



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



Exhibition 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

Fax : (853) 2870 1083

Website : www.mitexpo.mo

E-mail : info@mitexpo.mo

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.

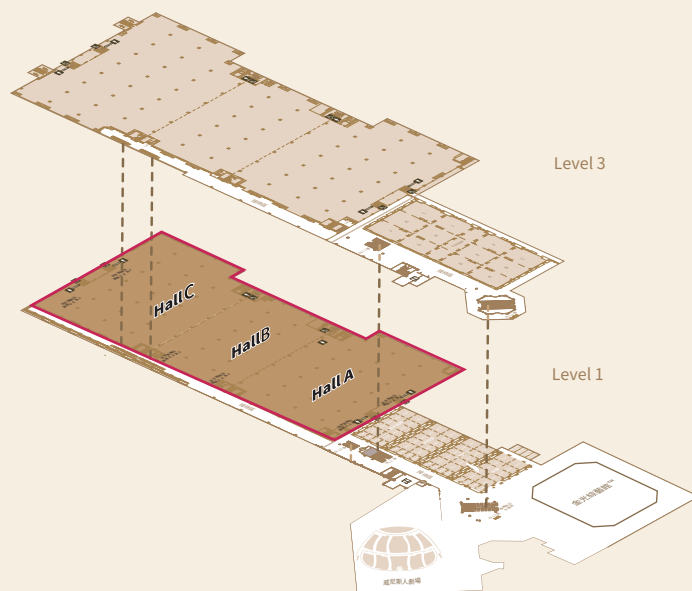
May the 13th Macao International Travel (Industry) Expo culminate in great success. We look forward to welcoming industry delegates from different parts of the world to Macao, where all can join hands to reach new milestones in cooperation!



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

Venue

The Venetian Macao - Cotai Expo - Hall ABC

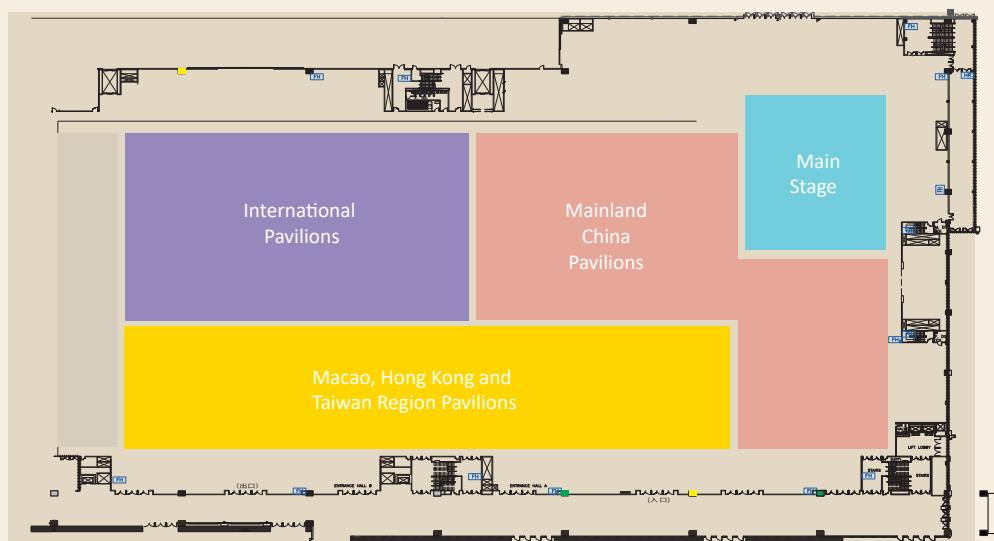


Schedule

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

Exhibition Area : 30,000 m²



The Venetian Macao - Cotai Expo - Hall ABC

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	

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

Exhibitor Benefits



The exhibition area is **30,000** square meters, and **approximately 40,000** spectators are expected. Concurrent conferences and events will be live broadcasted to the world on the Expo official website with **over 7 million** views.



Promoting sales and business cooperation with buyers and upstream and downstream suppliers, exhibitors may offer **special discounted products or services** to visitors. Exhibitors should follow the requirements and regulations on product sales set by the Expo office. All sales proceeds will go to respective exhibitors.



Through the **new media matrix**, exhibitors can achieve online promotion and online sales in multiple regions and platforms to expand exhibitor benefits.



During the Expo, **a number of destination travel promotion seminars** will be held, through which local and international exhibitors can promote their tourism products to professional buyers from all over the world.



Various media channels, including the Expo website, WeChat, Facebook, and other online social media platforms, advertisements, etc., will be utilized to help exhibitors increase their exposure and maximize their brand reputation and credibility.



Business matching and conferences at the Expo will strengthen exchanges between exhibitors and buyers from all over the world and expand business opportunities.

Application Procedure

Official Website



01



Go to the official website at www.mitexpo.mo to register online

02



Click "**Exhibitor Application**" and fill in the information

03



Upload the signed and stamped "**Exhibition Confirmation Form**", and submit relevant supporting documents

04



Complete the **payment** procedures **online** after confirmation of the application and approval by the Expo Office

05



Download and submit **relevant forms in the "Exhibitor's Manual"**, and the **list of your staff** online for application of admission badge(s)

06



Submit the booth / pavilion design, and **provide information of discounted products or promotional materials** for publicity

07



Register in the Pre-scheduled Appointment System(PSA), **make appointments**, match and negotiate with buyers

08



Exhibitors check in, booth set up, admission badge collection and conduct negotiations and business matching

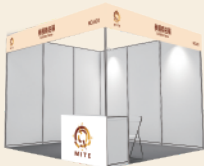
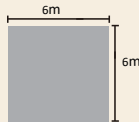
09



Complete and submit **questionnaire** after booth dismantlement up in Expo closure

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

Rates and Specifications

Booth Type	Description	Rate
Standard Booth Size: 3mX3m	A: 1-side open  The package includes: 1x fascia board (printed with company name and booth number), 2x spotlights (fixed), carpet, 1 x information desk (with MITE Logo), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket 1 x meeting table and 2 x chairs (for B2B Exhibitors only) - Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities	MOP17,500/ CNY15,800/ HKD17,000/ USD2,200 (Each Booth)
	B: 2-side open  The package includes: 2x fascia boards (printed with company name and booth number), 2x spotlights (fixed), carpet, 1 x information desk (with MITE Logo), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket 1 x meeting table and 2 x chairs (for B2B Exhibitors only) - Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities	Price for exhibitors from Macao and Guangdong-Macao In-Depth Cooperation Zone in Hengqin MOP 980 (Each Booth)
Raw Space (m ²) (Size: Starting from 36m ²)	 Size: Starting from 36m² The package includes: - The space required for the booth - Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities	MOP1,600/ CNY1,700/ HKD1,500/ USD200 (per m ²)
Price for exhibitors from Macao and Guangdong-Macao In-Depth Cooperation Zone in Hengqin MOP120 (per m ²)		

Early Bird Discount :

Exhibitors who book their booths before 30th November, 2024 and completed the payment procedure before 31st December 2024, can enjoy a **20% discount** on the above prices. (Except Macao and Guangdong-Macao in-Depth Co-operation Zone in Hengqin)

Exhibitors enjoying concessions from Macao and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin must provide information on the discounted products before 14th March 2025 and promote the event via their own channels.



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

主辦單位 Organizer



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