



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

## Macau's Evolving Tourism Brand – Integration and Diversification

by Dr. Ambrose So Shu Fai

at the University of Macau - Doctor *honoris caus* Lecture Series

27 November 2012

### Gist of Presentation

Macau's tourism brand will, with the continuing support of the government of China, evolve into a "world center of tourism and entertainment". Two processes that are driving this transformation are integration and diversification. As Macau integrates in terms of transportation and communications with the surrounding region of China, visitors will be attracted by a wider range of tourism activities. At the same time, it will be important for Macau to retain its unique character and remain Macau.

## 演變中的澳門旅遊品牌：區域融合與多元發展

主講：蘇樹輝博士

澳門大學榮譽講座系列

2012 年 11 月 27 日

### 演辭要旨

澳門旅遊品牌在不斷演變中，在中央政府的支持下，未來將集中構建「世界旅遊休閒中心」，當中區域融合及多元發展是主要的推動元素。澳門通過與鄰近的內地城市在交通基建上的融合發展，將為旅客帶來更多元的旅遊體驗。要強調的是，澳門不應複製其他旅遊城市的模式，未來也須繼續依循本身獨有的特色發展。

**Doctor *honoris causa* Lecture Series**  
“Macau’s Evolving Tourism Brand-Integration and Diversification”  
*by Dr. Ambrose So Shu Fai*

*Date: 27 Nov 2012*  
*Time: 3pm - 4:30pm*  
*Venue: STDM Auditorium, UM Library*

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**Program Rundown**

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- 02:30 p.m. Welcome reception in STDM Foyer  
招待茶會
- 03:00 p.m. Welcome remarks by Prof. Wei Zhao, Rector of the University of Macau  
澳門大學校長趙偉教授致歡迎辭
- 03:05 p.m. Souvenir Presentation by Rector and Group Photo  
校長致送紀念品及大合照
- 03:10 p.m. Doctor *honoris causa* Lecture Series –  
Macau’s Evolving Tourism Brand- Integration and Diversification  
榮譽博士講座系列－  
演變中的澳門旅遊品牌：區域融合與多元發展
- 04:00 p.m. Q & A Session (Moderated by Prof. Jacky So, Dean of Faculty of Business Administration)  
問題環節
- 04:30 p.m. End of the Forum  
講座結束



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### Rector's Speechat Dr. Ambrose So Shu Fai's talk

Today, I feel greatly honored to have Dr. Ambrose So Shu Fai, a distinguished leader in business and culture, to present a lecture on "Macau's Evolving Tourism Brand-Integration and Diversification". On behalf of the University of Macau, I'd like to express my sincere thanks to and deep respect for Dr. So.

I guess you have already learned the exciting news that UM has officially conferred the Degree of Doctor of Social Science *honoris causa* to Dr. So, in recognition of his distinguished professional and artistic accomplishments, his significant contributions to the community, and not least his invaluable support to UM. The ceremony has been successfully held on 16 November 2012. I could easily spend the rest of the time talking about his numerous accomplishments and achievements, but on the top of that, I do want to share with you some background about Dr. So.

Currently, Dr. So serves as member of the National Committee of the Chinese People's Political Consultative Conference, Honorary Consul of the Republic of Portugal in Hong Kong SAR, Vice-President of the Chinese Culture Promotion Society, Committee member of the China Federation of Literary and Art Circles, member of the Economic Development Council and of the Cultural Consultative Council of the Macao SAR government, and President of Macau Military Club. In these capacities, Dr. So has fostered cultural exchange and cooperation among Macau, Hong Kong, China and Portugal. In addition, he is dedicated to the promotion and development of Chinese culture. Still further, he works with relentless effort toward sustainable development of Macau's economy.

Dr. So is currently Chief Executive Officer of SJM Holdings Limited. In his more than 35 years of service in local gaming industry, Dr. So has contributed much to its regulation, professionalism and diversification. In 2008, he ushered Macao into the international financial market by planning and facilitating the Hong Kong stock exchange listing of SJM, Macao's only locally rooted gaming concessionaire.

In addition to his philanthropic deeds, Dr. So also has a passion for cultural pursuits. He founded the Macau Sino-Latin Foundation and the Association of Chinese Cultural and Art of Macau to propagate Chinese cultural and uses it as a platform for cultural exchange. Dr. So is also an accomplished practitioner of Chinese calligraphy. He has held numerous solo calligraphy exhibitions in mainland China, Hong Kong, Macau and Taiwan. In recognition of his cultural pursuits and contributions, Dr. So has been awarded the Medal of Merit - Culture by the Macau SAR government.

Last but not least, as for his relationship with UM, Dr. So shows keen concern with its development. He has on many occasions generously donated his calligraphic works to UM, and served as a guest speaker at a number of UM's forums and seminars. As a member of the Advisory Board member of Faculty of Business Administration, Dr. So has been particularly contributive to the progress of the Faculty.

Dear colleagues, students and friends, please join me in welcoming our speaker today, Dr. Ambrose So Shu Fai.