. GEG also donated a total of MOP50 million to support their epidemic prevention and control measures through Galaxy Entertainment Group Foundation, of which under the coordination of the Liaison Office of the Central People’s Government in the Macau SAR, MOP20 million were allocated to the relief causes in Hubei province. The fund was used to purchase medical supplies and equipment in urgent demand to contain the pandemic outbreak in the province. The Foundation also contributed MOP5 million to support Macau’s disease control and prevention initiatives. Upon consultation with related government departments, a subsidy program for local children was established to provide upwards of 20 local schools with a one-off subsidy of MOP30,000 per school, together with a MOP1,000 one-off subsidy for over 900 families with children enrolled at 20 non-government subsidized nurseries.
GEG worked with a global expert in hygiene, Rentokil Initial, to carry out high-efficiency air sanitizations at various local social service organizations in order to assist its community partners in providing a safe and clean environment for their service users. These organizations included the Macau Association for The Mentally Handicapped, the Rehabilitation Centre for the Blind of Macau, Holy House of Mercy, the Association of Parents of the People with Intellectual Disabilities of Macau, Fuhong Society of Macau, Escola Cantis de Macau, the Association of Rehabilitation of Drug Abusers of Macau, and the Sheng Kung Hui Macau Social Services Coordination Office and the Richmond Fellowship of Macau.

In addition, in order to encourage local children, especially those with special educational needs, to exercise and maintain a healthy lifestyle amid the COVID-19 outbreak, GEG donated MOP$100,000 to Sheng Kung Hui Macau Social Services Coordination Office and co-launched the Home Exercise Equipment Subsidy Scheme, providing indoor workout equipment to 150 local families with children. The scheme was designed to encourage beneficiaries to maintain their fitness through simple exercises, which also improved parent-child bonding in these families. To spread positivity through sports for the children, GEG and SIKH also invited a professional fitness trainer to cooperate with GEG Volunteers on filming a set of fitness tutorials.