

# **BIZART INTERNATIONAL LIMITED COMPANY PROFILE**



# BIZART

**YOUR STRATEGIC CONNECTOR: THE GREATER BAY AREA & THE WORLD**

**Bridging International Brands to Asia and Propelling Asian Brands to the Global Stage.  
Your Bi-Directional Partner for Business Growth in Mainland China, Macau and Hong Kong.**

# 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

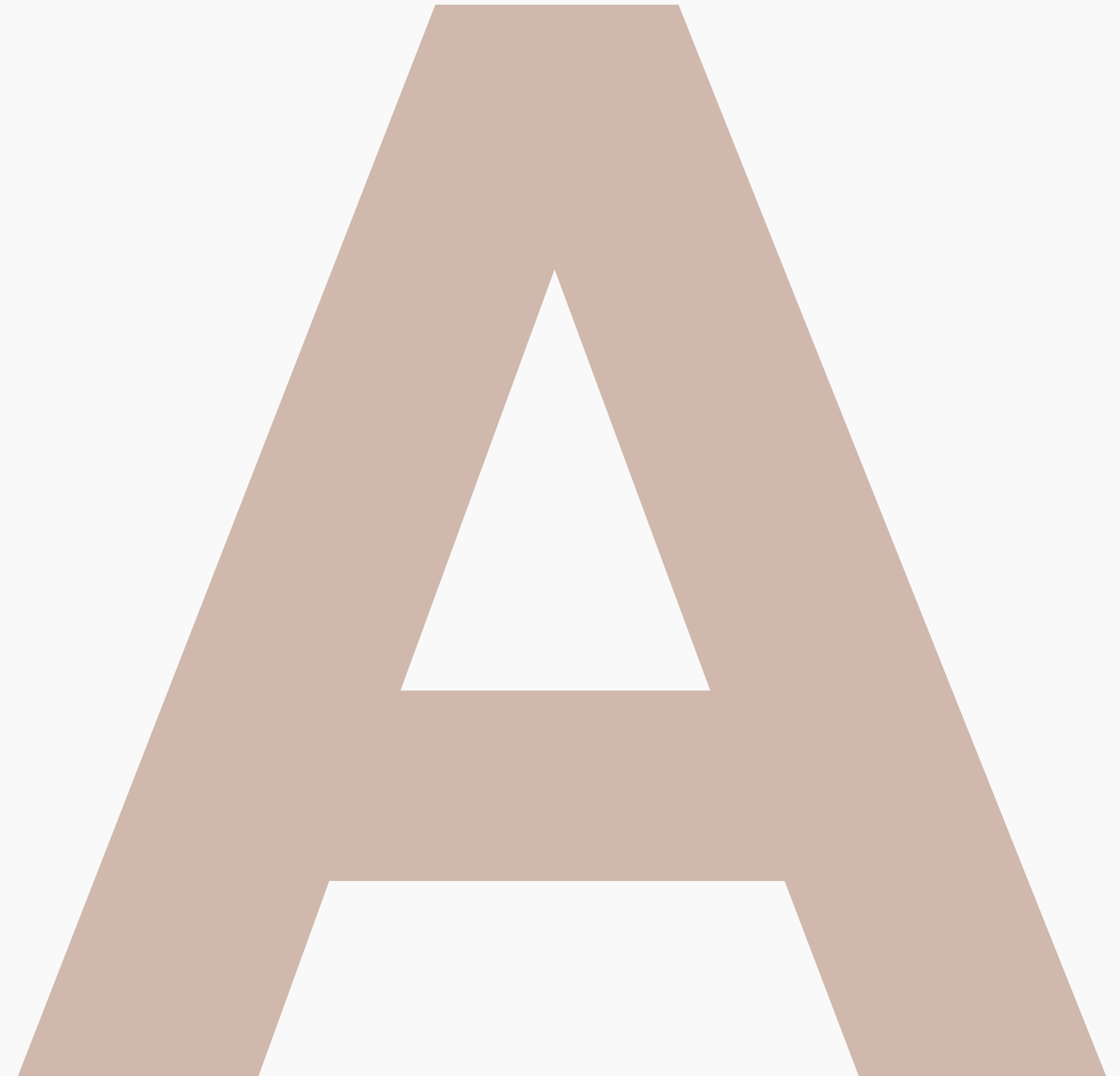
- **One-Stop Solution:** We own our production factory in Zhuhai and operate offices in Macau, Hong Kong, and China. This allows us to bypass middlemen, ensuring strict quality control and significant cost efficiency for your projects
- **Regional Agility:** Our team seamlessly navigates the logistical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



# OUR INTEGRATED GLOBAL CAPABILITIES

**Sales-Led Strategy:** Market Entry & Revenue Roadmap, Lead Generation & Customer Acquisition, Sales Funnel Optimisation, B2B & B2C Conversion Strategy

**Retail & Traffic Acquisition**  
Retail Footfall Drivers, POS (Point of Sale) Marketing, Partnerships for Direct Sales

1. **Integrated Marketing & Brand Strategy**  
Driving growth through online and offline channels.

**Performance:** Programmatic Advertising, Influencer (KOL) Marketing, Data Analysis.

**Conversion-Driven Digital:**  
Performance Media Buying, SEO/SEM for High-Intent Traffic, Social Commerce (Converting Followers to Buyers on Red/Douyin)

# OUR INTEGRATED GLOBAL CAPABILITIES

## Creative Ideation & Storytelling:

Bespoke Theme Development, Immersive Narrative Design, "Wow-Factor" Concept Creation, Brand Story Integration.

## Performance & Entertainment:

Strategic Entertainment Curation (matching acts to themes), Global & Local Talent Sourcing, Choreography, Costume Design & Artistic Direction.

1. **Event Consultancy & Management**  
**From strategic & creative ideation to flawless execution.**

## Operations & Tech:

End-to-End Execution, Show Calling, Rundown Management, VIP Protocol, O2O Integration & Interactive Zones.

## Event Types:

Themed Gala Dinners, Global Roadshows, Corporate Conferences, Product Launches, Cultural Festivals & Hybrid Experiences.

# OUR INTEGRATED GLOBAL CAPABILITIES

## Graphic Design:

Key Visual (KV) Development,  
Marketing Collaterals  
(Print/Digital), UI/UX Design.

## Merchandise Creative:

Bespoke Corporate Gift Design,  
Premium Packaging Aesthetics,  
Production Design.

1. **Creative, Design & Content**  
**Visual storytelling for digital, print, and physical assets.**

## Content Production:

Video Production, Motion  
Graphics, Photography,  
Scriptwriting.

## Localization:

Transcreation & Copywriting  
(English, Traditional/Simplified  
Chinese, and other languages).

# OUR INTEGRATED GLOBAL CAPABILITIES

## Fabrication:

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

## AV & Lighting:

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

1. **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.

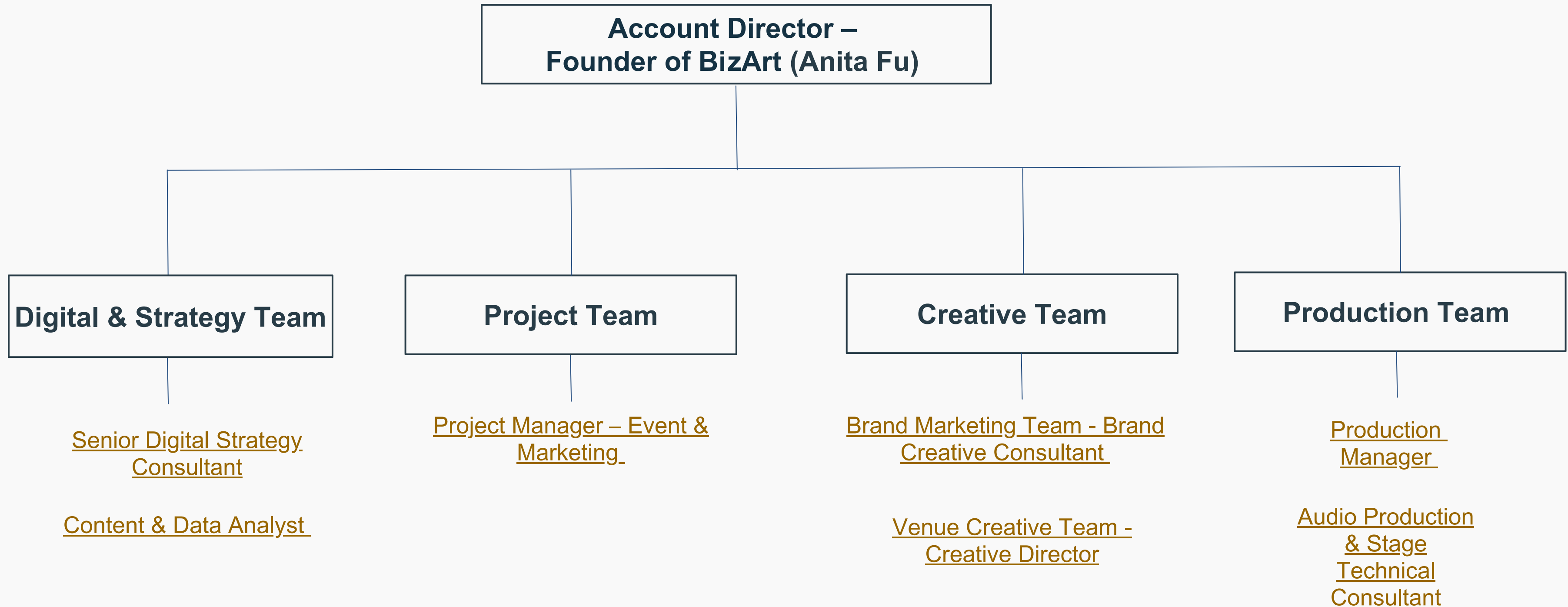
### **How BizArt Adds Value:**

- 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.



# Deborah Choi

## Marketing and Event Executive

Key Role: Responsible for event planning, management, and operations — overseeing projects from concept through to successful delivery. She translates client requirements into actionable plans, manages pre-event logistics, operational coordination, staff training, team collaboration, and on-the-ground problem solving to ensure smooth and seamless execution.

Deborah graduated from the University of Warwick in the United Kingdom. Prior to joining BizArt, she worked with the MGM Arts & Culture Department in Macau, contributing to major art and cultural projects, including:

- 2025 China National Arts Fund Supported Project – “Talent Training on the Cultural and Creative Design of Maritime Silk Road”
- Art Macao 2025 Special Exhibition— “cAI™ Lab 2.0 – Is It Your Gaze That Meets Mine, or Mine That Seeks Yours?”
- POLY MGM Museum pre-opening and launch, including the inaugural exhibition “The Maritime Silk Road—Discover the mystical seas and encounter the treasures of the ancient trade route”
- Lotus and Loyalty – Creative Arts Exhibition of Li Xiaolin’s Poetry, Calligraphy, and Painting
- Global Debut Solo Exhibition of cAI™ – “cAI™: Soul Scan”
- MGM X Ren Zhe – “Legends of Chivalry” Art Exhibition
- Fondant Art Exhibition



# 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





# PROJECT REFERENCES



**EVENTS IN MACAU**

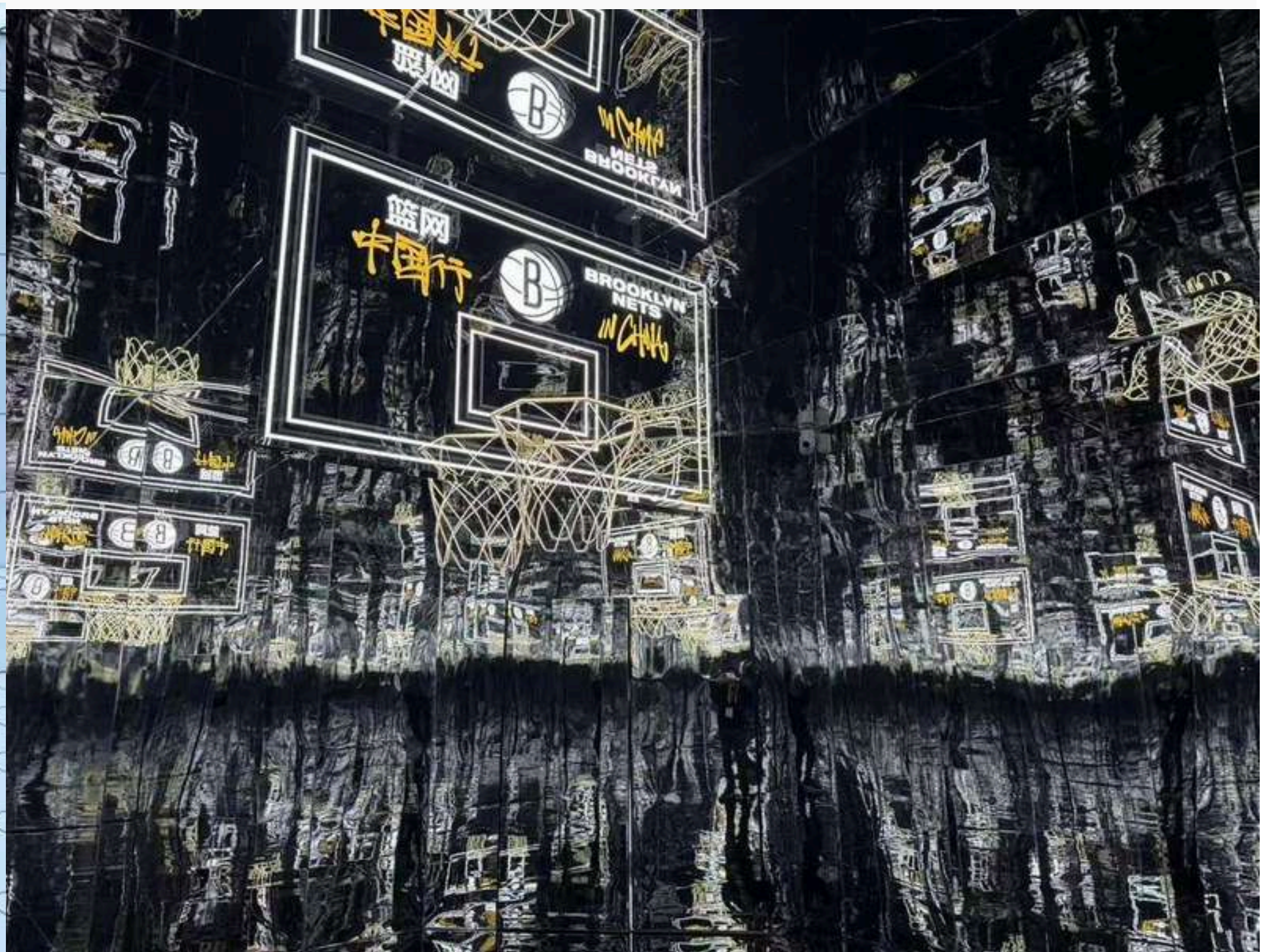


## MACAU NBA HOUSE BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION

<b>Event Name:</b>	<b>NBA House – Brooklyn Nets Brand Experience</b>
<b>Event Period:</b>	<b>8 to 12 October 2025</b>
<b>Event Venue:</b>	<b>Cotai Expo Hall at The Venetian Macao</b>
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b> To introduce and amplify the Brooklyn Nets culture to a Macau audience and drive fan engagement during the NBA exhibition.</p> <p><b><u>Our Solution:</u></b> BizArt managed the full end-to-end operation, providing a trained team of Brand Ambassadors to facilitate interactive fan experiences and booth operations.</p> <p><b><u>The Result:</u></b> Successfully engaged over 5,000 fans over 5 days.</p>
<b>Role:</b>	<b>BizArt Brand Ambassador Team brought the energy daily to the booth, ensuring memorable experience for every fan and guest. Drove high-volume footfall directly to the retail zone.</b>

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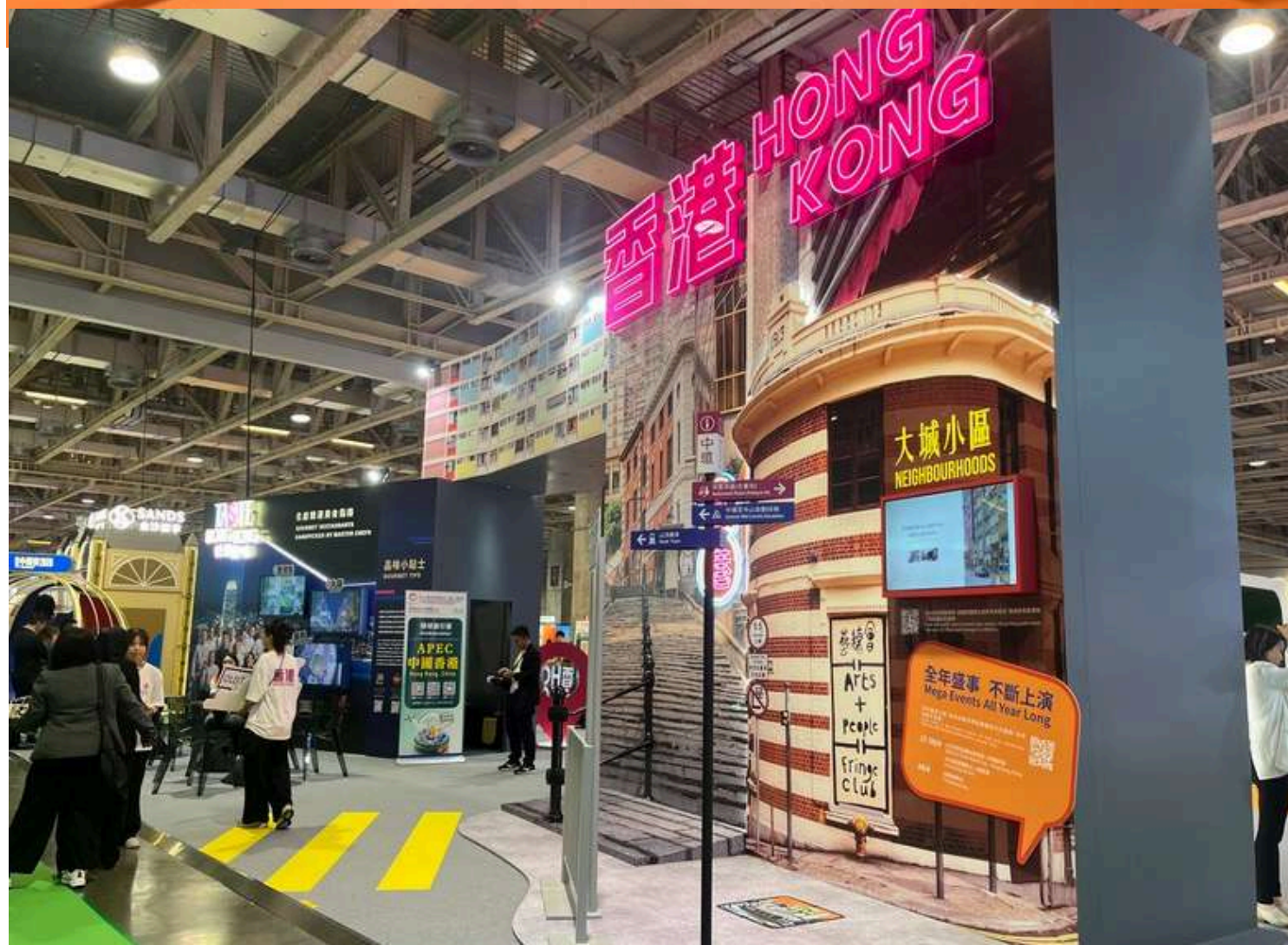
# MACAU NBA HOUSE BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION



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

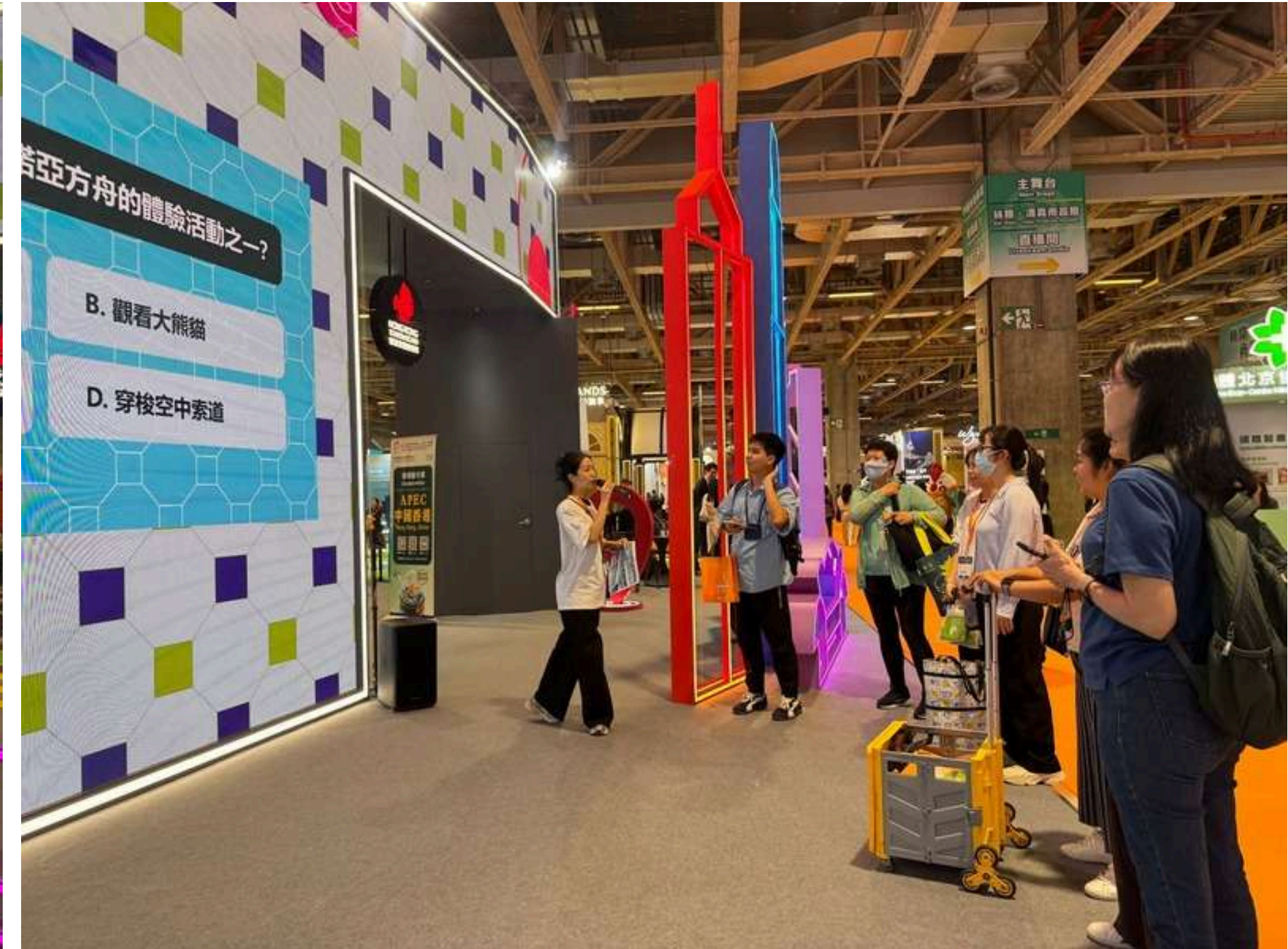




## Macau International Travel Expo 2026 – Hong Kong Tourism Board Booth Management & Brand Ambassador Service

Event Name:	Macau International Travel Expo 2026
Event Period:	April 10-12, 2026
Event Venue:	The Venetian Macao / Cotai Expo Hall
Strategic Highlights:	<p>To promote Hong Kong as a vibrant travel destination to Macau and international visitors, enhance booth engagement, and deliver a seamless visitor experience.</p> <p><b><u>Our Solution:</u></b> BizArt provided end-to-end booth operation management and a professional Brand Ambassador team. Our ambassadors facilitated interactive experiences, distributed promotional materials, handled visitor inquiries, and ensured smooth daily booth operations—fully representing the Hong Kong Tourism Board’s brand image.</p> <p><b><u>The Result:</u></b> Successfully engaged thousands of trade and public visitors over the exhibition period. The booth attracted consistent foot traffic, generated positive brand exposure for Hong Kong Tourism Board.</p>
Role:	BizArt acted as the dedicated Brand Ambassador and booth operations partner, ensuring every visitor interaction was welcoming, informative, and aligned with the Hong Kong Tourism Board’s marketing objectives. Our team helped maximise the client’s ROI at the exhibition.

# Macau International Travel Expo 2026 – Hong Kong Tourism Board Booth Management & Brand Ambassador Service





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



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**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:	<p><b><u>The Challenge:</u></b> 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.</p> <p><b><u>Our Solution:</u></b> BizArt provided a comprehensive "One-Stop" MICE solution:</p> <ul style="list-style-type: none"> <li>• <b>Subsidy Consultancy:</b> Acted as the specialized consultant for the IPIM "Convention &amp; Exhibition Financial Support Programme." We managed the entire grant application lifecycle, from budget forecasting to documentation, ensuring eligibility compliance.</li> <li>• <b>End-to-End Management:</b> Managed the full 4-day itinerary, including the Opening Ceremony, Seminars, and Gala Dinner, ensuring seamless logistics for international delegates.</li> </ul> <p><b><u>The Result:</u></b> <b>Funding Secured</b></p> <ul style="list-style-type: none"> <li>• <b>Successfully</b> helped the association secure the government subsidy, significantly optimizing their event budget.</li> <li>• <b>Global Standard:</b> Delivered a world-class convention experience that facilitated cross-border networking, reinforcing Macau's status as a premier destination for international associations.</li> </ul>
Role:	Event planning, organisation, gifts arrangement, creative & content management and on-site operation and management.

# Show-Off 4.0 – Art Collectors’ Exhibition



<b>Event Name:</b>	Show-Off 4.0 – Art Collectors’ Exhibition
<b>Event Period:</b>	22 April to 15 May 2026
<b>Event Venue:</b>	Taipa Village Art Space, Rua dos Mercadores, Taipa
<b>Strategic Highlights:</b>	<p>Present a diverse range of private art collections to the Macau public, highlighting collecting as a cultural asset and fostering cross-disciplinary dialogue.</p> <p><b><u>Our Role &amp; Solution:</u></b> BizArt was engaged as the Creative Partner for the exhibition. BizArt took full responsibility for designing and developing all creative assets, including brochures, e-banners, e-invitations, posters and preface boards. We ensured a cohesive visual identity that aligned with the exhibition’s curatorial vision.</p> <p><b><u>Efficiency Highlight:</u></b> All creative deliverables were completed within two weeks – demonstrating BizArt’s ability to produce high-quality, exhibition-ready designs on a tight schedule.</p> <p><b><u>The Result:</u></b> Delivered a visually unified exhibition identity that elevated the collectors’ narratives and enhanced audience engagement throughout the show. The client praised the professionalism and creative consistency of BizArt’s output.</p>
<b>Role:</b>	BizArt provided end-to-end creative support, developing all visual and communication materials for Show-Off 4.0.

# Show-Off 4.0 – Art Collectors' Exhibition





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

<b>Event Name:</b>	"WAVES OF INFLUENCE: FOREIGN MATERIALITIES BY ELIZABETH BRIEL"
<b>Event Period:</b>	3 December 2025 – 4 February 2026
<b>Event Venue:</b>	Taipa Village Art Space, Macau
<b>Strategic Highlights:</b>	<p><b>The Challenge:</b> 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.</p> <p><b>Our Solution:</b> 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.</p> <p><b>The Result:</b> 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.</p>
<b>Role:</b>	Official Creative Partner



**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:	<p><b><u>The Challenge:</u></b></p> <p>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).</p> <p><b><u>Our Solution:</u></b></p> <p>BizArt delivered a rapid, end-to-end "Smart Site" solution that integrated hardware with creative branding:</p> <ul style="list-style-type: none"><li>• <b>Tech Infrastructure:</b> Sourced and installed outdoor-grade digital screens and interactive kiosks at key touchpoints (Entrances, Rest Areas) to replace traditional paper notices.</li><li>• <b>Creative IP:</b> Developed a custom safety mascot (e.g., "The Site Guardian") to make safety messaging more engaging and approachable.</li><li>• <b>Content Strategy:</b> Created a full suite of digital and offline assets, including safety banners, interactive games, and daily digital safety briefings.</li></ul> <p><b><u>The Result:</u></b></p> <ul style="list-style-type: none"><li>• <b>Rapid Execution:</b> Successfully launched the full digital ecosystem across two sites within 3 weeks.</li><li>• <b>Safety Engagement:</b> Transformed the daily safety routine for workers through interactive digital engagement rather than passive reading.</li><li>• <b>Brand Elevation:</b> Successfully positioned Sam Yau as a tech-forward leader for the safety standard.</li></ul>

# SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety  
through Digital Innovation & Creative IP



# SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

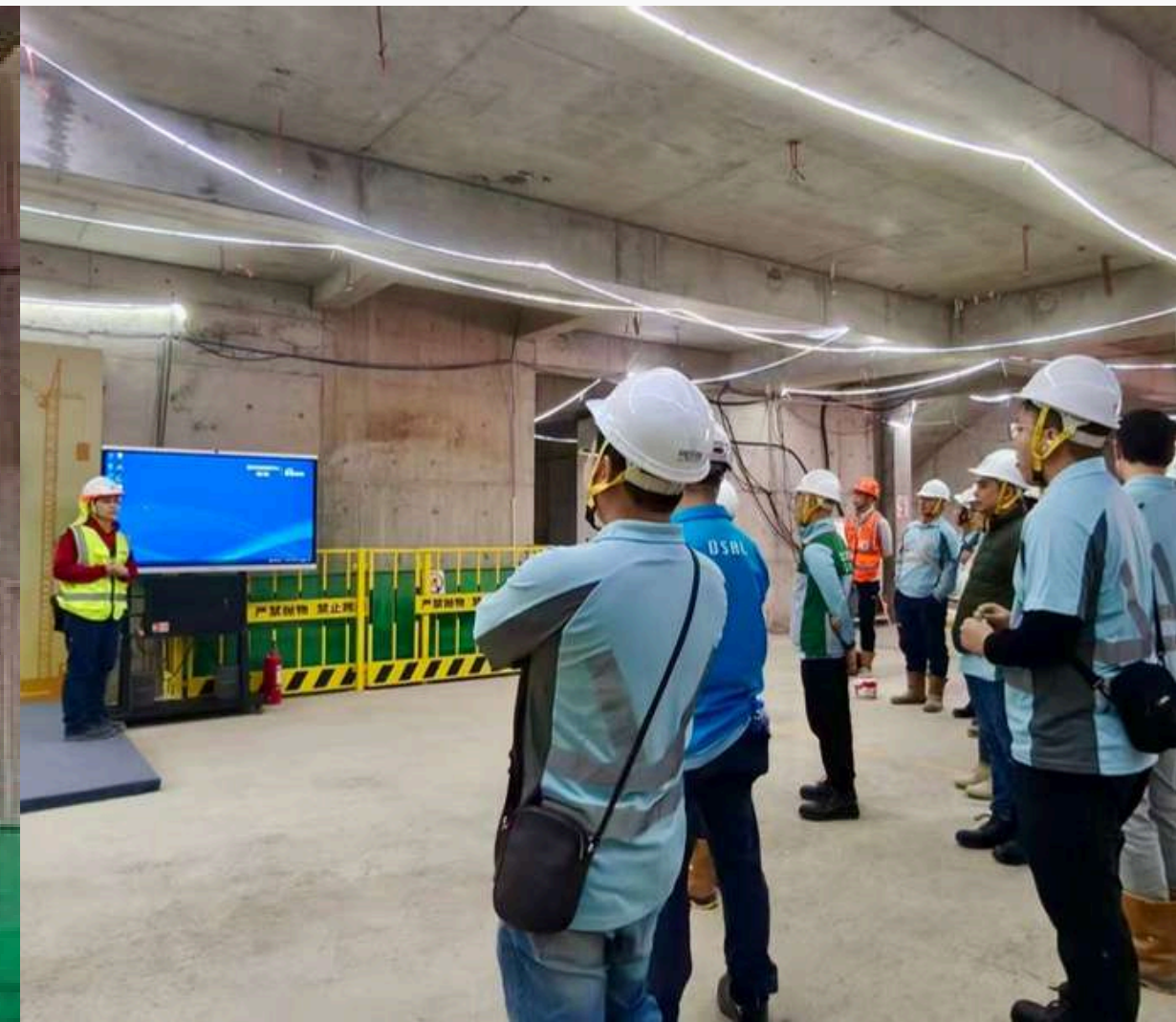
Transforming Construction Safety  
through Digital Innovation & Creative IP



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Transforming Construction Safety through Digital Innovation & Creative IP



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# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) INTEGRATED MARKETING CAMPAIGN

<b>Project Name:</b>	Oxfam Hong Kong - Social Innovation Programme (Grant for Good) INTEGRATED MARKETING CAMPAIGN
<b>Project Period:</b>	2023/2024/2025
<b>Target Market:</b>	Hong Kong
<b>Project Content:</b>	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: <a href="https://grant4good.oxfam.org.hk/">https://grant4good.oxfam.org.hk/</a>
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b> To launch a social innovation program in Hong Kong and attract high-quality applicants for poverty alleviation grants.</p> <p><b><u>Our Solution:</u></b> Developed a 360° integrated marketing plan, including branding, website development, social media management, and offline event coordination.</p> <p><b><u>The Result:</u></b> Successfully launched the brand identity and achieved high engagement rates across digital platforms, driving program applications.</p>

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) 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!  
請掃描此二維碼報名參加  
Deadline: 16 May 2023  
2023年5月16日截止

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

樂施會 OXFAM Hong Kong 無窮世界 World Without Poverty

SPONSOR: 香港賽馬會 Jockey Club FUND 贊助商  
STRONG PARTNER: Cyberport 香港賽馬會

Home - Oxfam Grant4Good x Contact Us | Official Site of Oxfam

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

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## OXFAM GRANT FOR GOOD

### 無窮實現室

APPLY NOW 立即報名

Grant for good

OUR SUPPORT

GLOBAL AND LOCAL EXPERIENCE STRONG CROSS-SECTOR NETWORKS

Show desktop

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) INTEGRATED MARKETING CAMPAIGN

**OUR STRATEGIC PARTNER - EVERSPOT**

**FUNDING TYPES**

Project Type	Grant Amount	Duration	Eligibility
Project Administration	HK\$50,000	3 months	Open to all
Small Scale Project	HK\$10,000 - HK\$50,000	3-12 months	Open to all
Large Scale Project	HK\$50,000 - HK\$1,000,000	12-36 months	Open to all

**WHO IS ELIGIBLE?**

- Non-profit organizations registered in Hong Kong
- Organizations established before 31st December 2015
- Organizations with a clear social mission

**WHAT TO EXPECT**

- Application:** Submit a completed application form and supporting documents.
- The Writing Process:** Prepare a detailed project proposal for the selected applicant.
- Project Implementation:** Implement the project and submit progress reports.

**WHY JOIN OXFAM GRANT FOR GOOD? BENEFITS OF OXFAM HONG KONG**

- Access to Oxfam's extensive network of partners and resources.
- Opportunity to collaborate with Oxfam's experienced staff.
- Access to Oxfam's funding and other resources.
- Opportunity to participate in Oxfam's various programs and activities.

**APPLY NOW!**

QR Code: [QR Code]

Website: [www.oxfam.org.hk](http://www.oxfam.org.hk)

Facebook: <https://www.facebook.com/oxfam.hk>

Twitter: [https://twitter.com/oxfam\\_hk](https://twitter.com/oxfam_hk)

Instagram: [https://www.instagram.com/oxfam\\_hk](https://www.instagram.com/oxfam_hk)

LinkedIn: <https://www.linkedin.com/company/oxfam-hong-kong>

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TOGETHER WE GIVE BACK 貢獻社會

TOGETHER WE MAKE A COLLECTIVE IMPACT 消除貧窮

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 2023年5月16日

SCAN THE QR CODE TO APPLY NOW!  
 請掃描QR碼，立即申請！

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

樂施會 OXFAM Hong Kong  
 World Without Poverty

贊助商: WAVE OF FUND 匯豐銀行, Strategy First, Cyberport 數碼港

### OXFAM GRANT FOR GOOD 無窮實現室

資助額上調！  
 由港幣10萬元增至港幣15萬元  
 截止日期：5月16日(星期二)

### OXFAM GRANT FOR GOOD 無窮實現室

社創計劃 第二期  
 共計 900個 資助位  
 社會創新項目 資助及培訓計劃 簡介會

### 無窮實現室

資助額上調  
 截止日期：5月16日  
 最後8日報名！

### 無窮實現室

資助額上調

網上申請步驟	報名資格	適合申請的個人或團體
<ol style="list-style-type: none"> <li>1. 申請表格</li> <li>2. 申請書</li> <li>3. 上報審核</li> <li>4. 獲資助人士領取資助</li> </ol>	<p>申請資格</p> <p>4月17日 - 5月16日</p>	<p>適合申請的個人或團體</p> <p>4月17日 - 5月16日</p>

### 無窮實現室

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 由港幣10萬元增至港幣15萬元  
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資助額上調

報名資格

4月17日 - 5月16日

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) 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!

立即  
掃描報名!

主辦機構  
Oxfam Hong Kong

資助機構  
World Without Poverty

合辦機構  
Cyberport

聯絡資訊  
3120 5260  
grant4good@oxfam.org.hk  
oxfamhongkong

**OXFAM  
GRANT  
FOR GOOD**  
無窮實現室

智慧創新 賦能同行 共創無窮!

立即  
掃描報名!

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**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!

立即  
掃描報名!

主辦機構  
Oxfam Hong Kong

資助機構  
World Without Poverty

合辦機構  
Cyberport

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) INTEGRATED MARKETING CAMPAIGN

**OXFAM GRANT FOR GOOD**

**ABOUT OXFAM**

**OUR OXFAM GRANT FOR GOOD**

**OUR OXFAM GRANT FOR GOOD**

**FUNDING TYPES**

Project Type	Amount	Duration	Year
PROTOTYPE (Testing and validation)	HK\$50,000	3-6 months	2019
STARTUP (Building a new business or expanding an existing one)	Up to HK\$200,000	12 months	2019 & 2020
SCALEUP (Expanding an existing business)	Up to HK\$500,000	12 months	2019 & 2020

**ELIGIBILITY**

**APPLICATION TIMELINE**

- 1. APPLY ONLINE** (20 minutes)
- 2. INVOLUNTARY**
- 3. IDEA DEVELOPMENT**
- 4. VISIT**
- 5. GRANT INTERVIEW** (30 minutes)

**SCAN THE QR CODE**

For more information about the programme details and submit your application online:

[www.oxfam.org.hk/grantforgood](#)

[www.oxfam.org.hk/grantforgood](#)

[www.oxfam.org.hk/grantforgood](#)

[www.oxfam.org.hk/grantforgood](#)

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) 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。

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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

The graphic features a green background with a large white 'G' logo in a circle at the top left. Below it, the text 'OXFAM GRANT FOR GOOD' is written in large, bold, white letters, followed by '無窮實現室' in Chinese. A central illustration shows a man sitting at a desk with a laptop, a woman standing next to him, and a large glowing lightbulb. A speech bubble on the right contains a QR code and the text '立即掃描報名!' (Scan and register now!). At the bottom, the slogan '智慧創新 賦能同行 共創無窮!' (Wise innovation, empower together, create together) is displayed. The footer includes logos for Oxfam Hong Kong, World Without Poverty, SIE Fund, and Cyberport.

**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**

資助資助: Funded by: **SIE FUND 社會創新基金**

策略夥伴: Strategic Partner: **Cyberport 數碼港**

# Oxfam Hong Kong — Social Innovation Programme (Grant for Good) 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? 🌟馬上點擊附上的懶人包, 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 委員會審批選定申請者計劃書
- 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

**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 + GFUND 寧社財基金

政府資助計劃 Government-aided programme

策略伙伴：  
Strategic Partner:

數碼港 Cyberport

**OXFAM GRANT FOR GOOD**  
無窮實現室

**龍年快樂**

**HAPPY CHINESE NEW YEAR**

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 + GFUND 寧社財基金

www.sie.gov.hk

政府資助計劃 Government-aided programme

策略伙伴：  
Strategic Partner:

數碼港 Cyberport

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:

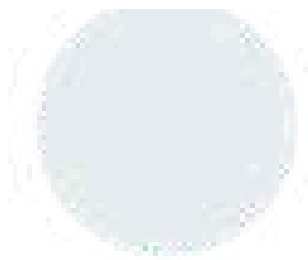


[www.sie.gov.hk](http://www.sie.gov.hk)



65 x 33 cm die cut





BRIT

**COMMUNITY ENGAGEMENT &  
SOCIAL MEDIA GROWTH**

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# STARMUSIC EDUCATION CENTRE

## BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

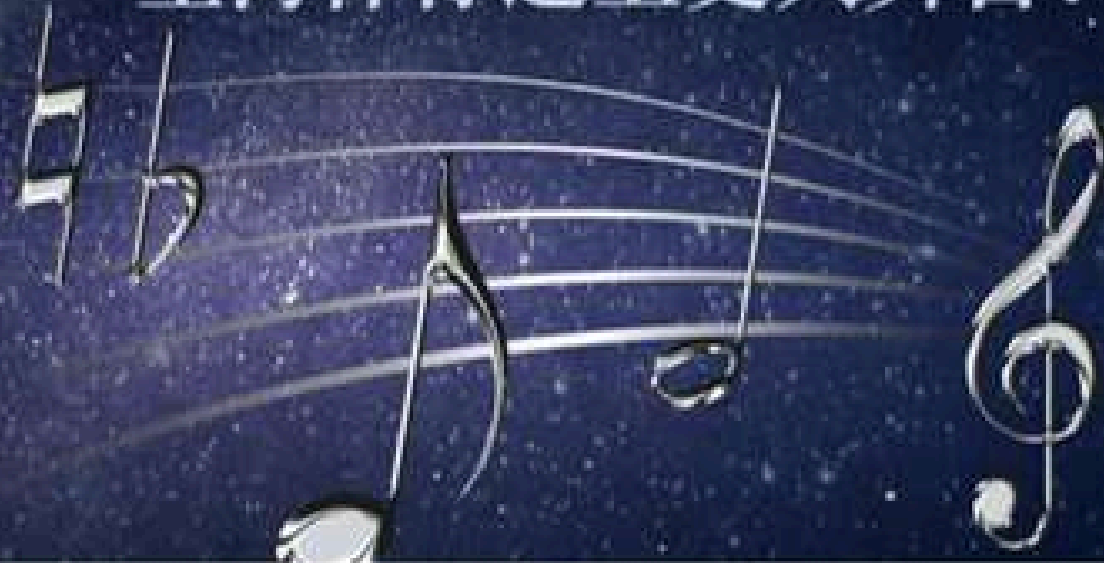
<b>Project Name:</b>	<b>Brand Repositioning for Student Enrollment Growth</b>
<b>Project Period:</b>	<b>3-month Campaign in 2022</b>
<b>Objective:</b>	<b>To professionalize the brand image of a local music centre and drive student enrollment through premium content.</b>
<b>Strategic Highlights:</b>	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



# 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

Search

Posts About Mentions Followers Photos Videos More

StarMusic Centre posts and promotional images:

- Post 1: 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】
- Post 2: 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...
- Image 1: 星海學生 - 孔蔚喬 KRISTEN KONG
- Image 2: 星海學生 - 孔蔚喬 KRISTEN KONG
- Image 3: 胡皓政 JAMES VU
- Image 4: 胡皓政 JAMES VU
- Image 5: 成就升級
- Image 6: 了解參加資格，請聯絡我們
- Image 7: 星海兒童鋼琴啟蒙班
- Image 8: 兒童鋼琴啟蒙班

# 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

兒童鋼琴啟蒙班  
培養你的孩子，立刻報名！

Opens in Messenger [Send Message](#)

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

青少年音樂演奏  
兒童鋼琴啟蒙班  
美術班

Opens in Messenger [Send Message](#)

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

星海注重  
立即預訂

Opens in Messenger [Send Message](#)

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

星海美術班  
參加我們的美術班

Opens in Messenger [Send Message](#)

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

星海東方海岸分校擁有  
場地適合

Opens in Messenger [Send Message](#)

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

星海獨家全球  
名額有限，立刻報名！

Opens in Messenger [Send Message](#)

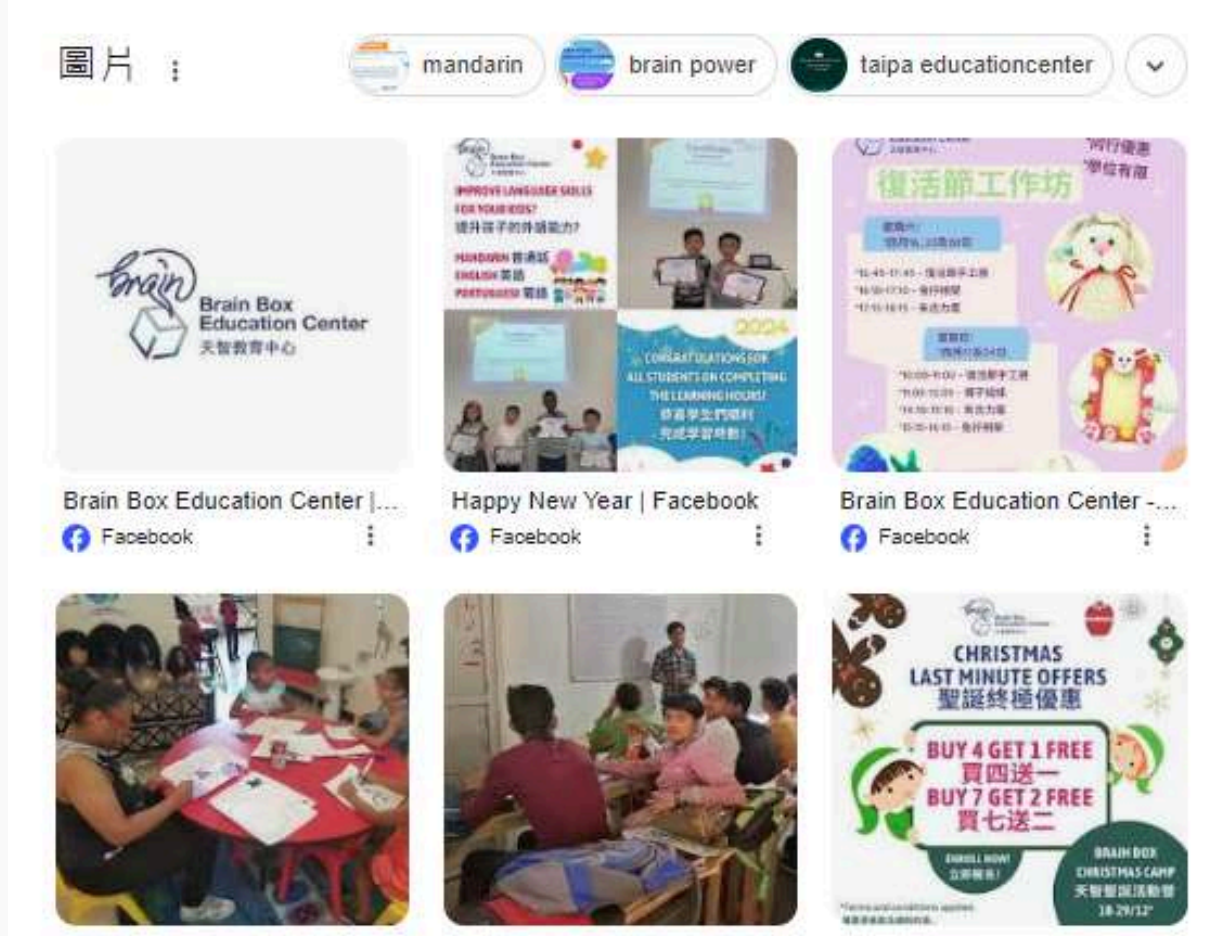
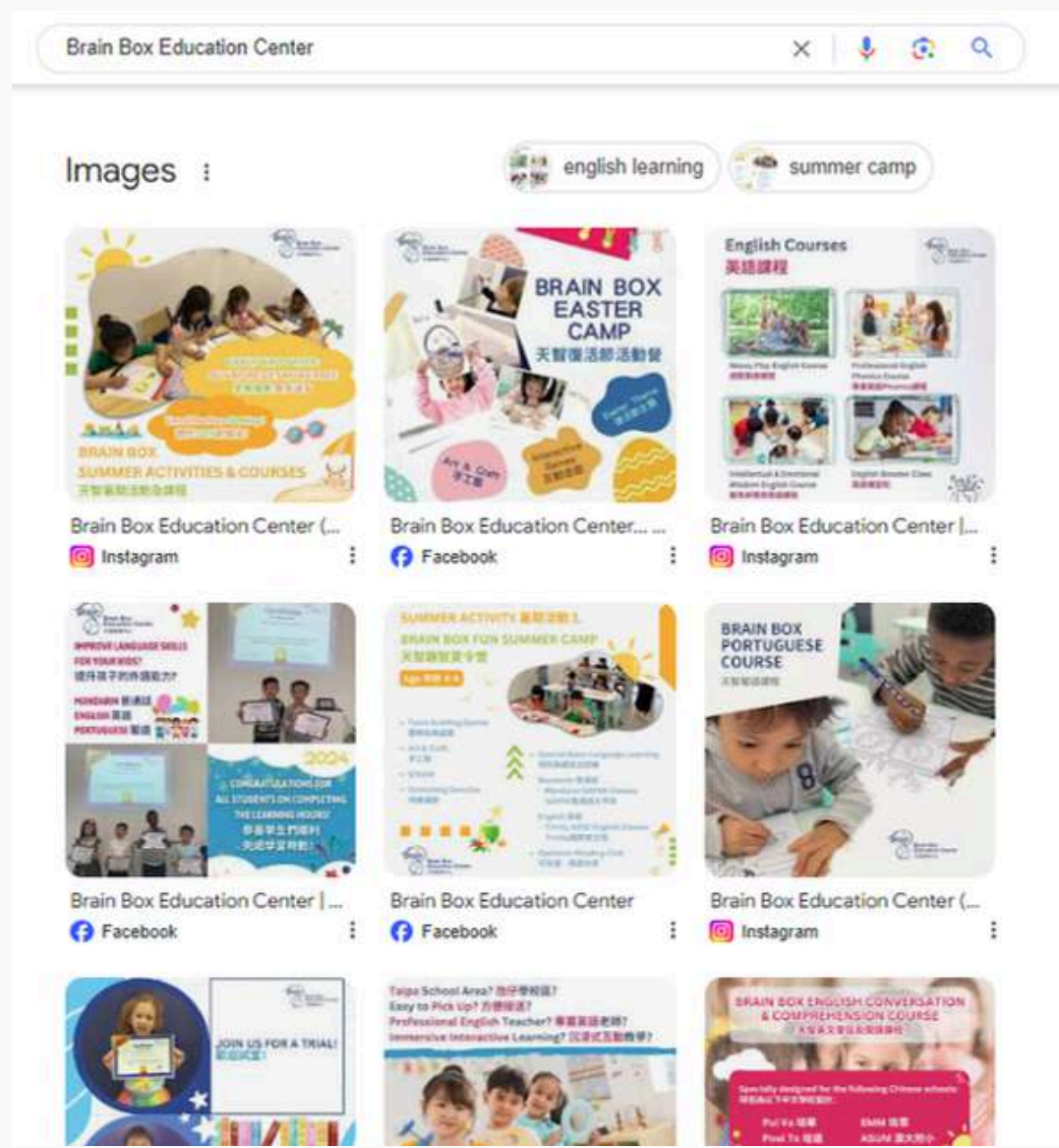
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# BRAIN BOX EDUCATION CENTRE

## CONTENT MARKETING & PARENT COMMUNITY ENGAGEMENT

Project Name:	Lead Generation & Community Conversion
Project Period:	2022 - 2024
Strategic Highlights:	<p><b><u>The Challenge:</u></b></p> <p>To maintain top-of-mind awareness among busy parents and drive enrollment for diverse academic courses (English, Portuguese, STEAM) in a competitive education market.</p> <p><b><u>Our Solution:</u></b></p> <p>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.</p> <p><b><u>Key Performance Metrics:</u></b></p> <ul style="list-style-type: none"><li>• <b>Conversion Support:</b> Successfully converted social media traffic into course registrations for key intakes (Summer Camp &amp; Exam Prep).</li><li>• <b>Trust Building:</b> Established a consistent communication channel for parents, regularly showcasing student passing rates (e.g., 98% pass rates) to build institutional credibility.</li><li>• <b>Content Volume:</b> Managed a high-frequency content output covering multiple subjects, ensuring all courses received adequate market exposure.</li></ul> <p><b><u>The Result:</u></b></p> <p>Successfully converted social media traffic into paid course registrations for key intakes (Summer Camp &amp; Exam Prep), achieving measurable enrollment targets.</p>

# BRAIN BOX EDUCATION CENTRE CONTENT MARKETING & PARENT COMMUNITY ENGAGEMENT





**BRAND CREATIVE PROJECT**

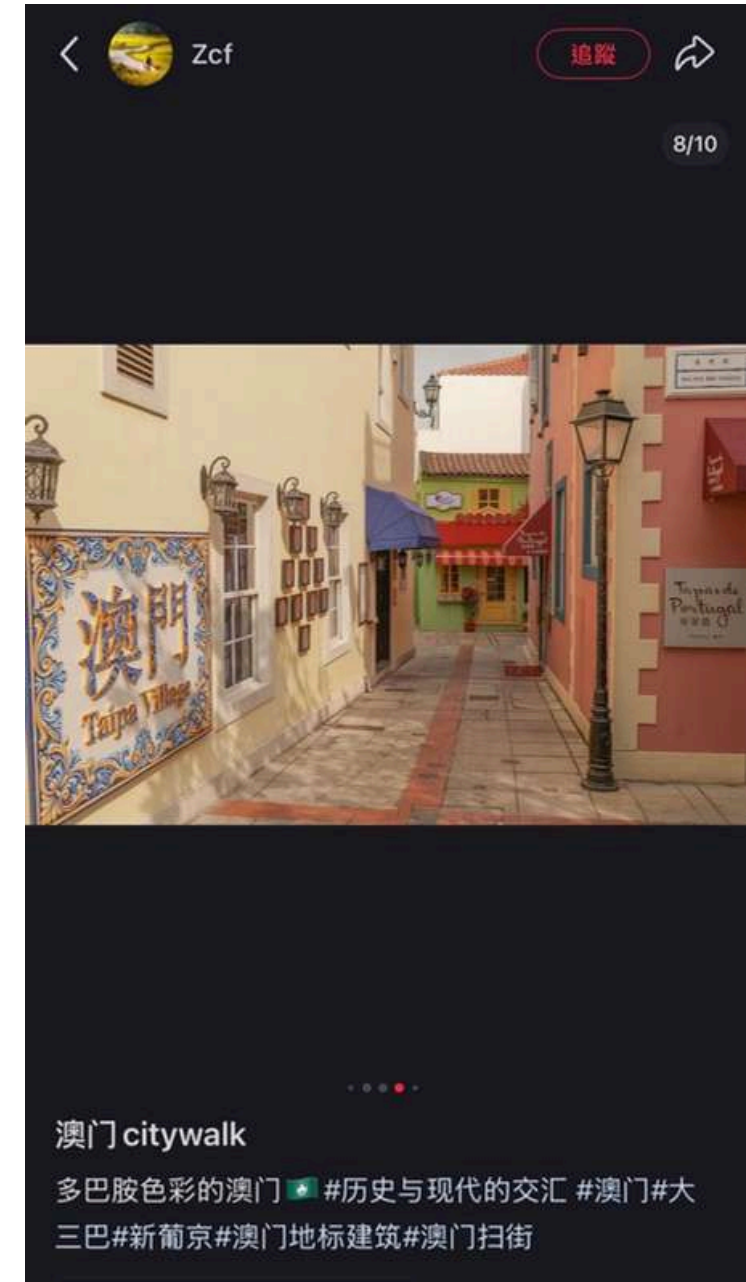
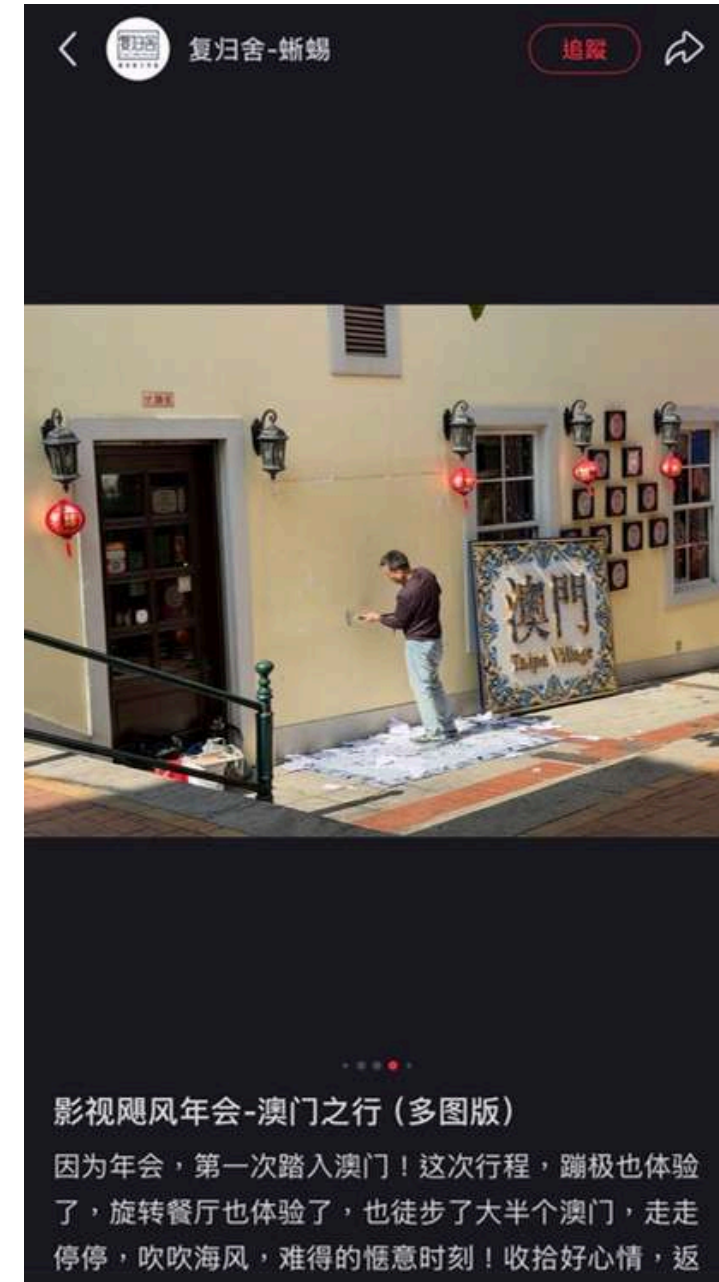
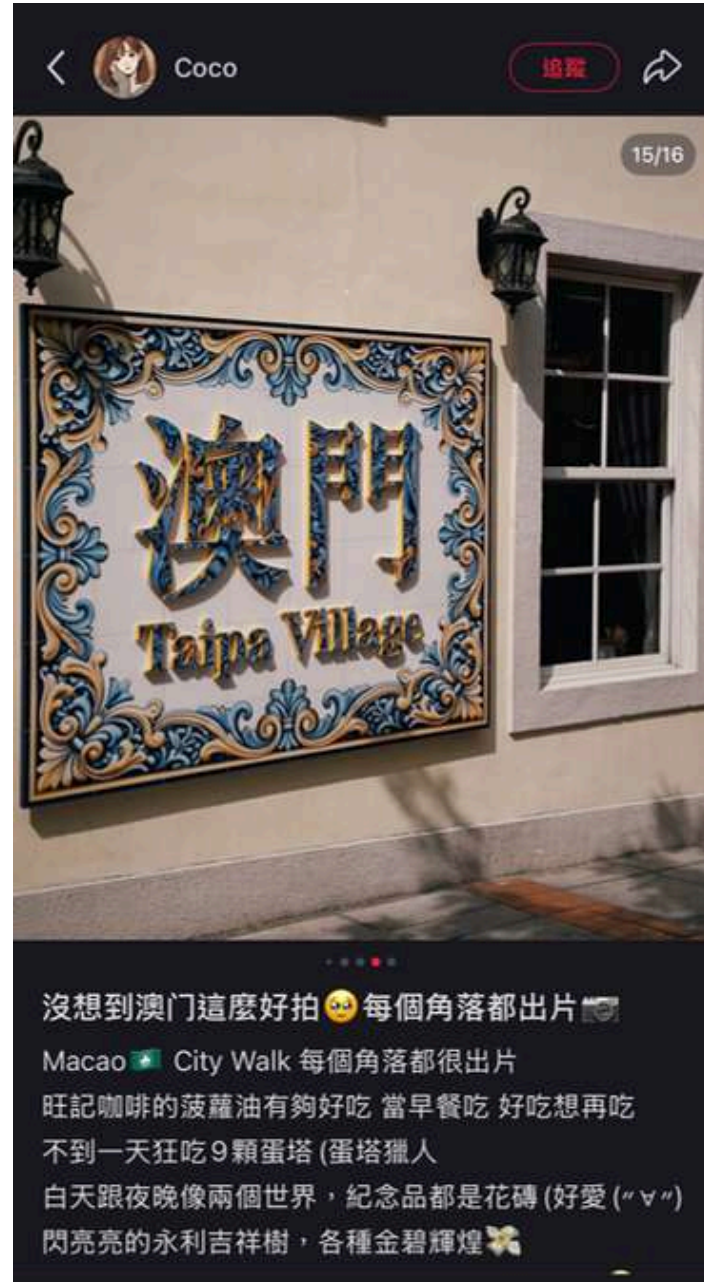
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# Taipa Village New Check-in Point



<b>Project Name:</b>	Taipa Village New Check-in Point
<b>Project Launch Time:</b>	February 2026
<b>Project Summary:</b>	BizArt developed a visually impactful outdoor installation for Taipa Village that reinforced its brand presence and transformed the destination into a vibrant attraction. Delivered within one month, the project met all specifications on time and became a viral photo spot, strengthening the client's branding and enhancing visibility among both locals and tourists.

# Taipa Village New Check-in Point





## ICM - MACAO INTERNATIONAL PARADE 2025

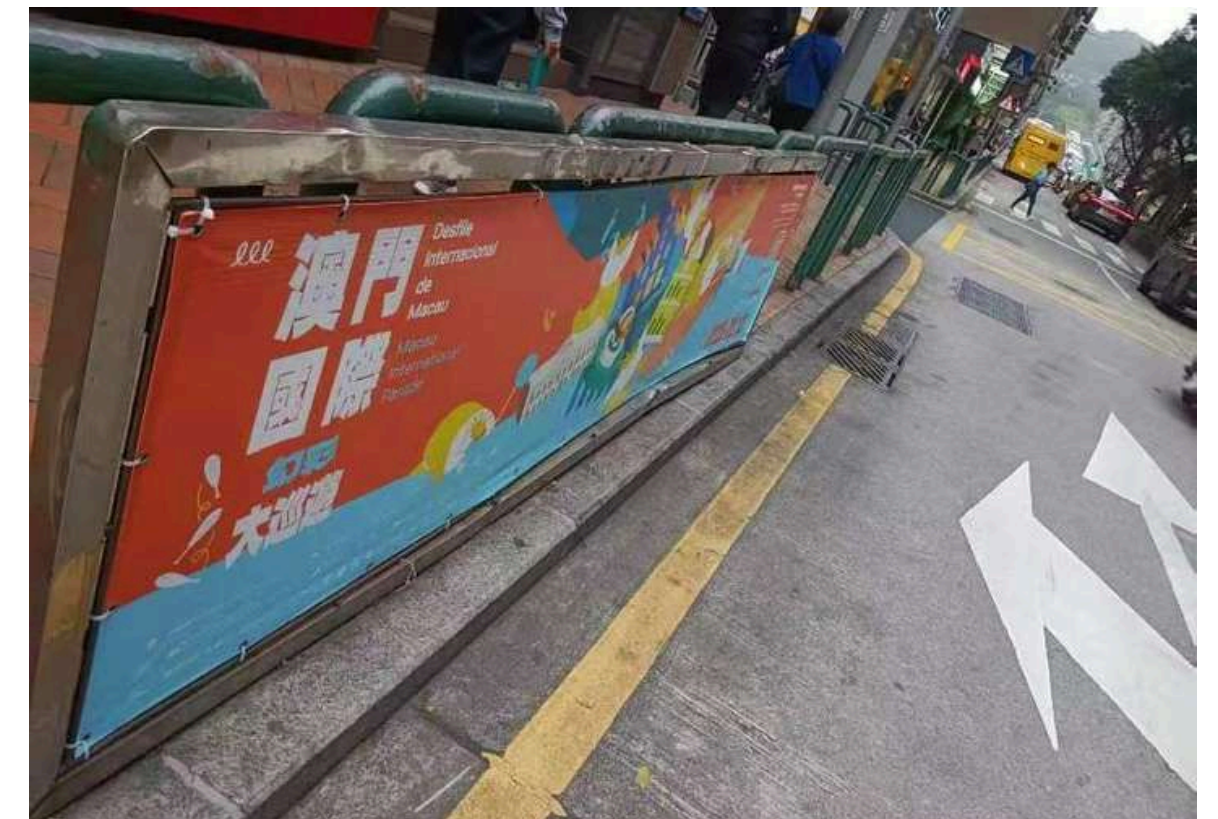
<b>Project Name:</b>	<b>ICM – Macau International Parade</b> <ul style="list-style-type: none"><li>• Creative adaptations of 160 artworks for ICM’s events including: press conference, opening ceremony, outdoor and newspaper advertising, dinner, parade event</li></ul>
<b>Project Launch Time:</b>	<b>March 2025</b>
<b>Project Summary:</b>	<b>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.</b>



# ICM – MACAO INTERNATIONAL PARADE 2025



# ICM – MACAO INTERNATIONAL PARADE 2025





**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



# **MEDIA BUY & EXECUTION**

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# Media Buy for Marine and Water Bureau (DSAMA)

<b>Project Name:</b>	<b>Media Buy for Marine and Water Bureau (DSAMA)</b>
<b>Event Period:</b>	<b>February to May, 2026</b>
<b>Role:</b>	<b>Media Booking &amp; Execution</b>
<b>Strategic Highlights:</b>	<p>The client (DSAMA) required a media buy execution partner to raise public awareness about recycled water. BizArt’s role was strictly to execute the media plan provided by the client, ensuring full compliance with government regulations.</p> <p><b>Our Role &amp; Solution</b></p> <p>BizArt was responsible for media booking and execution management. Following the client’s predetermined plan, we secured placements across offline and digital channels.</p> <p><b>Execution Excellence</b></p> <p>BizArt adhered strictly to all government requirements, managed vendor coordination, and delivered on time.</p> <p><b>The Result</b></p> <p>The campaign delivered a daily offline reach of over 870,000 commuters via bus network placements across two two-week phases. In parallel, the in-app splash ad campaign ran continuously for more than 3 months, generating over 9.4 million digital impressions. All KPIs were met, and execution was fully compliant with government requirements.</p>

# Media Buy for Marine and Water Bureau (DSAMA)



善用再生水 安全又慳水  
2026年3月1日起  
向澳門大學和石排灣公屋供應再生水

15:33 3 跳過

善用再生水 安全又慳水  
2026年3月1日起  
向澳門大學和石排灣公屋供應再生水

石排灣麗雅大廈、樂群樓、業興大廈的再生水用戶包括住宅和舖位  
\*新發展興建的安樂大廈沒有雙管系統，故沒有條件供應再生水

**再生水用途**

- 沖廁
- 綠化

**再生水水質**

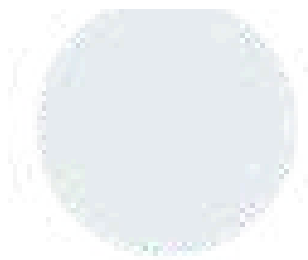
- 安全衛生
- 無色無味
- 水質符合安全標準
- 每日檢測再生水，確保安全衛生

海事及水務局  
Direcção dos Serviços de Assuntos Marítimos e de Água

澳門自來水  
MACAO WATER

# ICM – ADVERTISEMENT PLACEMENT





BRIT

**PUBLIC  
RELATIONS – MEDIA PITCH**

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

<b>Project Name:</b>	Kagoshima Satsumasendai Gourmet Fair (Hong Kong) Media Pitching & Event PR Support
<b>Project Period:</b>	May – June 2025
<b>Role:</b>	Hong Kong Media Pitching & PR Execution (Supporting Agency)
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b></p> <p>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.</p> <p><b><u>Our Solution:</u></b></p> <p>BizArt served as the on-ground PR extension for the client:</p> <ul style="list-style-type: none"><li>• <b>Targeted Media Pitching:</b> Identified and invited a curated list of HK lifestyle media and food KOLs to the tasting luncheon.</li><li>• <b>Content Localization:</b> Adapted the client’s original Japanese press materials, transcreating them into compelling Traditional Chinese and English press releases for the HK market.</li><li>• <b>On-Site &amp; Follow-Up:</b> Managed media RSVPs, ensured attendance on the day, and conducted rigorous follow-ups to secure coverage.</li></ul> <p><b><u>The Result:</u></b></p> <ul style="list-style-type: none"><li>• Secured a strong turnout of target media and influencers at the luncheon.</li><li>• Delivered a comprehensive coverage report showcasing significant exposure in targeted Hong Kong online and offline media channels.</li></ul>

# 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：

必食推薦：薩摩川內市「300°C 蒸燒鰻魚」

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  
28m ·



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  
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。

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

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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>



# 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！嘆藍鰭吞拿魚刺身、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！**  
嘆藍鰭吞拿魚刺身、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。



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



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



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# BOUNCE THE CITY MACAO MACAO MARKET MEDIA RELATIONS

<b>Project Name:</b>	<b>Bounce the City Macao – Macau Market Launch &amp; Media Relations</b>
<b>Project Period:</b>	<b>Summer 2024</b>
<b>Role:</b>	<b>Macau Media Relations Partner (For HK PR Agency)</b>
<b>Strategic Highlights:</b>	<p><b><u>The Challenge:</u></b></p> <p>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.</p> <p><b><u>Our Solution:</u></b></p> <p>BizArt acted as the local media bridge for the HK agency:</p> <ul style="list-style-type: none"><li>• <b>Invitation Management:</b> Leveraged our local database to distribute invitations to key Macau news outlets, lifestyle magazines, and digital platforms.</li><li>• <b>Media Tour Coordination:</b> Managed the RSVP process and on-site media reception to ensure a smooth experience for attending journalists during the Media Tour.</li><li>• <b>Coverage Tracking:</b> Monitored local media sentiment and compiled post-event coverage data.</li></ul> <p><b><u>The Result:</u></b></p> <ul style="list-style-type: none"><li>• <b>Maximum Visibility:</b> Successfully secured attendance from top-tier Macau media outlets.</li><li>• <b>Widespread Coverage:</b> Facilitated broad local reporting across print and digital platforms, generating immediate buzz for the opening.</li></ul>

# BOUNCE THE CITY MACAO MACAU MARKET MEDIA RELATIONS

## 巨型室內充氣彈跳樂園 座設威尼斯人金光會展



亞洲最大室內巨型充氣樂園今年暑假首次蒞臨澳門

【特訊】亞洲最大室內巨型充氣樂園《Bounce The City Macao 彈跳樂園》今年暑假首次蒞臨澳門，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展館C，現場配以泡沫派對和唱片騎師DJ炒熱氣氛，在夏日炎炎的澳門為一家大細帶來無盡歡樂。

連連樂園與巴黎奧運同期開幕，身處澳門可乘著奧運熱潮，大顯身手。五個超巨型的充氣遊樂區各具特色。「巨人障礙賽」場地的等於三個標準足球場的長度，有近900呎，是美國最大的充氣障礙賽道。訪客需要跳躍、攀爬和穿梭50個獨特障礙物，跨過重重難關後，終點還有一個「運動鞋」形狀，有六條賽道的巨型滑梯。「巨人障礙賽」適合4歲或以上訪客，每個障礙都設計有「兒童友善」路線，讓孩子和家長一起勇闖挑戰。

「體育狂熱」的運動場內設置多個尺寸和種類的球，讓你一邊彈跳，一邊展現籃球、足球球技，盡情發揮你的運動潛能。另外還有「外星人疊疊」、「星際大都會」可以傳送至充滿外星人的太空世界，以及滿佈泡沫的深海世界「泡泡章魚城」，可坐在巨型充氣沙發休息放鬆，欣賞其他人彈跳狂歡，以及打卡留念。

彈跳樂園沒有入場年齡上下限，樂園每日設有五個入場時段，每節90分鐘，讓不同年齡的訪客打成一片。



小朋友在充氣樂園的會動

## 巨型室內充氣彈跳樂園首次登陸澳門

【特訊】亞洲最大室內巨型充氣樂園《Bounce The City Macao 彈跳樂園》今年暑假首次蒞臨澳門，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展館C。現場配以泡沫派對和唱片騎師DJ炒熱氣氛，在夏日炎炎的澳門為一家大細帶來無盡歡樂。

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亞洲最大室內巨型充氣樂園今年暑假首次登陸澳門

## 亞洲最大室內巨型充氣樂園到澳門威尼斯人開心「彈」起



MAIOR INSUFLÁVEL DA ÁSIA INCLUI FESTA DE ESPUMA

Um parque insuflável em recinto coberto, considerado o maior do continente asiático, estreou-se no Cotai Expo do Venetian e pode ser visitado até 18 de Setembro. O recinto de quase 14.000 metros quadrados apresenta cinco atrações e inclui uma festa de espuma com atuação de um DJ. Entre os programas oferecidos, conta-se o "The Giant", pista de 50 obstáculos com 274 metros de comprimento que termina num escorrega gigante de seis pistas em forma de sapatilha. Para além dessa diversão há o "AirSPACE Pink Alien" e o "City Xscape", "que transportam os visitantes para aventuras cósmicas infundidas de extraterrestres", e ainda "o mundo das profundezas do mar no borbulhante OctoBlast", segundo uma nota divulgada pela organização. O "Bounce City Macao" oferece também o "Sport Slalom", com bolas de todos os tamanhos. O parque está aberto diariamente entre as 10h00 e as 18h30, e tem cinco sessões diárias de 90 minutos. Os bilhetes podem ser adquiridos através da Incutix. Os preços, individuais ou pacotes familiares, variam entre 168, 399, 288 e 588 patacas.

設五個超巨型充氣遊樂區  
彈跳樂園衝出美國 移師來澳

「Bounce The City Macao」是美國最大室內充氣樂園，由美國著名充氣樂園品牌「Bounce The City U.S.」主辦。該樂園於今年七月廿七日（星期六）正式在澳門威尼斯人金光會展展館C開幕，為澳門帶來了前所未有的巨型充氣樂園。

樂園內設有五個超巨型充氣遊樂區，佔地合共超過15萬平方呎。其中包括：「巨人障礙賽」，一個長達近900呎的充氣障礙賽道；「體育狂熱」，一個設有各種尺寸和種類球的運動場；「外星人疊疊」，一個充滿外星人的太空世界；「星際大都會」，一個可以傳送至充滿外星人的太空世界；以及「泡泡章魚城」，一個充滿泡沫的深海世界。

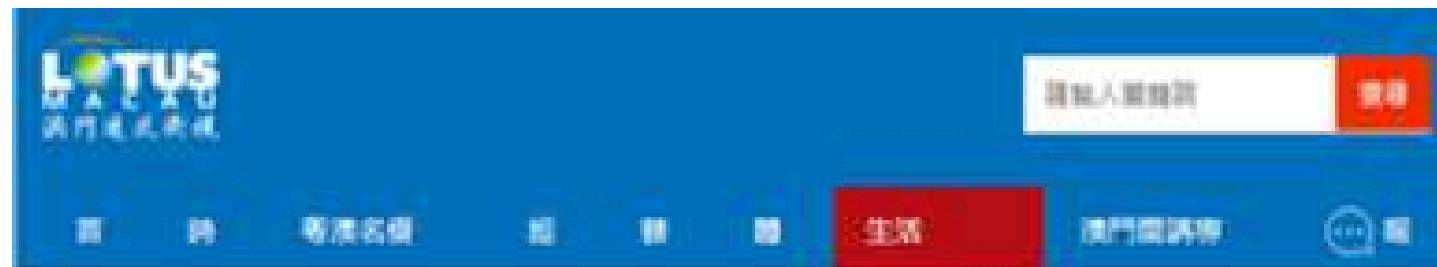
樂園每日設有五個入場時段，每節90分鐘。門票可於Incutix預訂，屆時以二維碼入場。另外，樂園在每節90分鐘的場次之間清潔設施，每天閉館後亦會深層清潔，讓注重健康的你玩得安心又開心。

主辦單位表示，希望透過這個巨型充氣樂園，為澳門市民和遊客提供一個歡樂、健康的休閒場所。樂園將於九月十八日（星期日）結束，屆時將遷往新加坡繼續營運。

澳門活動 七月酒店八場活動

「Bounce The City U.S.」活動總監羅傑·波伊爾（右）與總經理戴夫·波伊爾（左）合影。

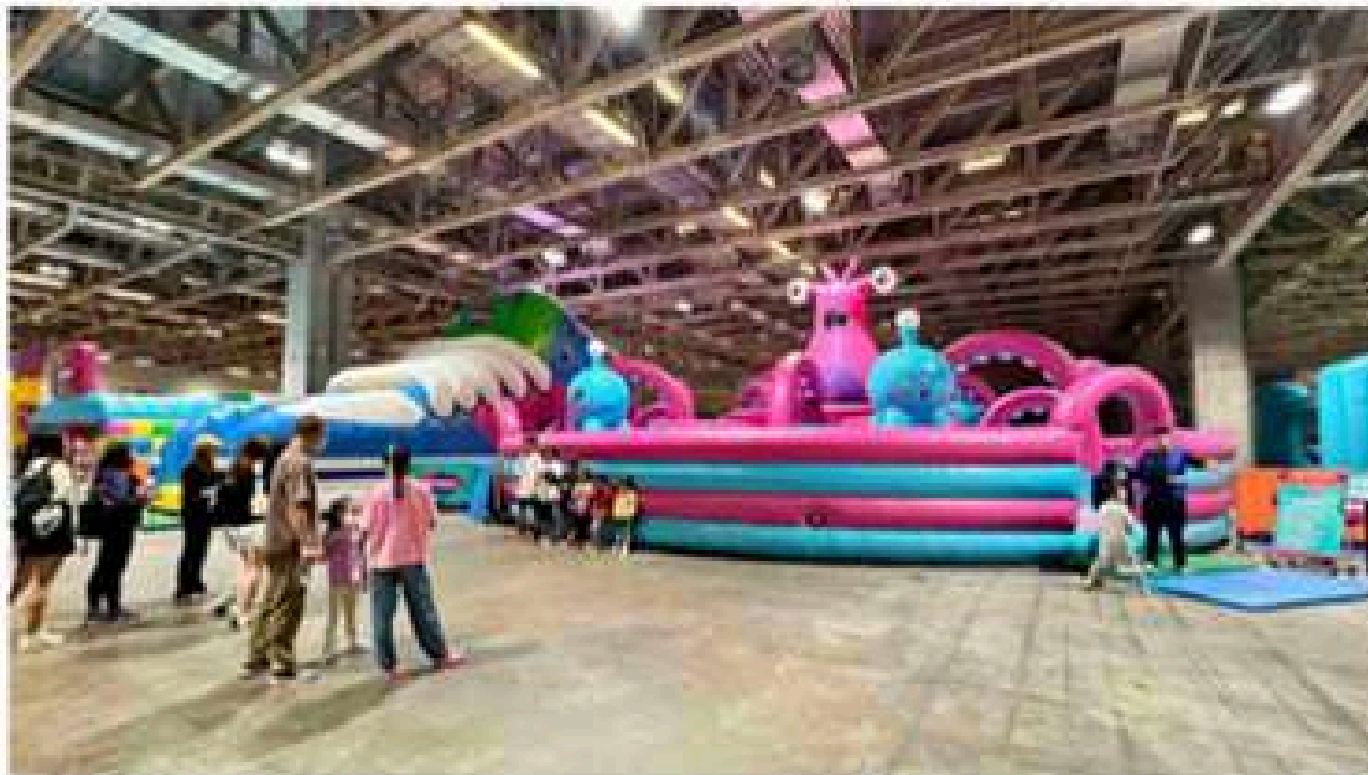
# BOUNCE THE CITY MACAO MACAO MARKET MEDIA RELATIONS



## 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：2024-06-02 01:27:31

閱讀數：1392



亞洲最大室內巨型充氣樂園《Bounce The City Macao 彈跳樂園》，今個暑假首次登陸澳門！五個超巨型充氣樂園，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展館C。現場配以池球派對和唱片熱舞DJ沙龍氣氛。

「池池擊擊城」是令人難以抗拒的彈跳和池球派對！色彩繽紛的深潭世界，充斥五顏六色的海洋生物，還有河豚派對舞臺和好玩的池球池彈，一家大小還能在巨型擊擊繩手之間遊盪，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，樂園在每場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 MACAO MARKET MEDIA RELATIONS

## 彈跳樂園衝出美國 移師來澳

澳門日報 2024-09-02 06:26



於五個巨型型充氣遊樂區

彈跳樂園衝出美國 移師來澳

【本報消息】Bounce The City Macao彈跳樂園今假暑假首次來澳，場內設有五個巨型型的充氣遊樂區，並配以地庫派對和唱片裝飾DJ炒熱氣氛，主辦方希望到場人士可「彈」到樂無忌憚。

Bounce The City Macao彈跳樂園昨日下午三時十五分安排場內到場體驗。Bounce The City U.S.活動總監及經理兼「蓋伊(Tom Gay)、經理經理戴夫·迪·薩羅(Dave Di Sarro)表示，彈跳樂園自巴黎奧運河可開展，歷年並辦有奧運熱氣、奧運節及放賽「大群舞」，過去彈跳樂園一直在美國區內巡迴舉行，今年首次移師亞洲區首場澳門，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



- ▲A10版：經濟
- 本報特稿專訊
  - 首季住宅貸款拖欠率增至3.6%
  - (一表之看) 創設消費券或成金王
  - 不良貸款總額增至485億
  - 澳匯熱潮與匯通 匯戶：無特別操作
  - 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



## 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展館C舉行。樂園設有五個巨型充氣遊樂區，佔地超過十五萬平方呎，樂園與巴黎奧運同期開幕，打造澳門好玩夏日節目。

五個巨型充氣遊樂區各具特色：“巨人障礙賽The Giant”，障礙賽場地約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、攀爬和穿越五十個獨特障礙物。

“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騎師播放最潮的音樂，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。

“泡泡魚城Octoblast”，色彩繽紛的深海世界，充斥五種六色海洋生物。





**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 10TH 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



<b>Event Name:</b>	<b>Easter Installation &amp; Event at Macau International Airport</b>
<b>Event Period:</b>	<b>April 2025</b>
<b>Event Venue:</b>	<b>Macau International Airport</b>
<b>Role:</b>	<b>Our Event &amp; Production Manager &amp; 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.</b>



# 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:	<ul style="list-style-type: none"> <li>• The event showcases signature dishes from the five UNESCO Creative Cities of Gastronomy in China, namely Chengdu, Shunde, Yangzhou, Huai'an, and Macao.</li> <li>• It also uniquely blends culinary traditions and musical influences from Portuguese-speaking countries this year.</li> <li>• The event Features an array of interactive games, performances, and a craft beer zone,</li> </ul>
Role:	Event operations and on-site management



# WYNN THE 2ND 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



青少年粵劇表演



攤位遊戲



趣味工作坊

免費入場



## 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



## OTHER EXHIBITIONS & PRODUCTIONS



## OTHER EXHIBITIONS & PRODUCTIONS



## 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.



# SUSTAINABILITY & GLOBAL COMPLIANCE

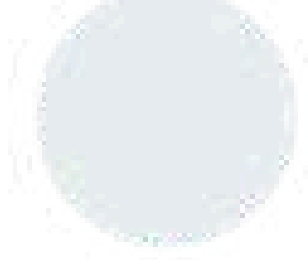
- Commitment to eco-friendly materials (biodegradable, water-based paints).
- Meeting international environmental protection standards.



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

<b>Event Name:</b>	Pop up Decoration
<b>Event Period:</b>	7/11 to 10/11/2024
<b>Event Venue:</b>	上海展覽中心西花園二樓露台
<b>Event Purposes:</b>	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
<b>Role:</b>	Design & production were managed by our strategic production partner in Shanghai



## Jo Malone London in Shanghai

Event Name:	「古董市集」 英倫限定系列
Event Period:	5/9 to 8/9/2024
Event Venue:	上海烏中市集
Event Purposes:	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.
Role:	Design & production were managed by our strategic production partner in Shanghai

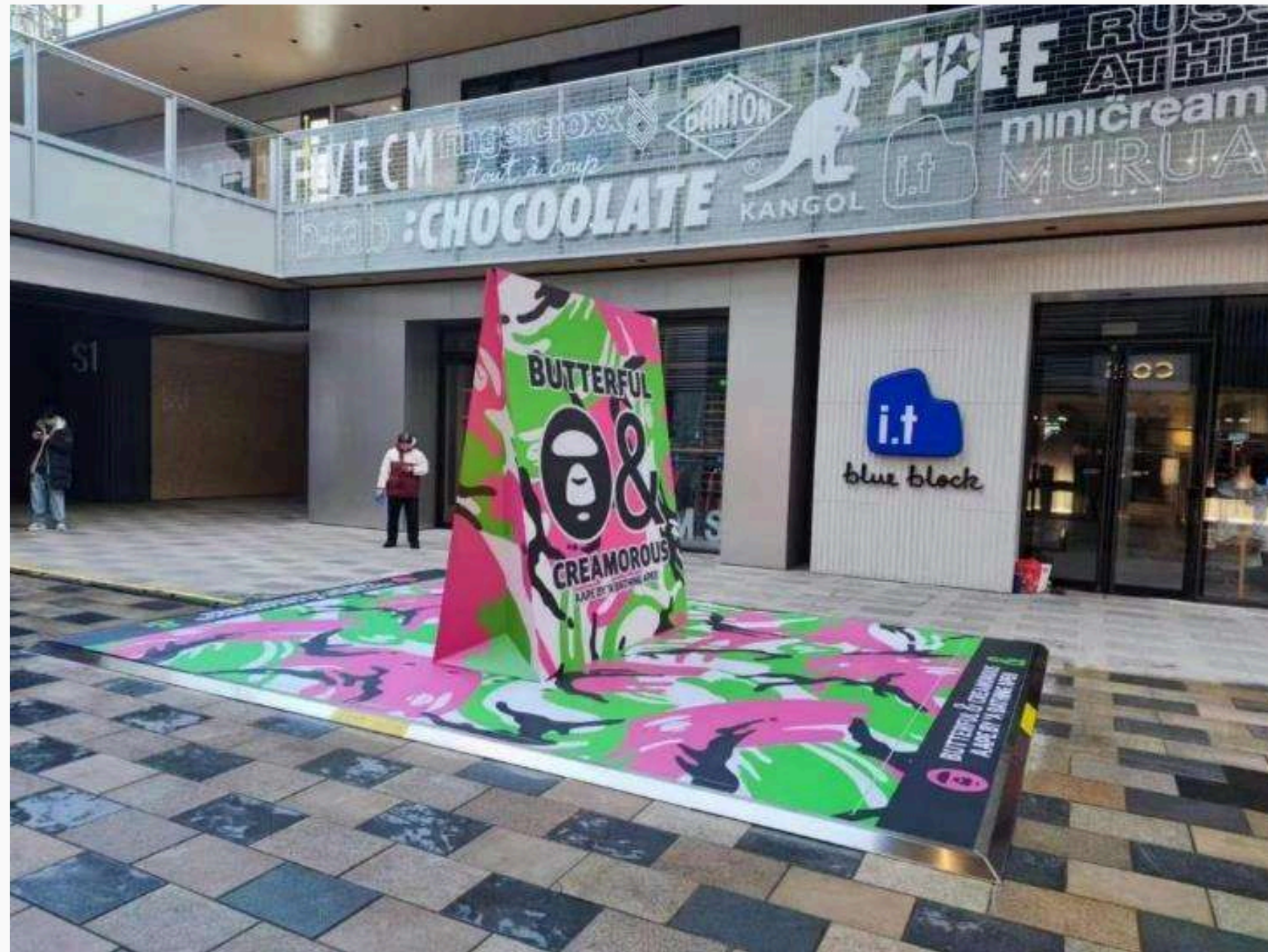




## Jo Malone London in Shanghai

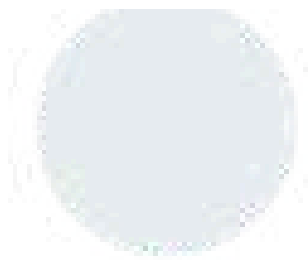
Event Name:	「薑餅人的異想工坊」活動
Event Period:	6/12/2024 to 1/1/2025
Event Venue:	上海新天地
Event Purposes:	A carousel device was set up during the event. Riding the carousel allows customers to experience scheduled snowfall, creating a romantic winter atmosphere. Jo Malone brand ambassador conducted the workshop 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 our strategic production partner in Shanghai

## IT (2024) – Pop Up Decoration



## ECCO (China) 2024 – Pop Up Stores





BRIT

**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



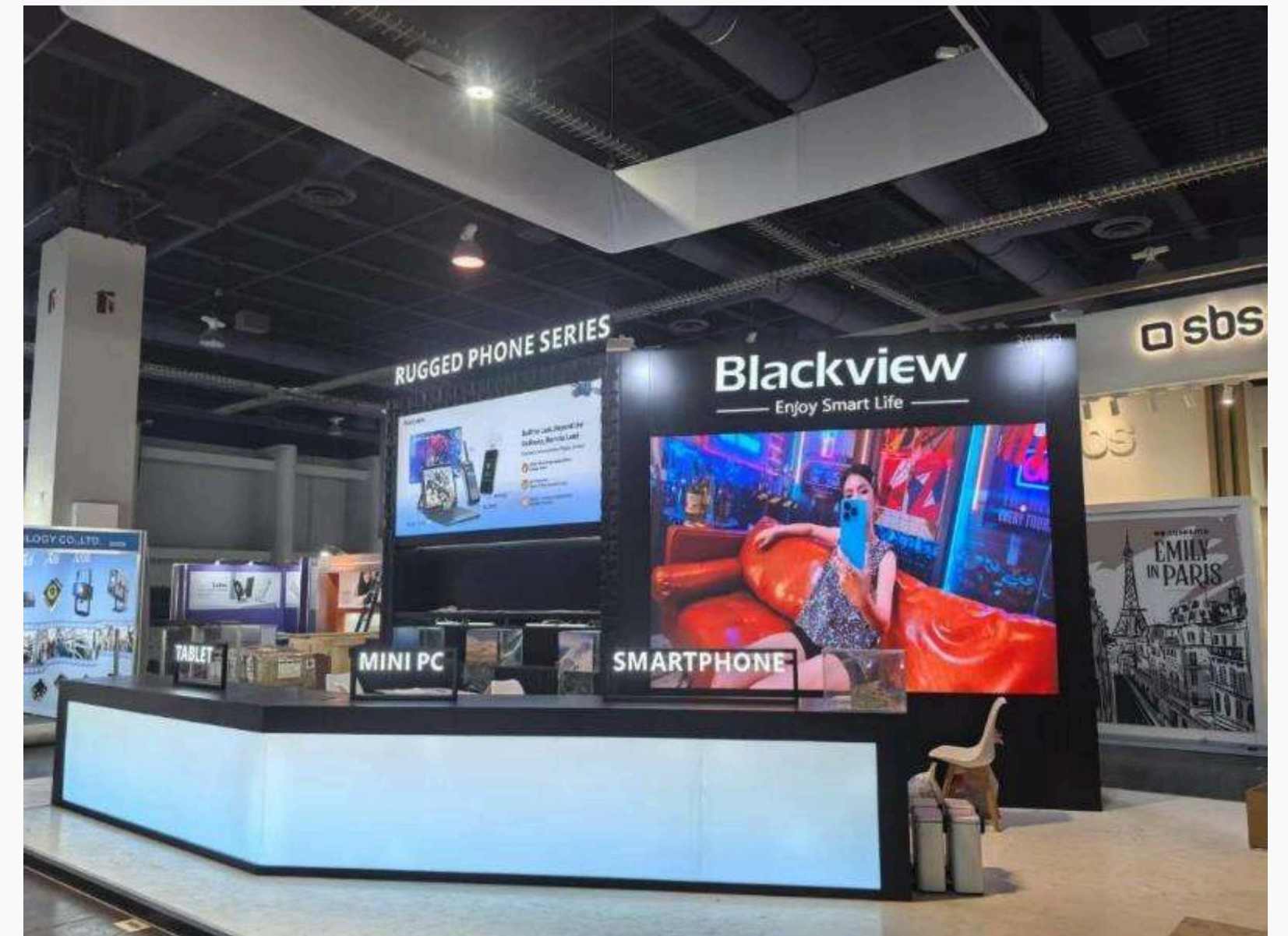
# Other Booth Design References at CES Exhibition in USA



# 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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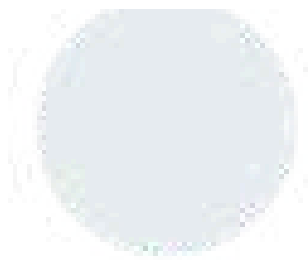
## Alipay Event in Bangkok





## Alipay Event in Seoul, Korea





# **FOUNDER'S PREVIOUS EXPERIENCES**

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



## SANDS RESORTS MACAO THE LEGEND AWARD

Event Name:	The Legends Awards Presented by Sands Resorts Macao
Event Period:	Annual Gala Dinner running from 2009 to 2018
Event Venue:	Sands Resorts Macao's Ballrooms
Event Attendees:	Up to 200 travel trade partners were invited across Asia including travel agents, airlines and media
Event Purposes:	Create an event for hotel leisure sales to network with guests
Event Summary:	<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>



## THE PARISIAN MACAO ASIA LAUNCH ROADSHOW – GALA DINNER

<b>Event Name:</b>	<b>The Parisian Macao Opening Launch - Global Roadshow</b>
<b>Event Period:</b>	<b>2015-2016</b>
<b>Event Locations:</b>	<b>China, Hong Kong China, Taiwan China, India, Japan, Korea</b>
<b>Event Attendees:</b>	<b>Around up to 100 travel trade partners, airlines, MICE corporate clients, media were invited for the launch of the Parisian Macao</b>
<b>Event Purposes:</b>	<b>Create an event for hotel and MICE sales to network with guests</b>
<b>Event Summary:</b>	<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</b>  <b>It was conducted successfully from event ideas, planning, RSVP, entertainment and visual arrangement to event implementation and execution.</b>



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

Event Name:	Sands Resorts Macao Search for a Star Gala Dinner - Global Roadshow
Event Period:	2017
Event Locations:	China, Hong Kong China, Taiwan China, India, Japan, Korea
Event Attendees:	Around up to 100 travel trade partners, airlines, MICE corporate clients, media were invited for a destination and product update of Sands Resorts Macao
Event Purposes:	Create an event for hotel and MICE sales to network with guests
Event Summary:	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.



# SANDS RESORTS MACAO

## GLOBAL MICE MEGA FAM 2017 & 2018

<b>Event Name:</b>	<b>Sands Resorts Macao Global MICE Mega Fam 2017 and 2018 - Ultimate Download</b>
<b>Event Period:</b>	<b>2017 and 2018</b>
<b>Event Location:</b>	<b>Sands Resorts Macao and the Resorts-owned 7 hotels</b>
<b>Event Attendees:</b>	<b>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.</b>
<b>Event Purposes:</b>	<b>To showcase a themed-mega fam trip to clients and media that Macao &amp; Sands Resorts Macao is an ideal meetings, exhibition and incentives destination</b>
<b>Event Summary:</b>	<p><b>Running continuously in two consecutive years (2017 &amp; 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.</b></p> <p><b>A series of events were organised to showcase Macao and Sands Resorts Macao as Asia’s ideal meetings, incentives and exhibition destination. Rundown includes:</b></p> <ul style="list-style-type: none"> <li><b>• explore the journey in Macau’s heritage</b></li> <li><b>• opening cocktail at The Parisian Macao</b></li> <li><b>• gala dinner x 3 in different hotels: Four Seasons Hotel Macao, St. Regis Macao and The Venetian Macao</b></li> <li><b>• Conference with round table session at Conrad Macao</b></li> <li><b>• Exhibition with booths at Conrad Macao</b></li> <li><b>• Ultimate Chef (master chef’s idea) at Parisian Macao’s ballroom</b></li> </ul> <p><b>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.</b></p> <p><b>Please refer to the two videos in this document for more information.</b></p>

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

**Video Reference (2017)**



**Video Reference (2018)**



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THANK YOU