

# BIZART INTERNATIONAL LIMITED COMPANY PROFILE



# BIZART'S STORY

BizArt is a premier integrated marketing and event agency dedicated to bridging the gap between international brands and the vibrant markets of Macau, Hong Kong, and Mainland China. We specialize in unlocking cross-border opportunities for the tourism, hospitality, and luxury sectors.

Unlike traditional agencies, we offer a true 'one-stop' solution by combining **high-level strategic consultation** with robust execution capabilities. Through our **exclusive strategic alliance with premier production facilities** in Zhuhai and Mainland China, we ensure the same strict quality control and cost efficiency as an owned factory, but with greater scalability.

**Our Mission:** To act as the essential two-way bridge: empowering International brands to thrive in Asia, and propelling Asian brands onto the global stage.





# ANITA FU – MANAGING DIRECTOR & FOUNDER

- Anita Fu is a distinguished marketing strategist and seasoned hotelier with over 20 years of integrated experience in the luxury hospitality and events sectors. Her career spans diverse industries across the UK, Hong Kong, and Macau.
- Prior to founding BizArt, Anita served as the Assistant Vice President of Destination Marketing for Sands China (13 years), where she played a pivotal role in the pre-opening and marketing of The Venetian, Sheraton, and Parisian Macao. Combined with almost 10 years of previous experience in retail and corporate marketing, she brings a holistic perspective to brand building.
- Anita established BizArt with a clear vision: to provide international brands with the insider expertise required to navigate the complex China and Greater Bay Area markets. Leveraging her deep network of media, government, and industry stakeholders, she leads BizArt in delivering data-driven marketing campaigns and world-class event experiences.

# THE BIZART ADVANTAGE

## Pillar 1: Cross-Border Infrastructure & Cost Control

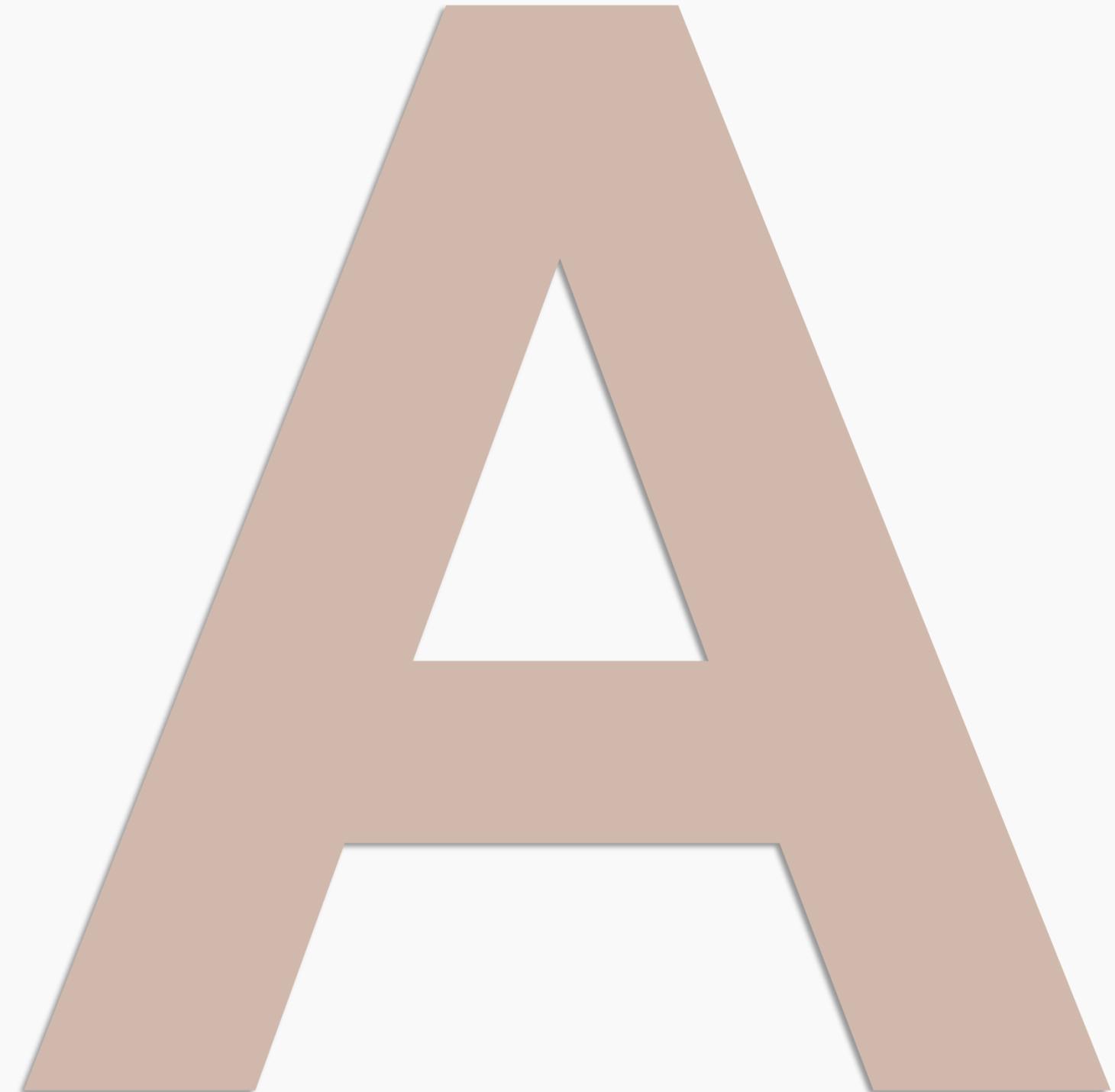
- **One-Stop Solution:** We own our production factory in Zhuhai and operate offices in Macau, Hong Kong, and China. This allows us to bypass middlemen, ensuring strict quality control and significant cost efficiency for your projects
- **Regional Agility:** Our team seamlessly navigates the logistical and regulatory differences between the SARs and Mainland China.

## Pillar 2: Strategic Localization

- **Cultural Bridge:** We don't just translate; we localize. We possess Bi-Directional Fluency. We adapt international messaging for Chinese audiences, and polish Chinese brand narratives for Western consumption, ensuring nothing is lost in translation.
- **Digital Ecosystem Experts:** From WeChat to Little Red Book, we navigate the unique digital landscape of China to maximize your brand's reach.

## Pillar 3: Proven Track Record

- **Trusted by Giants:** Our portfolio includes collaborations with global IPs like the NBA, and major integrated resorts like Sands China and MGM.
- **End-to-End Execution:** From creative ideation to on-site safety and risk management, we handle every detail.



# OUR INTEGRATED GLOBAL CAPABILITIES

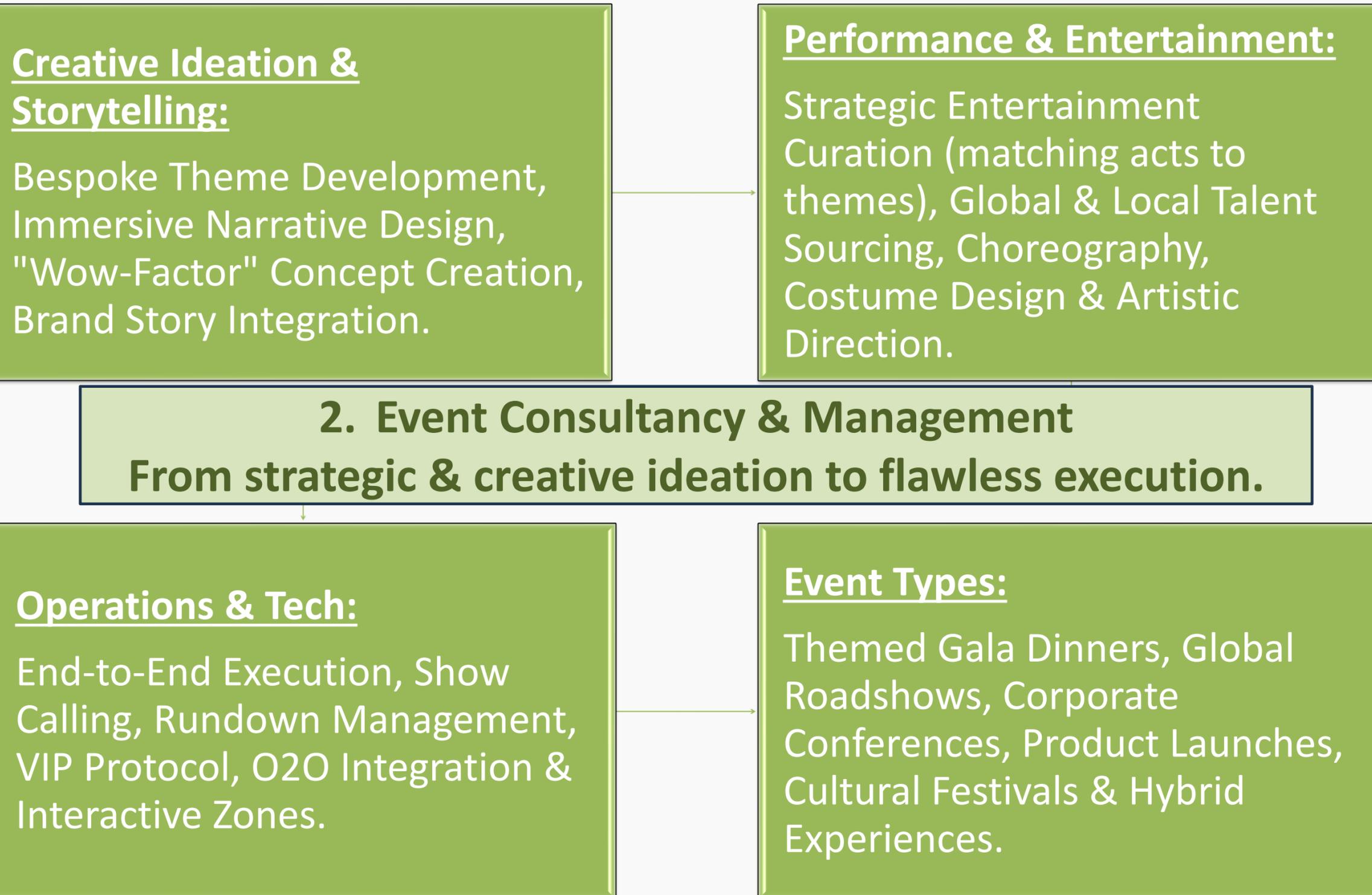
SEAMLESS EXECUTION ACROSS BORDERS: FROM GREATER BAY AREA TO THE WORLD



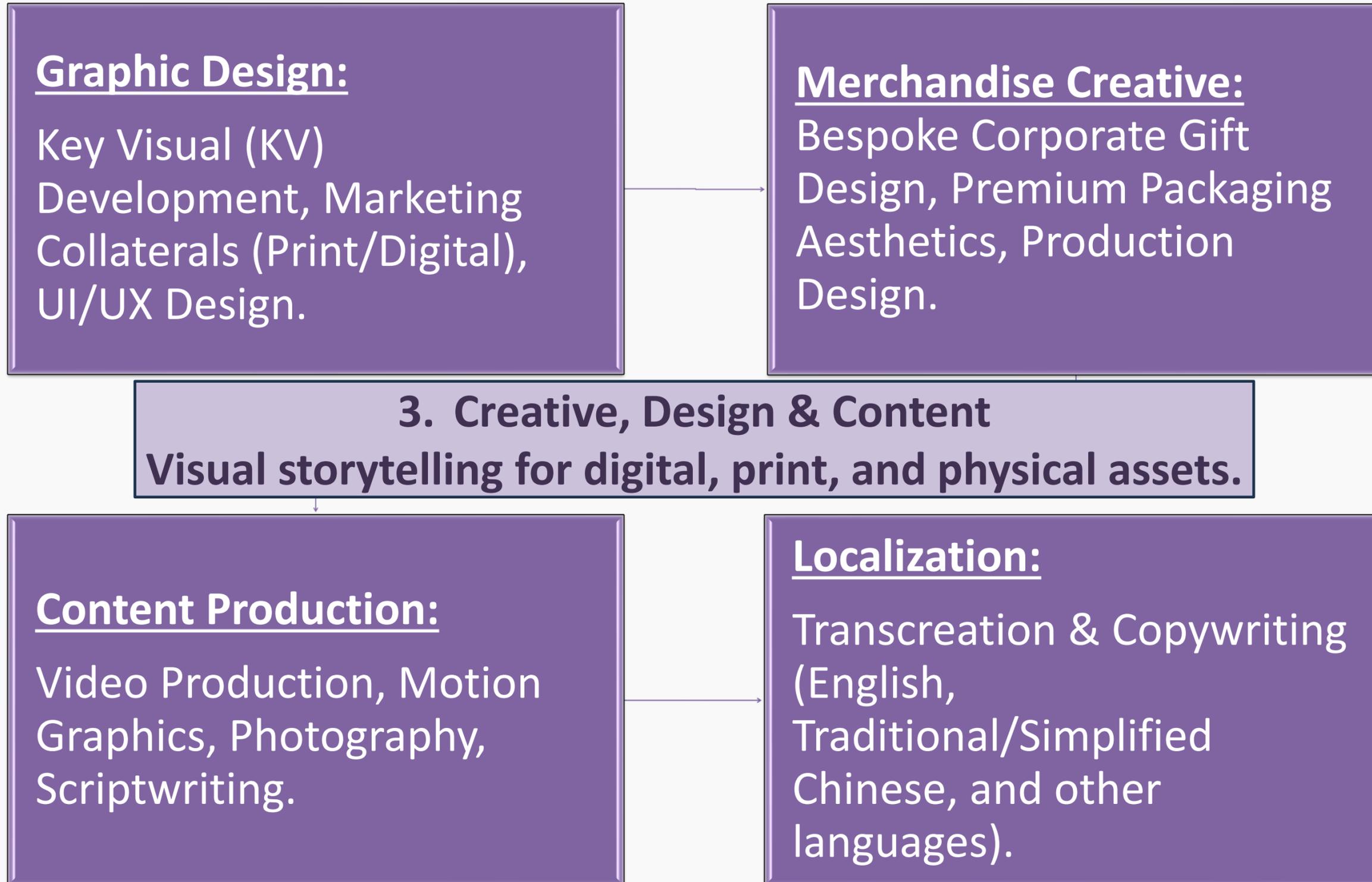
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## Fabrication:

Custom Exhibition Booths,  
Stage Construction,  
Woodwork & Metalwork  
(via Strategic Partner  
Network).

## AV & Lighting:

Professional Audio-Visual  
systems, LED Walls, Lighting  
Design.

**4. Production, Fabrication & Logistics**  
**High-quality infrastructure delivered locally and globally.**

## Logistics:

International Freight,  
Customs Clearance, On-site  
Build-up & Dismantling.

## Compliance:

Safety & Fire Regulation  
Management (Mainland  
China, Macau, USA, SEA).

# THE GROWTH FRAMEWORK: OUR APPROACH TO SALES GROWTH

## Attract (Traffic):

Precision targeting via Media buy, SEO, and PR to bring high-quality potential customers.

## Engage (Trust):

Using 'Performance Branding' and localized content to build immediate trust and desire.

## Convert (Sales):

Optimising the 'Call to Action' (online or offline) to turn engagement into revenue.

# GOVERNMENT SUBSIDY & INCENTIVE SUPPORT

## Maximizing **Your Budget** through **Expert Grant Application Management**

Macau and Hengqin offer various financial incentive schemes (such as IPIM's "Convention & Exhibition Financial Support Programme") to attract international events. However, navigating the application criteria and documentation can be complex.

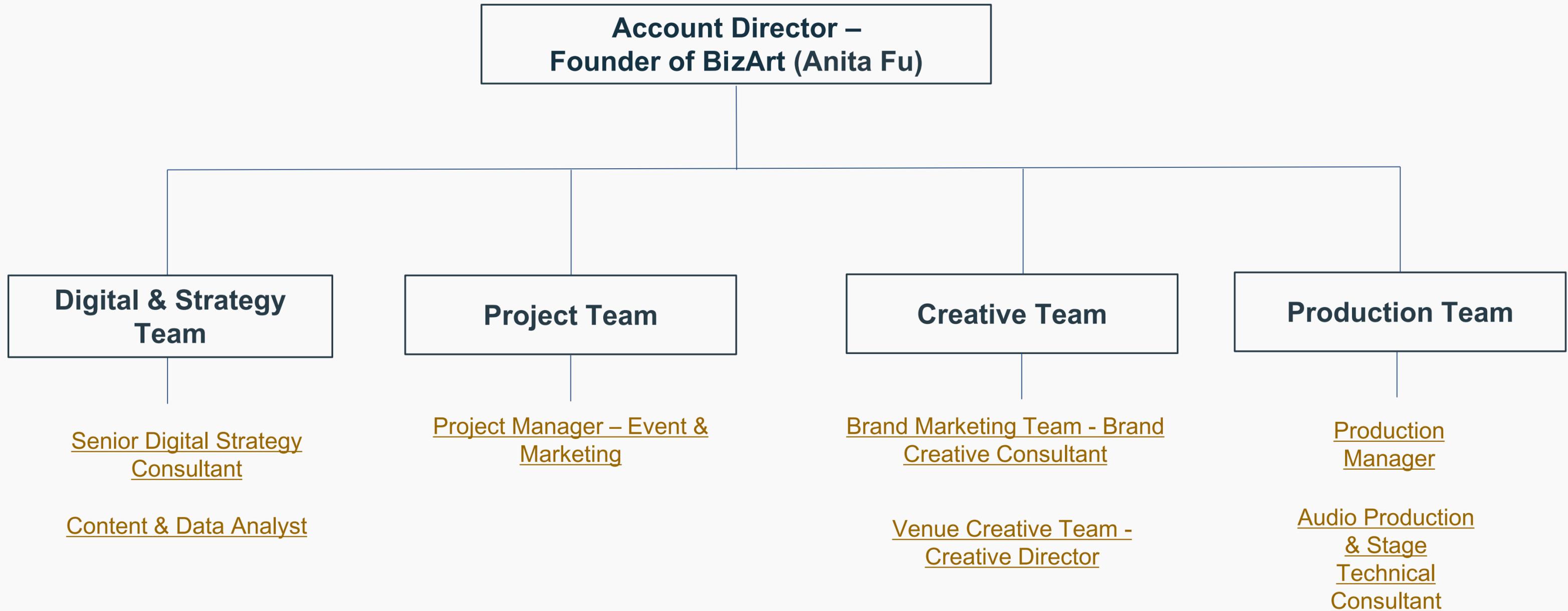
### **How BizArt Adds Value:**

- We act as your local consultant to **assess eligibility** and **manage the application** process for government subsidies and incentives.
- **Eligibility Assessment:** We review your event scale, duration, and industry to identify applicable funding schemes in Macau (IPIM) and Hengqin ("One Event, Two Places").
- **Documentation Management:** We handle the preparation of required proposals, budget forecasts, and local vendor quotations required by government bureaus.
- **Liaison & Reporting:** We serve as the direct communication bridge with government representatives, ensuring all post-event reports and audits are submitted correctly to secure the funding.

Note: Successful application is subject to final approval by the relevant government authorities.

# Our Regional Project Team

A powerful collective of creative thinkers, strategists, and operations specialists with deep international experience across Asia and the West.



# MARKETING, EVENT PLANNING, MANAGEMENT & OPERATIONS ACCOUNT SERVICING TEAM

- ACCOUNT SERVICING
- EVENT IDEA GENERATION
- BRAND MARKETING, EVENT MARKETING, PR, DISTRIBUTION, RESOURCES ALLOCATION, STAKEHOLDER COLLABORATION & RSVP STRATEGIES
- EVENT MANAGEMENT & OPERATION
- QUALITY MANAGEMENT MEETING EVENT TIMELINE
- CONTENT & COPYWRITING
- RESEARCH & DATA ANALYSIS

# PROJECT MANAGEMENT

**BizArt will be fully responsible and manage the below for our client:**

- Handle the project independently
- Oversee and manage the process from planning, to creative, production, onsite installation, maintenance and dismantle with adequate manpower assigned to support in each stage
- Ensure a seamless, professional management and proactive communication all the time among the related aspects
- Our experienced Project Manager will be the single contact person for our client on daily communication and operations. In addition, a full project team will be supporting our project manager for event management, production and onsite support
- Monitor the overall timeline including event planning, creative, production, event operation and on-site support

# ANITA FU

## ACCOUNT DIRECTOR

Key Project Role: oversees the account and the project to ensure the project team is delivering the service according to client's project brief with high quality of standard from design to planning through to execution. Provide solution to overall project challenges and ensure that everything is happening within timeline and as per planned

- Founder of BizArt International Limited
- Previously served as the Assistant Vice President of Destination Marketing for one of Asia's largest integrated resorts, Sands China (home to 7 hotels and 12,000 rooms)
- Nearly two decades of experience in sales and marketing in the UK, Hong Kong and Macau
- Has pre-opened and marketed three of the largest hotels in the world: The Venetian Macao, Sheraton Grand Macao and The Parisian Macao
- Has launched and organised a slew of successful integrated marketing campaigns and events such as hotel room sales campaigns, global roadshows & events, retail campaigns and MICE marketing strategies to help boost Macau's events industry
- Has organised events and roadshows in China, HK, Macao, Taiwan China, Japan, Korea, Indonesia, Singapore, India and the State.



# DIGITAL AND STRATEGY TEAM

- DATA-DRIVEN. TECH-ENABLED. RESULTS-ORIENTED
- BUILDING THE DIGITAL INFRASTRUCTURE THAT CONNECTS INTERNATIONAL BRANDS TO ASIAN AUDIENCES

# DRIVING REVENUE THROUGH DIGITAL INTELLIGENCE

**Our Digital & Strategy division goes beyond standard social media management. Led by our senior technical consultant, we engineer the digital infrastructure your brand needs to thrive in the complex Asian digital landscape. We combine high-level IT architecture with creative content strategies to deliver measurable ROI.**

- **Digital Infrastructure & Development:** Development of Websites, WeChat Mini-programs, and H5 landing pages. We build secure, scalable digital assets that integrate seamlessly with your sales channels (OTA platforms, booking engines).
- **Conversion Rate Optimisation:** We don't just drive traffic; we optimize the user journey to turn visitors into paying customers, utilizing data to refine sales funnels in real-time.
- **Performance Marketing & Data Analytics:** Precision targeting through SEO (Search Engine Optimization), SEM, and programmatic advertising. We analyze user data to optimize campaigns in real-time, ensuring every marketing dollar creates impact.
- **Social Ecosystems & Community Management:** Strategic operation of Chinese platforms (WeChat, Little Red Book, Douyin) and Global channels. We focus on "Community Growth"—turning passive followers into active brand advocates through responsive engagement.
- **AI & Marketing Automation:** Leveraging the latest AI tools for content generation, customer service automation, and workflow efficiency to keep your brand ahead of the curve.

# FRANKY IP

## SENIOR DIGITAL STRATEGY CONSULTANT

Key Project Role: Franky leads the digital architecture for our clients, translating marketing goals into technical reality. He oversees SEO strategy, performance marketing (Media Buy), and the integration of AI tools to maximize campaign ROI.

- **20+ Years of Tech-Marketing Expertise:** A veteran with a solid background bridging Business Analysis, System Engineering, and e-Marketing. He specializes in building robust digital ecosystems that drive traffic and lead generation.
- **AI & Automation Expert:** Specializes in modernizing marketing workflows through AI content generation, SEO optimization, and automated performance analysis tools.
- **Certified Technical Authority:** Unlike traditional marketers, Franky holds elite technical certifications, ensuring strategies are technically sound and secure:
  - ISACA Certified Information Systems Auditor (CISA)
  - Microsoft Certified System Administrator
  - Cisco Certified Internet & Networking Engineer
- **Industry Leadership:** Serves as the Vice-President of the ISACA Macau Chapter and President of the Macau InspireME Association, advising government departments and incubation centers on digital growth.

# DESIGN TEAM

- MARKETING CAMPAIGN & EVENT IDEA GENERATION
- CREATIVE CONCEPT DEVELOPMENT
- GRAPHIC DESIGN
- PRODUCTION DESIGN

# DESIGN & ADAPTATION

**A design team is led by our Creative Director to support with all the design work for our client:**

- Manage all the creative work relating to creative concept, design execution, collaterals adaptation for the decoration
- Ensure that all the briefed in creative materials in the agreed plan will be managed professional and work closely together with our Production team to ensure that the quality of the materials are matching the approved design of the installation
- Ensure that all the design work required in the agreed plan is well executed

**BizArt also appointed a Brand Creative Consultant for giving advice on brand direction for our projects.**

# JEFFREY IEONG

## BRAND & CREATIVE CONSULTANT

Key Project Role: Jeffrey's key role is to ensure that all the creative is on brand according to client's guideline and advise on solutions for different creative challenges.

- Over 25 years of creative and marketing experience
- An experienced Creative Consultant, he has led teams of more than 100 local graphic designers and content copywriters over the years.
- Has collaborated with international leading brands across various sectors, crafting groundbreaking solutions that captivate audiences and propel business success.



# ANDY CHIANG

## EVENT CONCEPT & VENUE DESIGN DIRECTOR

Key Project Role: Andy works together with our designer team to give art direction on the creative of the booth from concept to execution and production. He also ensures that the quality of the design is meeting the standard of our client as per brief.

- Design degree awarded by St Martin Art College LONDON (UK)
- Has over 15 years of creative concept and design experience
- Has design experience in several industries: education, associations, NGOs, hospitality, tourism, art & culture
- Has managed creative concepts from event ideas generation to execution for more than 15 years across Asia



# EVENT PRODUCTION TEAM

- EVENT PRODUCTION, ORGANISATION, IMPLEMENTATION & EXECUTION
- INSTALLATION & DISMANTLE
- ON-SITE LOGISTIC AND OPERATION SUPPORT

# PRODUCTION, SETUP & DISMANTLE

**Our Event & Production Manager will be working closely with our Project Manager & our factory to ensure that all the below will be planned and implemented seamlessly:**

- Ensure that the production team will be in full support to complete the tasks according to schedule required
- Ensure that process of production in factory, approval, delivery, move in, setup and dismantle are fully done
- Full onsite support to ensure that if there are anything needed, our Event & Production Manager will be there to help
- Handle maintenance, repairing and other ad hoc incidents throughout the event period

# MIKE LEE

## PRODUCTION MANAGER

Key Project Role: Mike's role is to manage the production, installation and dismantle process of booth and collaterals printing etc. He will work closely with our project manager, our design team and also our factory to ensure the quality of the produced products are meeting client's expectation. He will also be onsite to ensure that both the installation and dismantle are being taken care of as per standard. Meanwhile, Mike is also responsible for onsite maintenance, repairing and AV control

- Over 20 years of event and production experience
- Participated in the opening of Macau Fisherman's Wharf
- Responsible for the coordination and execution of a number of large-scale events, including but not limited to:
  - 2019 Macau International Airport Christmas and New Year promotions
  - 2016 Ultra Life Conference
  - 2012 Ambassador's Dinner at Legendale Hotel Beijing
  - The 10th Anniversary Dinner of Sin Meng Charity Associations
  - 2011 Sin Meng Charity Associations - Sunshine Boys Closing Performance
  - 2011 Macau Fisherman's Wharf International Culture and Food Festival Opening Dinner



# AUDIO PRODUCTION & STAGE TECHNICAL TEAM

- AUDIO PRODUCTION, TECHNICAL COORDINATION & SOUND DELIVERY
- STAGE SET UP, LIGHTING & TECHNICAL INTEGRATION
- ON-SITE SYNCHRONISATION & EXECUTION SUPPORT

# NICK LEONG

## AUDIO PRODUCTION & TECHNICAL PROJECT CONSULTANT

**Key Project Role:** Nick Leong oversees audio production and technical coordination across large-scale live events, concerts, exhibitions, and ceremonies. He works closely with production, lighting, stage, and technical teams to ensure seamless sound delivery, precise time synchronization, and smooth on-site execution. His role bridges creative intent and technical reality, maintaining high production standards under complex, fast-paced environments.

With extensive hands-on experience across music festivals, international expos, award ceremonies, and orchestral concerts, Leong provides reliable technical leadership from pre-production planning through live show execution.

Experience in planning, coordinating and implementing numbers of large-scale events, including but not limited to:

- Studio City 10th Anniversary Fireworks Showcase
- Travis Scott – Circus Maximus Tour 2025 (Macao)
- ELLE Style Awards 2024 Macau
- Hennessy × NBA Pop-up Opening
- Vanessa da Mata Concert with the Macao Chinese Orchestra
- FMCC Charity Gala Dinner 2024–2025
- Studio City Heat Wave / Wave Fest 2024–2025
- HUSH Music Festival 2025
- Macao International Travel (Industry) Expo 2024
- BEYOND Expo 2025



# BRANDS WE WORKED WITH



BIZART

# PROJECT REFERENCES

BizART

**EVENTS IN MACAU**



# MACAU NBA HOUSE BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION

**Event Name:** NBA House – Brooklyn Nets Brand Experience

**Event Period:** 8 to 12 October 2025

**Event Venue:** Cotai Expo Hall at The Venetian Macao

**Strategic Highlights:** The Challenge:  
To introduce and amplify the Brooklyn Nets culture to a Macau audience and drive fan engagement during the NBA exhibition.

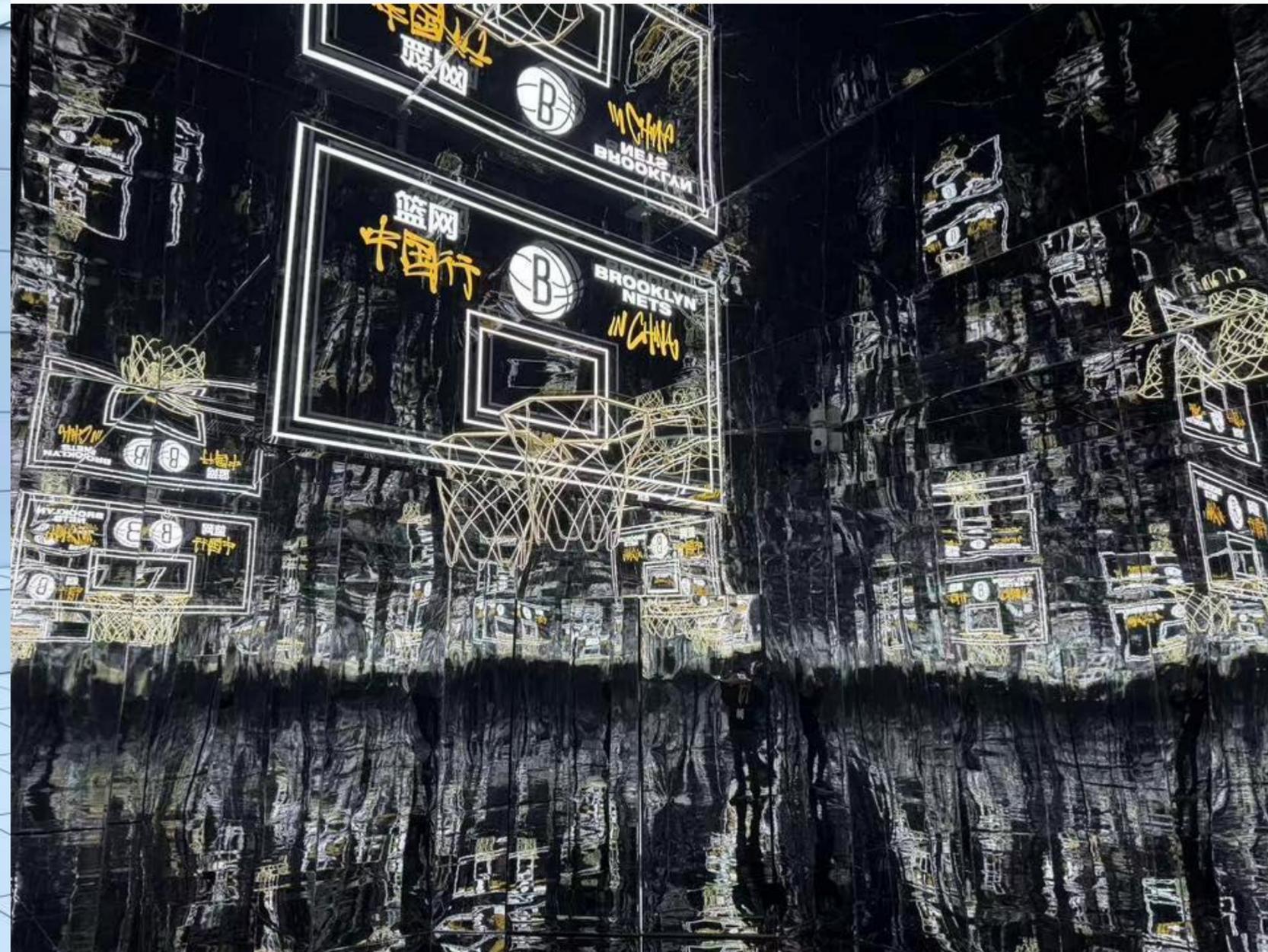
Our Solution:  
BizArt managed the full end-to-end operation, providing a trained team of Brand Ambassadors to facilitate interactive fan experiences and booth operations.

The Result:  
Successfully engaged over 5,000 fans over 5 days

**Role:** BizArt Brand Ambassador Team brought the energy daily to the booth, ensuring memorable experience for every fan and guest.

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# MACAU NBA HOUSE BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION



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**MACAU NBA HOUSE  
BROOKLYN NETS BRAND AMBASSADOR  
PLANNING & EXECUTION**





YOU ARE CORDIALLY INVITED TO THE  
**BUSAN FAM GALA DINNER**

MONDAY | 02/09/2024  
COCKTAIL | 6PM - 7PM  
DINNER | 7PM - 9:30PM  
VISTA L2M, MGM COTAI

ATTIRE:  
BUSINESS FORMAL

RSVP  
Ms. Jessica Choi | (82) 10 8752 0878 or  
jessicachoi@mgm.mo

## MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024

Event Name:	Korea Fam Gala Dinner 2024 & Japan Fam Gala Dinner 2024
Event Period:	2/9/2024 & 15/10/2024
Event Venue:	Vista at MGM Cotai
Strategic Highlights:	<p><b>The Challenge:</b> MGM needed to impress high-value VIPs from Korea and Japan with a culturally relevant yet localized luxury experience.</p> <p><b>Our Solution:</b> BizArt managed end-to-end production, entertainment, and decor, ensuring a seamless fusion of cultural elements.</p> <p><b>The Result:</b> Flawless execution of two high-profile gala dinners strengthening MGM's relationship with key Asian markets.</p>
Role:	<p>BizArt is responsible in managing the below:</p> <ul style="list-style-type: none"><li>- Venue design and decoration</li><li>- Venue design production, installation and dismantle</li><li>- Event planning, management and operation</li><li>- MC arrangement</li><li>- Entertainment planning and arrangement</li><li>- Onsite management</li></ul>

# MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024



# MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024



# MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024



**MGM MACAU & COTAI  
KOREA FAM GALA DINNER 2024 &  
JAPAN FAM GALA DINNER 2024**



# MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024





# THE 24<sup>th</sup> CBMC ASIA PACIFIC CONVENTION

**Event Name:** The 24<sup>th</sup> CBMC Asia Pacific Convention – Event Organisation (a 4-day 3 nights annual event for CBMC)

**Event Period:** 22-25 October 2024

**Event Venue:** Galaxy Macau

**Attendees:** 500+ Delegates from more than 20 Countries and regions including: China, Macau China, Hong Kong China, Taiwan China, India, Singapore, Thailand, Malaysia, Philippines, Indonesia, Timor-Leste, USA, Vietnam, Mongolia, Korea, Japan, Canada, Zimbabwe, Brunei, Cambodia, Nepal and Cameroon

**Strategic Highlights:**

**The Challenge:**  
To organize a large-scale annual convention for a prestigious international association, hosting over 500 business leaders from across Asia. A critical financial objective was to navigate the complex application process to secure government funding support for the event.

**Our Solution:** BizArt provided a comprehensive "One-Stop" MICE solution:

- **Subsidy Consultancy:** Acted as the specialized consultant for the IPIM "Convention & Exhibition Financial Support Programme." We managed the entire grant application lifecycle, from budget forecasting to documentation, ensuring eligibility compliance.
- **End-to-End Management:** Managed the full 4-day itinerary, including the Opening Ceremony, Seminars, and Gala Dinner, ensuring seamless logistics for international delegates.

**The Result: Funding Secured:**

- **Successfully helped the association secure the government subsidy, significantly optimizing their event budget.**
- **Global Standard:** Delivered a world-class convention experience that facilitated cross-border networking, reinforcing Macau's status as a premier destination for international associations.

**Role:** Event planning, organisation, gifts arrangement, creative & content management and on-site operation and management



# "WAVES OF INFLUENCE: FOREIGN MATERIALITIES BY ELIZABETH BRIEL"

**Event Name:** "WAVES OF INFLUENCE: FOREIGN MATERIALITIES BY ELIZABETH BRIEL"

**Event Period:** 3 December 2025 – 4 February 2026

**Event Venue:** Taipa Village Art Space, Macau

**Strategic Highlights:**

**The Challenge:** To translate the intricate artistic vision of Elizabeth Briel’s paper installations into a cohesive marketing visual identity. The goal was to create a compelling aesthetic that resonates with both local art lovers and international tourists, reinforcing Taipa Village’s position as a leading cultural hub.

**Our Solution:** BizArt served as the Lead Creative Partner. Our team conceptualized and executed the Key Visual (KV) for the entire exhibition. We extended this artistic direction across all communication event materials—ensuring a unified and premium aesthetic experience.

**The Result:** Successfully delivered a visually stunning exhibition environment that amplified the artist's work. The project strengthened our partnership with the cultural sector, demonstrating BizArt’s capability to support Macau’s "Tourism + Art" diversification strategy through high-quality creative solutions.

**Role:** Official Creative Partner

Bridzart

**MARKETING  
PROJECTS**

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# SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety  
through Digital Innovation & Creative IP

**Project Name:** Digitalized Smart Construction Site Transformation

**Project Period:** September 2025 (From proposal & planning to execution in 6 weeks - design, production and installation in 3 weeks)

**Locations:** Lot 25 & Northeast Avenue Construction Sites, Macau

**Strategic Highlights:**

The Challenge:

The client needed to urgently upgrade two major construction sites to meet "Smart Site" standards. The goal was to modernize the brand image and create a safer environment for workers, but the timeline was extremely tight — requiring a full turnaround in just 3 weeks (design, production and installation).

Our Solution:

BizArt delivered a rapid, end-to-end "Smart Site" solution that integrated hardware with creative branding:

- **Tech Infrastructure:** Sourced and installed outdoor-grade digital screens and interactive kiosks at key touchpoints (Entrances, Rest Areas) to replace traditional paper notices.
- **Creative IP:** Developed a custom safety mascot (e.g., "The Site Guardian") to make safety messaging more engaging and approachable.
- **Content Strategy:** Created a full suite of digital and offline assets, including safety banners, interactive games, and daily digital safety briefings.

The Result:

- **Rapid Execution:** Successfully launched the full digital ecosystem across two sites within 3 weeks.
- **Safety Engagement:** Transformed the daily safety routine for workers through interactive digital engagement rather than passive reading.
- **Brand Elevation:** Successfully positioned Sam Yau as a tech-forward leader for the safety standard.

# SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety through Digital Innovation & Creative IP



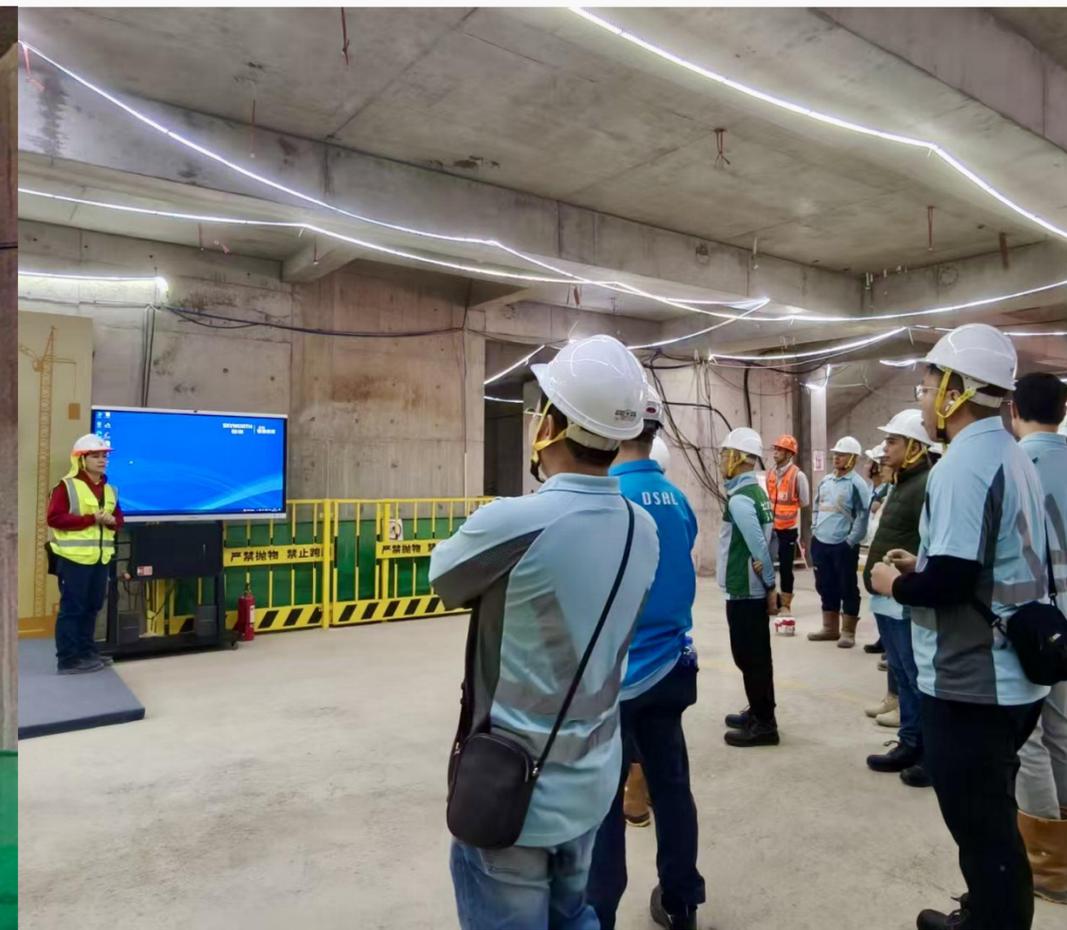
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# SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety through Digital Innovation & Creative IP


 三友建築-新基業合作經營  
 CONSÓRCIO SAM YAU / SAN KEI IP

## 東北馬路空中走廊建造工程

“安全三寶”

安全帽

反光衣

安全鞋

地盤聯絡人

常用電話號碼		消防局	2857 2222
天氣查詢	1311	自來水有限公司	2822 0088
電力公司	2833 9922	司法警察熱線	999
山頂醫院	2831 3731	治安警察	2857 3333

$\text{千人意外率} = \frac{\text{累積意外數目}}{\text{平均每天僱用人數}} \times 1000 = \text{平均每一千人之意外數目}$

月份	一	二	三	四	五	六	七	八	九	十	十一	十二
僱用人數												
工傷數目												
工傷率												

姓名 職位 電話號碼

**安全第一，預防為主；人人講安全，事事為安全。**


 三友建築-新基業合作經營  
 CONSÓRCIO SAM YAU / SAN KEI IP

## 東北馬路空中走廊建造工程

工地近期安全推廣活動

關懷社區，安全為先

工地最新資訊：創新安全改善

創新工藝，提升公共安全

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# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

**Oxfam Hong Kong**  
**Social Innovation Programme**  
**Grant for Good**  
Period: 2023/2024/2025  
Target Market: Hong Kong

- Marketing Consultation
- Branding and Logo Design & Development
- Marketing Content Development
- Online Campaigns: Google Search & Display Banner
- Offline Campaigns
- Social Media Campaigns
- Design of Promotional Publications and Advertisements
- Website Design & Development: <https://grant4good.oxfam.org.hk/>

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# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

**The Challenge:** To launch a social innovation program in Hong Kong and attract high-quality applicants for poverty alleviation grants.

**Our Solution:** Developed a 360° integrated marketing plan, including branding, website development, social media management, and offline event coordination.

**The Result:** Successfully launched the brand identity and achieved high engagement rates across digital platforms, driving program applications.

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

TOGETHER WE EMPOWER  
結合力量

TOGETHER WE GIVE BACK  
貢獻社會

TOGETHER WE MAKE  
A COLLECTIVE IMPACT  
消除貧窮

## OXFAM GRANT FOR GOOD 無窮實現室

CALLING ON INDIVIDUALS / TEAMS WITH INNOVATIVE PROJECTS TO FIGHT AGAINST POVERTY.  
召集有創新概念的個人或團體，  
全力以赴，消除貧窮！

SCAN THE QR CODE TO APPLY NOW!  
請掃描此二維碼  
即可報名

Deadline:  
16 May 2023  
2023年5月16日截止

grant4good.oxfam.org.hk  
oxfamhongkong | 3120 5277 / 3120 5187

樂施會 OXFAM  
World Without Poverty  
無窮世界

贊助商: SIE OFUND 新城市廣場, Cybertop 數碼港

Home - Oxfam Grand4Good | Contact Us | Official Site of Sand - X | +

grant4good.oxfam.org.hk

First Cohort Application Deadline:  
16/5/2023 23:59

00 Days 00 Hours 00 Mins 00 Secs

Apply Now

Home About Us How to Apply Funded Projects Latest Events & News Contact Us

EN 繁

## OXFAM GRANT FOR GOOD 無窮實現室

APPLY NOW  
立即報名

### OUR SUPPORT

GLOBAL AND LOCAL EXPERIENCE

STRONG CROSS-SECTOR NETWORKS

Show desktop

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

21cm
59.4cm

**OXFAM GRANT FOR GOOD**  
無窮實現室

TOGETHER WE EMPOWER  
攜手力量

TOGETHER WE GIVE BACK  
愛給社會

TOGETHER WE MAKE  
A COLLECTIVE IMPACT  
匯聚力量

**WHO WE ARE**

Oxfam Hong Kong is a global organization committed to creating a world without poverty through its advocacy, development, and humanitarian work.

**ABOUT 'OXFAM GRANT FOR GOOD'**

Oxfam Hong Kong was appointed by the Social Innovation and Entrepreneurship Fund (SIE Fund) to create 'Oxfam Grant for Good', which is designed to encourage everyone from all walks of life to come up with innovative solutions to address poverty and social exclusion.

We call on both individuals and teams with innovative ideas or projects at any stage, whether it be a prototype, start-up, or scale-up, to join Oxfam Grant for Good. Together with Oxfam Hong Kong, we can make a collective impact on society!

**OUR STRATEGIC PARTNER - CYBERPORT**

We are partnering with Cyberport on 'Oxfam Grant for Good'. Cyberport will connect you with different professionals in the industry and expand your network. With their expertise, resources, and guidance, Cyberport and its community members are well-positioned to provide the technical support you need to produce innovative solutions, help you overcome challenges, overcome the impact of your innovative projects and ensure they are sustainable.

Calling for innovative proposals to fight poverty! Apply now for a chance to receive unlimited funding from Oxfam Grant for Good!  
加入無窮實現室「無窮實現室」，發揮社會創新力量，消除貧窮！資助無窮，上策，報名從速！

Supporting the creation of jobs for people with disabilities  
支持創造就業機會予殘疾人士

Supporting the elderly  
支持長者

Supporting the young  
支持年青人

Supporting the disabled  
支持殘疾人士

Supporting the elderly  
支持長者

Supporting the young  
支持年青人

## FUNDING TYPES

Stage of Innovation Development	Requested Funding Amounts from SIE Fund (HK\$)	Matching Fund Ratio Requirement (SIE Fund Applicant)	Project Implementation Duration
<b>Prototype</b> Further refining a tested idea	\$200,000-\$300,000	Not required	1 year
<b>Start-up</b> Launching a new business from a validated idea with relevant administrative experience	No limits	2:1 matching is required when applying for \$300,001-\$900,000	1-2 years
<b>Scale-up</b> Further expansion of an existing business to create a strategic influence and make a more significant impact on society		1:1 matching is required when applying for more than \$900,000	1-3 years

*Depends on the project size*

### WHO IS ELIGIBLE?

- Hong Kong permanent residents aged 18 years or above
- Individuals can only apply for the Prototype stage
- Legal entities registered in Hong Kong may apply for all stages of development

### WHAT TO EXPECT

All applications will go through the three stages below including incubation, vetting and implementation.

- 1 Incubation**
  - Shortlisted candidates will receive tailored advice and support from a professional mentor
  - A series of capacity building sessions will be offered
  - Applications will be refined and finalised by candidates after getting advice from their mentor
- 2 The Vetting Process**
  - Selected applicants will make a final presentation provided by the SIE Task Force for approval
- 3 Project Implementation**
  - Prepares to commence within six months of approval
  - Technical coaching
  - Networking events
  - Theme-based workshops
  - Workshop services

### WHY JOIN 'OXFAM GRANT FOR GOOD'? STRENGTHS OF OXFAM HONG KONG

- Lessons from Oxfam's global and local experience
- Access to strong cross-sector networks
- Matching fund opportunities
- Comprehensive capacity building
- Established monitoring, evaluation, and learning system
- Cyberport's technical expertise

**APPLY NOW!**

Scan the QR code to learn more about the programme details and submit your application online!

[grantgood@oxfam.org.hk](mailto:grantgood@oxfam.org.hk)
@oxfamhongkong

3220 5277 / 3220 1387

grantgood@oxfam.org.hk



# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

TOGETHER WE EMPOWER  
結合力量

TOGETHER WE GIVE BACK  
貢獻社會

TOGETHER WE MAKE A COLLECTIVE IMPACT  
消除貧窮

## OXFAM GRANT FOR GOOD 無窮實現室

CALLING ON INDIVIDUALS / TEAMS WITH INNOVATIVE PROJECTS TO FIGHT AGAINST POVERTY.  
召集有創新概念的個人或團體，  
全力以赴，消除貧窮！

資助額上限\*  
申請資助額由港幣1,000元至港幣10,000元  
截止申請日期：  
5月16日(星期二)

SCAN THE QR CODE TO APPLY NOW!  
請掃描二維碼  
報名申請

Deadline:  
16 May 2023  
2023年5月16日(星期二)

grant4good.oxfam.org.hk  
oxfamhongkong | 3120 5277 / 3120 5197

樂施會 OXFAM  
Hong Kong  
World Without Poverty

資助機構  
FUND  
資助機構  
Wing Hing Partner  
數碼港  
Cyberport

OXFAM GRANT FOR GOOD  
無窮實現室

資助額上限\*  
申請資助額由港幣1,000元至港幣10,000元  
截止申請日期：  
5月16日(星期二)

社會創新項目  
資助及培訓計劃  
簡介會

日期: 5月12日  
時間: 10:00 - 12:00  
地點: 香港中文大學東亞中心  
演講中心117樓

報名從速  
名額有限, 先到先得

OXFAM GRANT FOR GOOD  
無窮實現室

社創計劃  
第二期

將於  
5月29日  
開始接受報名

資助額上限\*  
申請資助額由港幣1,000元至港幣10,000元  
截止申請日期：  
5月16日(星期二)

社會創新項目  
資助及培訓計劃  
簡介會

日期: 5月12日  
時間: 10:00 - 12:00  
地點: 香港中文大學東亞中心  
演講中心117樓

報名從速  
名額有限, 先到先得

OXFAM GRANT FOR GOOD  
無窮實現室

資助額上限\* 最後6日報名!

截止日期: 5月16日  
最後6日報名!

無窮實現室

資助無上限

網上申請步驟

1. 在申請表格下載的項目表格
2. 提交申請
3. 上載其他所需資料或文件
4. 申請表格填妥後，請以電郵申請

報名資格

所有【18歲】或以上的香港永久居民均可

無須在本地社會創造就業或解決社會問題的個人或團隊

網上申請日期  
4月17日 - 5月16日

請在申請日期內掃描二維碼報名申請

二維碼

無窮實現室

你有一項創新概念嗎？  
你想為社會帶來改變嗎？  
你想為有需要的人提供幫助嗎？

無窮實現室，為你提供資助及培訓，支持你的社會創新項目。

資助額由港幣1,000元至港幣10,000元不等。

截止日期：5月16日(星期二)

立即報名！

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

智慧創新 賦能同行 共創無窮!  
Innovate, Elevate, ALLEVIATE!

**OXFAM  
GRANT  
FOR GOOD**  
無窮實現室

CALLING ON INDIVIDUALS / TEAMS WITH INNOVATIVE PROJECTS TO FIGHT AGAINST POVERTY.  
召集有創新概念的個人或團體  
全力以赴，消除貧窮！

你好!

SCAN THE QR CODE TO APPLY NOW!  
請即掃描二維碼  
報名參加!

主辦機構 Organized by: 樂施會 OXFAM Hong Kong  
贊助機構 Funded by: 世界無貧 World Without Poverty  
策略夥伴 Strategic Partner: Cyberport 數碼港

Instagram: @grant4good.oxfam.org.hk  
Facebook: grant4good@oxfam.org.hk  
Twitter: oxfamhongkong

**OXFAM  
GRANT  
FOR GOOD**  
無窮實現室

立即掃描報名!

智慧創新 賦能同行 共創無窮!

主辦機構 Organized by: 樂施會 OXFAM Hong Kong  
贊助機構 Funded by: 世界無貧 World Without Poverty  
策略夥伴 Strategic Partner: Cyberport 數碼港

**OXFAM  
GRANT  
FOR GOOD**  
無窮實現室

智慧創新 賦能同行 共創無窮!  
Innovate, Elevate, ALLEVIATE!

APPLY BEFORE  
請於07/04/2024  
前申請!

你好!

主辦機構 Organized by: 樂施會 OXFAM Hong Kong  
贊助機構 Funded by: 世界無貧 World Without Poverty  
策略夥伴 Strategic Partner: Cyberport 數碼港

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN



**OXFAM  
GRANT  
FOR GOOD**  
無窮實現室

**ABOUT  
OXFAM**

Oxfam Hong Kong is a global organisation committed to creating a world without poverty through its advocacy, development, and humanitarian work.

**ABOUT  
OXFAM  
GRANT  
FOR  
GOOD**

Oxfam Hong Kong was appointed by the Social Innovation and Entrepreneurship Fund (SIE Fund), to create 'Oxfam Grant for Good', which is designed to encourage everyone from all walks of life to come up with innovative solutions to address poverty and social exclusion.

We call on both individuals and teams with innovative ideas or projects at any stage, whether it be a prototype, start-up, or scale-up, to join 'Oxfam Grant for Good'. Together with Oxfam Hong Kong, we can make a collective impact on society!

**OUR  
STRATEGIC  
PARTNER  
CYBERPORT**

We are partnering with Cyberport on 'Oxfam Grant for Good'. Cyberport will connect you with different professionals in the industry and expand your network. With their expertise, resources, and guidance, Cyberport and its community companies are well positioned to provide the technical support you need to produce innovative solutions, help you overcome challenges, maximise the impact of your innovative projects and ensure they are sustainable.

**FUNDING  
TYPES**

Stage of Innovation Development	Requested Funding Amounts from SIE Fund (HK\$)	Matching Fund Requirement (SIE Fund Applicant)	Project Implementation Duration
<b>PROTOTYPE</b> Further refining a tested idea	\$200,000 - \$300,000	Not required	1 year
<b>START-UP</b> Launching a new business from incubated ideas (with relevant business experience)	No limits	2:1 matching is required when applying for \$300,001 - \$900,000	1 / 1.5 / 2 years
<b>SCALE-UP</b> Further expansion of an existing business to create a stronger influence and make a more significant impact on society		1:1 matching is required when applying for more than \$900,000	1 / 1.5 / 2 / 2.5 / 3 years

**ELIGIBILITY**

**Individual:** Hong Kong Permanent Residents aged 18 or above can only apply for a prototype project  
**Organisation:** Limited companies registered under the Companies Ordinance or Statutory bodies formed under Laws of Hong Kong may apply for all stages of projects

**APPLICATION TIMELINE**

All applications will go through five stages below including Initial Application & Screening, Incubation, Final Application, Vetting, Project Implementation

**1  
INITIAL  
APPLICATION  
& SCREENING**  
(2.5 Months)

5-Step to apply:

- Interested parties can register for our briefing and business clinic for more programme information through our website
- Head to <https://grant4good.oxfam.org.hk/> for more programme information
- Head to programme application portal <https://www.oxfam4g.org.hk/app/> to create an account
- Submit initial application via online application portal
- Our staff will notify you with the screening result and confirm your application status

**2  
INCUBATION**  
(2 Months)

Shortlisted applicant will receive:

- Customised trainings themed around Design Thinking, User Interview, Pitching Skills, Business Consultation, Industry Practitioner Networking and Sharing Events
- 2-4 individual consultation sessions with professional mentors and Grant for Good Team
- Gain insights and refine your proposal
- Conduct further market research and take feedback from users

**3  
FINAL  
APPLICATION**

Shortlisted applicants are required to submit final proposal and budget via online application portal before the deadline

**4  
VETTING**  
(2 Months)

Applicants will be invited to attend JVC interview to pitch their ideas to the judging panel

**5  
PROJECT  
IMPLEMENTATION**  
(1-3 years)

- Once the project is approved, applicants will be invited to sign a grant agreement and are required to set up an integrated account for SIE Fund to disburse grants and for applicant to handle all transactions related to the project
- Customised consultation, networking events, themed-based seminars and workshops will be arranged to help applicants fully realise their projects and make a positive impact

**WHY JOIN 'OXFAM GRANT FOR GOOD'?**

**FEATURES OF OXFAM HONG KONG**

- Learn from Oxfam's global and local experience
- Access to strong cross-sector networks
- Matching fund opportunities
- Comprehensive capacity building
- Established monitoring, evaluation, and learning system
- Cyberport's technical expertise

**SCAN THE QR CODE** to learn more about the programme details and submit your application online!

[grant4good.oxfam.org.hk](https://grant4good.oxfam.org.hk)  
 1721 5240  
[www.oxfam4g.org.hk](https://www.oxfam4g.org.hk)  
[oxfamhongkong](https://www.facebook.com/oxfamhongkong)

Calling for innovative proposals to fight poverty! Apply now for a chance to receive unlimited funding\* from Oxfam Grant for Good!  
加入無窮室「無窮實現室」，發揮社會創新力量，消除貧窮！資助無上限\*，報名從速！






# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

**Oxfam Hong Kong 樂施會**  
February 27 · 🌐

【加入第三期樂施會「無窮實現室」，一起消除貧窮! 🌟】  
【Join Oxfam's Grant for Good Cohort 3 & Fight Poverty Together! 🌟】

想擴大社創項目的社會影響力，或對解決貧窮及社會排斥問題有創新想法💡? 樂施會「無窮實現室」正正可以成為幫大家實現扶貧大計的後盾! 🤝💪

無論你的創新扶貧概念或項目是處於原型、初創或準備擴大規模，樂施會「無窮實現室」均可為你提供無上限資金\*(只適用於初創或擴大規模項目)、度身訂造的培訓計劃、豐富社創經驗的導師指導以及數碼港的技術支援，全方位助你實現社創夢! 🚀💡

📅 截止日期: 申請由即日起開放至4月7日!

🔍 想了解更多? 報名我們的計劃簡介會及計劃草擬工作坊，了解更多計劃資訊!

- 📅 3月6日簡介會: 介紹計劃內容、資金類型、申請資格及申請程序。
- 📅 3月15日計劃草擬工作坊: 深入了解計劃提供內容，包括以往社創項目的見解、個別申請諮詢以及常見問題解答環節。

🔗 立即報名簡介會/工作坊: <https://forms.office.com/r/c4t48cEqZh> 及 <https://forms.office.com/r/H6xc5jV9JG>

🔗 申請連結: <http://grant4good.oxfam.org.hk/tc/>

🔍 有關「無窮實現室」(Oxfam Grant for Good)  
樂施會獲社創基金委聘，開展「無窮實現室」社創項目培訓及資助計劃，透過樂施會的扶貧經驗，以及跨界別的合作，全方位支援更多社會創新者實現方案，消除貧窮，促進社會共融。緊貼 Oxfam Hong Kong 樂施會 Facebook/Instagram，獲取更多最新消息。

🔍 有關「無窮實現室」(Oxfam Grant for Good)  
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Are you looking for support to expand the impact of your social projects or do you have an innovative project idea to fight poverty and social exclusion💡? Look no further! Join 'Oxfam Grant for Good' programme and bring your social innovation to life 🤝💪!

Whether your poverty alleviation project is in the prototype, start-up, or scaling-up phase, our programme provides unlimited funding\*(only applicable for start-up and scale-up projects), customized training, consultancy service from experienced mentors, and solution matching service from Cyberport. 🚀💡

📅 Deadline Alert: applications are open until 7 April!

🔍 Learn more: Join Our Business Clinic and Briefing Session!

- 📅 Briefing session on 6 March: learn about the programme, funding types, eligibility, and application procedures.
- 📅 Business Clinic on 15 March: dive deeper into what the programme offers, including insights from previous social innovation programmes, application consultations, and a Q&A session.

🔗 Register Sessions: <https://forms.office.com/r/c4t48cEqZh> & <https://forms.office.com/r/H6xc5jV9JG>

🔗 Application link: <http://grant4good.oxfam.org.hk/>

About 【Grant for Good】  
Oxfam Hong Kong's Oxfam Grant for Good is a social innovation project training and funding plan appointed by the SIF fund. Through Oxfam Hong Kong's poverty alleviation experience and co-working with different industries, we can provide more resources to support social innovators to alleviate poverty.

#樂施會 #OxfamHongKong #無窮實現室 #GrantforGood #G4G #社創基金 #SIEFund #資助計劃 #社會企業 #SocialEnterprise #創新方案 #poverty #解決貧窮 #無窮世界 #無窮實現室第三期報名 #第三期報名 #povertyalleviation #povertysolutions #HongKongCommunity #HongKong #香港 NGO #香港創業 #HKBusiness #HKEntrepreneur #socialinnovation #socialinclusion

**O X F A M  
G R A N T  
F O R G O O D**

**無窮實現室**

立即掃描報名!

**智慧創新 賦能同行 共創無窮!**

主辦機構: Organised by: **樂施會 OXFAM Hong Kong**

撥款資助: Funded by: **SIE FUND 社創基金**

策略伙伴: Strategic Partner: **數碼港 Cyberport**

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

**Oxfam Hong Kong 樂施會**  
March 25 · 🌐

🔥 最後2週申請第三期樂施會「無窮實現室」- 將於4月7日截止 🔥  
【🔥 Only 2 Weeks Left - Apply for Oxfam's Grant for Good Cohort 3 - Ends on April 7 🔥】

想透過社創為扶貧出一分力? 🤖 樂施會「無窮實現室」誠邀你一同將這夢想轉化為行動! 🚀 從資金配對、專業培訓到技術支援, 樂施會全方位協助你的社創項目從構想走向實踐! 🔥

👉 不清楚申請流程? 📄 馬上點閱附上的懶人包, 輕鬆掌握申請要點! 📄

📌 實現創新扶貧大計的7大步驟 📌:

- 1 提交初步申請
- 2 初步篩選
- 3 通過篩選者將接受專業培訓及諮詢
- 4 提交最終計劃書
- 5 委員會審批獲邀申請者計劃書
- 6 公布審批結果
- 7 開始實行計劃

🔥 把握機會, 在4月7日截止前遞交申請表, 讓樂施會助你實現扶貧大計 🚀!

🔍 想深入了解資助計劃的細節及常見問題, 請瀏覽: [https://grant4good.oxfam.org.hk/tc/how-to-apply/...](https://grant4good.oxfam.org.hk/tc/how-to-apply/)

📌 錯過簡介會? 點擊回顧: <https://grant4good.oxfam.org.hk/tc/past-events/>

📄 點擊申請樂施會「無窮實現室」: <http://grant4good.oxfam.org.hk/tc/>

📌 有關「無窮實現室」(Oxfam Grant for Good)  
樂施會獲社創基金委聘, 開展「無窮實現室」社創項目培訓及資助計劃, 透過樂施會的扶貧經驗, 以及跨界別的合作, 全方位支援更多社會創新者實現方案, 消除貧窮, 促進社會共融。緊貼 Oxfam Hong Kong 樂施會 Facebook/Instagram, 獲取更多最新消息。

Hong Kong 樂施會 Facebook/Instagram, 獲取更多最新消息。

Are you passionate about fighting poverty and being part of the social innovation scene? 🤖 Join Oxfam Grant for Good now to turn your ideas into reality! 🚀

📌 Our all-rounded support: funding opportunities, professional training, and solution-matching services, Oxfam will help you realize your poverty alleviation projects! 📌

👉 Are you looking for a quick way to understand the application process? 📄 Our easy-to-follow infographics can help you understand it at a glance. 📄

📌 7 Steps to Realize Your Social Innovation Dreams 📌:

- 1 Submit an initial application
- 2 Preliminary screening
- 3 Selected applicants receive training and consultation
- 4 Submit the final project proposal
- 5 Committee review proposals submitted by the invited applicants
- 6 Announcement of results
- 7 Official project launch

🔥 Apply before 7th April to turn your innovative ideas into a poverty alleviation social project 🚀!

🔍 For more details on Oxfam's Grant for Good, please visit:  
[https://grant4good.oxfam.org.hk/how-to-apply/...](https://grant4good.oxfam.org.hk/how-to-apply/)

📌 Missed the briefing session? Click here to review:  
<https://grant4good.oxfam.org.hk/past-events/>

📄 APPLY for Oxfam's Grant for Good: <http://grant4good.oxfam.org.hk/>

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# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

**OXFAM GRANT FOR GOOD**  
無窮實現室

GRANT FOR GOOD  
無窮實現室

中秋節  
快樂

Happy  
Mid-Autumn  
Festival

主辦機構：  
Organised by:

樂施會 OXFAM Hong Kong | 無窮世界 World Without Poverty

撥款資助：  
Funded by:

SIE OFUND 寧社聯基金 | 政府資助計劃 Government-aided programme

策略伙伴：  
Strategic Partner:

Cyberport 數碼港

**OXFAM GRANT FOR GOOD**  
無窮實現室

GRANT FOR GOOD  
無窮實現室

龍年  
快樂

HAPPY  
CHINESE  
NEW YEAR

主辦機構：  
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樂施會 OXFAM Hong Kong | 無窮世界 World Without Poverty

撥款資助：  
Funded by:

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Strategic Partner:

Cyberport 數碼港

grant4good.oxfam.org.hk  
3120 5260  
grant4good@oxfam.org.hk  
oxfamhongkong

# NGO PROGRAMME INTEGRATED MARKETING CAMPAIGN

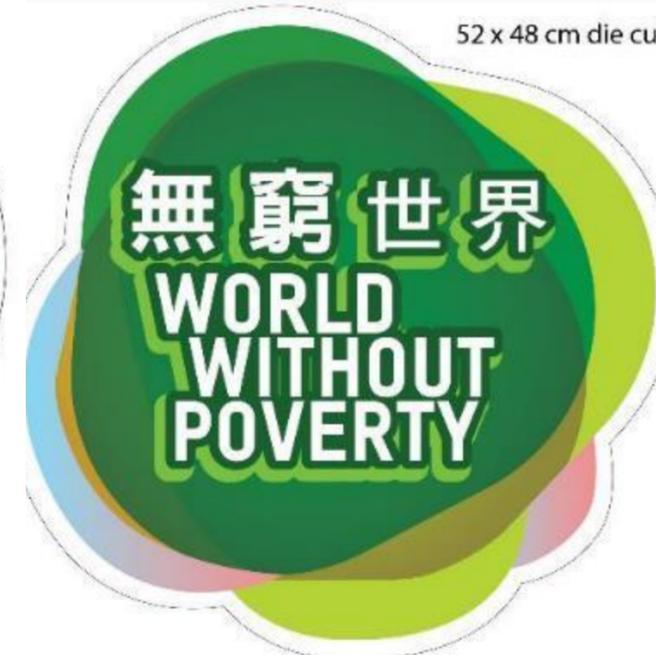
43 x 51 cm die cut



45 x 40.6 cm die cut



52 x 48 cm die cut



52 x 51 cm die cut



45 x 41 cm die cut



50 x 46 cm die cut  
50 x 53 cm die cut



撥款資助：  
Funded by:



[www.sie.gov.hk](http://www.sie.gov.hk)



65 x 33 cm die cut



**COMMUNITY ENGAGEMENT &  
SOCIAL MEDIA GROWTH**

---

# STARMUSIC EDUCATION CENTRE BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

<b>Project Name:</b>	<b>Brand Repositioning for Student Enrollment Growth</b>
<b>Project Period:</b>	<b>3-month Campaign in 2022</b>
<b>Objective:</b>	<b>To professionalize the brand image of a local music centre and drive student enrollment through premium content.</b>
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b></p> <p><b>To elevate a local music education center into a premium brand, distinguishing it from competitors by highlighting its professional faculty and student achievements.</b></p> <p><b><u>Our Solution:</u></b></p> <p><b>We implemented a "Star Quality" content strategy, using high-end visuals and professional copywriting to showcase student recitals, teacher profiles, and success stories. We managed the full community lifecycle, from content posting to answering course inquiries.</b></p> <p><b><u>Key Performance Metrics:</u></b></p> <ul style="list-style-type: none"><li><b>Brand Elevation: Successfully transitioned the brand image from a "tutorial center" to a "Professional Music Academy" through consistent visual identity.</b></li><li><b>Community Growth: Maintained active engagement with parents and students, ensuring high response rate to course inquiries on Facebook/Instagram.</b></li><li><b>Event Amplification: Drove awareness and attendance for key events like the "Young Artists Training Program" and "Instructor Recitals" through targeted content.</b></li></ul> <p><b><u>The Result:</u></b></p> <p><b>Successfully transitioned the brand image resulting in a direct increase in course inquiries and student intake</b></p>

# STARMUSIC EDUCATION CENTRE BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

## 專注音樂藝術教育 星海伴你邁上更大舞台!

由澳門著名青年鋼琴家陳倩、陳宜小姐及其打造的音樂藝術家師資團隊為你提供全新星級課程——  
青少年音樂演奏家培訓計劃、兒童鋼琴啟蒙班、美術班  
開班了! 請即報名



全新課程、專業設施及教師全程指導，  
想了解更多詳情，請聯絡：  
(853) 2855 0815  
星海音樂培訓中心(高士德)  
美的路主教街添美大廈地舖27A  
(853) 6233 5622  
星海音樂培訓中心(筷子基)  
東方海岸打鐵2樓2號舖  
(853) 2884 4088  
星躍音樂藝術培訓中心(氹仔)  
氹仔永誠街 235-329 天晉地下E舖

facebook / instagram  
starmusiccentre

### 家長好評 TESTIMONIALS FROM PARENTS

「師資團隊優秀無比，富有專業知識、演奏及教學經驗……」  
「對音樂教育充滿熱誠，因材施教……」  
「啟發學生興趣，發展孩子天賦能力……」  
「設施一流，沉浸式學習體驗，音樂藝術氛圍濃厚……」  
「提供舞台交流實踐機會……」

星海音樂師資團隊由澳門著名青年鋼琴家陳倩、陳宜小姐及培訓，為你提供由點到星級課程——青少年音樂演奏家培訓計劃、兒童鋼琴啟蒙班、課程涵蓋多個音樂交流實踐活動，旨在培養學生音樂興趣，啟發青少年發揮天賦才能，邁向更大舞台。

星海同時聘請由名師編教、全新編制的美術班，除畫水彩畫及培訓，更有助兒童的聽覺能力，以及增加美術相關的升學機會。  
課程將於3至4月，在各大分校正式開班，星海將提供專業設施，並有優質師資全程指導，歡迎諮詢，報名從速!

### 星海獨家音樂教學方法 UNIQUE TEACHING METHOD

星海教學總監陳倩、陳宜一直努力不斷提升教學質素，為莘莘學子提供世界級水平的音樂藝術課程。星海同時多年，匯集全球音樂教育人才，均來自國際知名音樂學院，包括美國皇家音樂學院、中央音樂學院、廣州星海音樂學院、香港漢明頓學院、英國利茲大學、英國金斯頓大學、華南師範大學、香港教育學院、澳門理工大學等。

陳倩和陳宜在澳門多年的教學經驗，分析了本地青少年學習音樂的實際困難，著手創製了一套星海獨有的教學方法。透過嚴格、靈動的訓練課程，他們挑選了70多位專業程度頗高人才，組成音樂藝術團隊，陪伴孩子音樂路上的每一步。當學生穩定掌握演奏基礎，待有足夠音樂經驗後，有機會升進特級、深造等班。

### 陳倩 VINCELI CHAN SIN

背景  
· 出生於音樂世家，自小對音樂有濃厚興趣  
· 在海內、外獲獎無數，包括由澳門文化局頒發之最具潛質、「蕭邦紀念獎」國際鋼琴公開賽全場總冠軍等殊榮  
· 被稱為「澳門著名青年鋼琴家」及「澳門青年音樂人」

國際音樂演奏經驗  
· 豐富的獨奏及合奏經驗，曾於英國、韓國、中國內地、香港、澳門、等地多次公開演奏，並大獲好評。  
· 2018年代表澳門理工大學與上海音樂學院合作演出  
· 2021年擔任文化局特別推薦藝術家，與澳門樂術合奏協會聯袂演出由作曲家畢奧的《動物狂歡節》

世界級專業資格  
· 英國皇家音樂學院鋼琴表演專業碩士  
· 香港漢明頓學院鋼琴演奏專業學士  
· 受委擔任多個比賽的評委，包括李斯特紀念國際鋼琴公開賽、日本港松鋼琴大賽、泰山韓國青年音樂比賽等等

教學經驗及學生成績  
· 決心親自學習音樂的經驗為基本，投身青少年鋼琴教育事業  
· 決心成果斐然，學生成績受到外界的認可，在國際比賽中名列前茅  
· 受委擔任多個音樂比賽、IPAA Conero 國際鋼琴大賽、Argio 國際鋼琴大賽、Brahms 國際鋼琴大賽、香港青少年音樂藝術協會、澳門鋼琴協會、香港國際鋼琴公開賽、日本 PIARA 港松國際鋼琴大賽、李斯特-費倫英國國際比賽和亞洲青年藝術家音樂比賽組委會頒獎禮獲優秀鋼琴獎

陳宜 SUYI CHAN

背景  
· 出生於音樂世家，自小對音樂有濃厚興趣  
· 在海內、外獲獎無數，包括由澳門文化局頒發之最具潛質、「蕭邦紀念獎」國際鋼琴公開賽全場總冠軍等殊榮  
· 被稱為「澳門著名青年鋼琴家」及「澳門青年音樂人」

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· 香港漢明頓學院鋼琴演奏專業學士  
· 受委擔任多個比賽的評委，包括李斯特紀念國際鋼琴公開賽、日本港松鋼琴大賽、泰山韓國青年音樂比賽等等

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· 受委擔任多個音樂比賽、IPAA Conero 國際鋼琴大賽、Argio 國際鋼琴大賽、Brahms 國際鋼琴大賽、香港青少年音樂藝術協會、澳門鋼琴協會、香港國際鋼琴公開賽、日本 PIARA 港松國際鋼琴大賽、李斯特-費倫英國國際比賽和亞洲青年藝術家音樂比賽組委會頒獎禮獲優秀鋼琴獎

### 專注音樂藝術教育 星海伴你邁上更大舞台!

BE EXTRAORDINARY. BE A STARI.

### 星海岸星級重點課程 KEY STAR COURSES AT STARMUSIC

#### 青少年音樂演奏家培訓計劃 YOUTH ARTIST TRAINING PROGRAMME

音樂培訓課程  
MUSICIANSHIP COURSE

課程內容及特色  
· 全職音樂師資團隊由澳門著名青年鋼琴家陳倩、陳宜小姐及培訓，為你提供由點到星級課程——青少年音樂演奏家培訓計劃、兒童鋼琴啟蒙班、課程涵蓋多個音樂交流實踐活動，旨在培養學生音樂興趣，啟發青少年發揮天賦才能，邁向更大舞台。

演奏培訓課程  
CONCERTI PRACTICE COURSE

課程內容及特色  
· 專業導師指導、導師點評、學生模擬評判訓練、模擬考試、英語皇家音樂學院考試、試前小組練習及賽前試奏會  
· 學生有機會參加由來、由星海音樂的鋼琴演奏會  
· 獲得鋼琴考試證書、比賽培訓、優先獲派演出及交流等機會

參加資格  
· 鋼琴三級或以上  
· 六歲或以上  
· 需通過分組面試

課室安排  
· 3-5月/9-11月/12-2月  
· 每星期一、三、五、六、日、假期除外

教學團隊  
· 由陳倩、陳宜親自挑選及訓練的星海音樂師資團隊或分組課程主任授課

課室安排  
· 9-11月/12-2月/3-5月  
· 每星期一、三、五、六、日、假期除外

教學團隊  
· 由澳門著名青年鋼琴家陳倩、陳宜親自挑選及訓練的星海音樂師資團隊或分組課程主任授課

### 星海學生——孔蔚喬 STARMUSIC'S STUDENT-KRISTINE HUNG

背景  
· 2006年生於澳門，讀江中學附屬英才學校高中二年級學生  
· 四歲學琴，先後獲陳倩、陳宜老師及其教師團隊專業指導  
· 16歲考獲英國三一學院ATCL鋼琴演奏級文憑

成就升級  
· 從《青少年音樂演奏家培訓計劃》中脫穎而出  
· 2021年舉辦粵語鋼琴演奏家音樂會首演  
· 在多個大型音樂會演出表現出色，深受好評  
· 於澳門、日本及亞太等地，參與超過16場國際鋼琴演奏會，獲獎無數

#### 兒童鋼琴啟蒙班 KIDS' PIANO PREPARATION CLASS

課程內容及特色  
· 教授基礎音樂知識，培養音樂興趣  
· 專業導師指導、導師點評、學生模擬評判訓練、模擬考試、英語皇家音樂學院考試、試前小組練習及賽前試奏會  
· 學生有機會參加由來、由星海音樂的鋼琴演奏會  
· 獲得鋼琴考試證書、比賽培訓、優先獲派演出及交流等機會

參加資格  
· 鋼琴三級或以上  
· 六歲或以上  
· 需通過分組面試

課室安排  
· 3-5月/9-11月/12-2月  
· 每星期一、三、五、六、日、假期除外

教學團隊  
· 由陳倩、陳宜親自挑選及訓練的星海音樂師資團隊或分組課程主任授課

課室安排  
· 9-11月/12-2月/3-5月  
· 每星期一、三、五、六、日、假期除外

教學團隊  
· 由澳門著名青年鋼琴家陳倩、陳宜親自挑選及訓練的星海音樂師資團隊或分組課程主任授課

### 美術教師團隊 ART TEACHING TEAM

美術班  
ART AND CRAFT

課程內容及特色  
· 組合運用點、線、面及形狀，及其應用知識  
· 教授基礎色彩知識、構圖構圖等  
· 組合創作與實踐技巧，從點到面、點、線、面、體  
· 互動、手工製作，啟發創作靈感  
· 全方位培養美術，包括與產品設計等相關知識  
· 建立興趣、培養藝術觸覺、拓展學習路向

參加資格  
· 四歲或以上

教師團隊  
· 由擁有藝術教育多年經驗的星海美術教學團隊授課

星海音樂培訓中心(高士德) T / 2855 0815 美的路主教街添美大廈地舖27A  
星海音樂培訓中心(筷子基) T / 6233 5622 東方海岸打鐵2樓2號舖  
星躍音樂藝術培訓中心(氹仔) T / 2884 4088 氹仔永誠街 235-329 天晉地下E舖

facebook / instagram  
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# STARMUSIC EDUCATION CENTRE BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

BE EXTRAORDINARY, BE A STAR!

專注音樂藝術教育  
星海伴你邁上更大舞台!



## 星海音樂培訓中心 StarMusic Centre

(smc)

3.4K followers • 22 following

Message

Following

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Posts About Mentions Followers Photos Videos More

星海音樂培訓中心 StarMusic Centre  
Posted by Ho Cheng  
2 Mar · 🌐

【青少年音樂演奏家培訓計劃：全澳首個參照國際音樂學院標準而編製的課程】👏  
... See more

星海音樂培訓中心 StarMusic Centre  
Posted by Ho Cheng  
10 Mar · 🌐

「小小作曲家」胡皓政  
今年7歲的胡皓政 James Vu是澳門國際學校小一學生，2020年先後跟隨陳宜、陳倩老師學習... See more



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# STARMUSIC EDUCATION CENTRE BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

17 Feb · 🌐

下一期兒童鋼琴啟蒙班現已接受報名了！

你正為孩子報讀合適的鋼琴班而煩惱？三... See more



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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

20 Jan · 🌐

最新消息

星海三個重點星級課程開始... See more



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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

22 Jan · 🌐

《黃家正鋼琴獨奏會》澳門場，僅此一場 !!

KJ黎澳門開 concert 了終於，識貨的朋友... See more



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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

17 Mar · 🌐

星海美術班 不一樣的學習體驗 🎨

... See more



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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

25 Apr · 🌐

【非凡音樂活動場地----適合錄影、音樂活動以及租借】

我們有着專業的設備，校內擁有號稱“完美... See more



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See Insights and Ads

Boost again

星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

3 Feb · 🌐

【星海音樂教學團隊】

星海積累多年經驗，透過嚴格且密集的師... See more



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# BRAIN BOX EDUCATION CENTRE CONTENT MARKETING & PARENT COMMUNITY ENGAGEMENT

**Project Name:** Lead Generation & Community Conversion

**Project Period:** 2022 - 2024

**Strategic Highlights:**

**The Challenge:**

To maintain top-of-mind awareness among busy parents and drive enrollment for diverse academic courses (English, Portuguese, STEAM) in a competitive education market.

**Our Solution:**

BizArt acts as the "Digital Voice" of Brain Box. We developed a content calendar focusing on clarity and trust — highlighting exam results (GAPSK/Cambridge), sharing classroom moments, and promoting seasonal camps (Summer/Easter) with clear calls-to-action.

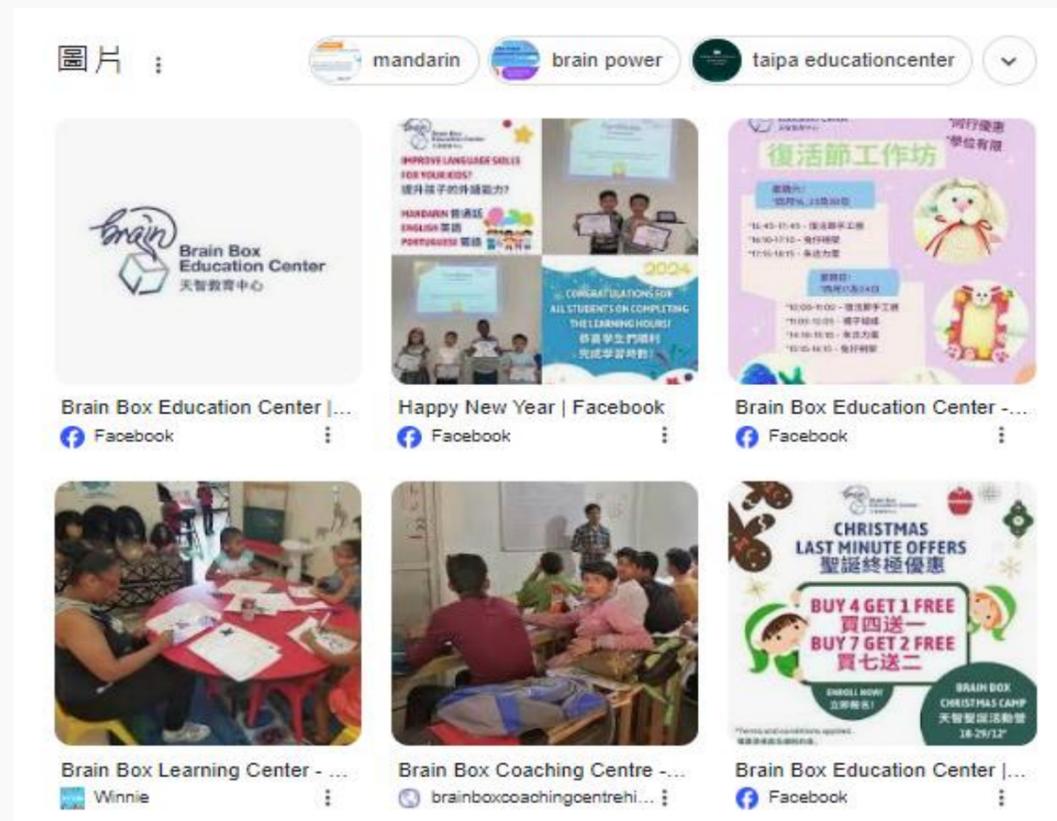
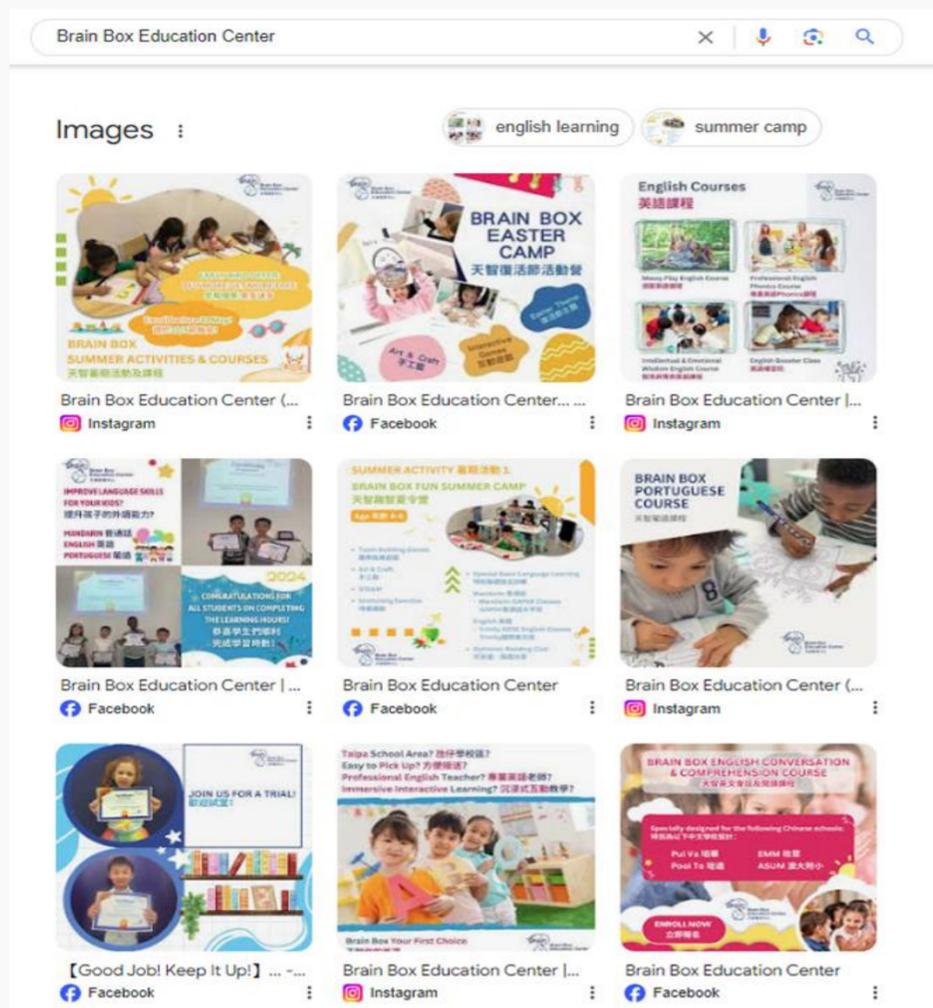
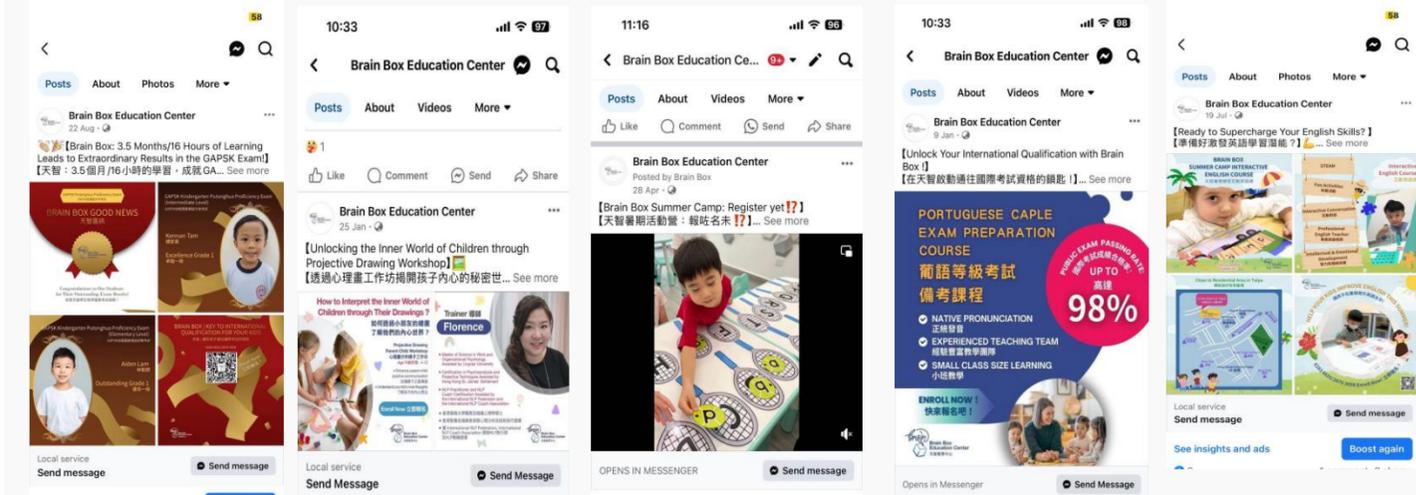
**Key Performance Metrics:**

- **Conversion Support:** Successfully converted social media traffic into course registrations for key intakes (Summer Camp & Exam Prep).
- **Trust Building:** Established a consistent communication channel for parents, regularly showcasing student passing rates (e.g., 98% pass rates) to build institutional credibility.
- **Content Volume:** Managed a high-frequency content output covering multiple subjects, ensuring all courses received adequate market exposure.

**The Result:**

Successfully converted social media traffic into paid course registrations for key intakes (Summer Camp & Exam Prep), achieving measurable enrollment targets.

# BRAIN BOX EDUCATION CENTRE CONTENT MARKETING & PARENT COMMUNITY ENGAGEMENT



BRAND CREATIVE PROJECT



# ICM - MACAO INTERNATIONAL PARADE 2025

**Project Name:** ICM – Macau International Parade

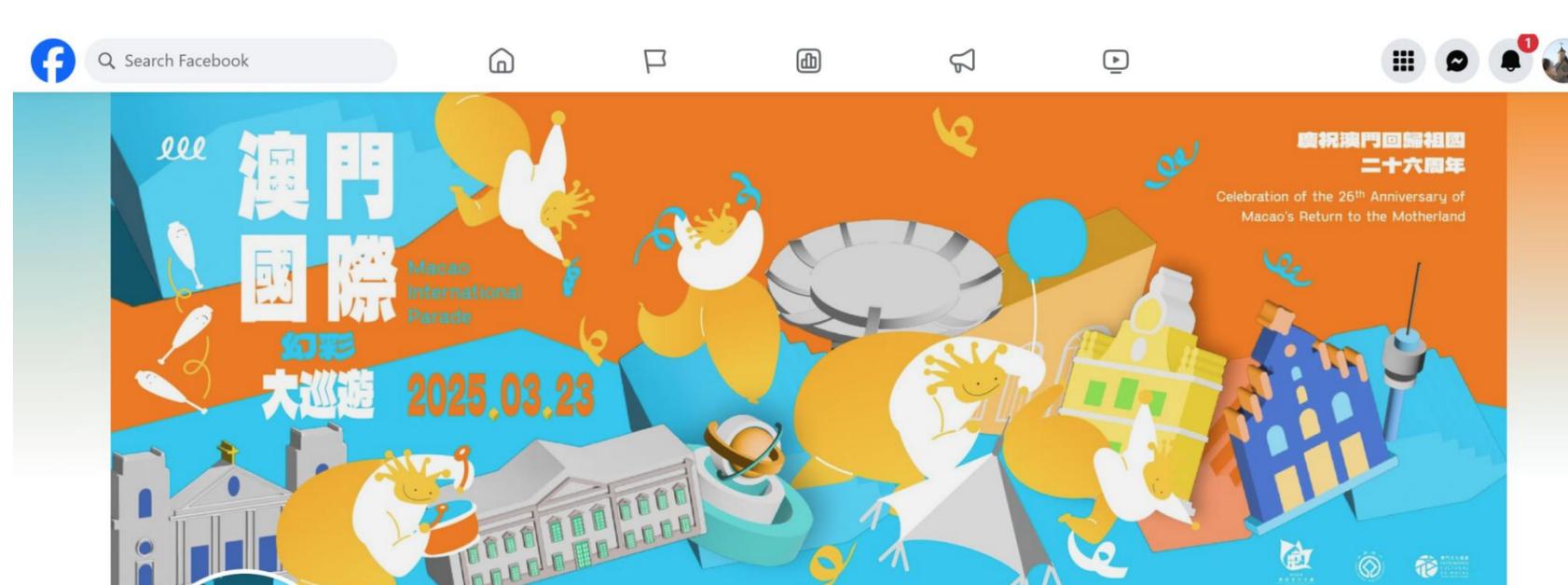
- Creative adaptations of 160 artworks for ICM’s events including: press conference, opening ceremony, outdoor and newspaper advertising, dinner, parade event

**Project Launch Time:** March 2025

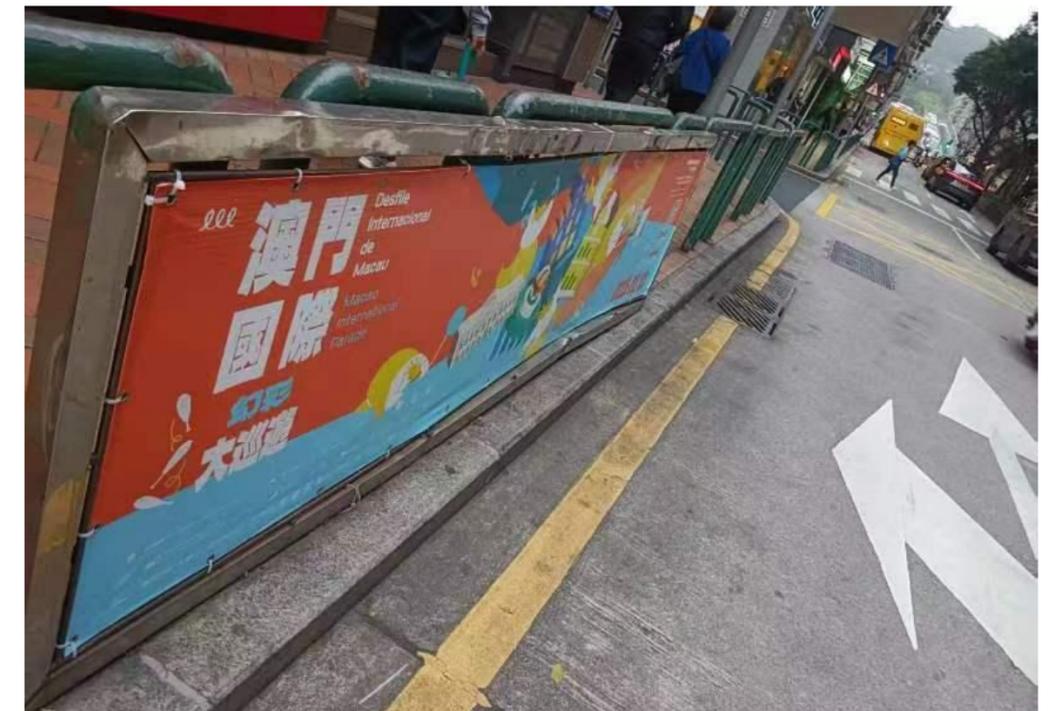
**Project Summary:** BizArt’s creative team has completed the creative adaptations of 160 creative artworks within a month. The event has been completed successfully on 23 March 2025.



# ICM – MACAO INTERNATIONAL PARADE 2025



# ICM – MACAO INTERNATIONAL PARADE 2025



# ICM – ADVERTISEMENT PLACEMENT

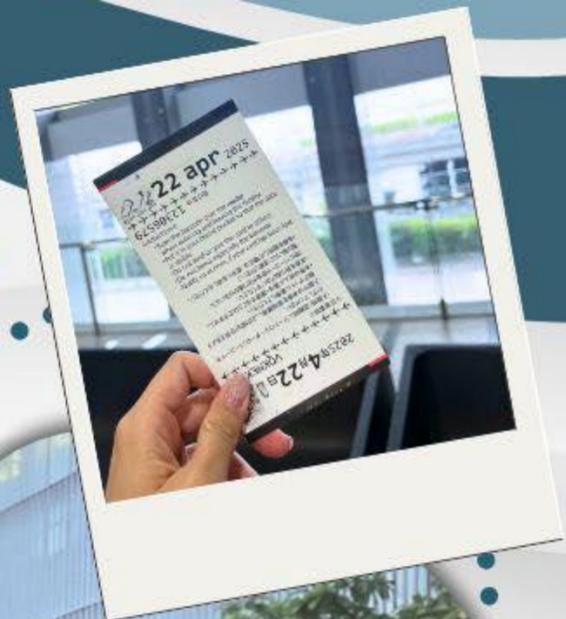


BRAND PARTNERSHIP



Unlock Japan: BizArt  
Connects Macau  
Businesses with  
Japanese Expertise

BizArt 與合作夥伴助  
日本商界拓展市場



## SJM JAPAN PARTNERSHIP PROGRAMME

<b>Campaign Name:</b>	SJM Japan Partnership Programme
<b>Campaign Period:</b>	20 April 2025 to present
<b>Campaign Purposes:</b>	Expand Japan market for SJM, arrange and organize different local campaigns for SJM Resorts
<b>Role:</b>	Strategic planning, organize meeting and follow up for different marketing campaigns in Japan with various partners



**PUBLIC  
RELATIONS – MEDIA PITCH**

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# KAGOSHIMA SATSUMASENDAI GOURMET FAIR (HONG KONG) MEDIA PITCHING & EVENT PR SUPPORT

**Project Name:** Kagoshima Satsumasendai Gourmet Fair (Hong Kong) Media Pitching & Event PR Support

**Project Period:** May – June 2025

**Role:** Hong Kong Media Pitching & PR Execution (Supporting Agency)

**Strategic Highlights:** The Challenge: Our client (a Japanese marketing agency) required local expertise to ensure high attendance at a VIP media luncheon in Hong Kong. They needed a partner to secure coverage from relevant food critics, online media, and KOLs who influence the local dining scene.

**Our Solution:**

BizArt served as the on-ground PR extension for the client:

- **Targeted Media Pitching:** Identified and invited a curated list of HK lifestyle media and food KOLs to the tasting luncheon.
- **Content Localization:** Adapted the client's original Japanese press materials, transcreating them into compelling Traditional Chinese and English press releases for the HK market.
- **On-Site & Follow-Up:** Managed media RSVPs, ensured attendance on the day, and conducted rigorous follow-ups to secure coverage.

**The Result:**

- Secured a strong turnout of target media and influencers at the luncheon.
- Delivered a comprehensive coverage report showcasing significant exposure in targeted Hong Kong online and offline media channels.

# KAGOSHIMA SATSUMASENDAI GOURMET FAIR (HONG KONG) MEDIA PITCHING & EVENT PR SUPPORT

## 香港六月美食雙響炮！薩摩國優質食材 盛宴登陸香港 VS IKEA高性價比燒鴨咖 喱+榴槤甜品狂熱

青山漫步  
更新於 11小時前 · 發布於 11小時前

六月香港化身國際美食擂台！日本鹿兒島「薩摩國」四大城市直送匠人級鰻魚、藍鰭吞拿魚刺身攻陷 DORAYA三店；另一邊廂IKEA香港50周年祭出\$50燒鴨胸紅咖哩套餐，更攜手「果王」榴槤推出5款限定甜品。舌尖上的仲夏戰役，豐檢由人，即看兩大熱點攻略！

### 薩摩國山海珍饈 限時兩週味遊九州

鹿兒島西部四市（阿久根、出水、薩摩川內、市來串木野）首度聯乘香港日式餐廳 DORAYA，即日起至6月15日於銅鑼灣、尖沙咀、中環分店推出「薩摩國美食展」，嚴選在地食材打造6款限定料理，希望將更多日本的優質食材帶到香港人面前，等更多香港人認識不同產地食材的優點：

必食原裝：薩摩川內市「300°C蒸燒鰻魚」肉嫩

不容錯過的薩摩國限定美味：

• 【薩摩川內市】蒲燒鰻魚：嚴選川內川清流養殖鰻魚，業界首創 300°C 高溫蒸烤技術，肉質鮮嫩入口即化，風味鮮甜。



• 【市來串木野市】藍鰭吞拿魚3色刺身：傳承 70 年吞拿魚加工經驗的『新洋水產』，為您獻上最新鮮、最奢華的吞拿魚饗宴。



Tasting Kitchen - TK  
58m ·

From now to June 15, 2025, DORAYA's three locations in Causeway Bay, Tsim Sha Tsui, and Central will feature exclusive menus showcasing the finest ingredients from four vibrant cities in Satsumasendai, Kagoshima Prefecture. Savor authentic regional delicacies like tender grilled eel, premium Bluefin tuna sashimi, crispy bamboo shoot tempura, and succulent Wagyu roast beef, all crafted with locally sourced ingredients.

This special event offers a great chance to enjoy genuine Kyushu flavors with dishes that celebrate Kagoshima's proud food traditions. Don't miss out on this limited-time event—perfect for food enthusiasts eager to explore Japanese regional cuisine.

#tastingkitchen #tkmagazine #DORAYA #HongKong



zamagnet  
新聞報 Macao News  
28m ·



鹿兒島薩摩國美食展 @ 香港 DORAYA 盛大開幕！  
品嚐九州南端獨特風味  
DORAYA 三間分店限時兩週呈獻匠心美饈

日本九州最南端鹿兒島縣的四個城市，組成薩摩國廣域出口促進協議會，將聯同香港的日本食品批發、零售及餐飲企業 Zen Foods Co., Ltd. 合作。於 5 月 30 日至 6 月 15 日期間在 Zen Foods Co., Ltd. 旗下人氣定食餐廳 DORAYA 三家分店（銅鑼灣、尖沙咀及中環）舉辦「鹿兒島薩摩國美食展」。活動將獻上以薩摩國四市特產精心製作的限期限定特色菜單，邀請餐客們一同踏上一趟味蕾的九州之旅。

薩摩國由九州最南端鹿兒島縣的西部四個城市組成——阿久根市、出水市、薩摩川內市及市來串木野市。薩摩國被山海環抱，不僅風光迷人，更孕育出深厚的飲食文化。本次美食展精選來自四個城市的新鮮農產、頂級肉類及豐富水產，以最正宗的薩摩風味風靡大家的味蕾！

《新聞報》網站：<https://www.themacaneews.com/>  
《新聞報》微信公眾號：PE 文媒  
《新聞報》YOUTUBE：<https://bit.ly/2EEHlaV>  
《號外報導》冠名及廣告方案：<https://bit.ly/30nOeGk>

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Liked by ho\_nicky  
zamagnet #za誌報導  
鹿兒島薩摩國美食展 - 香港 DORAYA 盛大開幕！  
品嚐九州南端獨特風味  
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# KAGOSHIMA SATSUMASENDAI GOURMET FAIR (HONG KONG) MEDIA PITCHING & EVENT PR SUPPORT

**MONEY慳**

文章

所有著數

cmting1206  
1天前

**日式餐廳推鹿兒島薩摩國美食展！嘆藍鱈吞拿魚刺身、蒲燒鰻魚、霜降烤牛肉**

日本九州最南端鹿兒島縣的四個城市，組成薩摩國廣域出口促進協議會，將聯同香港的日本食品批發、零售及餐飲企業 Zen Foods Co., Ltd. 合作。於 2025 年 5 月 30 日至 6 月 15 日期間在 Zen Foods Co., Ltd. 旗下人氣定食餐廳 DORAYA 三家分店（銅鑼灣、尖沙咀及中環）舉辦「鹿兒島薩摩國美食展」。活動將獻上以薩摩國四市特產精心製作的限期限定特色菜單，邀請餐客們一同踏上一趟味蕾的九州之旅。



**日式餐廳推鹿兒島薩摩國美食展！**  
嘆藍鱈吞拿魚刺身、蒲燒鰻魚、霜降烤牛肉

www.moneyhang.com

鮮農產、頂級肉類及豐富水產，以最正宗的薩摩風味風靡大家的味蕾！

不容錯過的薩摩國限定美味：

- 【薩摩川內市】蒲燒鰻魚：嚴選川內川清流養殖鰻魚，業界首創 300°C 高溫蒸烤技術，肉質鮮嫩入口即化，風味鮮甜。



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- 【市來串木野市】藍鱈吞拿魚 3 色刺身：傳承 70 年吞拿魚加工經驗的『新洋水產』，為您獻上最新鮮、最奢華的吞拿魚饗宴。



www.moneyhang.com

- 【阿久根市】銀帶鰹刺身・天婦羅：來自日本銀帶鰹加工量第一的阿久根新港旁工廠，無論刺身或天婦羅，都能品嚐到極致鮮度。



ohjapaninfo



鹿兒島薩摩國美食展 - 香港DORAYA盛大開幕！

3

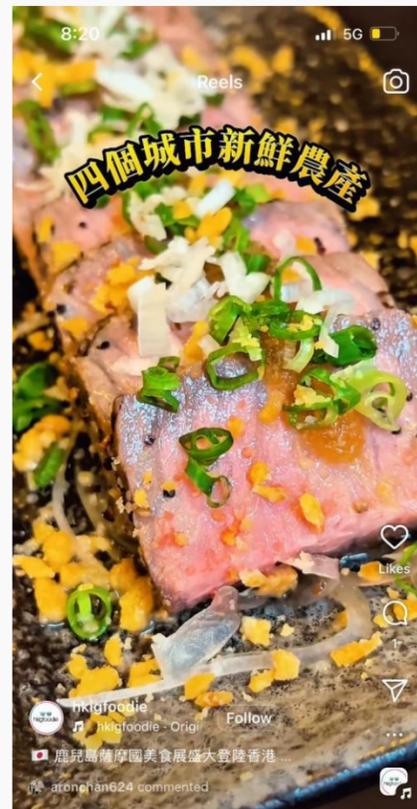
Liked by ho\_nicky and others

ohjapaninfo 在香港的日本美食展

鹿兒島薩摩國美食展 - 香港 DORAYA 盛大開幕！  
品嚐九州南端獨特風味  
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# KAGOSHIMA SATSUMASENDAI GOURMET FAIR (HONG KONG) MEDIA PITCHING & EVENT PR SUPPORT



# KAGOSHIMA SATSUMASENDAI GOURMET FAIR (HONG KONG) MEDIA PITCHING & EVENT PR SUPPORT





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# BOUNCE THE CITY MACAO MACAO MARKET MEDIA RELATIONS

**Project Name:** Bounce the City Macao – Macau Market Launch & Media Relations

**Project Period:** Summer 2024

**Role:** Macau Media Relations Partner (For HK PR Agency)

**Strategic Highlights:**

The Challenge:

The lead PR agency (based in Hong Kong) needed a local partner with deep roots in the Macau media landscape to ensure the "Media Tour" launch event was well-attended by local Macau press, overcoming geographical and network barriers.

Our Solution:

BizArt acted as the local media bridge for the HK agency:

- **Invitation Management:** Leveraged our local database to distribute invitations to key Macau news outlets, lifestyle magazines, and digital platforms.
- **Media Tour Coordination:** Managed the RSVP process and on-site media reception to ensure a smooth experience for attending journalists during the Media Tour.
- **Coverage Tracking:** Monitored local media sentiment and compiled post-event coverage data.

The Result:

- **Maximum Visibility:** Successfully secured attendance from top-tier Macau media outlets.
- **Widespread Coverage:** Facilitated broad local reporting across print and digital platforms, generating immediate buzz for the opening.



# BOUNCE THE CITY MACAO MACAO MARKET MEDIA RELATIONS



## 亞洲最大室內巨型充氣樂園！《Bounce The City Macao 彈跳樂園》亞洲首場登陸澳門

發布時間：2024-08-02 01:27:33

閱讀數：1392



亞洲最大室內巨型充氣樂園《Bounce The City Macao 彈跳樂園》，今個暑假首次蒞臨澳門！五個超巨型的充氣遊樂區，佔地合共超過15萬平方呎，7月27日至9月18日設於澳門威尼斯人之金光會展館C。現場配以泡沫派對和唱片騎師DJ炒熱氣氛。

「泡泡章魚城」是令人難以抗拒的彈跳和泡沫派對！色彩繽紛的深海世界，充斥五顏六色的海洋生物，還有河豚派對舞台和好玩的泡沫砲彈。一家大小還能在巨型章魚觸手之間遊走，跳舞！



為了讓每名訪客都能充分享受樂園的設施，樂園會限制每場的人數。由於現場只有少量門票可供購買，樂園建議訪客提前於Incutix預訂門票，屆時以二維碼入場。另外，樂園在每節90分鐘的場次之間清潔設施，每天閉館後亦會深層清潔，讓到訪者安心玩樂。

# BOUNCE THE CITY MACAO MACAU MARKET MEDIA RELATIONS

## 彈跳樂園衝出美國 移師來澳

澳門日報 2024-08-02 06:35



設五個超巨型充氣遊樂區

彈跳樂園衝出美國 移師來澳

【本報消息】Bounce The City Macao彈跳樂園今個暑假首次來澳，場內設有五個超巨型的充氣遊樂區，並配以泡沫派對和唱片騎師DJ炒熱氣氛，主辦方希望到場人士可“彈”到樂而忘返。

Bounce The City Macao彈跳樂園昨日下午三時十五分安排傳媒到場體驗。Bounce The City U.S.活動體驗經理湯姆·蓋伊(Tom Gay)、巡迴經理戴夫·迪·薩羅(Dave Di Sarro)表示，彈跳樂園與巴黎奧運同期開幕，是希望乘着奧運熱潮，讓居民及旅客“大顯身手”。過去彈跳樂園一直在美國區內巡迴舉行，今年首次移師亞洲且首選澳門，認為是亞洲區內最好的選擇，暫未找到其他合適地區。

# BOUNCE THE CITY MACAO MACAO MARKET MEDIA RELATIONS

澳門日報 經濟要聞

### 首季住宅貸款拖欠率增至3.6%

【本報訊】根據銀業貿易場公佈的數據，首季住宅貸款拖欠率增至3.6%，較去年同期增加0.5個百分點。銀業貿易場表示，首季住宅貸款拖欠率增加，主要是受經濟環境影響，部分客戶出現還款困難。此外，銀業貿易場亦公佈，首季不良貸款總額增至485億元，較去年同期增加15億元。

### 不良貸款總額增至485億

【本報訊】銀業貿易場公佈，首季不良貸款總額增至485億元，較去年同期增加15億元。銀業貿易場表示，不良貸款增加，主要是受經濟環境影響，部分客戶出現還款困難。此外，銀業貿易場亦公佈，首季住宅貸款拖欠率增至3.6%，較去年同期增加0.5個百分點。

### 文心一言與澳會展業AI戰略合作

【本報訊】澳門文心一言與澳會展業AI戰略合作，共同推動澳門會展業AI發展。文心一言與澳會展業AI戰略合作，共同推動澳門會展業AI發展。文心一言與澳會展業AI戰略合作，共同推動澳門會展業AI發展。

- 本報標題導航
- 首季住宅貸款拖欠率增至3.6%
- (一季之會)創新高消費增長強勁
- 不良貸款總額增至485億
- 奧運熱潮帶動澳門戶外：無特別準備
- 文心一言與澳會展業AI戰略合作
- 亞洲最大室內充氣樂園登陸威記

澳門日報 手機APP即時新聞

今日日期：2024年7月30日 星期二

## 至澳最大的澳門書刊網站

當前報紙日期：2024年7月28日 星期日

### 亞洲最大室內充氣樂園登陸威記



室內巨型充氣樂園昨起至九月十八日在澳舉行

#### 亞洲最大室內充氣樂園登陸威記

【本報消息】亞洲最大室內巨型充氣樂園“Bounce The City Macao彈跳樂園”七月廿七日至九月十八日於澳門威尼人金光會展館C舉行。樂園設有五個超巨型充氣遊樂區，佔地超過十五萬平方呎，樂園與巴黎奧運同期開幕，打進澳門好玩夏日節目。五個超巨型充氣遊樂區各具特色：“巨人障礙賽The Giant”，障礙賽場地均等於三個標準足球場的長度，是美國最大的充氣障礙賽道。訪客需要跳躍、攀爬和穿過五十個獨特障礙物。

“體育狂熱Sport Slam”，區內設置多個尺寸和種類的球，一邊彈跳，一邊展現籃球、足球球技，發揮運動潛能。

“星際大都會City Xscape”，DJ轉唱播放最潮的音樂，加上泡沫派對，歡樂氣氛與音樂完美融合。

“外星人堡壘AirSPACE Pink Alien”，沉浸式的星際主題彈跳遊玩區，以粉紅色為主調。

“泡泡魚島Octoblast”，色彩繽紛的深海世界，充斥五種六色海洋生物。

澳門日報 即時新聞

### 亞洲最大室內巨型充氣樂園 《Bounce The City彈跳樂園》登陸澳門

29/07/2024 2759

即時新聞

- 3以高樓轉轉其心也 法國警方展開調查 29/07/2024 12546
- 湖南湘湖新開闢口最大 3,77米 3,800多人被緊急疏散 29/07/2024 11757

### Insufáveis | Venetian recebe "Bounce The City Macao" até Setembro

Insufáveis é um dos melhores locais de lazer de Macau para famílias e grupos de amigos. O Venetian Macao recebe o maior parque de diversões inflável do mundo, o Bounce The City Macao, até setembro. O parque oferece uma variedade de atividades, desde jogos de habilidade até desafios físicos, todos em um ambiente seguro e divertido. É o lugar perfeito para passar o tempo livre com a família ou amigos.

### 亞洲最大室內充氣樂園登陸威記

澳門日報 2024-08-02 09:28

### OXFAM TOWER RUN 跑塔

以萬平方呎亞洲最大室內充氣樂園為背景

### 亞洲最大室內巨型充氣樂園!

歡迎前往威記「Bounce The City Macao」彈跳樂園

**AUDIO PRODUCTION & STAGE  
TECHNICAL CAPABILITIES  
SHOWCASE  
(OUR TEAM'S PORTFOLIO)**

SOME OF THE SHOWS THAT OUR AUDIO PRODUCTION & TECHNICAL PROJECT CONSULTANT HAS PLANNED AND IMPLEMENTED:



STUDIO CITY 10<sup>TH</sup> ANNIVERSARY FIREWORKS SHOWCASE



TRAVIS SCOTT – CIRCUS MAXIMUS TOUR 2025 (MACAO)



CREATOR WEEK MACAO 2025



HUSH MUSIC FESTIVAL 2025



STUDIO CITY HEAT WAVE / WAVE FEST 2024-2025



HENNESSY X NBA POP-UP OPENING



BEYOND EXPO 2025



**DESIGN & PRODUCTION  
CAPABILITIES SHOWCASE  
(OUR TEAM'S PORTFOLIO)**

# MACAU INTERNATIONAL AIRPORT EASTER INSTALLATION & EVENT



**Event Name:** Easter Installation & Event at Macau International Airport

**Event Period:** April 2025

**Event Venue:** Macau International Airport

**Role:** Our Event & Production Manager & Creative Director worked together from booth design concept to production and to event management and operation for this event. Meanwhile, production was managed by our production factory in Zhuhai.



# MGTO 2024 INTERNATIONAL CITIES OF GASTRONOMY FEST, MACAO

Event Name:	2024 International Cities of Gastronomy Fest, Macao
Event Period:	14-23/6, 2024
Event Venue:	Macao Fisherman's Wharf
Event Purposes:	<ul style="list-style-type: none"><li>- MGTO hosted this event with the theme of “International Cities of Gastronomy Fest, Macao”, promoting Macao’s status as a UNESCO Creative City of Gastronomy.</li><li>- The event is also part of the celebrations marking the 25th anniversary of the establishment of the Macao Special Administrative Region.</li><li>- A fest feature is the International Gastronomy Promenade, with around 100 food stalls offering delicacies from China’s six UNESCO Creative Cities of Gastronomy: Chengdu, Shunde, Yangzhou, Huai'an, Chaozhou, and Macao.</li><li>- Other Asian members of UNESCO’s network of creative cities in the field of gastronomy – namely Phuket in Thailand, Kuching in Malaysia, and Iloilo in the Philippines – will also be bringing their signature dishes to the International Gastronomy Promenade.</li><li>- The event also features a game area, a waterside bar, and entertainment performances. Other highlights of the International Cities of Gastronomy Fest include the City of Gastronomy Showcase and the International Gastronomy Forum in Macao.</li></ul>
Role:	Event operations and on-site management



# MGTO 2ND CRUNCH & MUNCH FAIR IN MACAU – FIESTA FOR FIVE

**Event Name:** 2nd Crunch and Munch Fair in Macau - Fiesta for Five

**Event Period:** 19-29/10, 2023

**Event Venue:** Le Jarden

**Event Purposes:**

- The event showcases signature dishes from the five UNESCO Creative Cities of Gastronomy in China, namely Chengdu, Shunde, Yangzhou, Huai'an, and Macao.
- It also uniquely blends culinary traditions and musical influences from Portuguese-speaking countries this year.
- The event Features an array of interactive games, performances, and a craft beer zone,

**Role:** Event operations and on-site management



# WYNN THE 2<sup>ND</sup> MACAU-QINGDAO BEER & CULTURAL FESTIVAL

**Event Name:** The 2nd Macau-Qingdao Beer & Cultural Festival

**Event Period:** 9-31/12, 2022

**Event Venue:** Wynn Palace Lawn

**Event Purposes:** In order to promote “tourism +” advocated by Macao SAR Government, Wynn organized this festival, and co-hosted and implemented by the Macau Leisure Tourism Services Innovation Association with Tsingtao Brewery Company Limited, Qingdao Huangdao Development (Group) Company Limited and Macau Beer Company Limited as the co-organizers, to enhance Macau’s image as “One Center, One Platform”.

**Role:** Creative design of the key visual and poster

2023 嗒篤撐同樂日

粵劇日



祐漢街市公園

2023年11月25日(星期六)

下午2:00-5:00



免費入場



主辦：澳門粵劇合藝館 協辦：澳門文化發展基金會 贊助：澳門特別行政區政府 澳門文化發展基金會 鳴謝：澳門文化發展基金會

## CANTONESE OPERA DAY

Event Name:	Cantonese Opera Day
Event Period:	25/11/2023
Event Venue:	Wynn Palace Lawn
Event Purpose:	To promote cantonese opera in Macau with a small exhibition showing the history and also the special of Cantonese Opera. To make it fun and attractive to raise awareness for Cantonese Opera in Macau.
Role:	Event venue decoration design, creative and production, content management, installation, event management and dismantle



## OTHER EXHIBITIONS & PRODUCTIONS



## OTHER EXHIBITIONS & PRODUCTIONS

粵劇承傳與發展公民教育

粵劇大不同  
CANTONESE OPERA

展期 2022 23/11 ~ 16/12

開幕式 2022 04/12 3PM

利用互動、表演形式，結合互動展櫃及多元體驗，促進年青一代認識劇種精髓，共同傳承與發展粵劇文化。

地點 路環鏡海教育中心  
路環船舖街197號榮嘉閣地下  
開放時間早上11點至下午7點

免費導遊  
導賞及工作坊

兒青教育  
專題展覽

澳門基金會  
澳門基金會  
澳門基金會

28761805 澳門北京街230-248號 金銀中心16樓11-J 善明會 Sin Meng Charity Association



## OTHER EXHIBITIONS & PRODUCTIONS



## OTHER EXHIBITIONS & PRODUCTIONS



# STRATEGIC PRODUCTION INFRASTRUCTURE

## Precision Manufacturing Hubs in Zhuhai, Guangzhou & Shanghai

- Capacity: Over 10,000 sqm of production space ensuring rapid turnaround for large-scale events.
- Capabilities: Specialized workshops for Woodwork, Metal, Acrylic, and Paint.
- Quality Control: Centralized management ensuring consistency across all materials.

喷漆车间  
Paint Workshop



UV写真雕刻机  
UV photo engraving machine



金属车间  
Metal workshop



木工组装车间  
Woodworking shop



亚克力车间  
Acrylic shop



# SUSTAINABILITY & GLOBAL COMPLIANCE

- Commitment to eco-friendly materials (biodegradable, water-based paints).
- Meeting international environmental protection standards.



Certified Compliance: ISO 9001, Environmental Management Systems, and Occupational Health Safety

**GLOBAL PRODUCTION  
CAPABILITIES SHOWCASE  
(PARTNER PORTFOLIO)**



**DESIGN & PRODUCTION  
SHOWCASE IN CHINA**

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## DESIGN & PRODUCTION SHOWCASE IN CHINA – JO MALONE LONDON

**The Production Challenge:** To bring the delicate, artistic British garden concept to life in an outdoor setting while maintaining the luxury finish of the Jo Malone brand.

**Our Production Solution:** Utilized high-grade materials and precision carpentry to replicate the intricate "Gingerbread" and floral designs.

**The Outcome:** A visually stunning, "Instagrammable" installation that perfectly matched the client's global creative guidelines.

**Safety & Quality Assurance:** Beyond fabrication, our partner managed the on-site logistics and installation within a high-traffic public area, ensuring the structure met all municipal safety standards while maintaining the delicate aesthetic of the brand.



## Jo Malone London in Shanghai

**Event Name:** Pop up Decoration

**Event Period:** 7/11 to 10/11/2024

**Event Venue:** 上海展覽中心西花園二樓露台

**Event Purposes:** The installation was presented through the avant-garde floral shapes and classic gift boxes. A unique British garden is created, where fragrance and art are introduced to the target audiences

**Role:** Design & production were managed by our strategic production partner in Shanghai



## Jo Malone London in Shanghai

<b>Event Name:</b>	「古董市集」英倫限定系列
<b>Event Period:</b>	5/9 to 8/9/2024
<b>Event Venue:</b>	上海烏中市集
<b>Event Purposes:</b>	The event did not only present fragrance displays, but also it had multiple interactive experience areas, such as the "ginger beer booth", "exotic passionflower booth", "emerald thyme booth" and "musk memory booth". In addition, customers could enjoy fragrance experience gifts and life blockbuster experiences, as well as the opportunity to receive limited antique packaging bags after on-site consumption is reached.
<b>Role:</b>	Design & production were managed by our strategic production partner in Shanghai

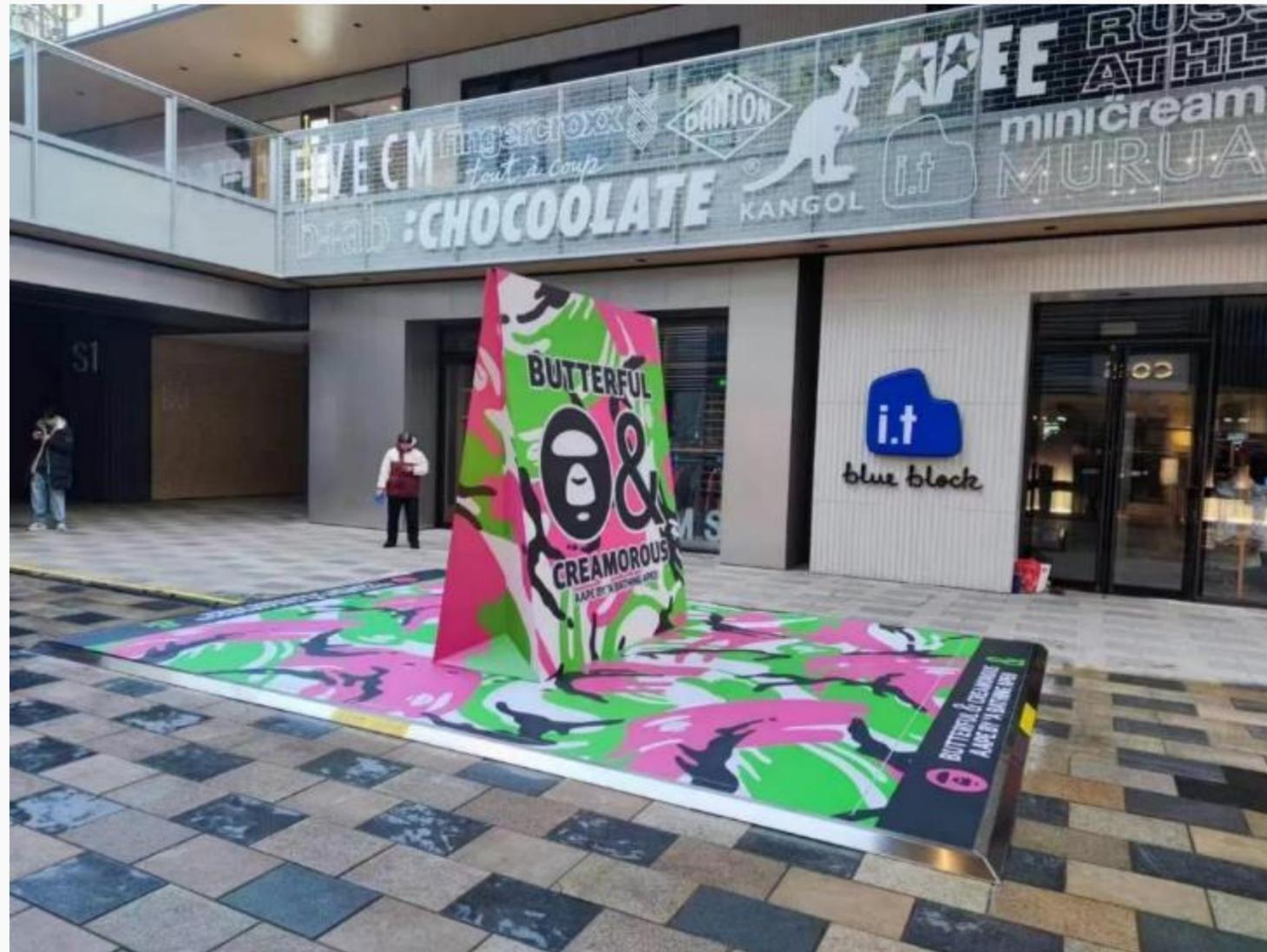




## Jo Malone London in Shanghai

- Event Name:** 「薑餅人的異想工坊」活動
- Event Period:** 6/12/2024 to 1/1/2025
- Event Venue:** 上海新天地
- Event Purposes:** A carousel device was set up during the event. Riding the carousel allows customers to experience scheduled snowfall, creating a romantic winter atmosphere. Jo Malone brand ambassador conducted the workshop at the venue. In addition, customers can receive experience coupons online through Jo Malone membership, they could go to Shanghai Xintiandi to redeem the check-in map, and collect 4 stamps to redeem the Jo Malone Christmas Mysterious Fragrance Blind Box.
- Role:** Design & production were managed by our strategic production partner in Shanghai

## IT (2024) – Pop Up Decoration



## ECCO (China) 2024 – Pop Up Stores





**DESIGN & PRODUCTION  
SHOWCASE IN USA**

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## DESIGN & PRODUCTION SHOWCASE IN USA – CES EXHIBITION

**The Challenge:** To deliver high-spec exhibition booths for Chinese tech brands entering the US market, adhering to strict US convention regulations.

**Our Production Solution:** Modular fabrication and strict quality control in China, followed by seamless shipping and on-site assembly in Las Vegas.

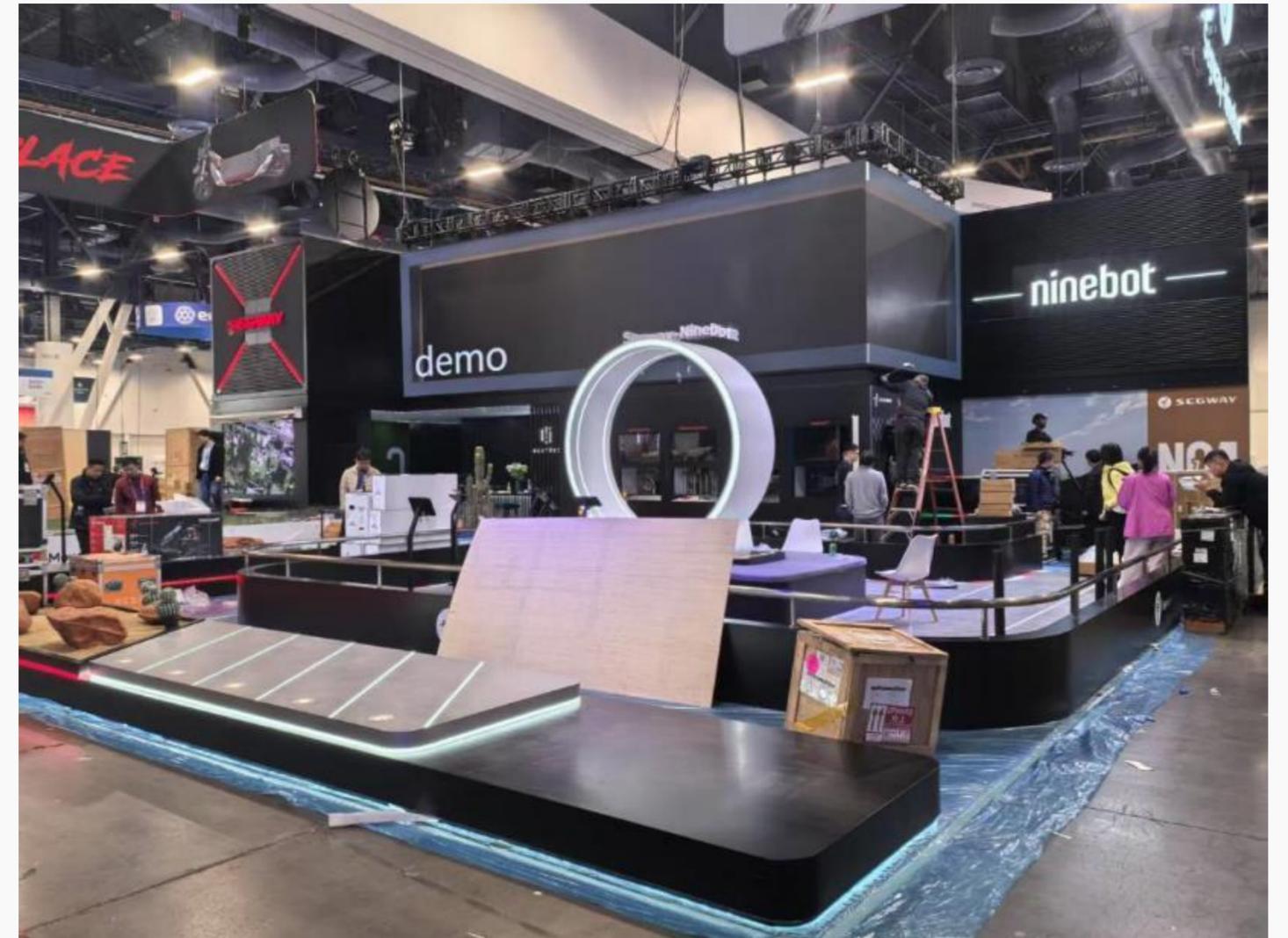
**The Result:** Delivered premium booth finishes that stood out on the global stage, proving our ability to support clients in Western markets.

**Logistics & Compliance:** Managed the end-to-end supply chain, including shipping materials from China to Las Vegas. Crucially, our partner ensured all booth structures met the rigorous fire safety codes and union labor regulations required by US convention centers.

# Other Booth Design References at CES Exhibition in USA



## Other Booth Design References at CES Exhibition in USA



# Other Booth Design References at CES Exhibition in USA



# Other Booth Design References at CES Exhibition in USA



**DESIGN & PRODUCTION  
SHOWCASE IN MALAYSIA,  
THAILAND & KOREA**

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# DESIGN & PRODUCTION SHOWCASE IN MALAYSIA, THAILAND & KOREA

<b>Event Name:</b>	<b>Alipay Tourist Partnership Event with Tourism Board in Malaysia, Thailand &amp; Korea</b>
<b>Event Period:</b>	<b>2024</b>
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b> To fabricate complex, high-traffic pop-up installations (football cages, photo ops) and deploy them simultaneously across multiple Asian countries.</p> <p><b><u>Our Solution:</u></b> Our partner network utilized centralized manufacturing for consistency, followed by precise logistics coordination for installation in top-tier malls.</p> <p><b><u>The Result:</u></b> High-durability structures that withstood heavy public interaction, maintaining premium brand visibility throughout the Euro Cup campaign.</p> <p><b><u>Cross-Border Logistics &amp; Compliance:</u></b> Our partner network managed the entire lifecycle—from precision manufacturing in China to international shipping. They leveraged local networks to ensure seamless installation that strictly adhered to the safety laws and venue regulations of each specific country.</p>
<b>Role:</b>	<b>Design &amp; production were managed by our strategic production partner in Shanghai</b>

# Alipay Event in Malaysia



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## Alipay Event in Bangkok



# Alipay Event in Seoul, Korea





# **FOUNDER'S PREVIOUS EXPERIENCES**

**Selected Career Highlights of Anita Fu (Prior to founding BizArt)**



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## SANDS RESORTS MACAO THE LEGEND AWARD

<b>Event Name:</b>	The Legends Awards Presented by Sands Resorts Macao
<b>Event Period:</b>	Annual Gala Dinner running from 2009 to 2018
<b>Event Venue:</b>	Sands Resorts Macao's Ballrooms
<b>Event Attendees:</b>	Up to 200 travel trade partners were invited across Asia including travel agents, airlines and media
<b>Event Purposes:</b>	Create an event for hotel leisure sales to network with guests
<b>Event Summary:</b>	<p>An annual award gala dinner that was organised annually between 2009 to 2018. The video shown on the right hand side was organised by Anita Fu, the founder of BizArt and her team at Sands.</p> <p>It was conducted successfully from event ideas, planning, RSVP, entertainment and visual arrangement to event implementation and execution.</p>



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## THE PARISIAN MACAO ASIA LAUNCH ROADSHOW – GALA DINNER

<b>Event Name:</b>	The Parisian Macao Opening Launch - Global Roadshow
<b>Event Period:</b>	2015-2016
<b>Event Locations:</b>	China, Hong Kong China, Taiwan China, India, Japan, Korea
<b>Event Attendees:</b>	Around up to 100 travel trade partners, airlines, MICE corporate clients, media were invited for the launch of the Parisian Macao
<b>Event Purposes:</b>	Create an event for hotel and MICE sales to network with guests
<b>Event Summary:</b>	A series of roadshow (The Parisian-themed gala dinner) was organised between 2015 to 2016. The roadshow was organised by Anita Fu and her team at Sands

It was conducted successfully from event ideas, planning, RSVP, entertainment and visual arrangement to event implementation and execution.



## SANDS RESORTS – ASIA ROADSHOWS SEARCH FOR A STAR GALA DINNER

<b>Event Name:</b>	Sands Resorts Macao Search for a Star Gala Dinner - Global Roadshow
<b>Event Period:</b>	2017
<b>Event Locations:</b>	China, Hong Kong China, Taiwan China, India, Japan, Korea
<b>Event Attendees:</b>	Around up to 100 travel trade partners, airlines, MICE corporate clients, media were invited for a destination and product update of Sands Resorts Macao
<b>Event Purposes:</b>	Create an event for hotel and MICE sales to network with guests
<b>Event Summary:</b>	A series of roadshow (Search for a Star Gala Dinner) was organised in 2017. The roadshow was organised by Anita Fu, the founder of BizArt.  It was conducted successfully from event ideas, planning, RSVP, entertainment and visual arrangement to event implementation and execution.



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# SANDS RESORTS MACAO

## GLOBAL MICE MEGA FAM 2017 & 2018

**Event Name:** Sands Resorts Macao Global MICE Mega Fam 2017 and 2018 - Ultimate Download

**Event Period:** 2017 and 2018

**Event Location:** Sands Resorts Macao and the Resorts-owned 7 hotels

**Event Attendees:** Around up to 150 MICE corporate clients, meeting planners, travel agents and media were invited to attend a 4 days 3 nights Mega Fam from around the world.

Destination from: China, Hong Kong China, Taiwan China, Japan, Korea, SEA, Europe, America, Australia and Middle East, etc.

**Event Purposes:** To showcase a themed-mega fam trip to clients and media that Macao & Sands Resorts Macao is an ideal meetings, exhibition and incentives destination

**Event Summary:** Running continuously in two consecutive years (2017 & 2018), a global MICE Mega Fam (4 days 3 nights) with an event theme of 'Ultimate Download' - alluding that the clients visiting our destination in this fam trip will download fruitful information from Sands Resorts Macao.

A series of events were organised to showcase Macao and Sands Resorts Macao as Asia's ideal meetings, incentives and exhibition destination. Rundown includes:

- explore the journey in Macau's heritage
- opening cocktail at The Parisian Macao
- gala dinner x 3 in different hotels: Four Seasons Hotel Macao, St. Regis Macao and The Venetian Macao
- Conference with round table session at Conrad Macao
- Exhibition with booths at Conrad Macao
- Ultimate Chef (master chef's idea) at Parisian Macao's ballroom

These two events were organised by Anita Fu, the founder of BizArt and her team at Sands. It was conducted successfully from event ideas, planning, RSVP, entertainment and visual arrangement to event implementation and execution.

Please refer to the two videos in this document for more information.

**SANDS RESORTS MACAO  
GLOBAL MICE MEGA FAM 2017 & 2018**

**Video Reference (2017)**



**Video Reference (2018)**



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THANK YOU