



第十三屆澳門國際旅遊（產業）博覽會
13.^a Expo Internacional de Turismo (Indústria) de Macau
13th Macao International Travel (Industry) Expo

澳門威尼斯人-金光會展-展館ABC

The Venetian Macao - Cotai Expo-Hall ABC

25 - 27/4/2025



Buyer's Guide

Organizer



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

Enquiry

Tel : (853) 2870 3707

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Official
Website



WeChat



Facebook





Organizer



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

In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.

Together with local trade, MGTO promotes Macao's tourism products and services not only in the leading and emerging tourism markets but also evaluates and seeks to develop potential markets to attract diverse visitor sources for Macao.

The Office works hard to strengthen its connections with overseas travel trade as well as regional and international tourism organizations to achieve Macao tourism development.

About MITE

The Macao International Travel (Industry) Expo (MITE), organized by the Macao Government Tourism Office (MGTO), is the only professional exhibition of international tourism, and one of the earliest exhibitions on tourism product consumption in Macao. In 12 years since its establishment in 2013, through professionalized, marketized, internationalized, and branded operations, the MITE has gradually developed itself into a tourism industry chain between the two major tourism resources, namely Mainland China and the international market, as well as an important guiding platform for exhibitors, buyers and other business partners to communicate and exchange insights. The event aims to push forward the integrated tourism development among Guangdong Province, Hong Kong and Macao. At present, it is one of the most professional, widely-participated and influential international tourism events held every year. In 2021, the MITE garnered accreditation from the Global Association of the Exhibition Industry (UFI) as a "UFI Approved International Event". The recognition reveals to the world the event's international influence and professionalism. In 2024, the MITE won the Outstanding Exhibition Award at the Macao Convention and Exhibition Commendation Awards 2024 for the first time ever, demonstrating that after 12 years of transformation and development, it has steadily become a recognized international tourism expo.

In 2025, the 13th MITE will adhere to the principle of "Multi-dimensional Cooperation among Macao, Mainland China and International Market" to proactively engage more participation from the international tourism industry, exhibitors, buyers and trade visitors. The MITE will give support to Macao's "1+4" adequate diversification development and to build Macao into the World Centre for Tourism and Leisure. It will also foster diversified tourism and leisure development, and continuously push forward the interactive development between the integrated tourism and leisure complexes and the four major industries including health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade and culture and sports. Local and overseas practitioners can take advantage of the featured product displays, business matching, thematic seminars, promotional sessions, and project signing through the MITE platform to further deepen the inter-sectoral integration between tourism and other industries such as culture, sports, gastronomy, healthcare, e-commerce and technology.

The 13th Macao International Travel (Industry) Expo (“MITE” or the “Expo”) will take place from 25 – 27 April 2025. We sincerely invite industry operators from near and far to navigate business opportunities together in Macao!

For 12 years, the Expo has been carrying our dedication to delivering Macao’s strengths as a platform. We bring together members of the travel trade at home and abroad, build a bridge for effective exchange and collaboration, and propel regional and international tourism cooperation forward. A professional platform is forged for exhibitors, buyers and expo visitors to exhibit and view, sell and purchase tourism products.

Embracing the commitment to innovation and optimization, we strive to build a powerhouse of tourism and other related sectors at the Expo, where partnership opportunities flourish across diverse areas.

Following our spotlight on wine and gourmet, the 13th Expo will feature a new showcase of coffee products of Macao and Portuguese-speaking countries, which will exude the aroma of Macao as a UNESCO Creative City of Gastronomy. Halal commodities will be presented at MITE for the first time, alongside a wider range of distinctive products from countries and regions along the Belt and Road. We will also explore the potential of educational tourism and foster the concerted development of educational tourism between Macao and the Guangdong-Macao In-Depth Co-operation Zone in Hengqin through the adopted format of “one exhibition, two destinations” once again.

We sincerely invite exhibitors and buyers from different destinations to participate in the 13th MITE, leveraging this international exchange platform and our city’s advantages to explore new possibilities, grow your business and boost the sales of products.

The Expo will continue to function as Macao’s sole international professional travel fair, promote exchange and cooperation among members of the travel trade around the world as they tap into market expansion together. The event will represent our efforts to deepen integration across “tourism +” and enrich the offerings of Macao as a world centre of tourism and leisure in accord with the development plan for adequate economic diversification.

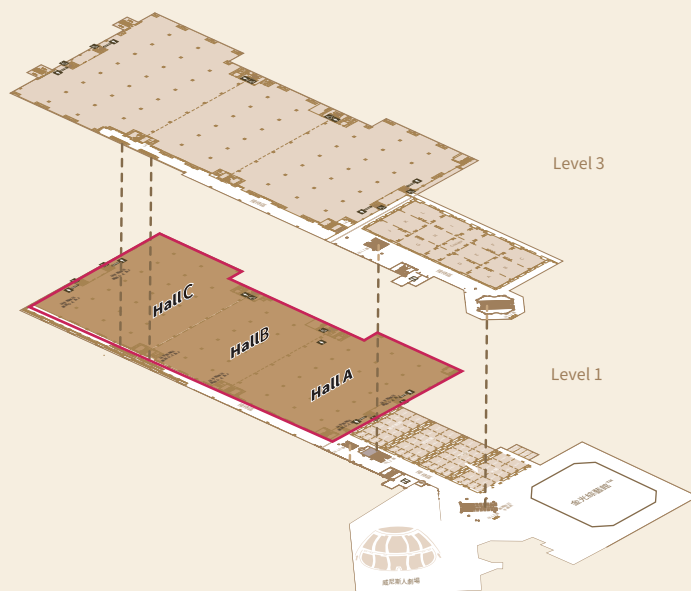
May the 13th Macao International Travel (Industry) Expo culminate in great success. We look forward to welcoming industry delegates from different parts of the world to Macao, where all can join hands to reach new milestones in cooperation!



Ms. Maria Helena de Senna Fernandes
Director of Macao Government Tourism Office
2025

Venue

The Venetian Macao - Cotai Expo Hall ABC

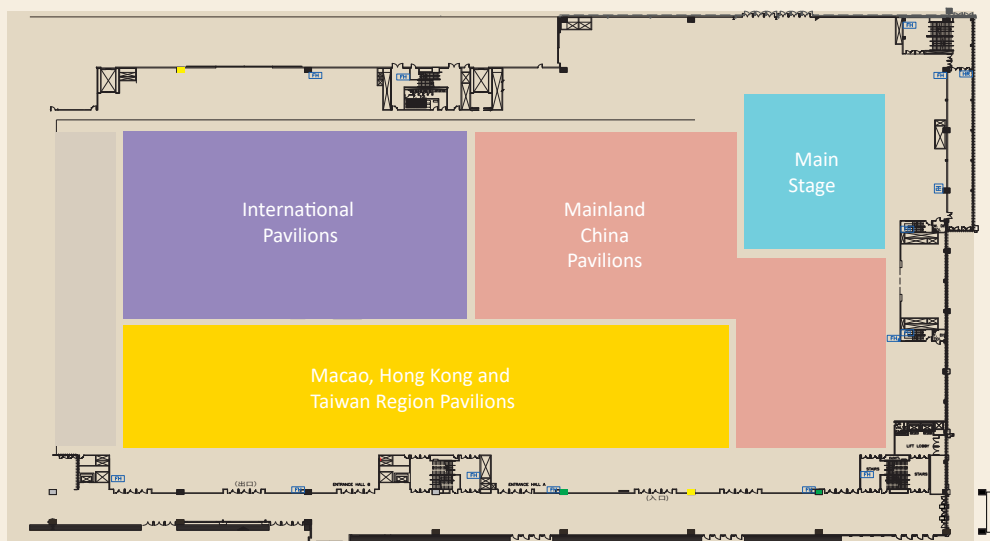


Schedule

Date	Opening Hours	Target Audience
25/4/2025	11:00 - 19:00	Trade Visitors General Public
26/4/2025	10:00 - 19:00	Trade Visitors General Public
27/4/2025	10:00 - 18:00	General Public

Floor Plan

The Venetian Macao - Cotai Expo Hall ABC
Exhibition Area: 30,000 m²



Scope of Exhibitors



Government
Entities

National and Regional Government
Tourism Organization



Tourism
Resources

Attractions and Theme Parks,
Hotels and Resorts, Tourist Transportation,
Intangible Cultural Heritage



Tourism
Organizations

Travel Agencies, Tourism Destination
Services, Customized Tours, Wedding
Travels, Educational Tours, OTA



Others

Health and Wellness, Innovative
Technology, Sports Travel, Cultural and
Creative Products, Tourism Financial
Services, Gourmet, Fine Wine

Schedule Overview

Date	Exhibition Hall	Main Stage	Meeting Room
April	Pre-scheduled Appointment and Online Matching		
23-24 April	Exhibitor Booth Installation Buyer Registration		
25 April	Expo Opens Onsite Business Matching New Media Matrix	Opening Ceremony Seminars	Destination Travel Promotion Seminars
26 April	Expo Opens Onsite Business Matching New Media Matrix	Seminars and Performances	Destination Travel Promotion Seminars
27 April	Expo Opens Booth Dismantlement (18:00) New Media Matrix	Seminars and Performances	

The 13th "Macao International Travel (Industry) Expo" Hosted Buyer Program

The 13th "Macao International Travel (Industry) Expo" has launched a hosted buyer program to build a platform facilitating communication for overseas hosted buyers from incentive travel, wedding travel, academic travel, leisure travel, outbound travel, customized travel, health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade, culture and sports, and other sectors.

Buyers can utilize our matching system to conduct meetings with authoritative industry experts and obtain the latest industry information.

MITE hosted buyers can be divided into three categories based on their origin:

- ① International
- ② Mainland China and Taiwan Region
- ③ Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)

Hosted Buyer's Benefits

Being accepted into the Hosted Buyer Program and fulfilling the obligations, buyers will have the opportunity to receive:

	International	Mainland China and Taiwan Region	Guangdong-Hong Kong-Macao Greater Bay Area (excluding Macao)
 Transportation - The expenses on economy class air tickets, train tickets, bus tickets, and ferry tickets to and from Macao will be reimbursed. Invoices or receipts are required. - Shuttle bus service between the hotel and the Expo venue	Up to USD875/MOP7,000 ✓	Up to USD450/MOP3,500 ✓	Up to USD50/MOP400 ✓
 Accommodation in Macao Designated hotel accommodation during the Expo	3 Nights	3 Nights	2 Nights
 Hospitality - Buyers' working lunch - Exclusive Buyer Lounge access - FAM tour - Welcome Cocktail Reception	✓	✓	✓

*Remarks: Hosted buyers will be responsible for expenses for: Private Transfers / Extra Meals / Flight Upgrades / Hotel Upgrades / Extra Hotel Accommodation / Travel Insurance / Visa Applications, etc.

Hosted Buyer's Obligations



Required Number of Points

- Minimum number of points earned from April 25 to 26

180 points

180 points

180 points

Earning or Losing Points

- Attend scheduled meetings on time on April 25 and 26
- Attend scheduled meetings early or late on April 25 and 26
- Attend unscheduled meetings on April 25 and 26
- Stay at the Destination Travel Promotion Seminar on April 25 and 26
- Receive a complaint from exhibitors

10 points

10 points

10 points

7 points

7 points

7 points

4 points

4 points

4 points

4 points / 10mins

4 points / 10mins

4 points / 10mins

-10 points

-10 points

-10 points

Deposit

- Hosted buyers have to pay a deposit which will be refunded within 15 working days after the Expo, provided all the hosted buyer's obligations have been fulfilled

USD200/
MOP1,600

USD200/
MOP1,600

USD100/
MOP800



*Remarks: **The deposit will be refunded** only when the hosted buyer has actually attended the Expo as scheduled, fulfilled the hosted buyer's obligations, and completed and submitted the questionnaire.

Application Flow for Hosted Buyer

01



Application

Visit the official website **www.mitexpo.mo** and click on "**Buyer Application**". Fill in and submit the necessary information

02



Approval

The Expo Office will contact preliminary approved hosted buyer applicants by email / telephone who will have to submit the following documents:

- ① Scanned copy of a valid business card that is consistent with the name of the applying entity
- ② Scanned copy of the entity's business license/business registration
- ③ Scanned copy of employment certificate with official stamp

03



Deposit

Eligible buyers will be notified by the Expo Office for the payment of the deposit within **one week**

04



Confirmation

Confirmation of Hosted Buyers status upon receipt of deposit and verification of the buyer's qualification

05



Online Pre-scheduling & Matching

The Pre-scheduled Appointment System (PSA) on the official website is scheduled to be open **from 1st - 30th April**. During such period, buyer can log in to the system to make appointments with exhibitors for matching and conducting online negotiation/video meeting

06



Admission Badge

Arrival of buyers, receipt of an admission badge, meeting with exhibitors on-site and participation in the Destination Travel Promotion Seminars according to the official schedule

07



Questionnaire

Completion and submission of the **questionnaire**

*Remarks: The Expo Office will not provide further notice to those who fail in their application.

Business Matching Process



26/3

31/3

26/4

27/4 30/4

Distribution of
Business Matching
Guide

Pre-scheduled Appointment and Online Matching

On-site Business
Matching





Review of 12th MITE



Countries and regions
participated

54



Exhibitors

668



Buyers

502



Business Matching
(Online / Offline)

14,935⁺



Exhibition Area

30,000^m₂



Meetings

55



Trade Visitors

534

Organizer



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