



## **GEG Holds “GEG SME Series: Quality Enhancement Certification Program” Award Ceremony**

**January 23, 2025** – As the first integrated tourism and leisure enterprise to promote “Large Businesses Leading Small Businesses” business model, Galaxy Entertainment Group (“GEG”) has always regarded local SMEs as its key partners, helping them achieve sustainable development through upgrades and transformations via multi-pronged approaches. Last year, GEG launched the “GEG SME Series: Quality Enhancement Certification Program” to support qualified local suppliers in completing international and local quality management training courses offered by the Macau Productivity and Technology Transfer Center (“CPTTM”), and to obtain relevant international certifications and the “M-Mark” Macau Product Quality Certification (“‘M-Mark’ Certification”) targeted at “Made in Macau” brands respectively. Recently, GEG held a Certificate Award Ceremony at the Galaxy International Convention Center to recognize nearly 40 suppliers who successfully attained their certifications. The ceremony also included the set-up of an exhibition area with booths and panel discussions to foster networking and business exchanges among GEG suppliers, attracting around 150 participants.

Mr. Lau Kit Lon, Head of the Economic Activities Development Department of the Economic and Technological Development Bureau (“DSED”); Ms. Victoria Kuan, Director General of CPTTM; Mr. Jack Chang, Deputy Director-General of CPTTM; Mr. Lei Si Tai, Acting Chairman of Macau Product Quality Certification Committee; Mr. Ian Soi Kun, Vice President of Macau Industrial Association; Mr. Vong Chiok Va, Vice President of Macau Union Suppliers Association; Mr. Kevin Zhang, Head of Industry Development Department and Investment Director of Da Heng Qin (Macao) Corporation Limited (“DHQ”) and the representative of Macao Young Entrepreneur Incubation Centre (“MYEIC”); Mr. Peter Chow, Senior Vice President of Procurement and Warehousing of GEG; and Mr. Timmy Wong, Vice President of Procurement and Warehousing of GEG attended the ceremony. In her speech, Ms. Victoria Kuan said, “CPTTM is honored to have collaborated with GEG on this program, which encourages GEG qualified suppliers to enhance both their service quality and brand trust, and provides them with the support needed to expand their future business opportunity. We hope that this program can continue to provide strong support for local SMEs, create more opportunities for economic diversification, and build a better business environment for Macau enterprises.”

Mr. Peter Chow said in his speech, “The program has helped nearly 40 of GEG’s qualified suppliers, obtain the ‘M-Mark’ Certification and pass relevant professional examinations for ISO 9001 Quality Management System and Hazard Analysis and Critical Control Point (‘HACCP’) food safety management system, respectively. The 100% pass rate for the ‘M-Mark’ Certification reflects the outstanding capabilities of local SMEs and highlights their tremendous potential for further improvements. Moving forward, GEG will continue to collaborate with CPTTM to promote this program,



providing practical support to equip local SMEs with the professional knowledge and skills in quality management so they can enhance their products, services, and operational capabilities.” Local SMEs that successfully obtained certifications through the program span various sectors, including food and beverage, engineering, trade, and environmental protection, among others. Depending on their specific needs, participating SMEs attended different training courses and assessments for the “M-Mark” Certification, HACCP food safety management system and ISO 9001 Quality Management System. Moreover, GEG collaborated with CPTTM on providing professional advice and guidance tailored to the participating enterprises’ business conditions, which was a first of its kind in the industry, enhancing the overall quality management and operational capacity of local SMEs through theoretical training and practical action. Among the participants, five local food enterprises successfully obtained the “M-Mark” Certification after passing all of the factory audits and product testing for quality.

During the sharing session, several GEG suppliers who received professional certifications shared their triumphs from the program. Ms. Kitty Leong, representative of Bloom Coffee House said in her sharing, “The requirements for the ‘M-Mark’ certification are strict. To qualify, the person in charge of the business must have a comprehensive understanding of the various production processes, and implement enhancements while undergoing regular factory inspections. We truly appreciate GEG and CPTTM for providing workshops and ongoing professional advice, which guided us through the assessments and helped us obtain the certification smoothly. I believe that obtaining the ‘M-Mark’ certification has helped build consumer confidence and strengthened our core competitiveness.” The event also featured an informational booth set-up by CPTTM to introduce the program to other GEG qualified suppliers, alongside over 10 booths showcasing the products and services of certificated enterprises, providing them with opportunities to highlight their strength and expand their business opportunities.

Over the years, GEG has launched various initiatives to support the development of local SMEs. Last year, in alignment with the Macau SAR Government's policies on fostering the digital transformation of local traditional SMEs, GEG participated in and sponsored DSED and CPTTM in organizing the “Digital Support Services for SMEs 2024” to help local SMEs in retail, catering, lifestyle services, wholesale, and manufacturing upgrade their digital capabilities. Meanwhile, GEG also collaborated with the DHQ and the MYEIC to organize the “GEG SME Series: Technology Innovation Enterprises Business Matching Session”, which included business matching sessions, themed seminars, and professional trainings to foster exchanges and enhancements of Macau’s start-up technology companies and local SMEs. Moving forward, GEG will continue to assist local SMEs in their transformation and promote mutual development.

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### **Photo Captions**



P001: GEG held the “GEG SME Series: Quality Enhancement Certification Program” Award Ceremony to acknowledge local enterprises who successfully obtained professional certifications through the program.





P002: Mr. Lau Kit Lon (third from right), Head of the Economic Activities Development Department of DSED, presented the “M-Mark” certification to local SMEs.



P003: Ms. Victoria Kuan, Director General of CPTTM, delivered a speech.



P004: Mr. Peter Chow, Senior Vice President of Procurement and Warehousing of GEG, delivered a speech.





P005: GEG set up booths on site for participating suppliers to showcase their products and services, and to create business opportunities for them.



P006: Suppliers with qualified certification shared their gains from the program and the positive impacts that it had on their companies' development.