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.

2. **Event Consultancy & Management**

From strategic & cretive 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.

3. **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.

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.

Account Director – Founder of BizArt (Anita Fu)

Digital & Strategy Team

- Senior Digital Strategy Consultant
- Content & Data Analyst

Project Team

- Project Manager – Event & Marketing

Creative Team

- Brand Marketing Team - Brand Creative Consultant
- Venue Creative Team - Creative Director

Production Team

- Production Manager
- Audio Production & Stage Technical Consultant

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:

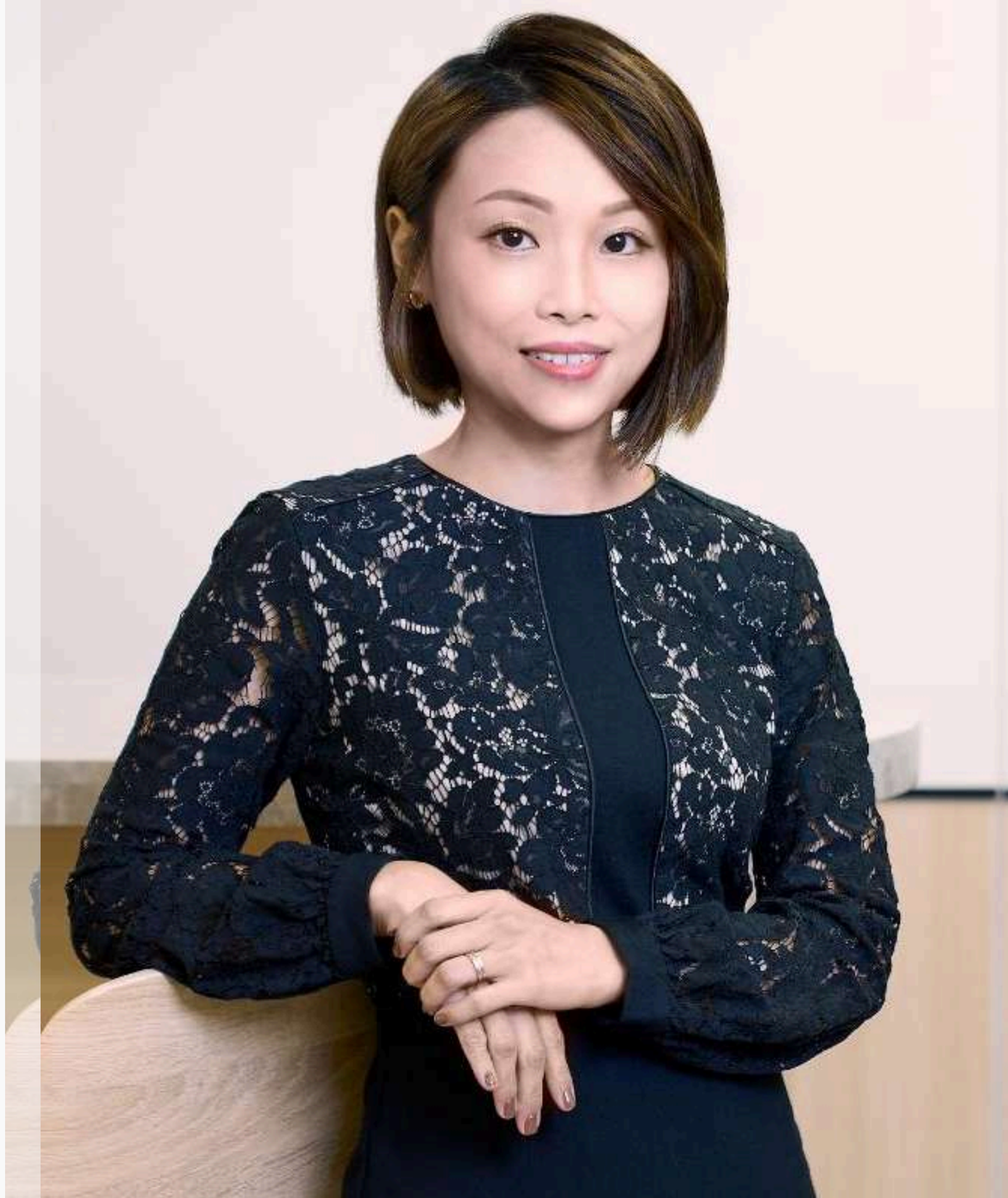
- Handle the project independently
- Oversee and manage the process from planning, to creative, production, onsite installation, maintenance and dismantle with adequate manpower assigned to support in each stage
- Ensure a seamless, professional management and proactive communication all the time among 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.

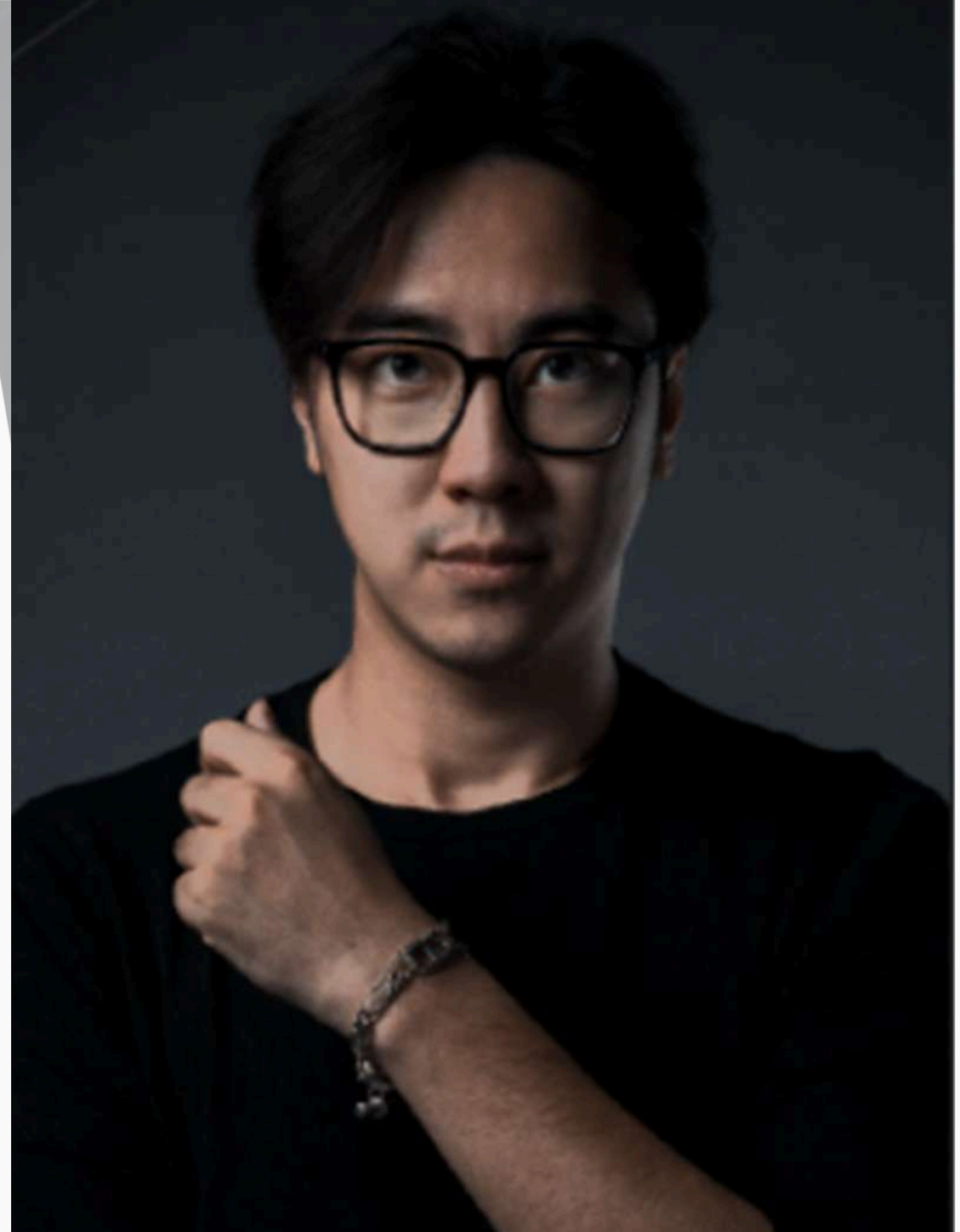
- Over 25 years of creative and marketing experience
- An experienced Creative Consultant, he has led teams of more than 100 local graphic designers and content copywriters over the years.
- Has collaborated with international leading brands across various sectors, crafting groundbreaking solutions that 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, TECHNIAL COORDINATION & SOUND DELIVERY
- STAGE SET UP, LIGHTING & TECHNICAL INTEGRATION
- ON-SITE CYNCHRONISATION & EXECUTION SUPPORT

NICK LEONG

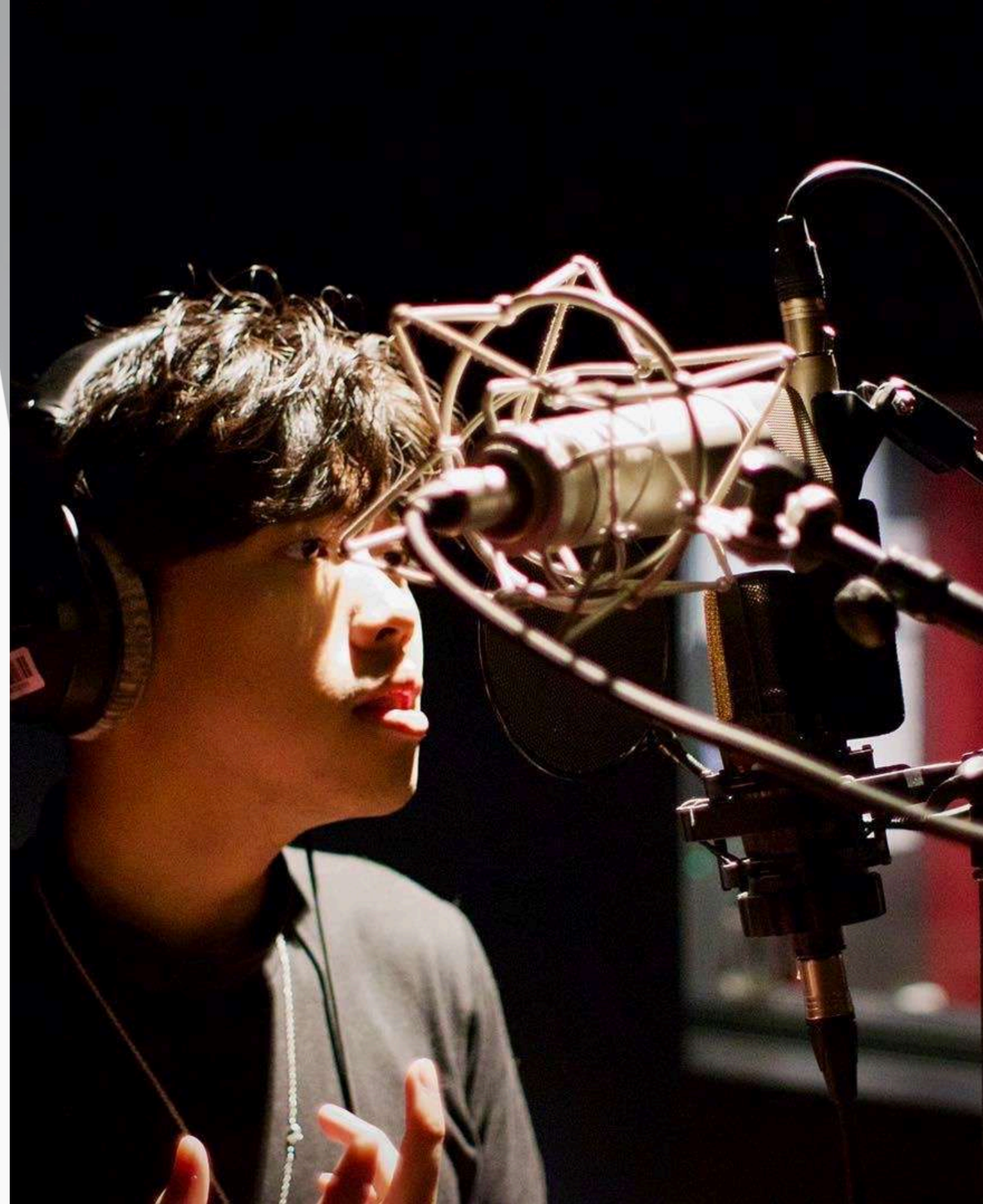
AUDIO PRODUCTION & TECHNICAL PROJECT CONSULTANT

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

MGM 美高梅

Taipa Village 氹仔舊城區 AUTHENTIC MACAU

Taipa Village Cultural Association 氹仔城區文化協會

文化局 INSTITUTO CULTURAL

GLOBAL SWITCH

FLOWER FANTASY 花晴

BROOKLYN NETS

澳娛綜合度假股份有限公司 SJM RESORTS, S.A.

MICSRGC 澳門企業社會責任大中華學會

市政署 INSTITUTO PARA OS ASSUNTOS MUNICIPAIS

澳門旅遊大學 UNIVERSIDADE DE TURISMO DE MACAU Macao University of Tourism

挪亞家庭互助協會 Associacao de Ajuda Mutua da Familia de Noah NFMAA

二浸天資補習中心 Centro de Explicações YBTG

樂施會 OXFAM Hong Kong 無窮世界 World Without Poverty

Brain Box Education Center 天智教育中心

CBMC

EVENTIST GROUP

BOUNCE THE CITY

三友建築置業有限公司 COMPANHIA DE FOMENTO PREDIAL SAM YAU, LIMITADA

let's go MonteKids MONTESSORI EDUCATION SINCE 2015

PROJECT REFERENCES

EVENTS IN MACAU

WALKING CULTURE 2.0 – OUTDOOR AND INDOOR COLLECTIVE EXHIBITION

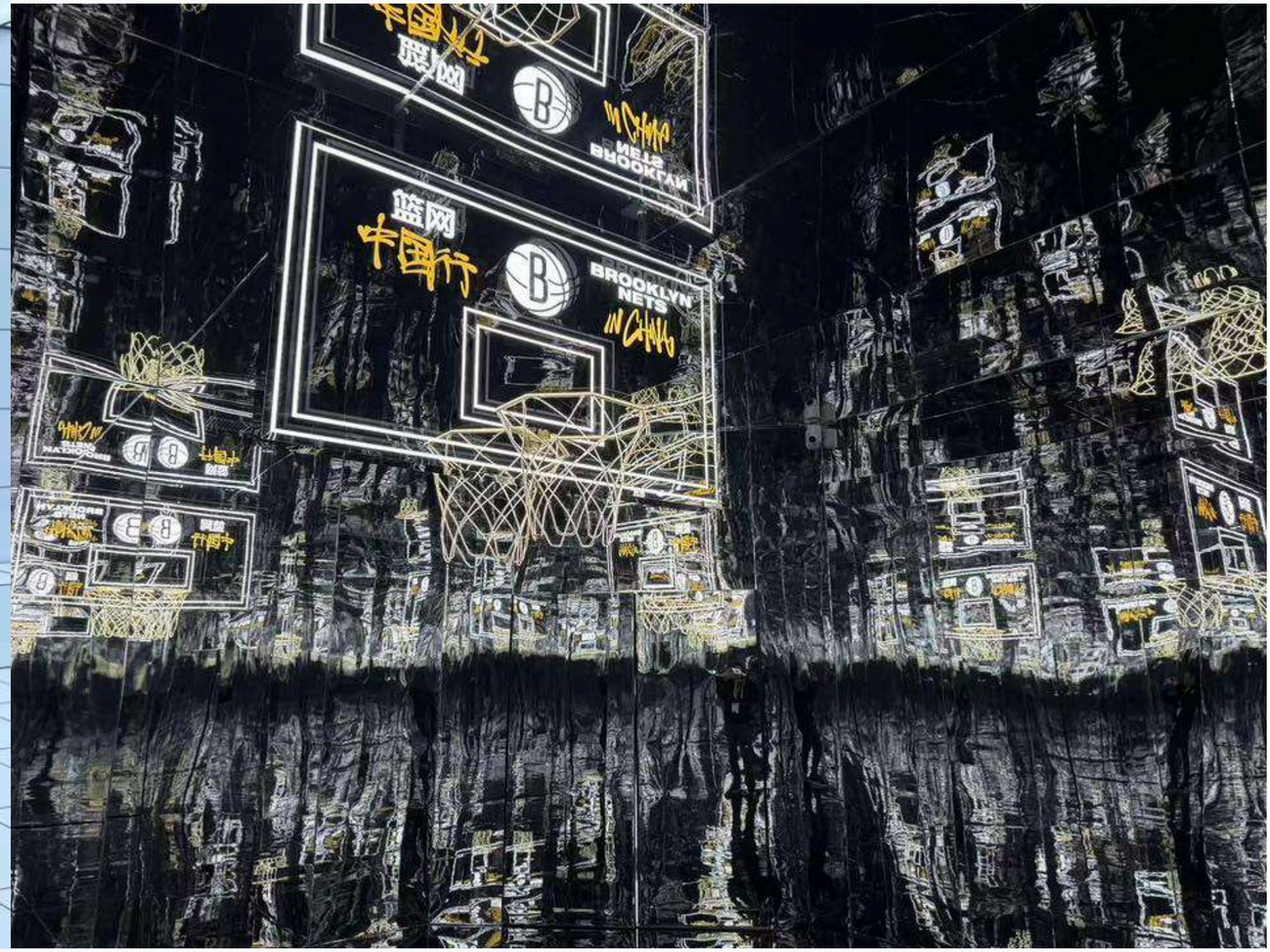
Event Name:	**Walking Culture 2.0 – Outdoor and Indoor Collective Exhibition Promoting Taipa Village Through Art, Culture and Heritage**
Event Period:	**1 July - 11 September 2026**
Event Venue:	**Exhibitions Gallery, Taipa Houses-Museum**
Strategic Highlights:	**<u>The Challenge:</u> To craft a captivating and unified visual identity for a prominent cultural exhibition, requiring a rapid, high-quality turnaround for a vast array of promotional and onsite materials. <u>Our Solution:</u> Serving as the dedicated creative partner, BizArt spearheaded the end-to-end design of all communication pieces. We ensured the exhibition's curatorial concept was flawlessly communicated across every touchpoint, taking full responsibility for all pre-event promotions (both online and offline) and all physical exhibition assets. <u>Efficiency Highlight:</u> Our design team executed all creative deliverables within an aggressive one-week timeline, ensuring every piece met exceptional professional standards and was ready for immediate display. <u>The Result:</u> A seamlessly unified visual identity that amplified the exhibition's narrative for collectors and deepened audience engagement. The client highly commended BizArt for our creative consistency, rapid execution, and premium design quality.**
Role:	**BizArt took full ownership of the exhibition's visual branding. We designed 100% of the onsite and offsite communication pieces (including outdoor banners, introductory panels, and brochure), alongside all online and offline pre-event promotional materials, establishing a powerful and complete brand identity.**

WALKING CULTURE 2.0 – OUTDOOR AND INDOOR COLLECTIVE EXHIBITION

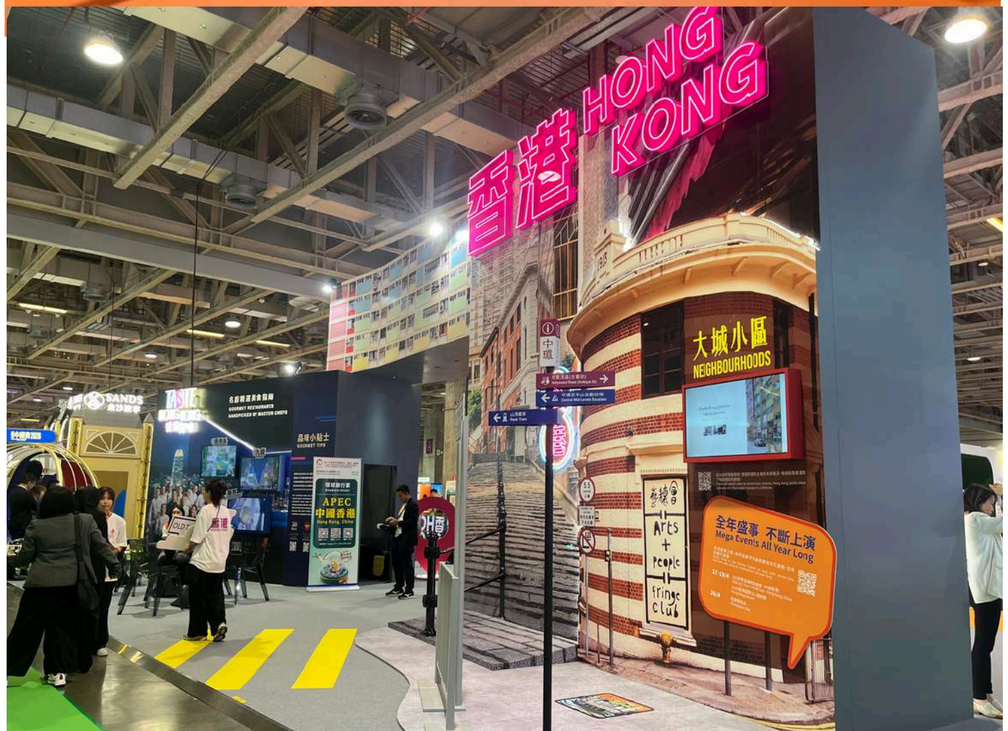
MACAU NBA HOUSE
BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION

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:	**<u>The Challenge:</u>** **To introduce and amplify the Brooklyn Nets culture to a Macau audience and drive fan engagement during the NBA exhibition.** **<u>Our Solution:</u>** **BizArt managed the full end-to-end operation, providing a trained team of Brand Ambassadors to facilitate interactive fan experiences and booth operations.** **<u>The Result:</u>** **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. Drove high-volume footfall directly to the retail zone.**

MACAU NBA HOUSE
BROOKLYN NETS BRAND AMBASSADOR
PLANNING & EXECUTION



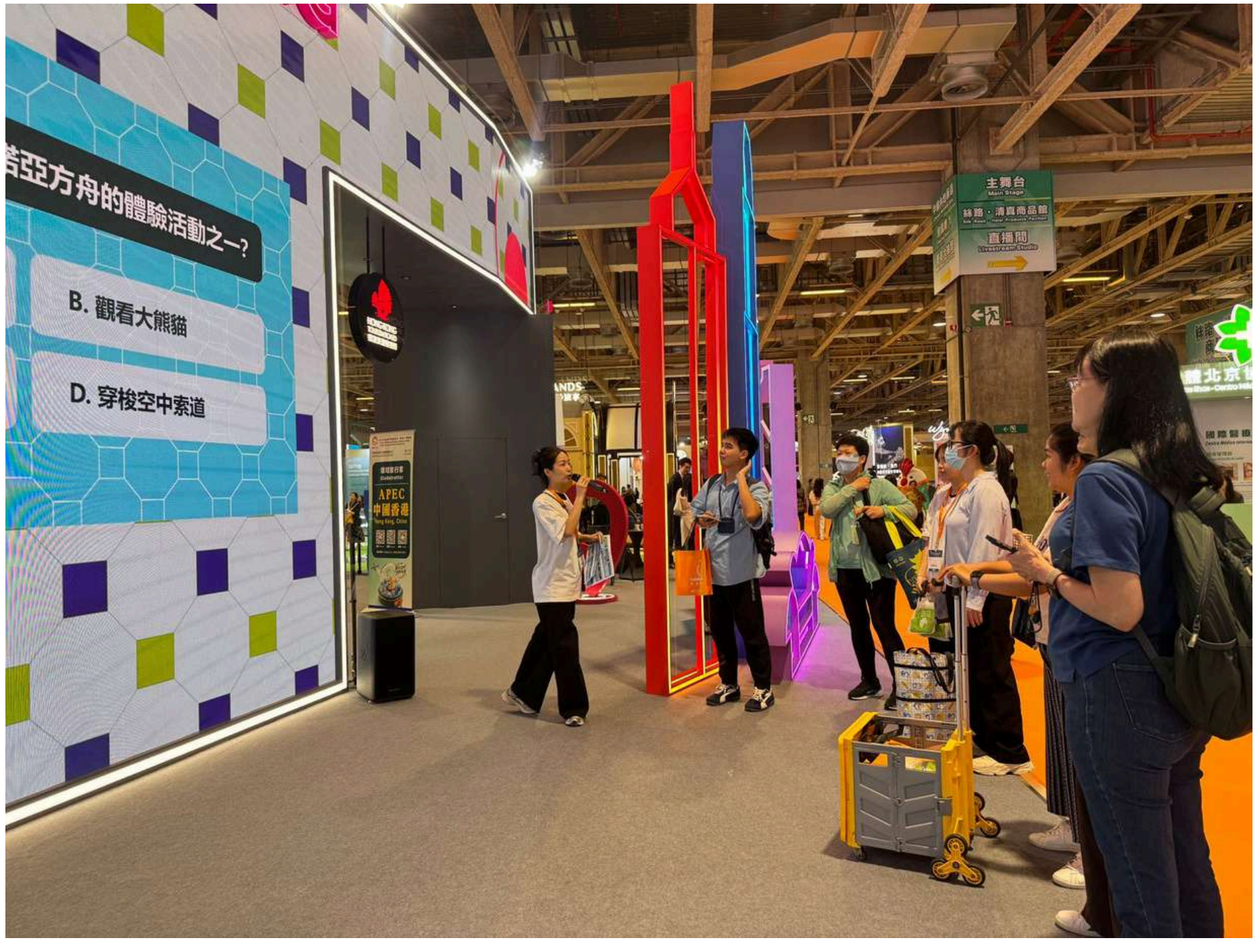
MACAU NBA HOUSE
BROOKLYN NETS BRAND AMBASSADOR
PLANNING & EXECUTION



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:	**To promote Hong Kong as a vibrant travel destination to Macau and international visitors, enhance booth engagement, and deliver a seamless visitor experience.** **<u>Our Solution:</u> 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.** **<u>The Result:</u> 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.**
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

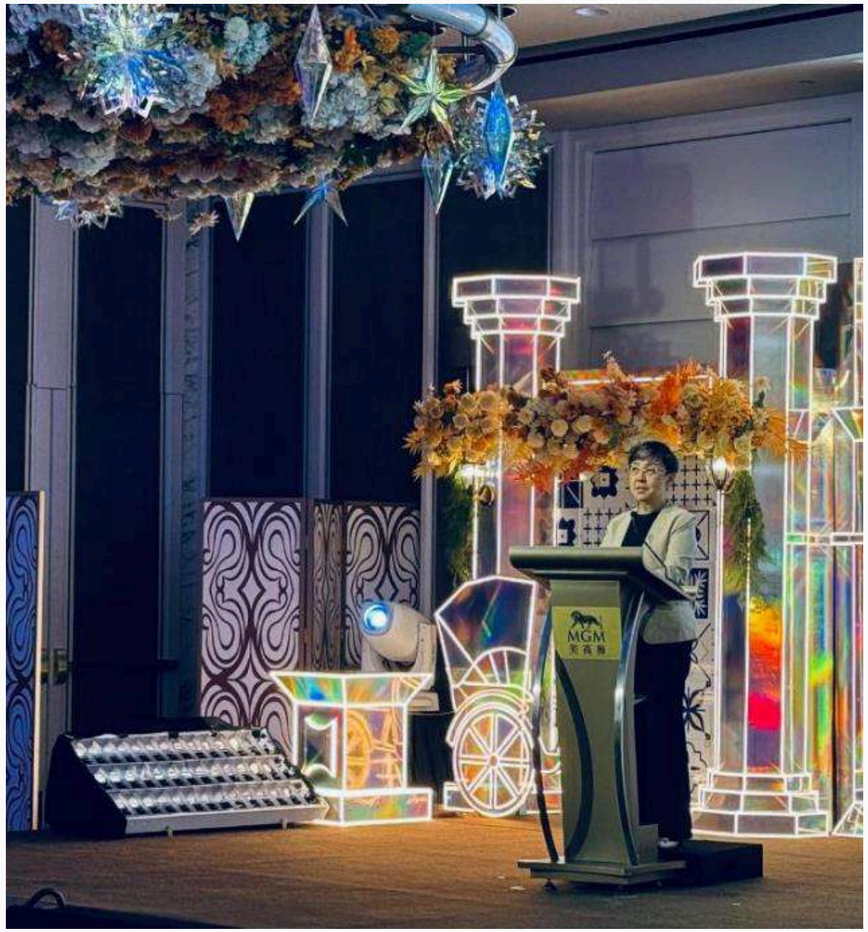


MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024

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:	**<u>The Challenge:</u> MGM needed to impress high-value VIPs from Korea and Japan with a culturally relevant yet localized luxury experience.** **<u>Our Solution:</u> BizArt managed end-to-end production, entertainment, and decor, ensuring a seamless fusion of cultural elements.** **<u>The Result:</u> Flawless execution of two high-profile gala dinners strengthening MGM's relationship with key Asian markets.**
Role:	**BizArt is responsible in managing the below:** • **Venue design and decoration** • **Venue design production, installation and dismantle** • **Event planning, management and operation** • **MC arrangement** • **Entertainment planning and arrangement** • **Onsite management**

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 &
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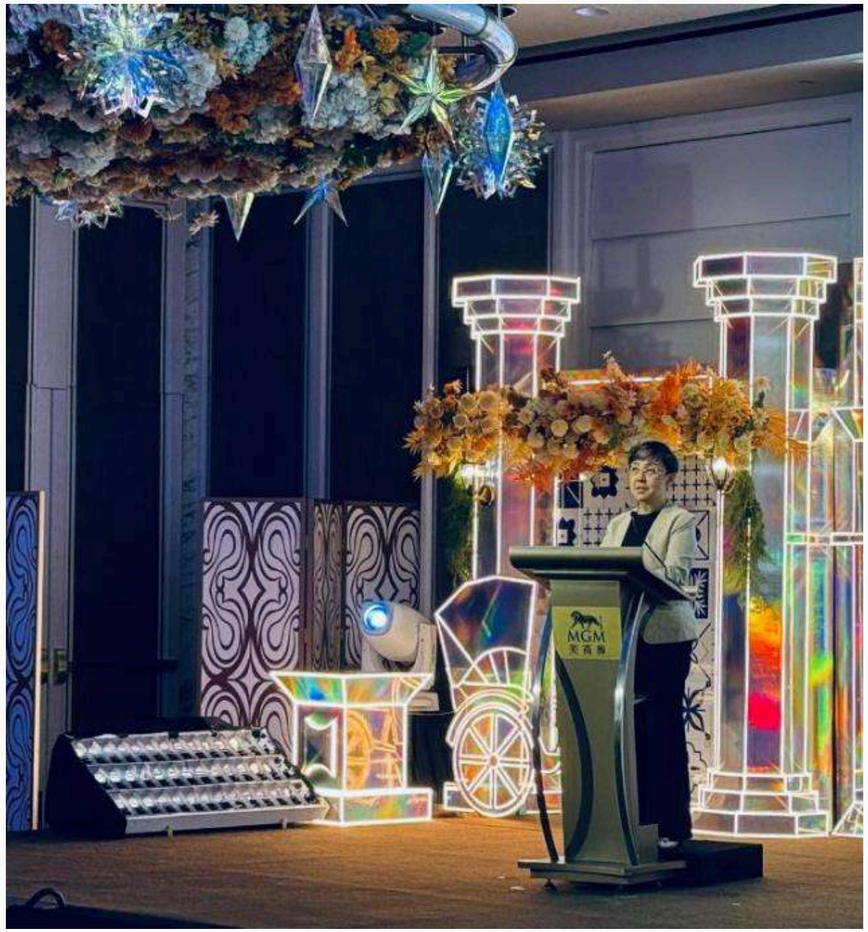


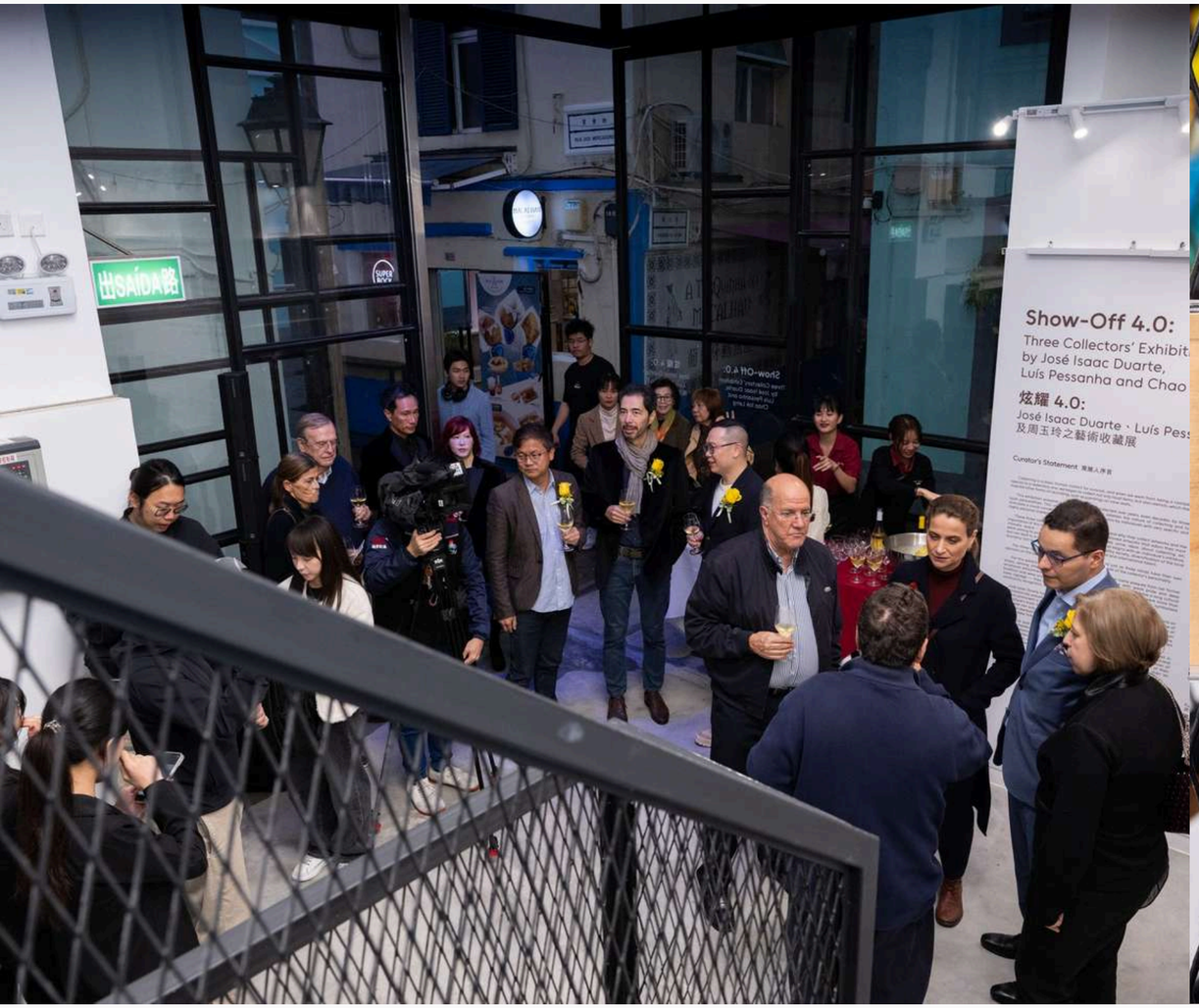
THE 24th CBMC ASIA PACIFIC CONVENTION

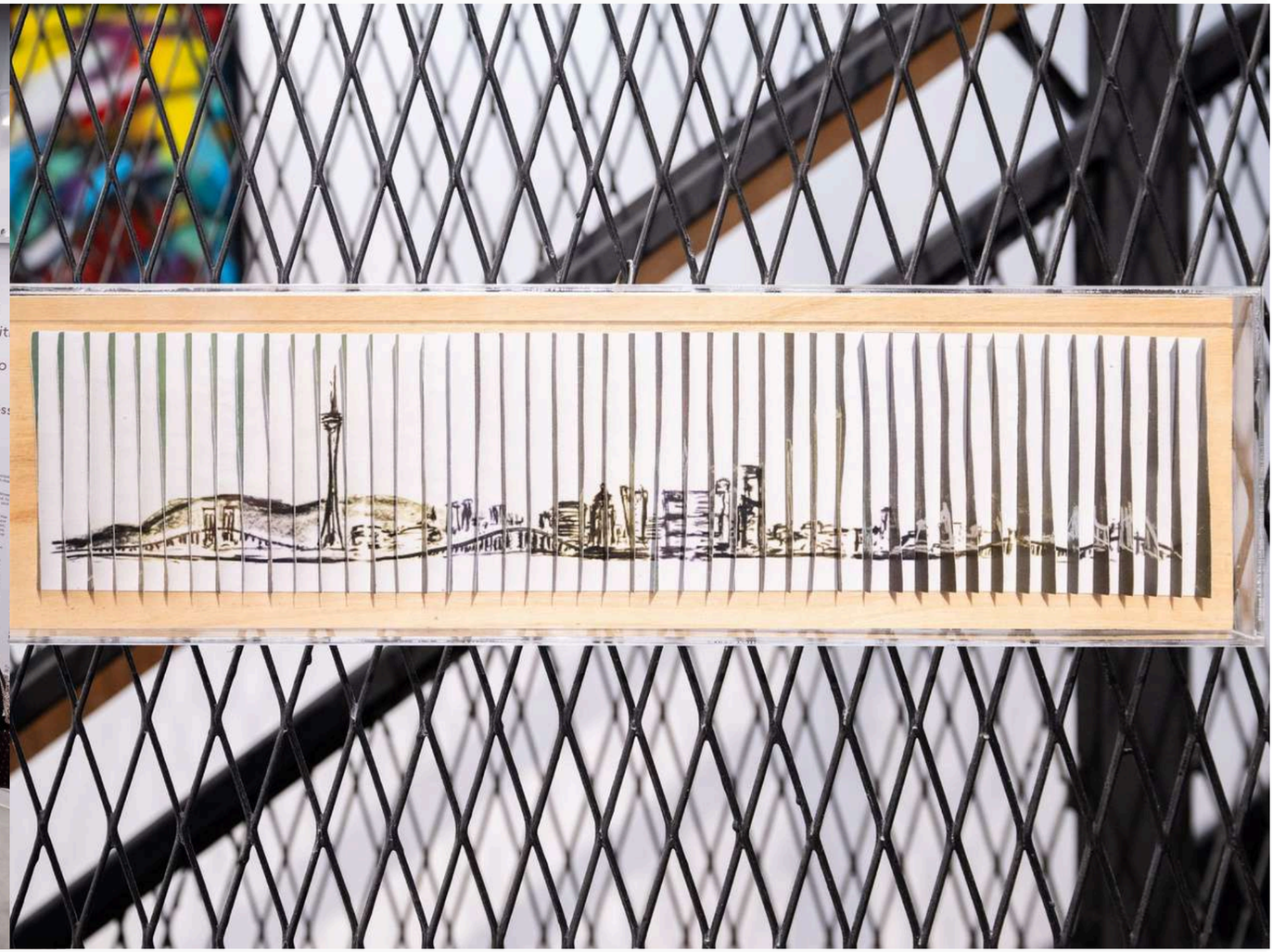
Event Name:	**The 24th CBMC Asia Pacific Convention – Event Organisation (a 4-day 3 nights annual event for CBMC)**
Event Period:	**22-25 October 2024**
Event Venue:	**Galaxy Macau**
Attendees:	**500+ Delegates from more than 20 Countries and regions including: China, Macau China, Hong Kong China, Taiwan China, India, Singapore, Thailand, Malaysia, Philippines, Indonesia, Timor-Leste, USA, Vietnam, Mongolia, Korea, Japan, Canada, Zimbabwe, Brunei, Cambodia, Nepal and Cameroon.**
Strategic Highlights:	**<u>The Challenge:</u>** **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.** **<u>Our Solution:</u>** **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.** **<u>The Result:</u>** **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.**

SHOW-OFF 4.0. - ART COLLECTORS' EXHIBITION

Event Name:	**Show-Off 4.0 – Art Collectors' Exhibition**
Event Period:	**22 April to 15 May 2026**
Event Venue:	**Taipa Village Art Space, Rua dos Mercadores, Taipa**
Strategic Highlights:	**Present a diverse range of private art collections to the Macau public, highlighting collecting as a cultural asset and fostering cross-disciplinary dialogue.** **<u>Our Role & Solution:</u> 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.** **<u>Efficiency Highlight:</u> All creative deliverables were completed within two weeks – demonstrating BizArt's ability to produce high-quality, exhibition-ready designs on a tight schedule.** **<u>The Result:</u> 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.**
Role:	**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"

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:	**<u>The Challenge:</u>** **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.** **<u>Our Solution:</u>** **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.** **<u>The Result:</u>** **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**

MARKETING PROJECTS

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:	**<u>The Challenge:</u>** **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).** **<u>Our Solution:</u>** **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.** **<u>The Result:</u>** • **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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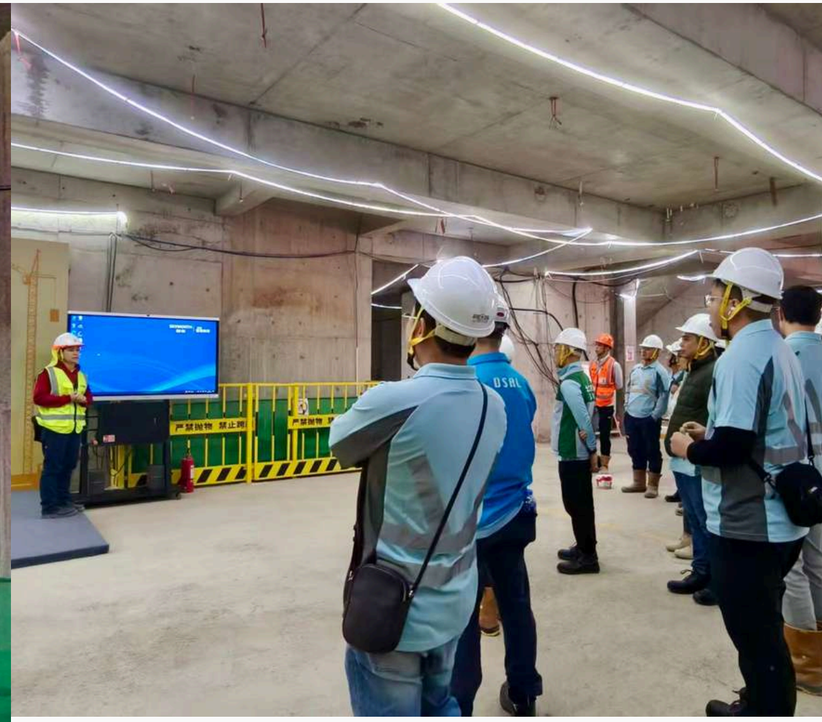


SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety through Digital Innovation & Creative IP

SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

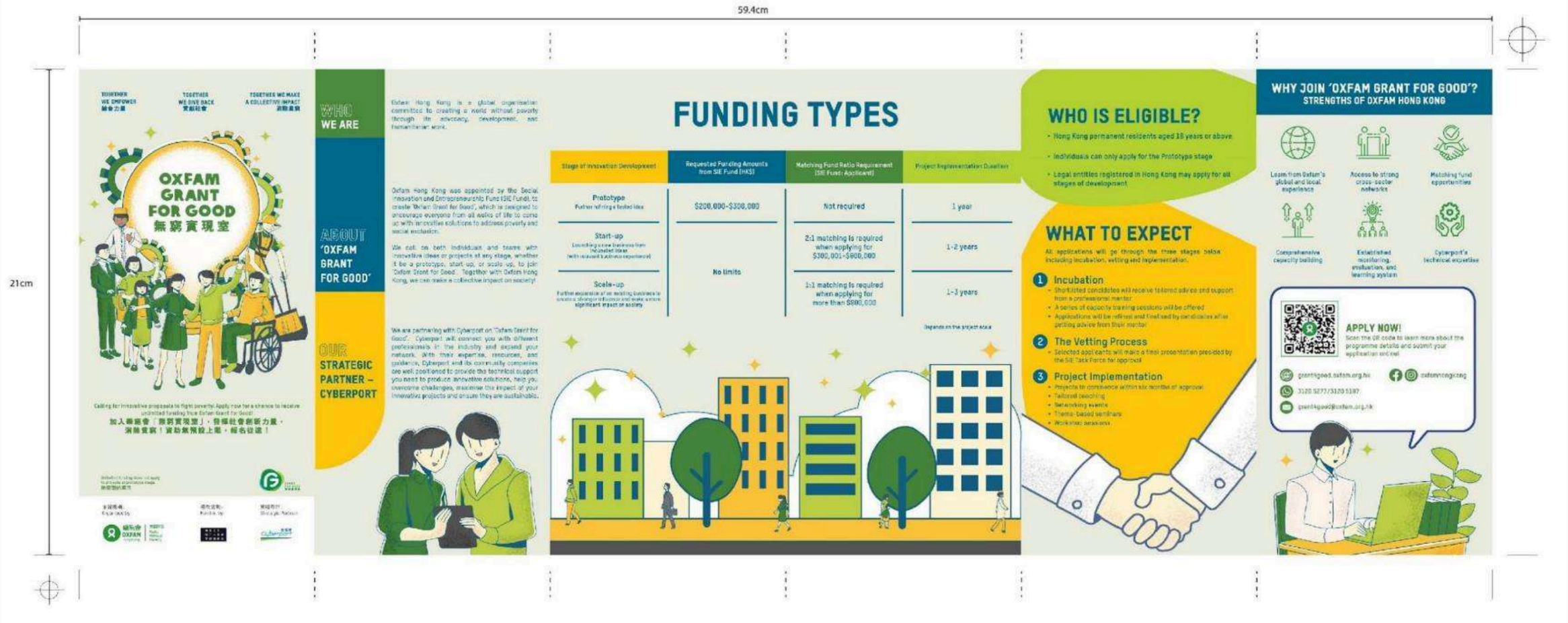
Transforming Construction Safety through Digital Innovation & Creative IP

OXFAM HONG KONG ——SOCIAL INNOVATION PROGRAMME (GRANT FOR GOOD) INTEGRATED MARKETING CAMPAIGN

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

OXFAM HONG KONG ——SOCIAL INNOVATION PROGRAMME (GRANT FOR GOOD) INTEGRATED MARKETING CAMPAIGN

OXFAM HONG KONG ——SOCIAL INNOVATION PROGRAMME (GRANT FOR GOOD) INTEGRATED MARKETING CAMPAIGN



OXFAM HONG KONG ——SOCIAL INNOVATION PROGRAMME (GRANT FOR GOOD) INTEGRATED MARKETING CAMPAIGN

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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/H6xcSjV9JG
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/H6xcSjV9JG
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 #第三輪報名 #povertyalleviation #povertysolutions #HongKongCommunity #HongKong #香港NGO #香港創業 #HKBusiness #HKEntrepreneur #socialinnovation #socialinclusion

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？👉馬上點開附上的懶人包，輕鬆掌握申請要點！🥳📘

🌟實現創新扶貧大計的7大步驟🚀🌟：
1️⃣ 提交初步申請
2️⃣ 初步篩選
3️⃣ 通過篩選者將接受專業培訓及諮詢
4️⃣ 提交最終計劃書
5️⃣ 委員會審批獲邀申請者計劃書
6️⃣ 公布審批結果
7️⃣ 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/...
🔷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）
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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🚀🌟:
1️⃣ Submit an initial application
2️⃣ Preliminary screening
3️⃣ Selected applicants receive training and consultation
4️⃣ Submit the final project proposal
5️⃣ Committee review proposals submitted by the invited applicants
6️⃣ Announcement of results
7️⃣ 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/...
🔷 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

NGO PROGRAMME
INTEGRATED MARKETING CAMPAIGN

COMMUNITY ENGAGEMENT & SOCIAL MEDIA GROWTH

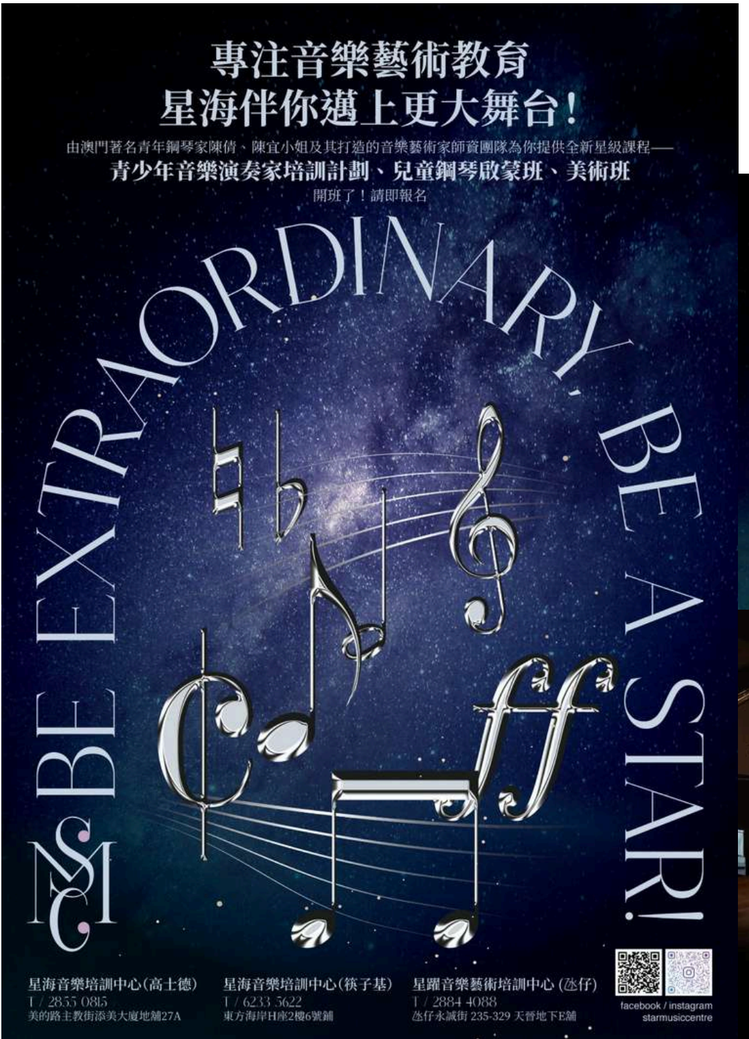
JANICE CHAN & YU TONG PIANO RECITAL: CREATIVE DESIGN

Project Name:	**Janice Chan & Yu Tong Piano Recital**
Project Period:	**June 2026 (Completed in just 1 week)**
Strategic Highlights:	**<u>The Challenge:</u>** **The client required a complete set of promotional materials — including posters and brochures — within a short timeframe. The designs needed to highlight the artistic atmosphere and refined image of the piano recital.** **<u>Our Solution:</u>** **Our team delivered all creative work in one week, from concept development to layout, color palette, and visual elements. Each piece was carefully aligned with the recital's theme, ensuring aesthetic appeal and clear event details.** **<u>The Result:</u>** **All materials were delivered on schedule and received strong positive feedback from the client. The designs successfully enhanced the professional image of the recital and drew greater attention and participation from the audience.**

STARMUSIC EDUCATION CENTRE
BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

Project Name:	**Brand Repositioning for Student Enrollment Growth**
Project Period:	**3-month Campaign in 2022**
Objective:	**To professionalize the brand image of a local music centre and drive student enrollment through premium content.**
Strategic Highlights:	**<u>The Challenge:</u>** **To elevate a local music education center into a premium brand, distinguishing it from competitors by highlighting its professional faculty and student achievements.** **<u>Our Solution</u>:** **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.** **<u>Key Performance Metrics:</u>** • **Brand Elevation: Successfully transitioned the brand image from a "tutorial center" to a "Professional Music Academy" through consistent visual identity.** • **Community Growth: Maintained active engagement with parents and students, ensuring high response rate to course inquiries on Facebook/Instagram.** • **Event Amplification: Drove awareness and attendance for key events like the "Young Artists Training Program" and "Instructor Recitals" through targeted content.** **The Result:** **Successfully transitioned the brand image resulting in a direct increase in course inquiries and student intake**

STARMUSIC EDUCATION CENTRE
BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT



STARMUSIC EDUCATION CENTRE
BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

星海音樂培訓中心 StarMusic Centre
(smc)
3.4K followers • 22 following

Message | Following | Search

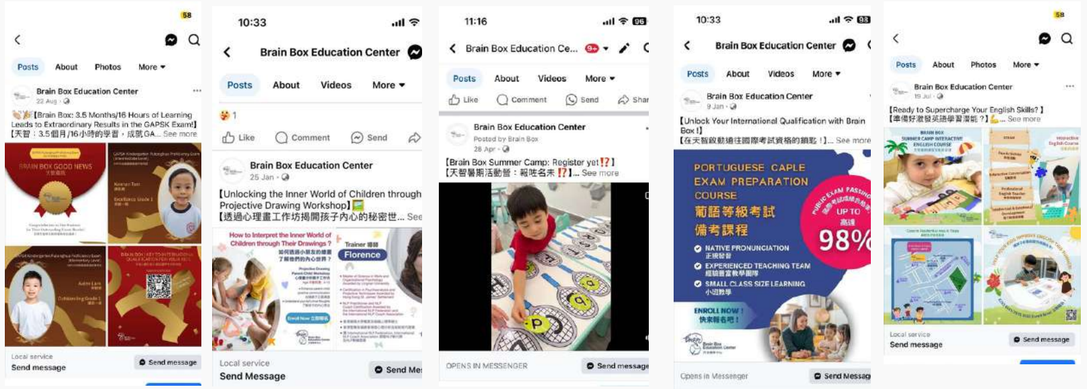
Posts | About | Mentions | Followers | Photos | Videos | More

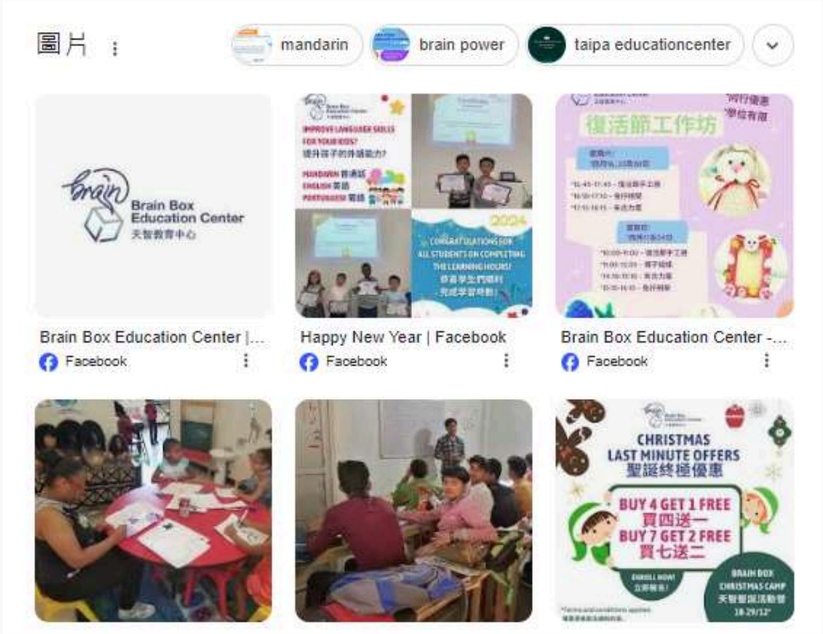
STARMUSIC EDUCATION CENTRE
BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT

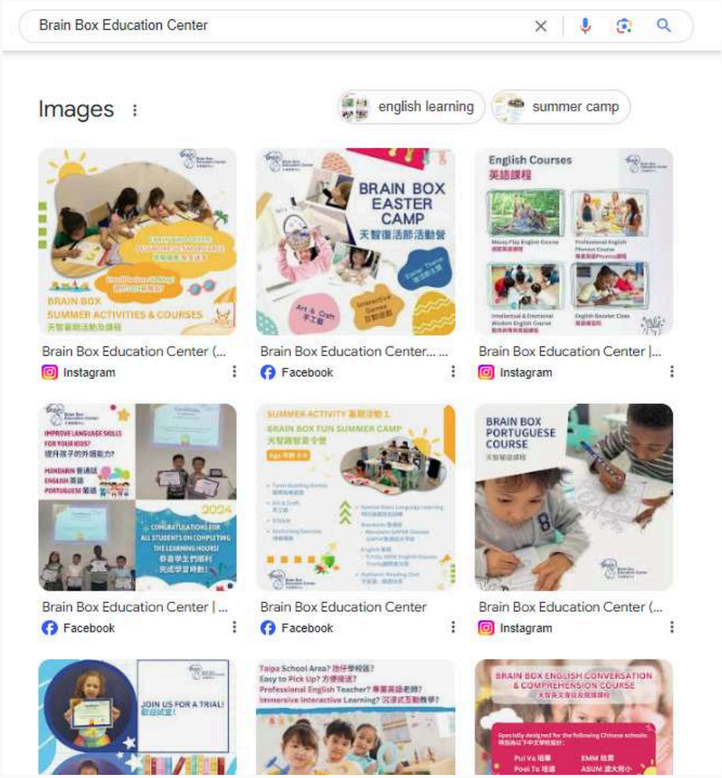
BRAIN BOX EDUCATION CENTRE
CONTENT MARKETING & PARENT COMMUNITY ENGAGEMENT

Project Name:	**Lead Generation & Community Conversion**
Project Period:	**2022 - 2024**
Strategic Highlights:	**<u>The Challenge:</u>** **To maintain top-of-mind awareness among busy parents and drive enrollment for diverse academic courses (English, Portuguese, STEAM) in a competitive education market.** **<u>Our Solution:</u>** **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.** **<u>Key Performance Metrics:</u>** • **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.** **<u>The Result:</u>** **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





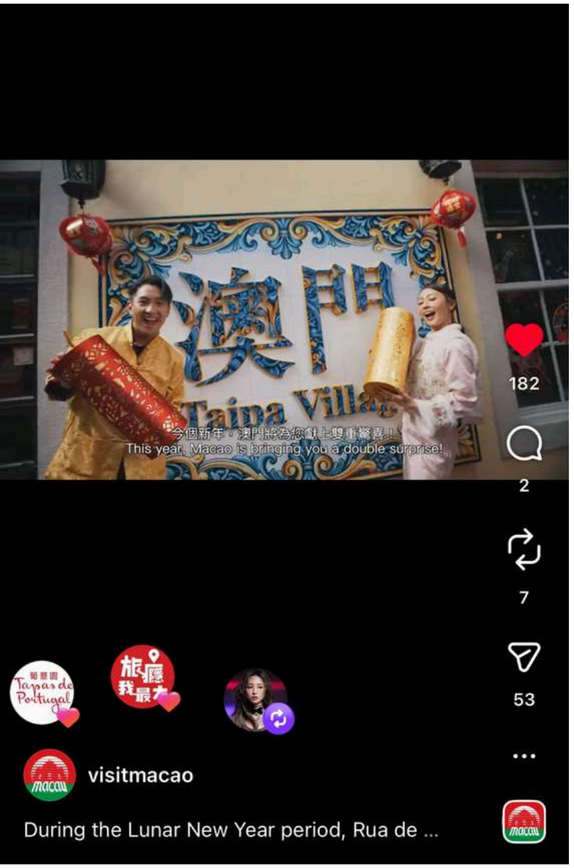


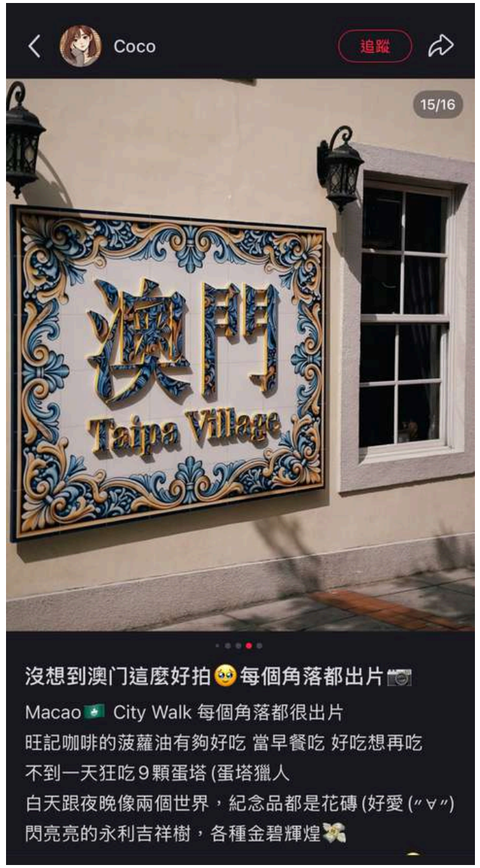
BRAND CREATIVE PROJECT

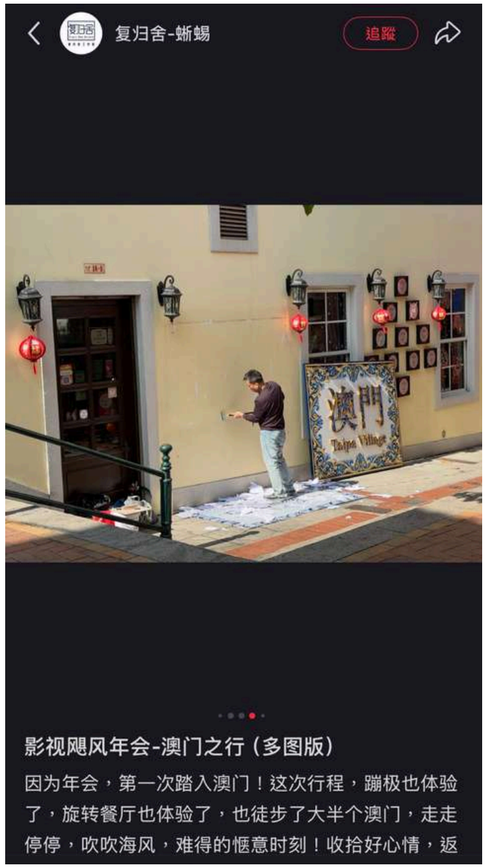
TAIPA VILLAGE NEW CHECK-IN POINT

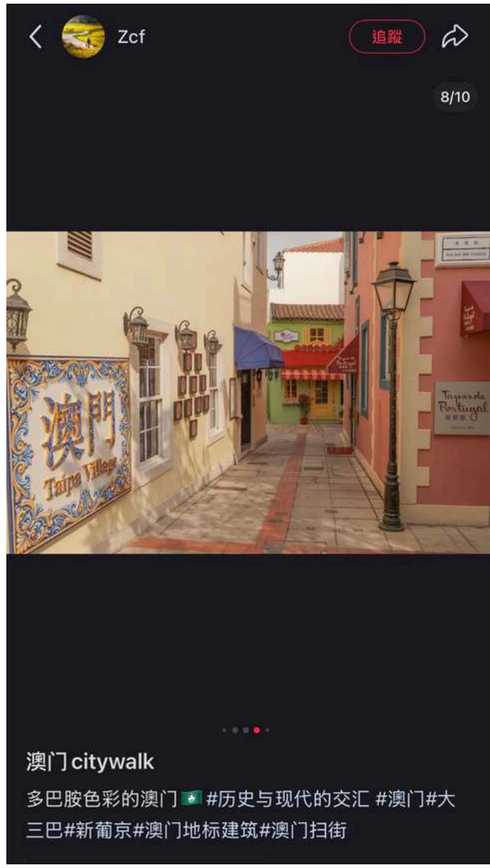
Project Name:	**Taipa Village New Check-in Point**
Project Launch Time:	**February 2026**
Project Summary:	**BizArt developed a visually impactful outdoor installation for Taipa Village that reinforced its brand presence and transformed the destination into a vibrant attraction. Delivered within one 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





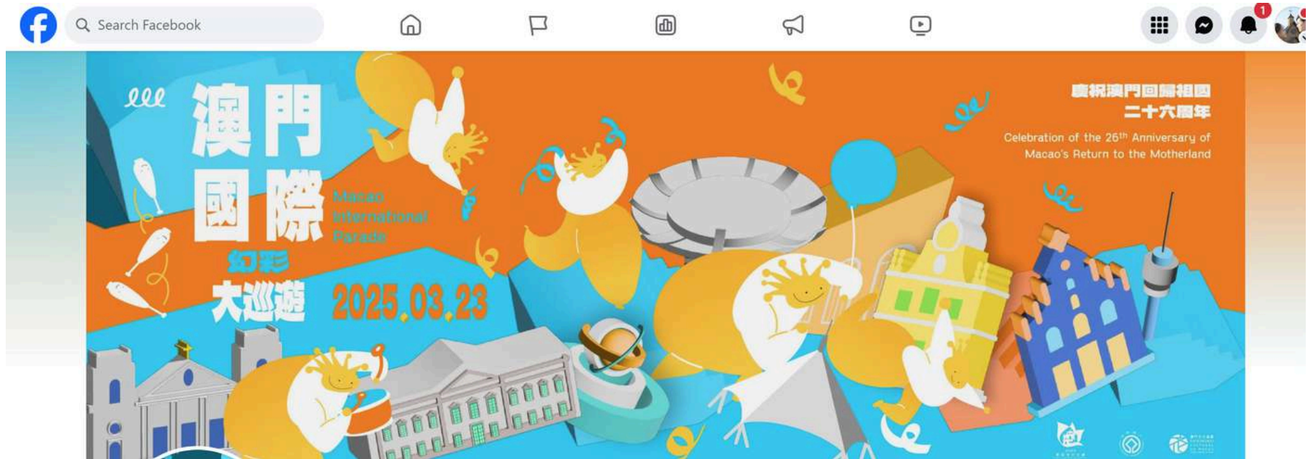




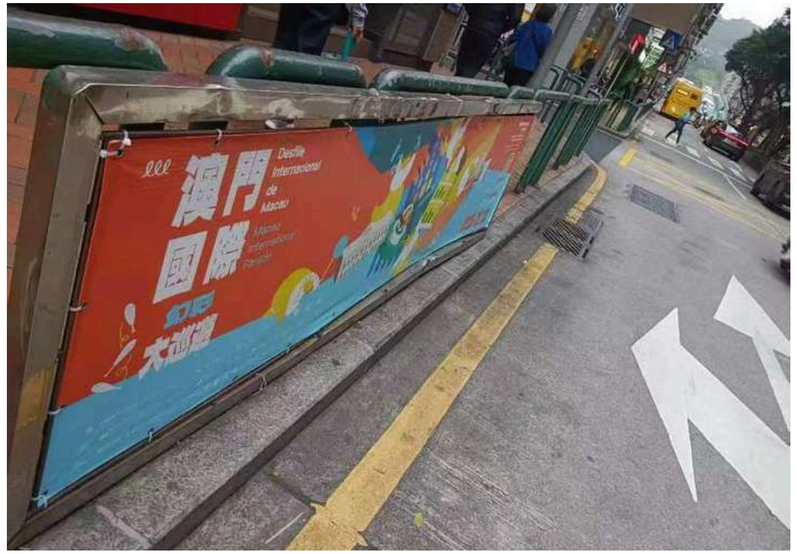
ICM - MACAO INTERNATIONAL PARADE 2025

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



MEDIA BUY & EXECUTION

MEDIA BUY FOR MARINE AND WATER BUREAU (DSAMA)

Project Name:	**Media Buy for Marine and Water Bureau (DSAMA)**
Event Period:	**February to May, 2026**
Role:	**Media Booking & Execution**
Strategic Highlights:	**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.** **<u>Our Role & Solution:</u>** **BizArt was responsible for media booking and execution management. Following the client's predetermined plan, we secured placements across offline and digital channels.** **<u>Execution Excellence:</u>** **BizArt adhered strictly to all government requirements, managed vendor coordination, and delivered on time.** **<u>The Result:</u>** **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.**

MEDIA BUY FOR MARINE AND WATER BUREAU (DSAMA)

ICM – ADVERTISEMENT PLACEMENT

PUBLIC RELATIONS – MEDIA PITCH

BOUNCE THE CITY MACAO
MACAU 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:	**<u>The Challenge:</u>** **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.** **<u>Our Solution:</u>** **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.** **<u>The Result:</u>** • **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
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落腳澳門

【特訊】亞洲最大室內巨型充氣樂園《Bounce The City Macao 彈跳樂園》今年暑假首次落腳澳門，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。

《Bounce The City

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》今年暑假首次落腳澳門，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。

《Bounce The City Macao 彈跳樂園》昨日進行傳媒體驗，美國彈跳樂園活動體驗經理Tom Gay及巡迴經理Dave Di Sarro介紹遊樂區詳情。

遊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」場地約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「外星人堡壘」、「星際大都會」可以傳送至充滿外星人的太空世界，以及遍佈泡沫的深海世界「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，在色彩繽紛的充氣遊樂區，無拘無束地彈跳。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，讓注重健康的你玩得安心又開心。

亞洲最大室內巨型充氣樂園今年暑假首次落腳澳門

亞洲最大室內巨型充氣樂園 到澳門威尼斯人開心「彈」起

FOTO BIZART

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 atracções e inclui uma festa de espuma com actuação 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 U.S.活動體驗經理Tom Gay（右）、巡迴經理Dave Di Sarro

BOUNCE THE CITY MACAO
MACAU MARKET MEDIA RELATIONS

LOTUS MACAU 澳門蓮花衛視

請輸入關鍵詞 搜尋

首 時 粵澳名優 經 藝 體 生活 澳門開講專 報

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

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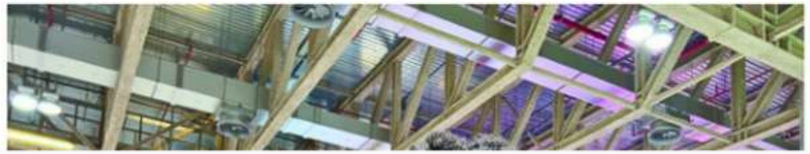


設五個超巨型充氣遊樂區

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
MACAU MARKET MEDIA RELATIONS

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

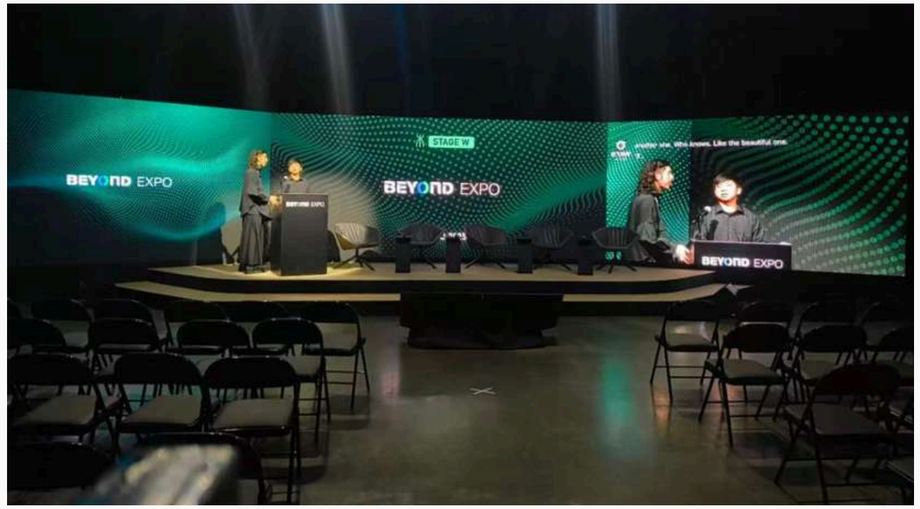
TRAVIS SCOTT – CIRCUS MAXIMUS TOUR 2025 (MACAO)

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

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:	**Macau Fisherman's Wharf**
Event Purposes:	• **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.** • **The event is also part of the celebrations marking the 25th anniversary of the establishment of the Macao Special Administrative Region.** • **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.** • **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.** • **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.**
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 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**

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

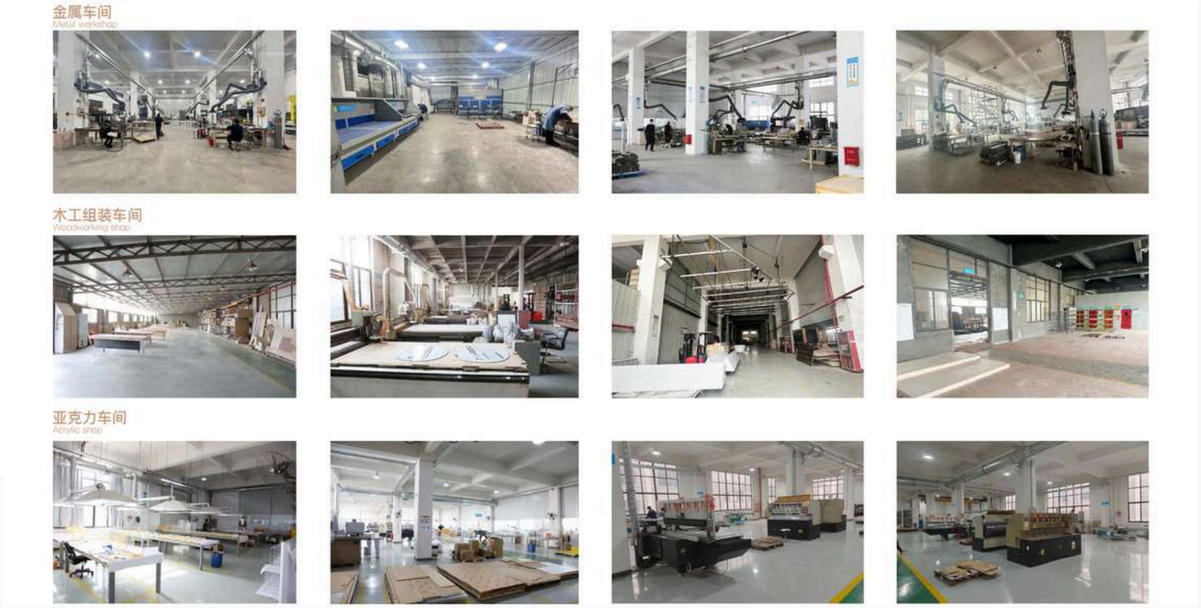
OTHER EXHIBITIONS & PRODUCTIONS

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

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**

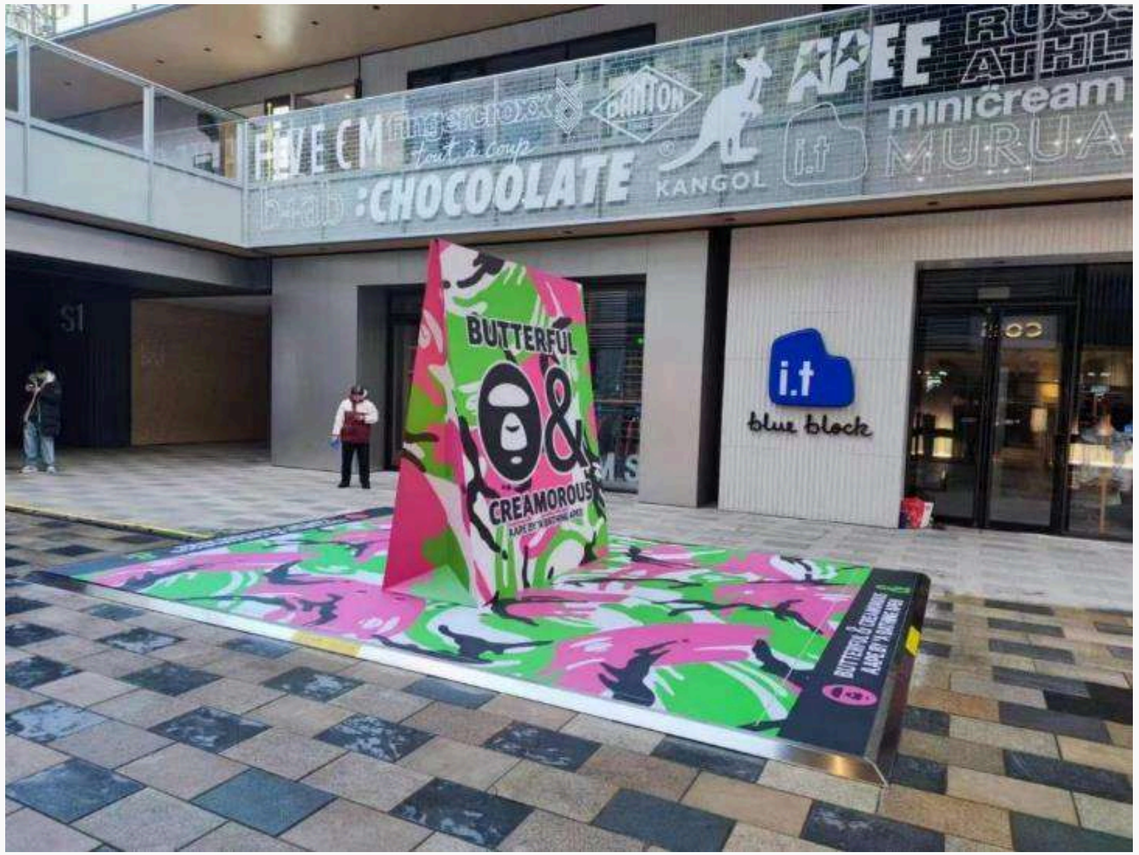
JO MALONE LONDON IN SHANGHAI

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

DESIGN & PRODUCTION SHOWCASE IN USA

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.

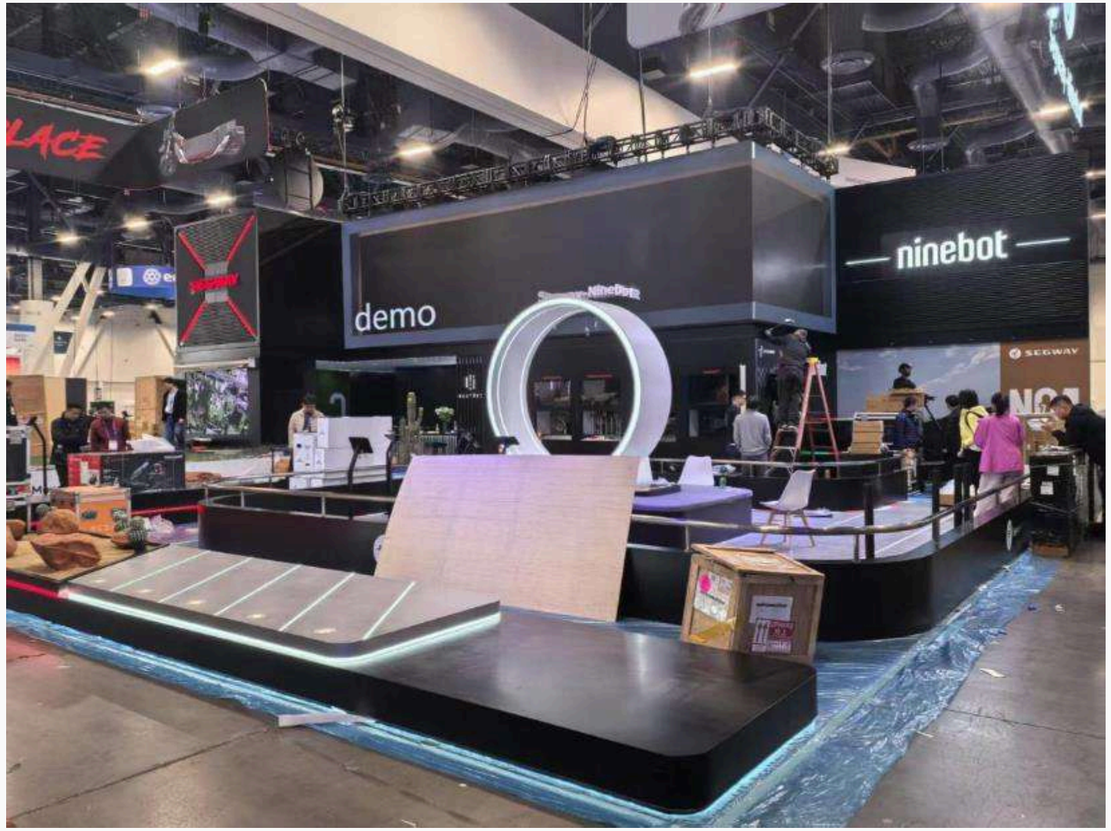
Our Production Solution: Modular fabrication and strict quality control in China, followed by seamless shipping and on-site assembly in Las Vegas.

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

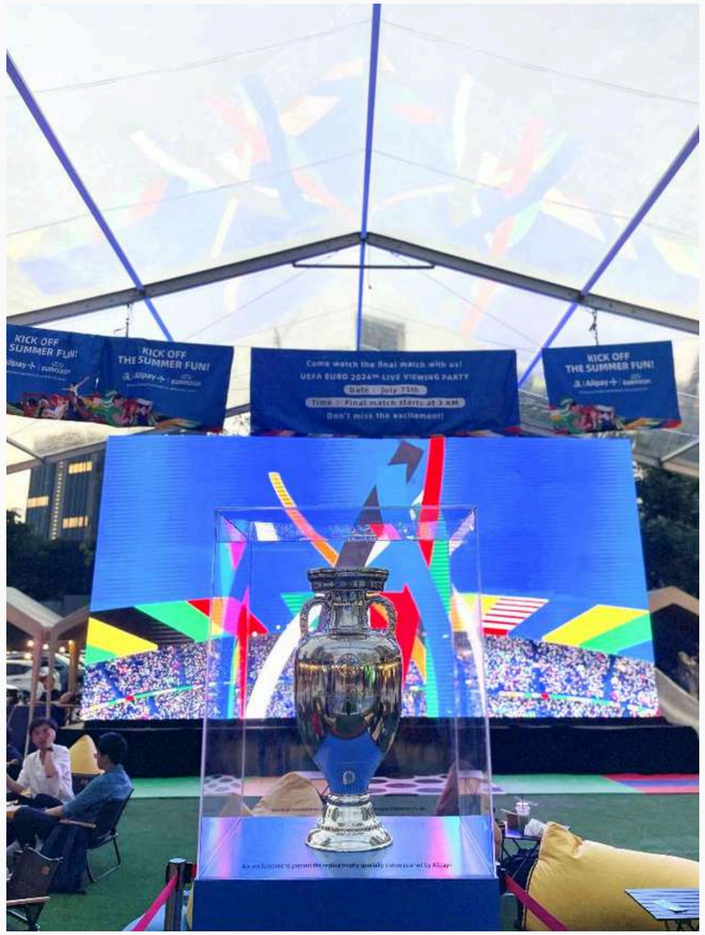
OTHER BOOTH DESIGN REFERENCES AT CES EXHIBITION IN USA

DESIGN & PRODUCTION SHOWCASE IN MALAYSIA, THAILAND & KOREA

DESIGN & PRODUCTION SHOWCASE IN MALAYSIA, THAILAND & KOREA

Event Name:	**Alipay Tourist Partnership Event with Tourism Board in Malaysia, Thailand & Korea**
Event Period:	**2024**
Strategic Highlights:	**<u>The Challenge:</u>** **To fabricate complex, high-traffic pop-up installations (football cages, photo ops) and deploy them simultaneously across multiple Asian countries.** **<u>Our Solution:</u>** **Our partner network utilized centralized manufacturing for consistency, followed by precise logistics coordination for installation in top-tier malls.** **<u>The Result:</u>** **High-durability structures that withstood heavy public interaction, maintaining premium brand visibility throughout the Euro Cup campaign.** **<u>Cross-Border Logistics & Compliance:</u>** **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.**
Role:	**Design & production were managed by our strategic production partner in Shanghai**

ALIPAY EVENT IN MALAYSIA



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

THE PARISIAN MACAO ASIA LAUNCH ROADSHOW – GALA DINNER

Event Name:	**The Parisian Macao Opening Launch - Global Roadshow**
Event Period:	**2015-2016**
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 the launch of the Parisian Macao**
Event Purposes:	**Create an event for hotel and MICE sales to network with guests**
Event Summary:	**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

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

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