

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

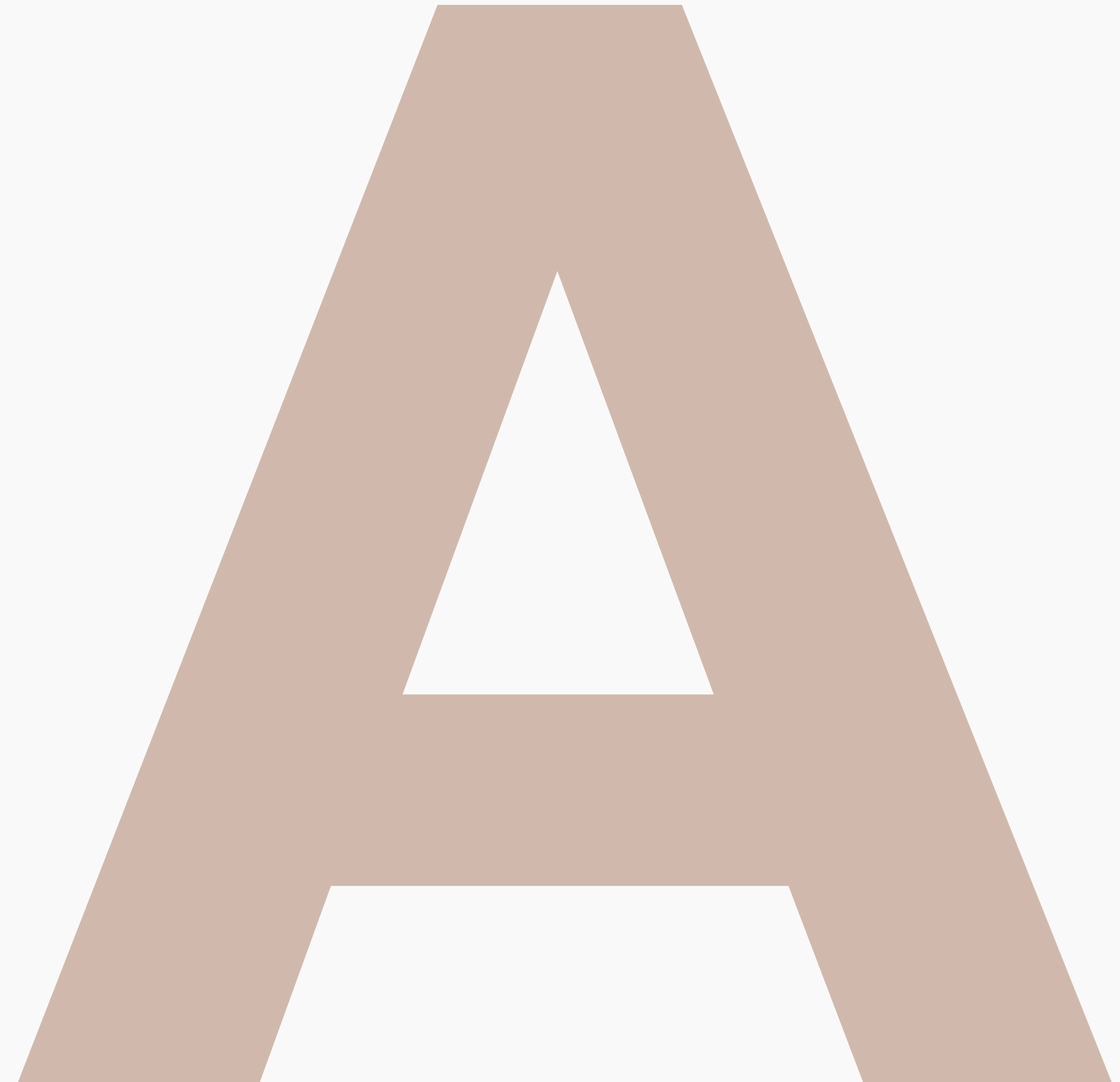
- **One-Stop Solution:** We own our production factory in Zhuhai and operate offices in Macau, Hong Kong, and China. This allows us to bypass middlemen, ensuring strict quality control and significant cost efficiency for your projects
- **Regional Agility:** Our team seamlessly navigates the logistical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

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.

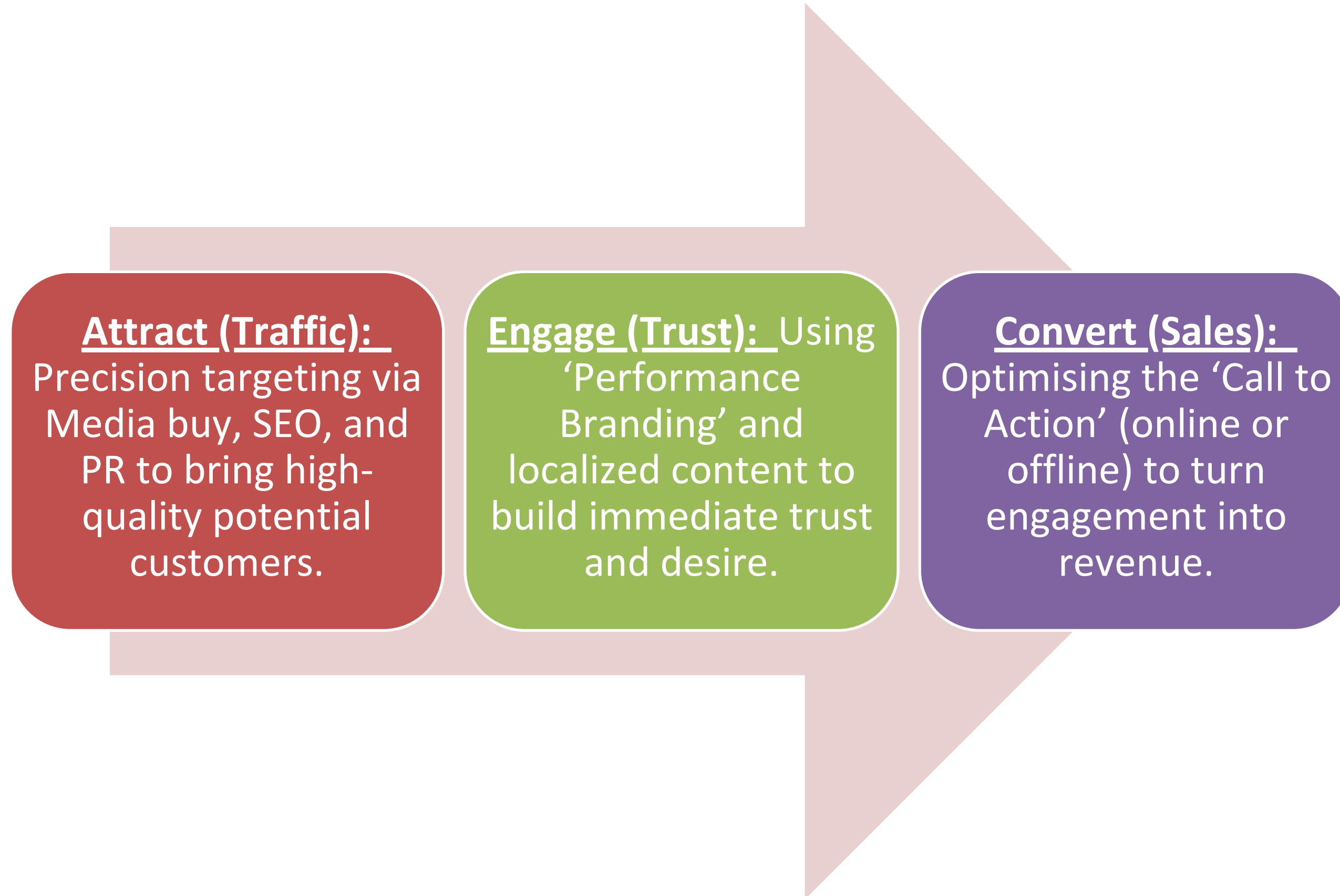
Logistics:

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



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.

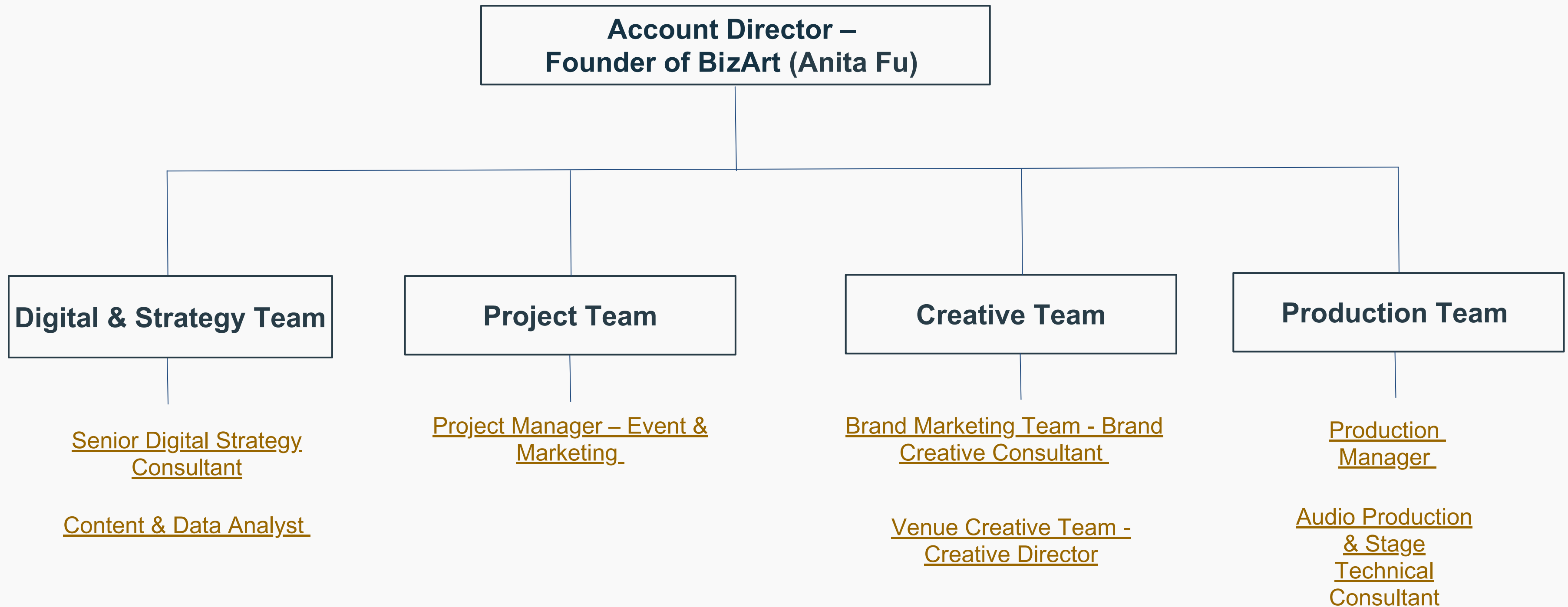
How BizArt Adds Value:

- 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.

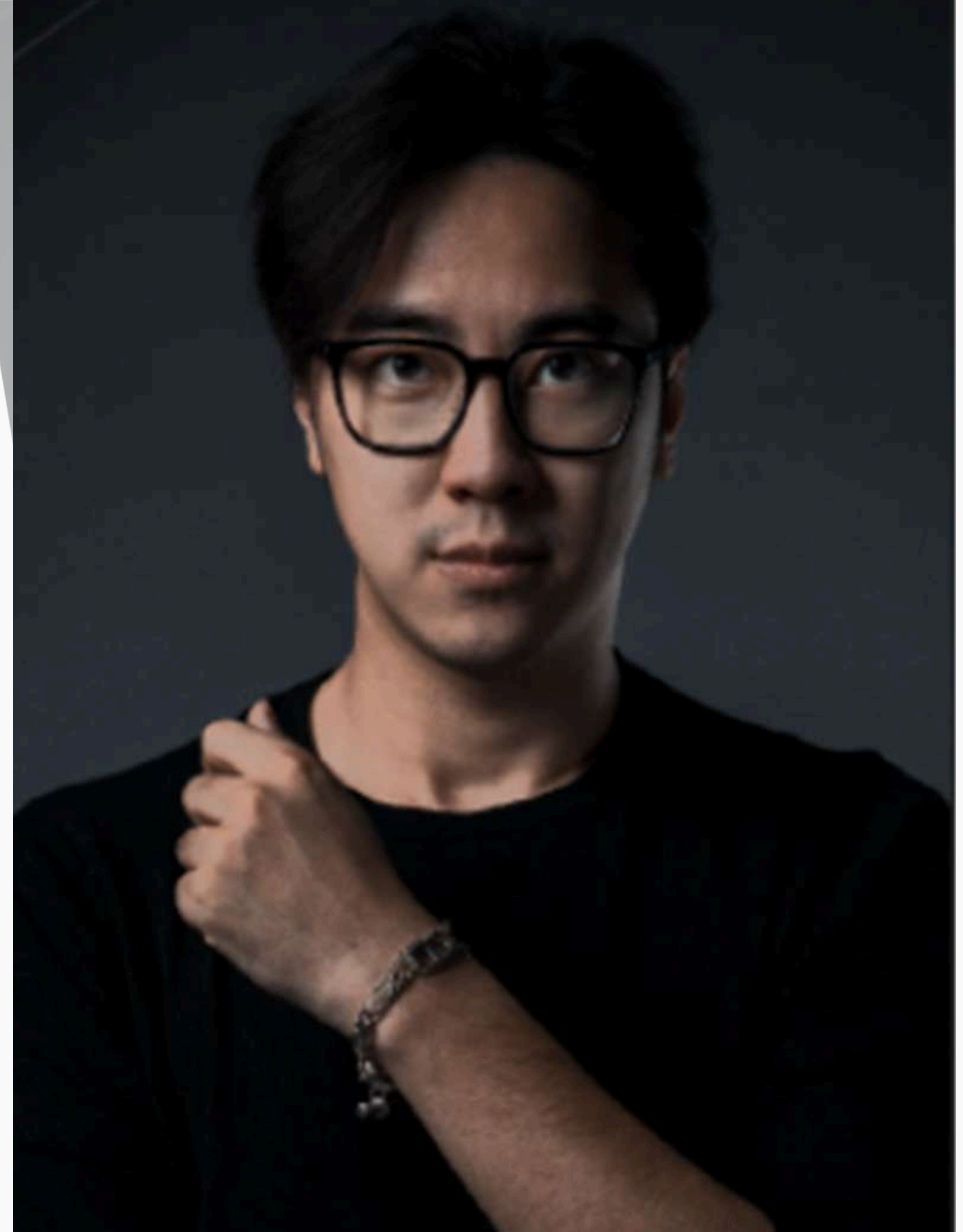


ANDY CHIANG

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

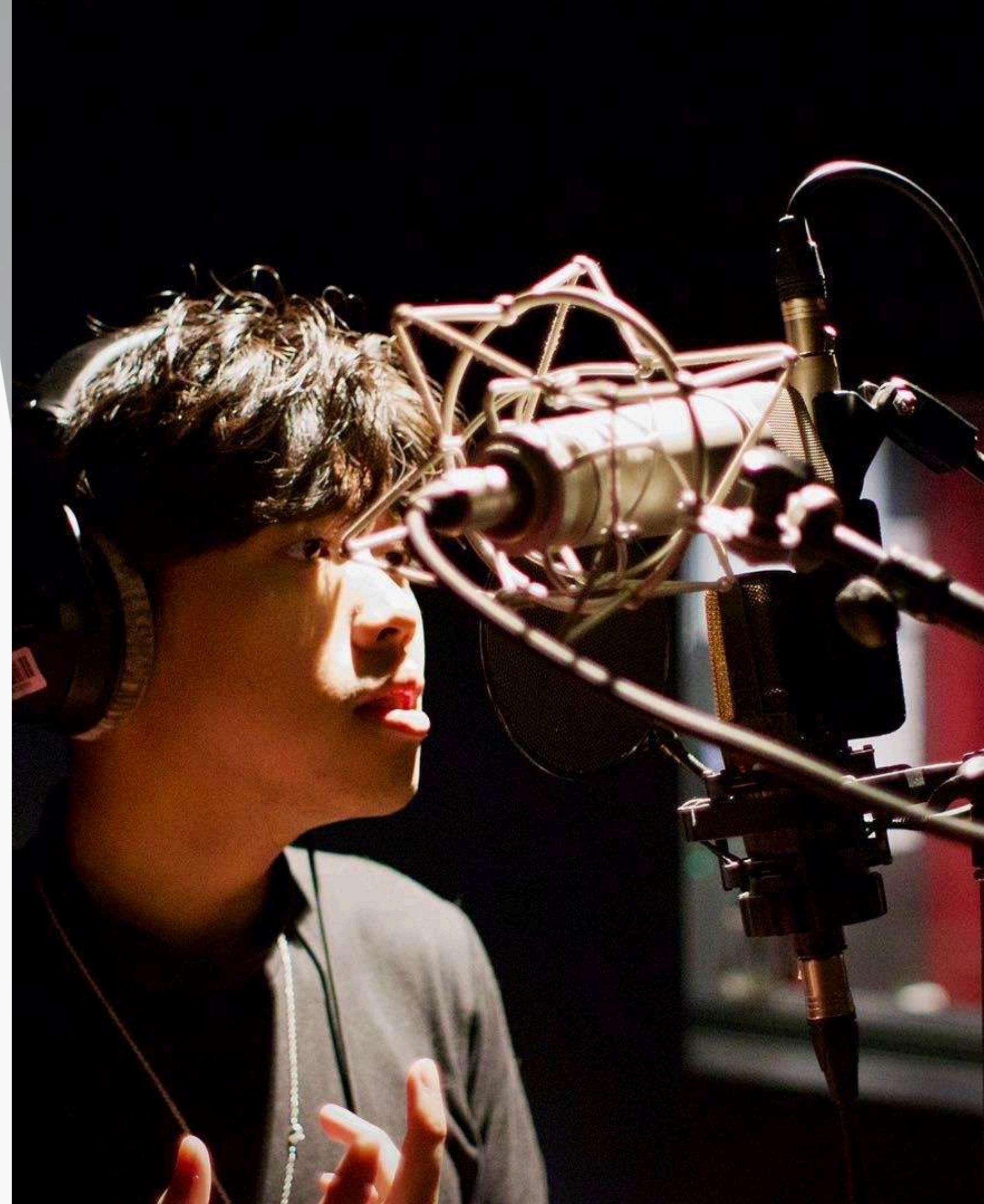
AUDIO PRODUCTION & TECHNICAL PROJECT CONSULTANT

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 x 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

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

Organiser 主辦單位
Taipa Village Cultural Association
氹仔城區文化協會

Walking Culture 2.0 -
Outdoor and Indoor Collective Exhibition
Promoting Taipa Village Through Art, Culture and Heritage

慢賞文化 2.0 -
戶外及室內聯展
以藝術及文遺推廣氹仔舊城區

P.I.B.G. 林家豪
(Macau 澳門)

P.I.B.G.2018, graffiti artist from Macao. His artwork is full of characters with remarkable style, playful graphic and contrasting bright colour to show vitality. He is an expert in outputting creative ideas, like applying dimensions of illusion and multi-media into his artwork to showcase his uniqueness. Two signature symbols you may find on his artwork: 'Love Messenger' & 'The gem of the city'. 'Love messenger' shows the way he pursues what he loves and the passion by his art, love it and be Bold! Each piece of his artwork is the gift he sent for the city, like a gem shine in the city looking for everyone to explore!

P.I.B.G. has been creating graffiti since the late 90s. During his practice, he dug into sculpture, calligraphy, modern painting and graphic design. Since 2000, he has travelled with art to mainland China, Australia, Copenhagen, UK, France, Japan, Thailand, for exhibition, mural creation and creative art events. In 2004, he founded GANTZ5 with crew of five members, first graffiti art group in Macao, which has become one of the most influential associations in China's graffiti scene. Their artworks are collected by Macao Museum of Art and showcased in Auditorium Mapping of the Ruins of St. Paul's. P.I.B.G. is also the organizer of Outloud international street art festival, yearly biggest street art event in Macao since 2017, one of the events included in Art Macao.

P.I.B.G.2018 —— 塗鴉藝術家。其作品風格以趣怪的人物為特色，以鮮艷且強烈的對比顏色來表現生命的活力，擅長以極具創意的筆法如剪報、平面結合影像呈現作品獨特。趣味是他給作品的配味，色彩是他給作品的活力。他擁有兩個標誌性符號：「愛心對話框」及「城市之石」，通過愛心對話框傳遞過自己的方式表達心中熱愛，大膽追尋心中所想；他置身於街頭的一幅作品都是PIBG送給城市的一顆寶石，在城市中發光發熱！

由九十年代末期開始街頭塗鴉創作至今，自2004年起他手執噴漆遊走中國、澳洲、哥本哈根、英國、法國、日本、泰國、等地進行巨型塗鴉創作。於2004年他成立澳門首個塗鴉藝術團體GANTZ5，成為當今中國塗鴉界最有影響力的團體之一。作品被澳門藝術博物館所收藏及於光影大三巴所展出。同是畫家國際街頭藝術節主理人，至今共舉辦四年藝術節，亦曾列入「藝文薈萃」2019 系列節目。

Further Details 詳情
Exhibitions Gallery, Taipa Houses-Museum 龍環葡韻「匯藝廊」
Taipa Village Cultural Association
Sponsor 贊助單位
Cultural Development Fund of the Macao SAR 澳門特別行政區政府文化發展基金
Curator 策展人
João Ó
Art Consultant 藝術顧問
impromptu: projects
Creative Partner 創意夥伴
品悅ART

Walking Culture 2.0 -
Outdoor and Indoor Collective Exhibition
Promoting Taipa Village Through Art, Culture and Heritage

慢賞文化 2.0 -
戶外及室內聯展
以藝術及文遺推廣氹仔舊城區

Artists' Installations 藝術家戶外裝置

P.I.B.G. 林家豪	Lio Man Cheong 廖文暢
Chan Hin Ia 陳顯耀	Chao Iak Leng 周玉玲
leong Man Pan 楊文彬	Clara Brito
Rusty Fox 黃楚堂	Yang Sio Maan 洋小漫
Ricardo Lima 里卡多利馬	Crystal W. M. Chan 陳慧雯
André Carrilho 安德烈·卡里略	Bianca Lei Sio-Chong 李少莊
Ana Aragão 安娜阿拉岡	
Fan Sai Hong 范世康	

Further Details 詳情
Taipa Village Cultural Association
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戶外及室內聯展
以藝術及文遺推廣氹仔舊城區

Exhibition Artists 參展藝術家

P.I.B.G. 林家豪	Chan Hin Ia 陳顯耀	leong Man Pan 楊文彬
Rusty Fox 黃楚堂	Ricardo Lima 里卡多利馬	André Carrilho 安德烈·卡里略
Ana Aragão 安娜阿拉岡	Fan Sai Hong 范世康	Lio Man Cheong 廖文暢
Chao Iak Leng 周玉玲	Clara Brito	Yang Sio Maan 洋小漫
Crystal W. M. Chan 陳慧雯	Bianca Lei Sio-Chong 李少莊	

Organiser 主辦單位
Taipa Village Cultural Association
Sponsor 贊助單位
Cultural Development Fund of the Macao SAR 澳門特別行政區政府文化發展基金
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impromptu: projects
Creative Partner 創意夥伴
品悅ART

01 / 07 / 2026 – 11 / 09 / 2026

Exhibitions Gallery, Taipa Houses-Museum
龍環葡韻「匯藝廊」
Outdoor Public Spaces
戶外空間
Tues – Sun | 10:00 – 19:00 | +853 2857 6212

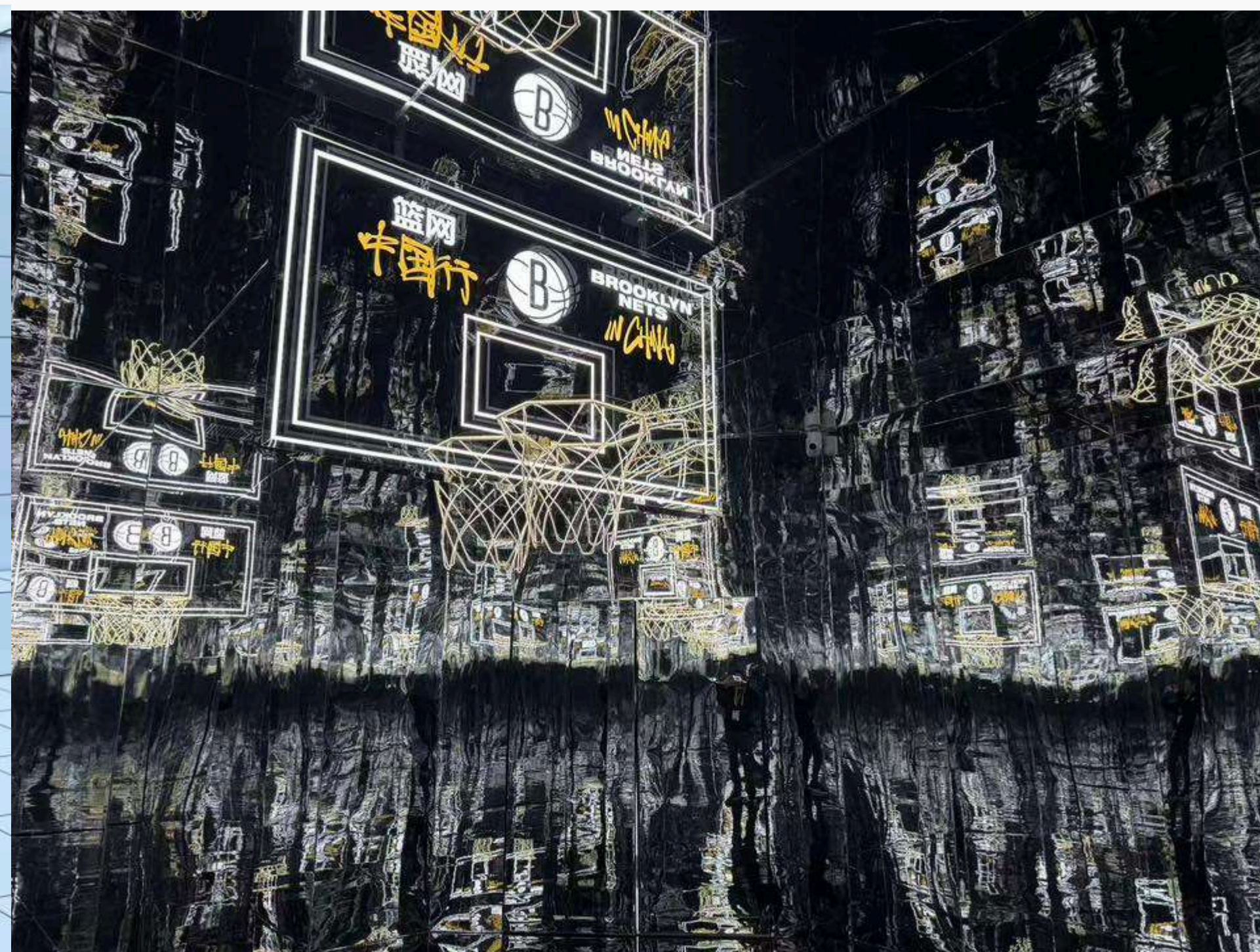
Further Details 詳情



MACAU NBA HOUSE BROOKLYN NETS BRAND AMBASSADOR PLANNING & EXECUTION

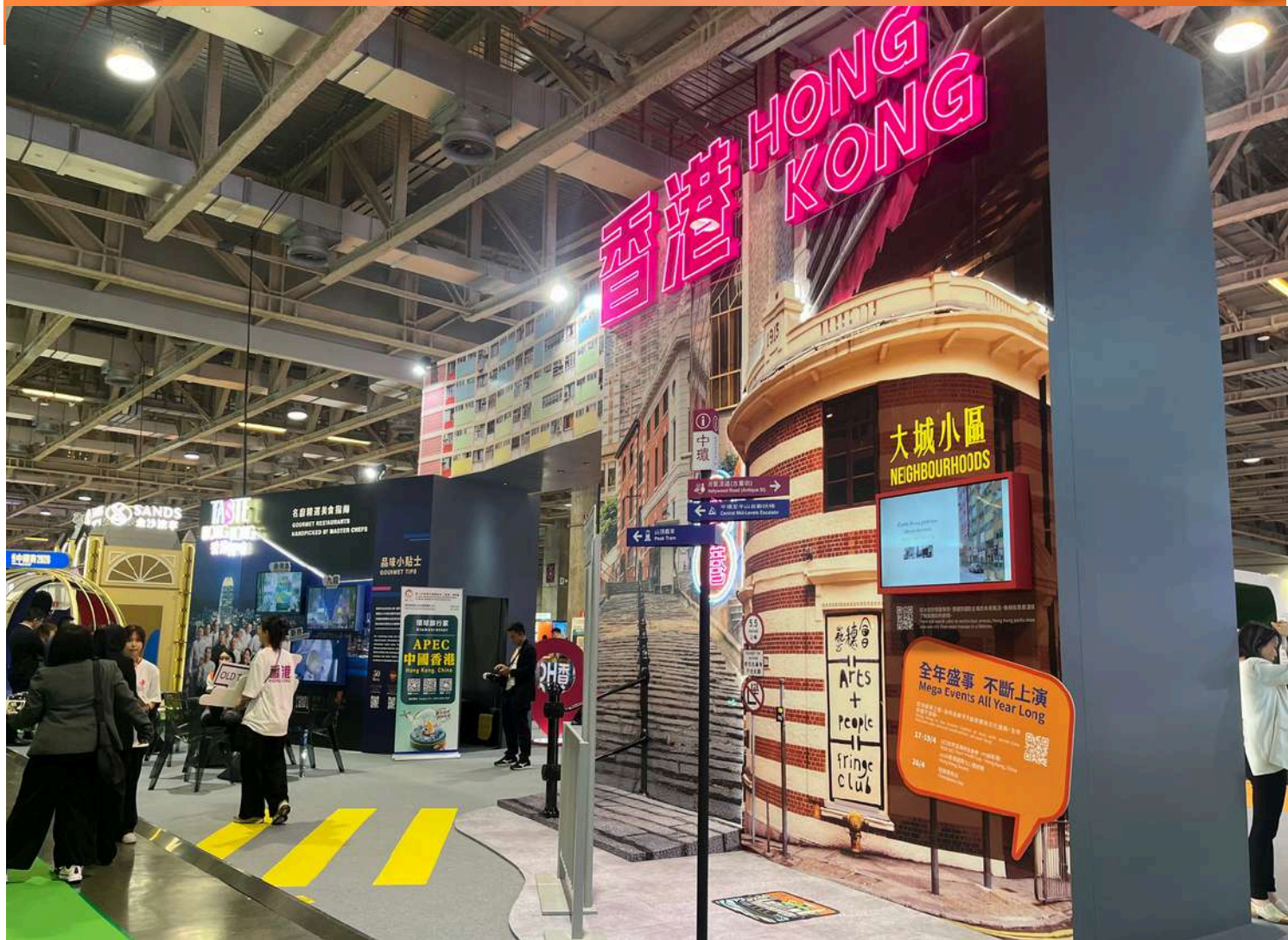
Event Name:	NBA House – Brooklyn Nets Brand Experience
Event Period:	8 to 12 October 2025
Event Venue:	Cotai Expo Hall at The Venetian Macao
Strategic Highlights:	<u>The Challenge:</u> To introduce and amplify the Brooklyn Nets culture to a Macau audience and drive fan engagement during the NBA exhibition. <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

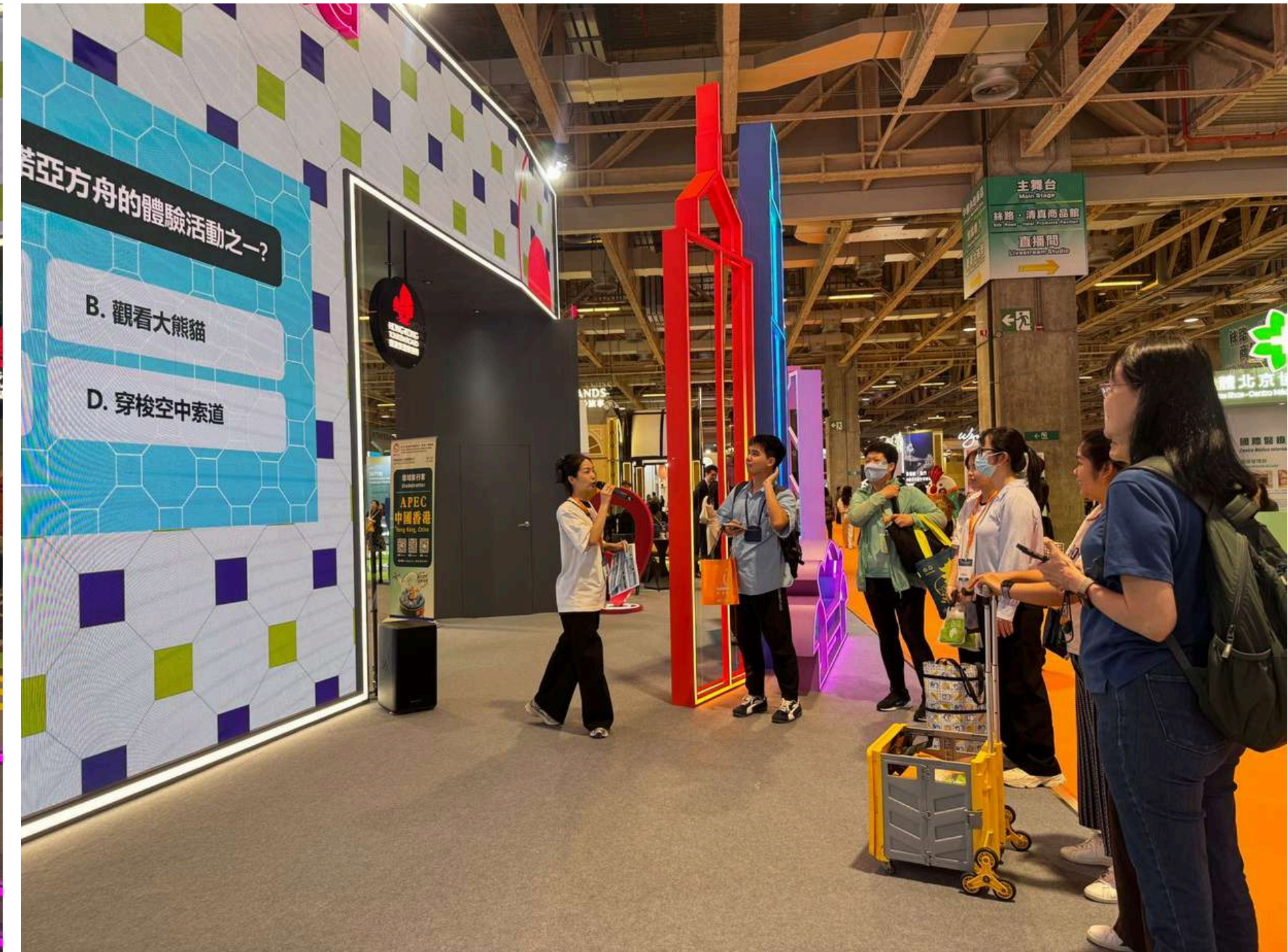




MACAU INTERNATIONAL TRAVEL EXPO 2026 – HONG KONG TOURISM BOARD BOOTH MANAGEMENT & BRAND AMBASSADOR SERVICE

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





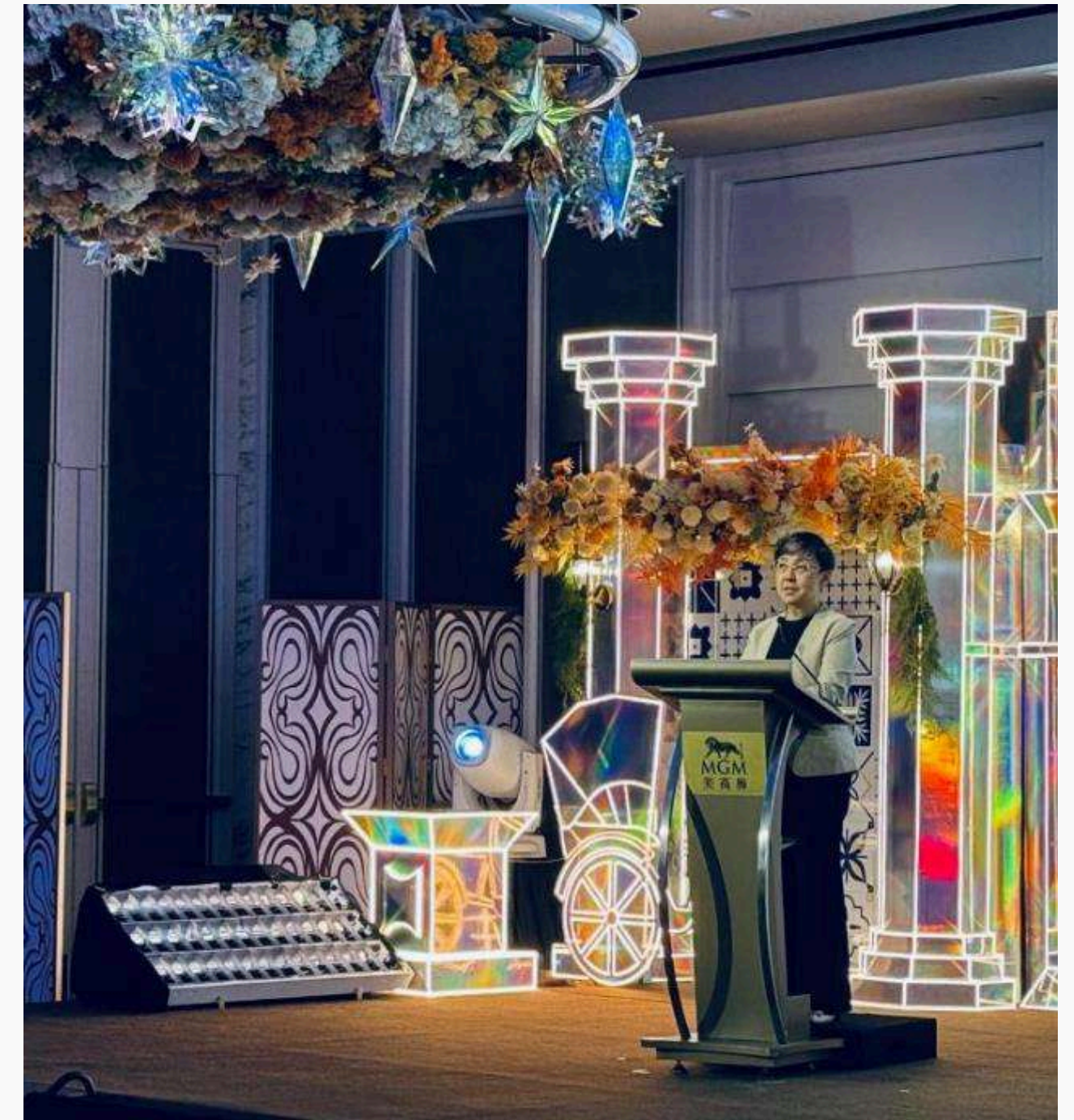
MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024

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



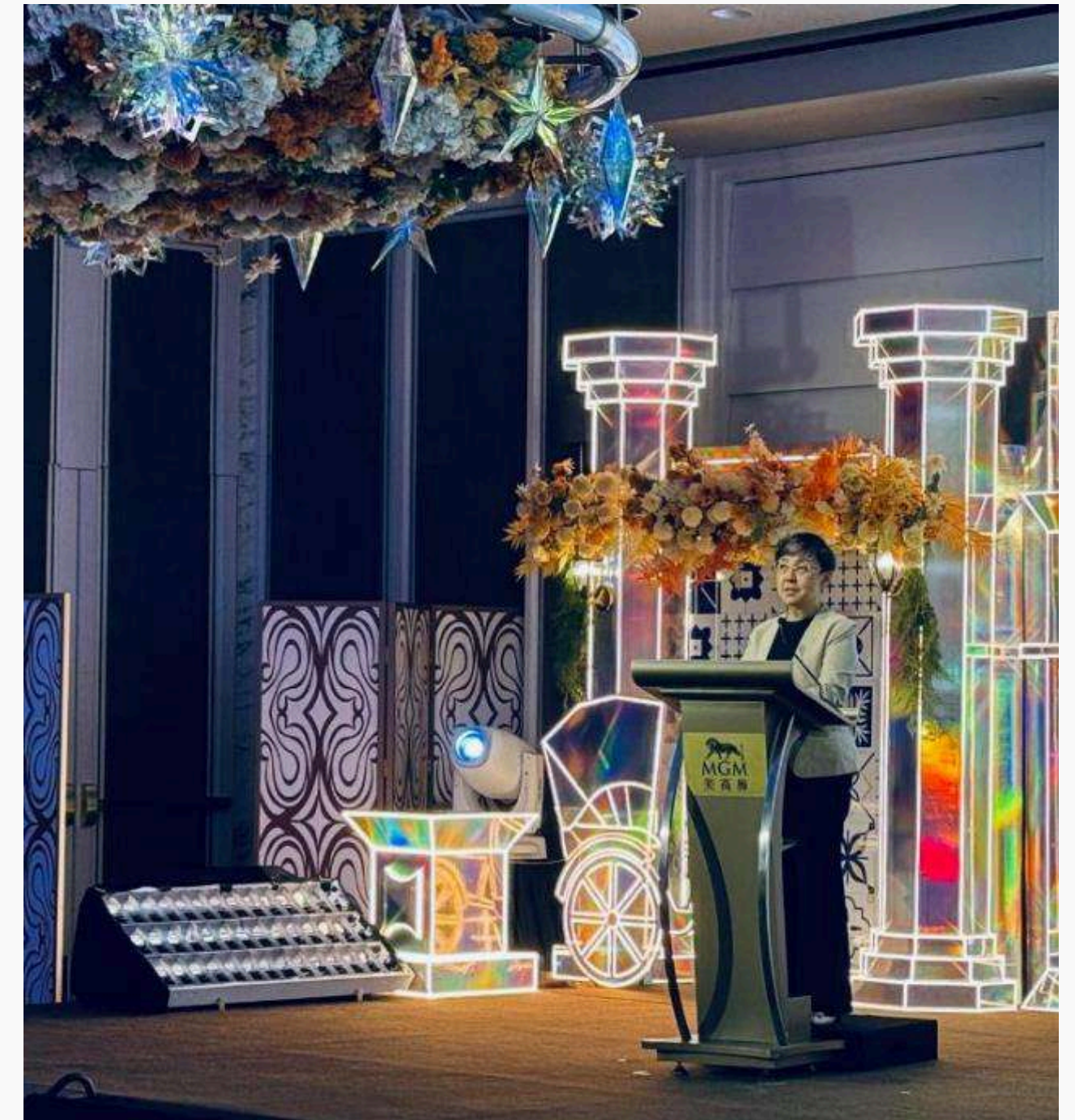
MGM MACAU & COTAI KOREA FAM GALA DINNER 2024 & JAPAN FAM GALA DINNER 2024



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



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





THE 24th CBMC ASIA PACIFIC CONVENTION

Event Name:	The 24 th 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.

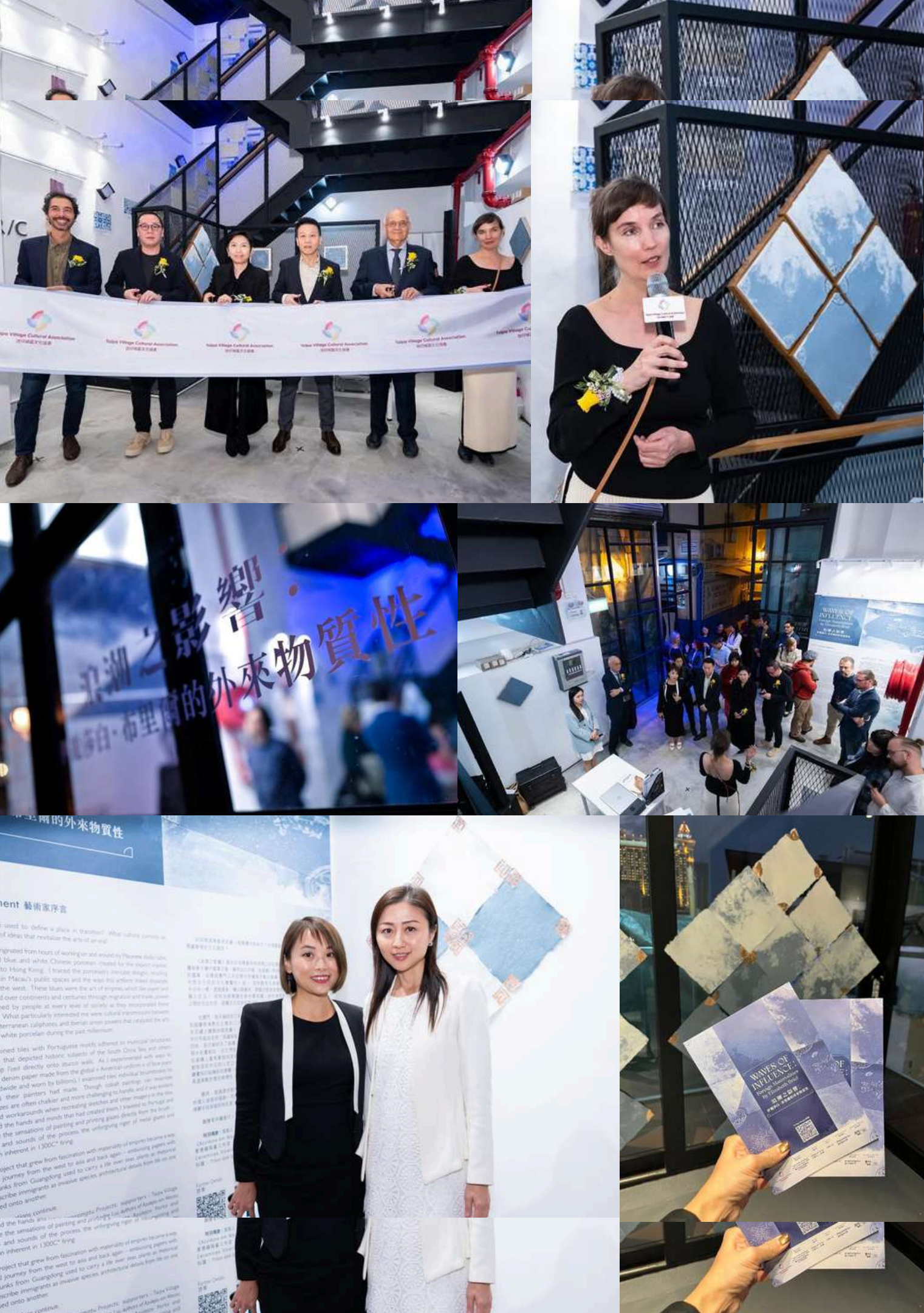


SHOW-OFF 4.0. - ART COLLECTORS' EXHIBITION

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:	The Challenge: To translate the intricate artistic vision of Elizabeth Briel’s paper installations into a cohesive marketing visual identity. The goal was to create a compelling aesthetic that resonates with both local art lovers and international tourists, reinforcing Taipa Village’s position as a leading cultural hub. Our Solution: BizArt served as the Lead Creative Partner. Our team conceptualized and executed the Key Visual (KV) for the entire exhibition. We extended this artistic direction across all communication event materials—ensuring a unified and premium aesthetic experience. The Result: Successfully delivered a visually stunning exhibition environment that amplified the artist's work. The project strengthened our partnership with the cultural sector, demonstrating BizArt’s capability to support Macau’s "Tourism + Art" diversification strategy through high-quality creative solutions.
Role:	Official Creative Partner



**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



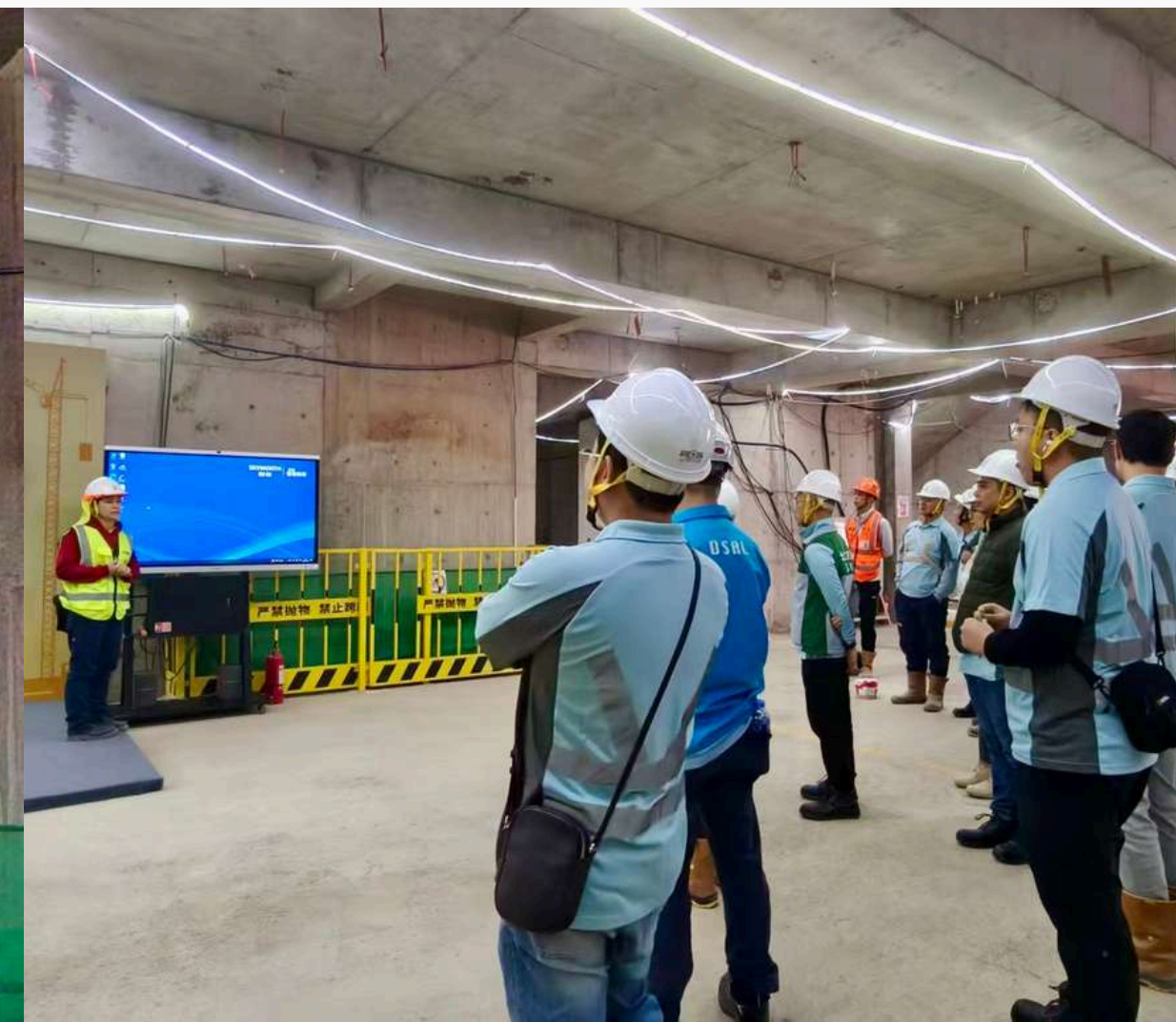
SAM YAU CONSTRUCTION DIGITALIZED SMART SITE SAFETY & BRANDING CAMPAIGN

Transforming Construction Safety
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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



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消除貧窮

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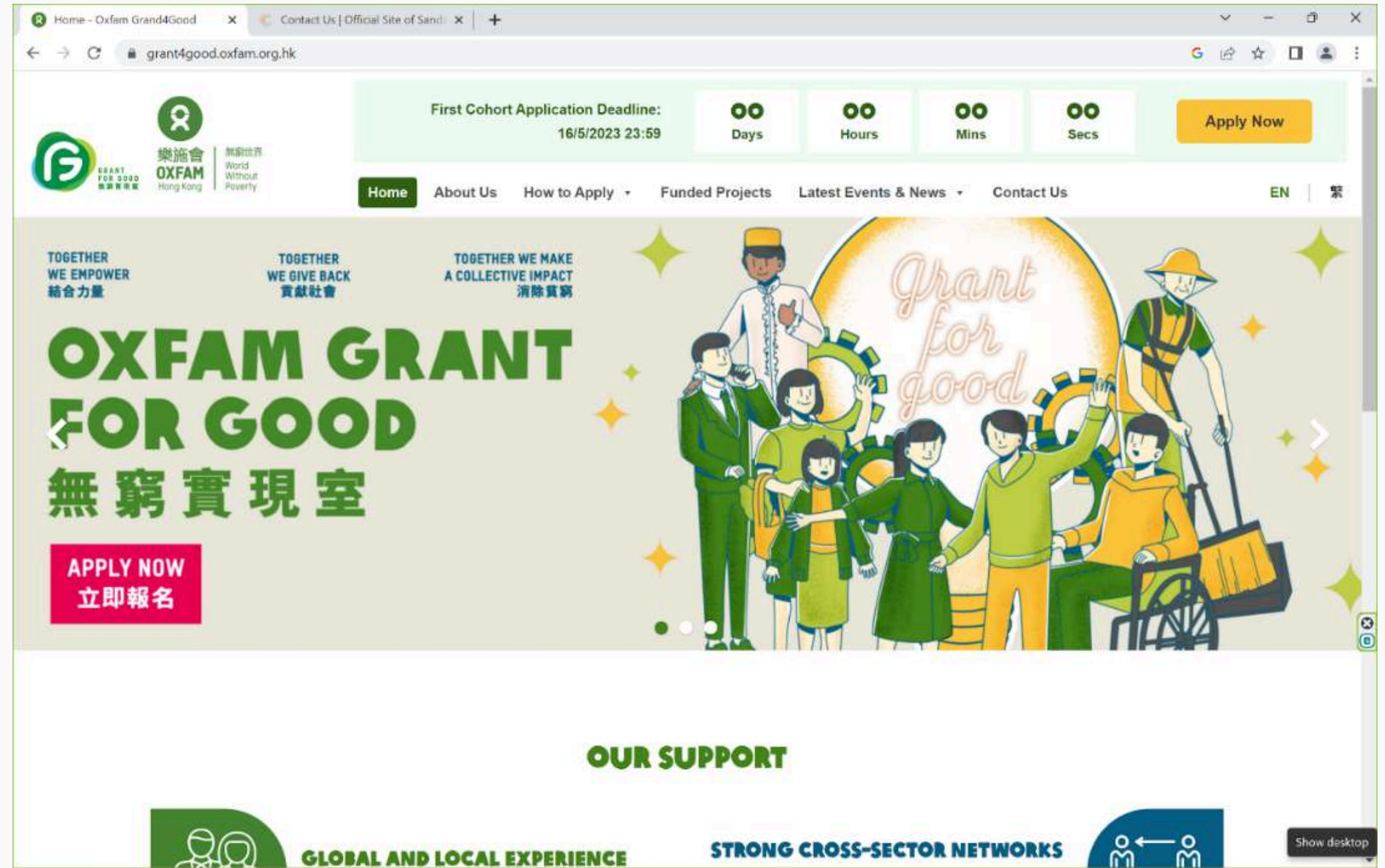
CALLING ON INDIVIDUALS / TEAMS WITH INNOVATIVE PROJECTS TO FIGHT AGAINST POVERTY.
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2023年5月16日截止

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DESIGNED BY: TUNING AY
SPONSORED BY: Cyberport 數碼港



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

00 Days 00 Hours 00 Mins 00 Secs

Apply Now

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OUR SUPPORT

GLOBAL AND LOCAL EXPERIENCE

STRONG CROSS-SECTOR NETWORKS

Show desktop

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WHO
WE ARE

ABOUT
"OXFAM
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OUR
STRATEGIC
PARTNER -
CYBERPORT

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

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

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

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

FUNDING TYPES

Stage of Innovation Development	Requested Funding Amounts from SIE Fund (HK\$)	Matching Fund Ratio Requirement (SIE Fund: Applicant)	Project Implementation Duration
Prototype Further refining a tested idea	\$200,000-\$300,000	Not required	1 year
Start-up Launching a new business from incubated ideas (with relevant business experience)	No limits	2:1 matching is required when applying for \$300,001-\$800,000	1-2 years
Scale-up Further expansion of an existing business to create a stronger footprint and make a more significant impact on society	No limits	1:1 matching is required when applying for more than \$800,000	1-3 years

Depends on the project scale

WHO IS ELIGIBLE?

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

WHAT TO EXPECT

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

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

WHY JOIN "OXFAM GRANT FOR GOOD"? STRENGTHS OF OXFAM HONG KONG

Learn from Oxfam's global and local experience

Access to strong cross-sector networks

Matching fund opportunities

Comprehensive capacity building

Established monitoring, evaluation, and learning system

Cyberport's technical expertise

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

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Deadline:
16 May 2023
2023年5月16日(星期二)

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截止申請日期：
5月16日(星期二)

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截止申請日期：
5月16日(星期二)

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社創計劃
第二期
將於
9月29日
開始接受報名

社會創新項目
資助及培訓計劃
簡介會
日期：11月13日
時間：12:00 - 12:45
地點：香港中文大學圖書館
新翼中心11樓

報名從速
名額有限，先到先得

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資助額上調* 最後日期！
截止日期：5月16日
最後6日報名！

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APPLY BEFORE
請於07/04/2024
前申請！

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World Without Poverty



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START-UP Launching a new business from incubated ideas (with relevant business experience)	No limits	2:1 matching is required when applying for \$300,001 - \$900,000	1 / 1.5 / 2 years
SCALE-UP Further expansion of an existing business to create a stronger influence and make a more significant impact on society		1:1 matching is required when applying for more than \$900,000	1 / 1.5 / 2 / 2.5 / 3 years







ELIGIBILITY

Individual: Hong Kong Permanent Residents aged 18 or above can only apply for a prototype project

Organisation: Limited companies registered under the Companies Ordinance or Statutory bodies formed under Laws of Hong Kong may apply for all stages of projects

APPLICATION TIMELINE

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

1 INITIAL APPLICATION & SCREENING (2.5 Months)

5-Step to apply:

- Interested parties can register for our briefing and business clinic for more programme information through our website
- Head to <https://grant4good.oxfam.org.hk/> for more programme information
- Head to programme application portal <https://www.oxfamg4g.org.hk/apply> to create an account
- Submit initial application via online application portal
- Our staff will notify you with the screening result and confirm your application status

2 INCUBATION (2 Months)

Shortlisted applicant will receive:

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

3 FINAL APPLICATION

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

4 VETTING (2 Months)

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

5 PROJECT IMPLEMENTATION (1-3 years)

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

WHY JOIN 'OXFAM GRANT FOR GOOD'?

FEATURES OF OXFAM HONG KONG

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



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

Oxfam Hong Kong 樂施會
February 27 · 🌐

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【Join Oxfam's Grant for Good Cohort 3 & Fight Poverty Together! 👉】

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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

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 capital letters, followed by '無窮實現室' in large, bold, white Chinese characters. To the right, a QR code is displayed with the text '立即掃描報名!' (Scan now to register!) next to it. Below the QR code, a cartoon robot with a green 'G' logo on its chest is shown. In the center, a man is sitting at a desk with a laptop, and a woman is standing next to him, pointing at a large lightbulb. The lightbulb has a green 'G' logo on it. At the bottom, the text '智慧創新 賦能同行 共創無窮!' (Wise innovation, Empowering together, Creating infinity together!) is written in large, bold, white Chinese characters. At the bottom right, there are logos for the organizing institutions: 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：Organised by: 樂施會 OXFAM Hong Kong | 無窮世界 World Without Poverty | SIE FUND 社會創新基金 | 數碼港 Cyberport

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? 🙌馬上點閱附上的懶人包, 輕鬆掌握申請要點! 🙌📄

🙌實現創新扶貧大計的7大步驟🙌📄:

- 1 提交初步申請
- 2 初步篩選
- 3 通過篩選者將接受專業培訓及諮詢
- 4 提交最終計劃書
- 5 委員會審批獲選申請者計劃書
- 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/>

🔍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/>

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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/>

🔍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 OFUND 社會投資基金會

策略伙伴：Strategic Partner: 數碼港 Cyberport

The poster features a woman kneeling and a boy standing, both with backpacks, reaching towards a large full moon with a white rabbit on top. There are clouds, falling red hearts, and a pear with mooncakes at the bottom.

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 OFUND 社會投資基金會

策略伙伴：Strategic Partner: 數碼港 Cyberport

The poster shows a woman and a boy holding a large yellow heart with the Chinese character '福' (blessing) inside a circular frame. The background is red with traditional Chinese fans and lanterns.

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



65 x 33 cm die cut





**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

專注音樂藝術教育 星海伴你邁上更大舞台！

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

BE EXTRAORDINARY. BE A STAR!

星海音樂培訓中心(高士德)
T / 2855 0815
美的路主教街添美大廈地舖27A

星海音樂培訓中心(筷子基)
T / 6233 5622
東方海岸II座2樓6號舖

星羅音樂藝術培訓中心(氹仔)
T / 2884 4088
氹仔永誠街 235-329 天晉地下E舖

facebook / instagram
starmusiccentre

STAR MUSIC CENTRE
星海音樂培訓中心

全新課程、專業設施及教師全力指導，
想了解更多詳情，請聯絡：

(853) 2855 0815
星海音樂培訓中心(高士德)
美的路主教街添美大廈地舖27A

(853) 6233 5622
星海音樂培訓中心(筷子基)
東方海岸II座2樓6號舖

(853) 2884 4088
星羅音樂藝術培訓中心(氹仔)
氹仔永誠街 235-329 天晉地下E舖

facebook / instagram
starmusiccentre

家長好評 TESTIMONIALS FROM PARENTS

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

星海獨家音樂教學方法 UNIQUE TEACHING METHOD

星海教學總監陳倩、陳宜一直致力不斷提升教學質素，為莘莘學子提供世界級水平的音樂藝術課程。在海外的多年，陳宜小姐在音樂教育界，均來自國際知名音樂學院，包括美國皇家音樂學院、中央音樂學院、維多利亞音樂學院、香港音樂學院、加拿大音樂學院、英國金德爾大學、華南師範大學、香港教育學院、澳門理工大學等。

陳倩和陳宜在澳門多年的教學經驗，分析了本地青少年學習音樂的實際困難，親手創製了一流且為獨有的教學方法。透過結構、豐富的師資訓練，他們挑選了70多位專業國際級演奏人才，組成音樂教師團隊，陪伴孩子音樂路上的每一步。從學生奠定紮實演奏基礎，持有海內外教學經驗，有機會升任導師，深造等。

STAR MUSIC CENTRE
星海音樂培訓中心

星海星級重點課程 KEY STAR COURSES AT STARMUSIC

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

音樂培訓課程
MUSICIANSHIP COURSE

課程內容及特色

- 全職音樂導師團隊由澳門著名青年鋼琴家陳倩、陳宜小姐及導師、為你提供全面音樂培訓——青少年音樂演奏家培訓計劃、兒童鋼琴啟蒙班、課程結合多個音樂交流實踐活動，旨在培養學生音樂興趣、啟發青少年發揮天賦才能，邁向更大舞台。
- 星海同時推出由名師執教、全新編制的美術班、繪畫班及培訓，為你提供全面美術培訓——青少年音樂演奏家培訓計劃、兒童鋼琴啟蒙班、課程結合多個音樂交流實踐活動，旨在培養學生音樂興趣、啟發青少年發揮天賦才能，邁向更大舞台。

課程安排

- 3-5月/11月/12-2月
- 每星期一課課，12週一課，假期除外

教學團隊

- 由陳倩、陳宜親自挑選及訓練的星海音樂培訓中心校課程主任任教

參加資格

- 鋼琴二級或以上
- 六歲或以上
- 需經面試合格後入讀

演奏培訓課程 CONCERT PRACTICE COURSE

課程內容及特色

- 由名師親自挑選、導師點評、學生根據評語練習、模擬考試、英國皇家音樂學院考試、試演小組練習及音樂比賽會。
- 學生有機會參加學術、由星海舉辦的國際音樂會。
- 獲得國際考試認證、比賽培訓、優秀演奏演出及交流等機會

參加資格

- 必須已修畢星級音樂培訓課程的學生
- A班：鋼琴三至五級
- B班：鋼琴八級或以上
- 需提交一段演奏影片(長或不限)

陳倩 VINCE CHAN SIN

背景

- 出生於音樂世家，從小對音樂有濃厚興趣。
- 在海內、外獲獎無數，包括由澳門文化局頒發之最具潛質獎、「國際紀念獎」國際鋼琴公開賽全場總冠軍等榮譽。
- 被稱為「澳門著名青年鋼琴家」及「澳門青年音樂家」。

國際音樂演奏經驗

- 豐富的國際及合奏經驗，曾於英國、韓國、中國內地、香港、澳門、等地多次公開演奏，並大獲好評。
- 2018年代表澳門理工大學與上海音樂學院合作演出。
- 2021年擔任文化局特別委聘之「澳門青年音樂家」。

世界級專業資格

- 英國皇家音樂學院鋼琴演奏家級畢業生。
- 香港音樂學院鋼琴演奏家級畢業生。
- 受委擔任多個比賽的評委，包括李斯特紀念國際鋼琴公開賽、日本德松鋼琴大賽、釜山韓國青年音樂比賽等。

教學經驗及學生成績

- 憑心認真自己學習音樂的經驗為根本，投身青少年鋼琴教育事業。
- 教學成果顯著，學生成績受到外界的認可，在國際比賽中的名列前茅。
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陳宜 SUI CHAN

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- 受委擔任多個比賽的評委，包括李斯特紀念國際鋼琴公開賽、日本德松鋼琴大賽、釜山韓國青年音樂比賽等。

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

背景

- 2006年於澳門、溫江中學附屬英才學校高中二年級學生。
- 四歲進入星海音樂培訓中心，開始接受及教授鋼琴學習課程。
- 16歲考獲鋼琴三級，現於CCL鋼琴演奏家班。

成就升級

- 從《青少年音樂演奏家培訓計劃》中脫穎而出。
- 2021年舉辦星級鋼琴公開賽全場總冠軍。
- 在多項大型音樂會演出表現出色，深受好評。
- 於澳門、日本及亞太等地，參與超過16場國際鋼琴演奏會，獲獎無數。

兒童鋼琴啟蒙班 KIDS' PIANO PREPARATION CLASS

課程內容及特色

- 教授基礎音樂知識，培養音樂興趣。
- 掌握基本指法、樂譜閱讀、分手演奏等。
- 透過手、眼、腦協調性。
- 完成課程後可參加鋼琴初級課程。
- 完成課程後可參加鋼琴初級課程。

參加資格

- 小童：三歲至五歲
- 大童：三歲至五歲

課堂安排

- 四週一課，一課15分鐘，共16課。

教師團隊

- 由資深兒童鋼琴導師任教。

兒童鋼琴啟蒙班學生

今年首屆的Duncan同學，從讀初中開始，他於2022年參加星級鋼琴公開賽，榮獲總冠軍。Duncan的音樂學習之路，從他入讀星海音樂培訓中心開始，家長認為老師的教學方法，能激發學生的學習興趣和潛能，家長認為老師的教學方法，能激發學生的學習興趣和潛能。

參加資格

- 四歲或以上

教師團隊

- 由擁有多年教學經驗的星海音樂培訓中心教師任教。

專注音樂藝術教育 星海伴你邁上更大舞台！

BE EXTRAORDINARY. BE A STAR!

美術教師團隊 ART TEACHING TEAM

星海美術教師團隊由擁有多年美術教學經驗、曾多次成功指導學生獲獎、考入美聯專業學院、星海藝術教育機構等優秀學校，同時透過藝術教育提升兒童創造力、及發展兒童藝術潛能。

美術班 ART AND CRAFT

課程內容及特色

- 組合運用點、線、面及形狀，及其應用知識。
- 教授基礎色彩知識、構圖構圖等。
- 結合動作與藝術技巧，從繪畫入手，組、黏土、剪紙、手工製作、發揮創作潛能。
- 全方位發展兒童，包括創造力、想像力、觀察力、動手能力、溝通能力等。
- 建立自信、培養藝術興趣、促進學習動向。

參加資格

- 四歲或以上

教師團隊

- 由擁有多年教學經驗的星海美術教師任教。

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)

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

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



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

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



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STARMUSIC EDUCATION CENTRE BRAND BUILDING & SOCIAL MEDIA COMMUNITY MANAGEMENT



星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

17 Feb · 🌐

下一期兒童鋼琴啟蒙班現已接受報名了！

你正為孩子報讀合適的鋼琴班而煩惱？三... See more



STAR MUSIC CENTRE
DUNCAN 一賢
2022年參加星海的兒童鋼琴比賽，榮獲優異獎。此後，他開始學習鋼琴，並在星海的鋼琴班中，展現了極佳的音樂天賦。一賢家長好評



“老師課後溝通到位，
家校合作管道通暢，
由此能清楚明白如何幫助孩子練習，
並為自己孩子能在好老師、
專業學校和
良好環境下學習鋼琴而慶幸。”



STAR MUSIC CENTRE
兒童鋼琴啟蒙班
三至五歲
四個月一週，一週16節，共兩期



STAR MUSIC CENTRE
培養你的孩子，
立刻報名！

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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

20 Jan · 🌐

最新消息

星海三個重點星級課程開始... See more



STAR MUSIC CENTRE
專注音樂藝術教育
星海伴你遇上更大舞台！
星海三個重點星級課程
開始接受報名了！



STAR MUSIC CENTRE
演奏青少年
音樂培訓計劃
全澳首創參加國際音樂學院編制的課程



STAR MUSIC CENTRE
兒童鋼琴啟蒙班
提供多元電的學習平台
啟發小孩從小對音樂的敏銳度



STAR MUSIC CENTRE
美術班
認知多元美術
發展幼兒感官
培養創意思維

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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

22 Jan · 🌐

《黃家正鋼琴獨奏會》澳門場，僅此一場！！

KJ黎澳門開 concert了終於，識貨的朋友... See more



BE EXTRAORDINARY BE A STAR!
星海注重
與世界各地不同音樂家合作
製造不同的學習平台
擴展學生音樂視野及品味



BE EXTRAORDINARY BE A STAR!
香港著名鋼琴音樂家
黃家正
澳門鋼琴獨奏音樂會



BE EXTRAORDINARY BE A STAR!
地點：東方明珠SME音樂廳
演出時間：27/1/2023 8pm
入場：澳門幣300
(贈送一隻價值澳門幣200的CD)



BE EXTRAORDINARY BE A STAR!
立即預訂

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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

17 Mar · 🌐

星海美術班

不一樣的學習體驗

... See more



STAR MUSIC CENTRE
星海美術班
· 認知多元美術
· 發展幼兒感官
· 培養創意思維



STAR MUSIC CENTRE
星海美術教學團隊
擁有多年美術教學經驗



STAR MUSIC CENTRE
教學團隊多次指導學生
· 獲得不同美術獎項
· 考入美術專業學院



STAR MUSIC CENTRE
參加我們的美術班
歡迎試堂
請聯絡我們

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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



BE EXTRAORDINARY BE A STAR!
星海匯聚全球
音樂教育人才
來自國際知名音樂學院



BE EXTRAORDINARY BE A STAR!
星海獨有的教學方法
嚴格、密集的師資培訓
組成音樂教師團隊



BE EXTRAORDINARY BE A STAR!
樂心音樂
星海兩個重點音樂課程：
1. 兒童鋼琴啟蒙班
2. 青少年音樂演奏家培訓計劃



BE EXTRAORDINARY BE A STAR!
名額有限，
立刻報名！

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星海音樂培訓中心 StarMusic Centre

Posted by Ho Cheng

25 Apr · 🌐

【非凡音樂活動場地----適合錄影、音樂活動以及租借】

我們有着專業的設備，校內擁有號稱“完美... See more



STAR MUSIC CENTRE
考級錄影？音樂活動？租借場地？
星海具備
三角琴及音響等專業設備



STAR MUSIC CENTRE
星海東方海岸分校擁有：
· 多個三角琴室 (面積10-5m)
· 音樂廳 (80座位，面積達27m)



STAR MUSIC CENTRE
提供兩座三角鋼琴包括：
· Boston GP-478 PE-11
· Designed By Steinway & Sons
· Steinway & Sons Model B
(號稱“完美的鋼琴”)



STAR MUSIC CENTRE
如欲了解更多
請聯絡我們
場地適合
各大考試、比賽錄影
練習排練、音樂教學

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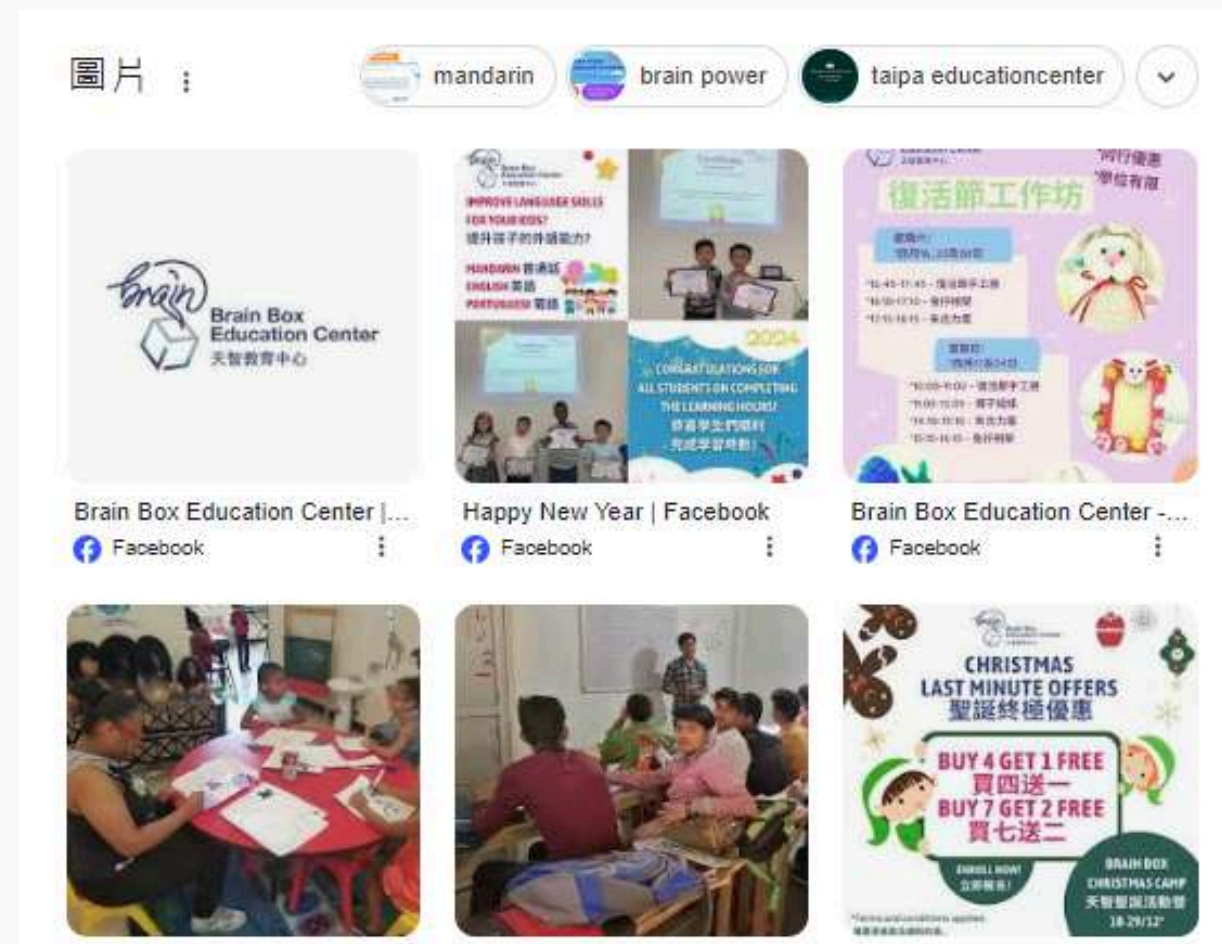
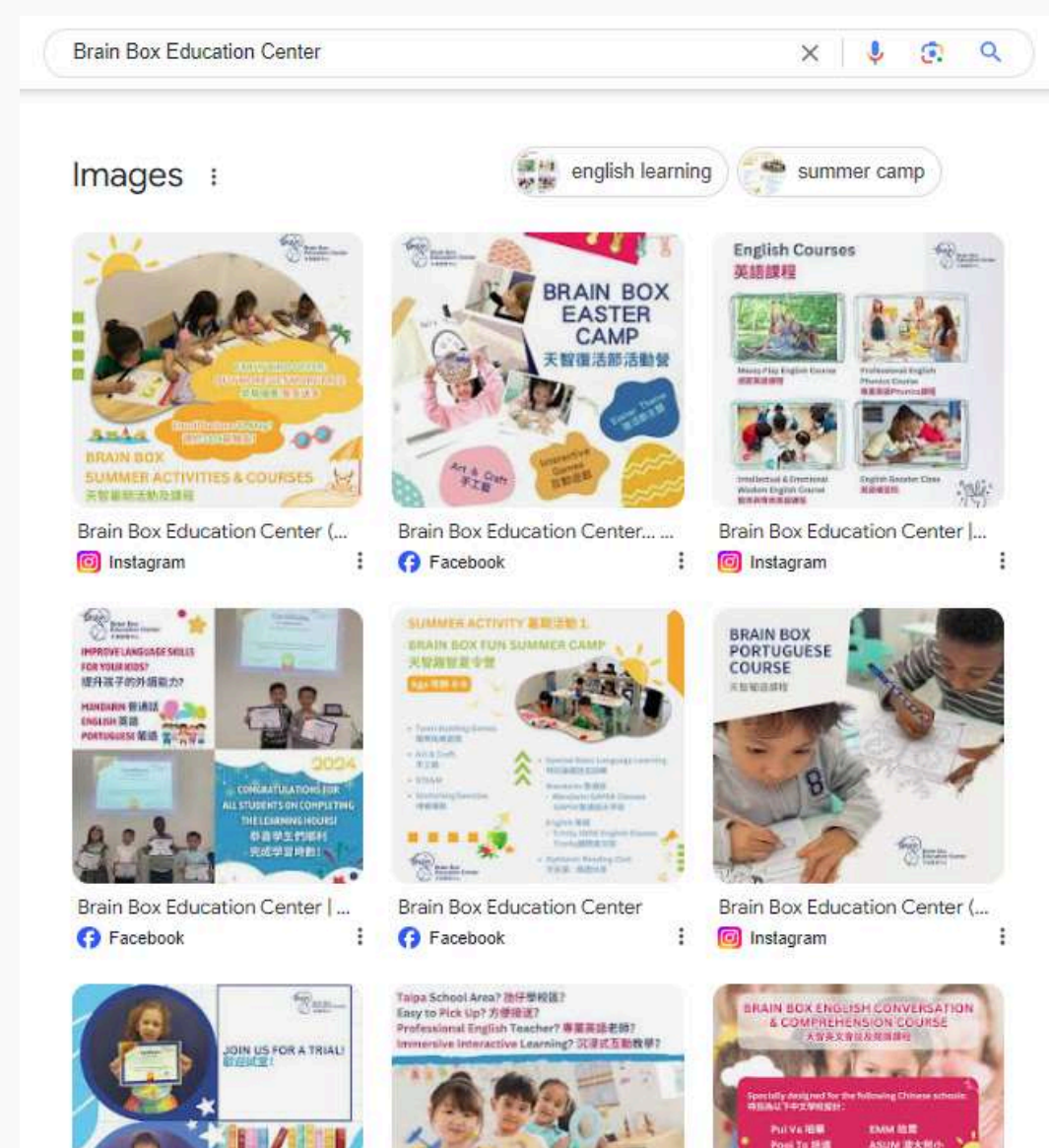
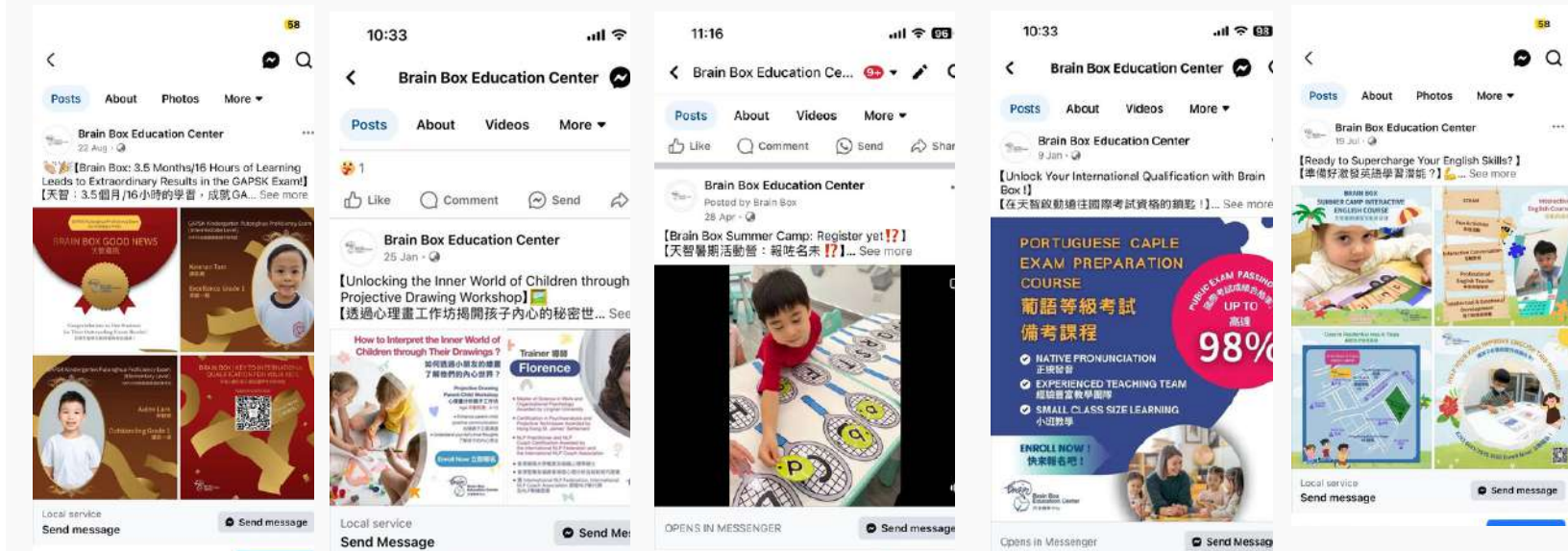
[See Insights and Ads](#) [Boost again](#)

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





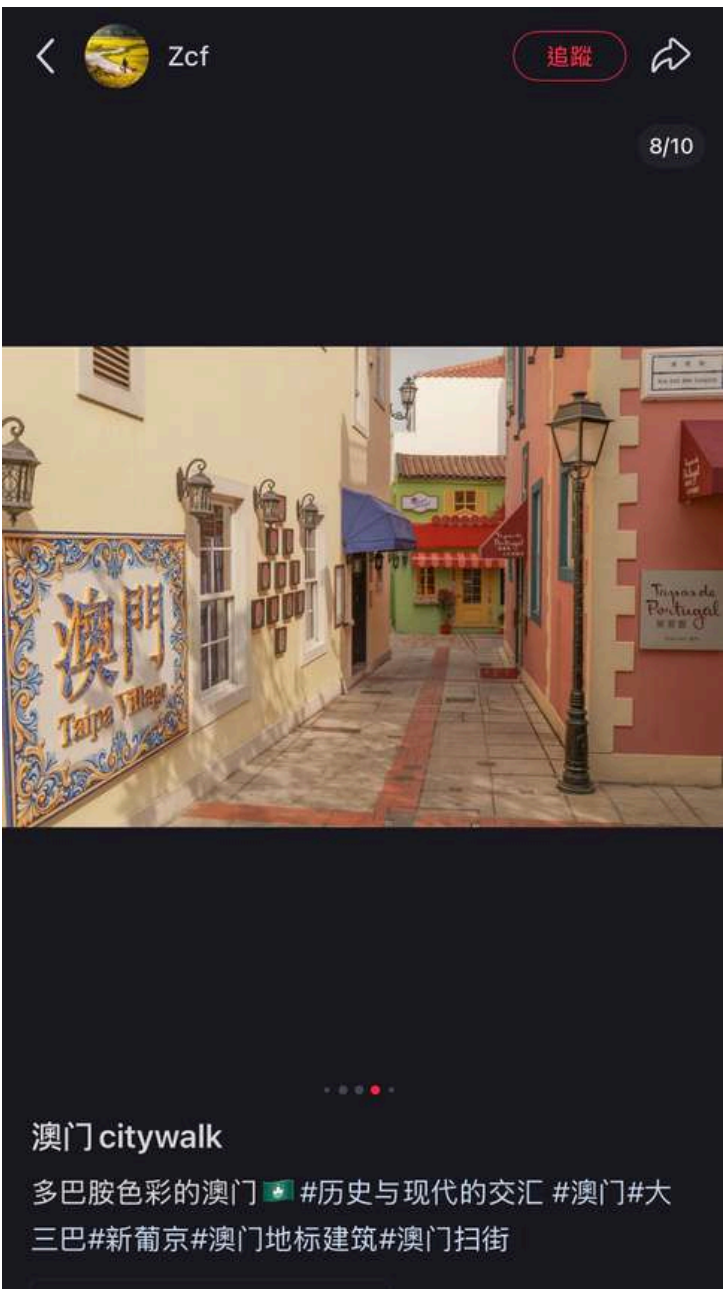
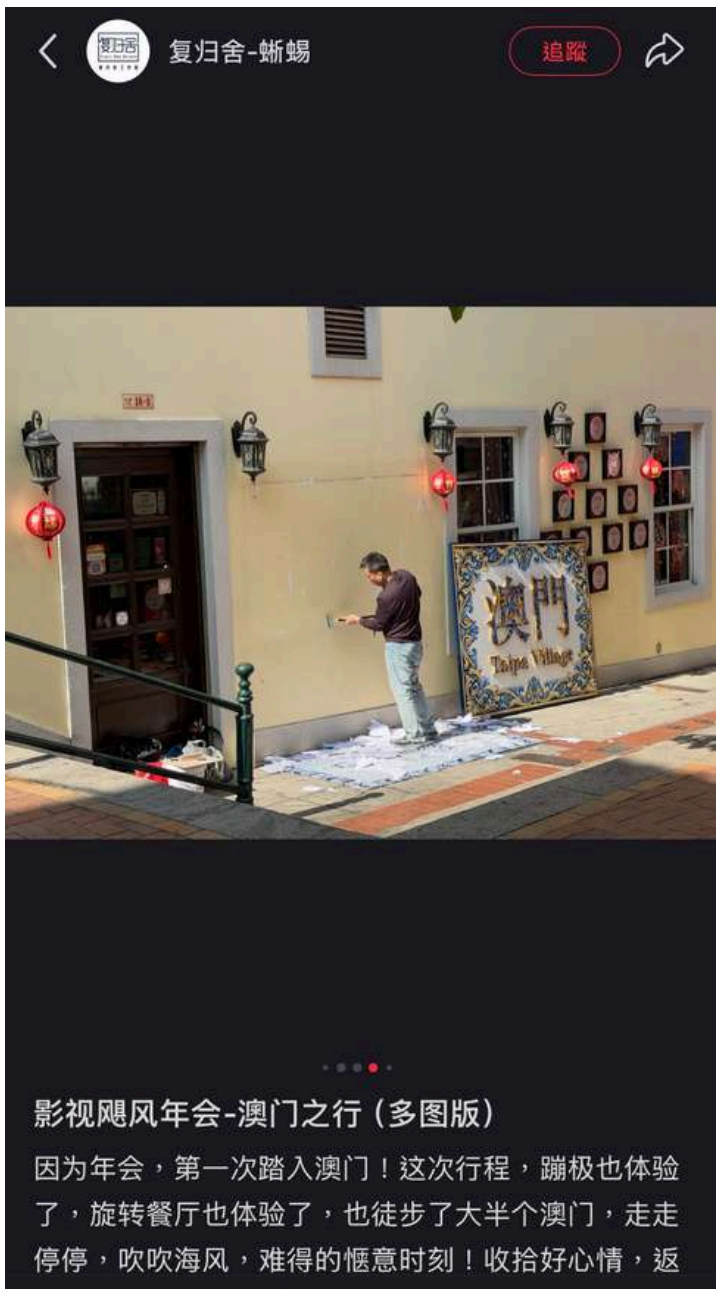
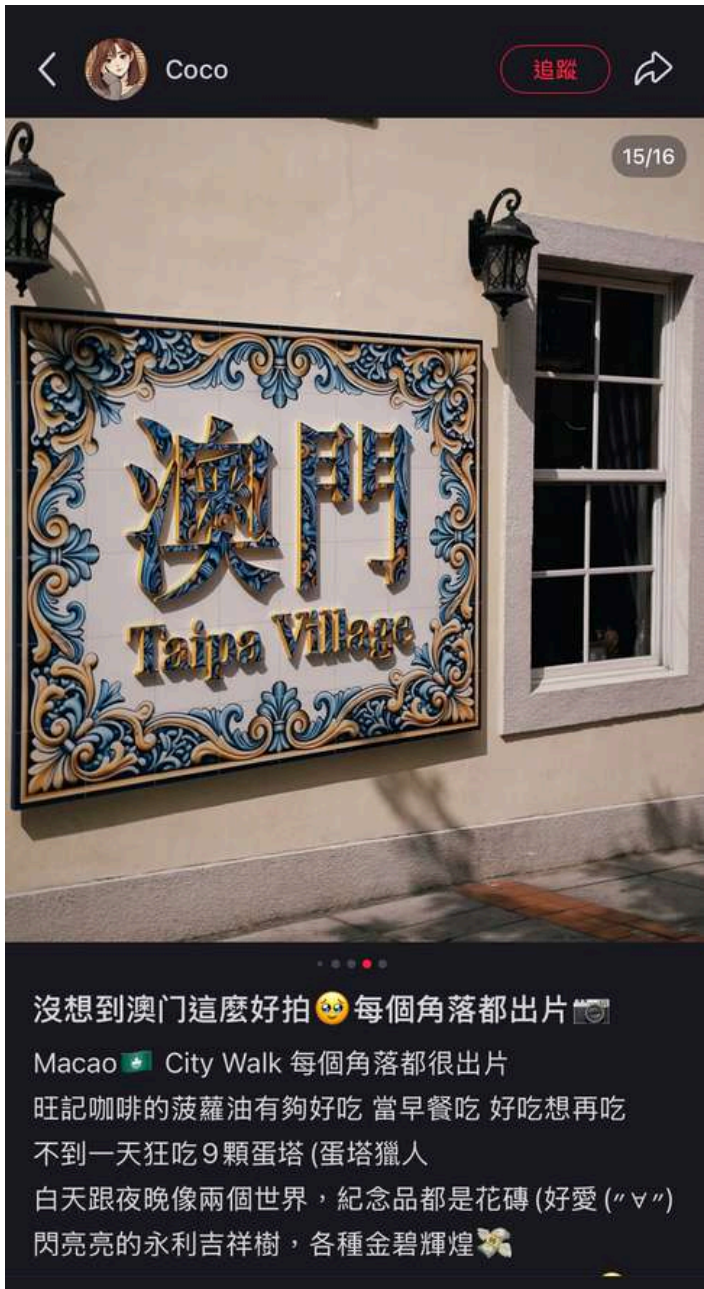
BRAND CREATIVE PROJECT

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



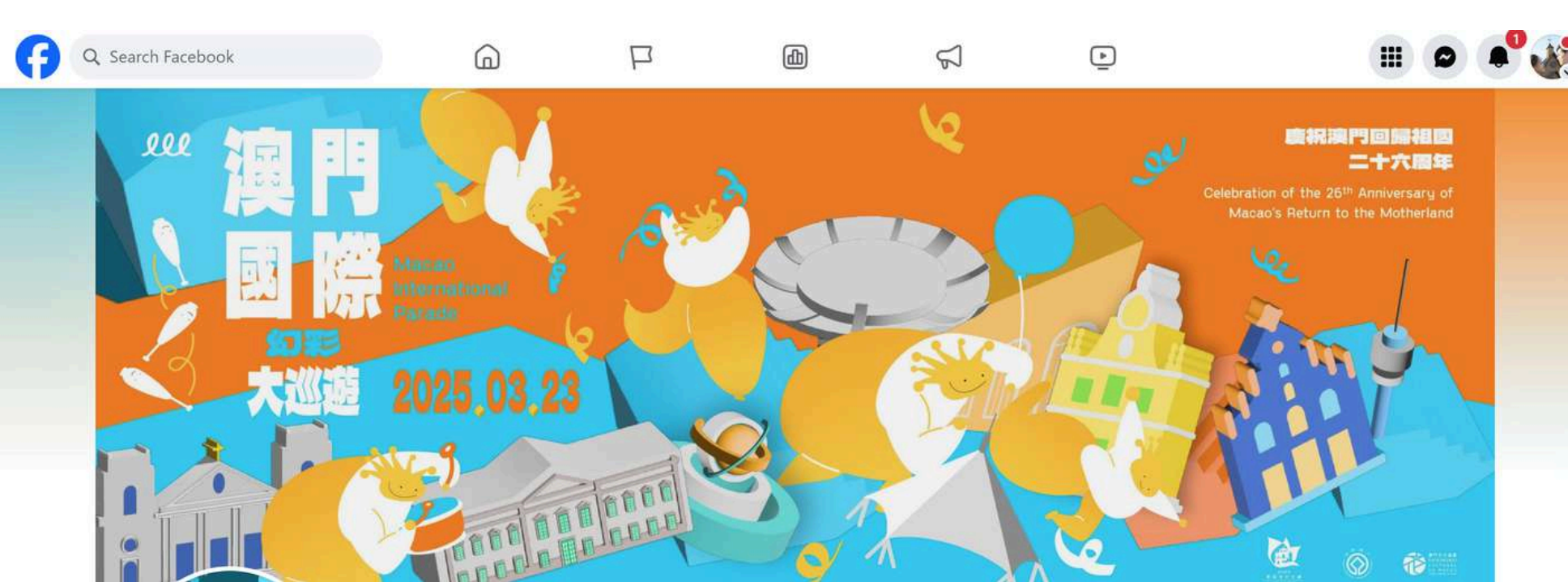


ICM - MACAO INTERNATIONAL PARADE 2025

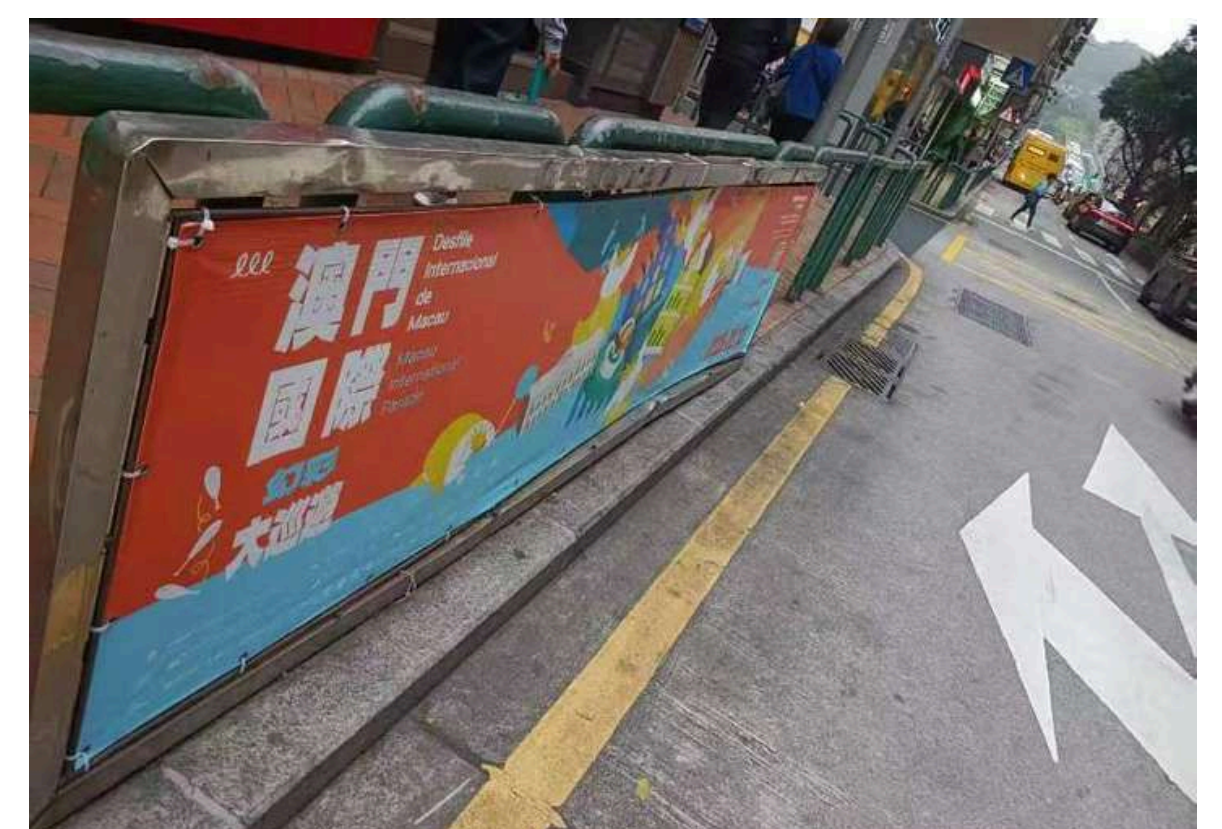
Project Name:	ICM – Macau International Parade • Creative adaptations of 160 artworks for ICM’s events including: press conference, opening ceremony, outdoor and newspaper advertising, dinner, parade event
Project Launch Time:	March 2025
Project Summary:	BizArt’s creative team has completed the creative 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.

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

座設威尼斯人金光會展
巨型室內充氣彈跳樂園



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》今年暑假首次登臨澳門，五個超巨型的充氣遊樂區，佔地合共超過15萬平方呎，7月27日至9月18日設於澳門威尼斯人之金光會展館館C。現場配以泡沫池和唱片裝飾，營造熱熱氣氛。在夏日炎炎的澳門為一家大細帶來無盡歡樂。

遊樂樂園與巴黎奧運同期開幕，身處澳門可盡享奧運熱潮，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，跨過重重關卡後，將點燃有一個「運動軌」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，讓孩子和家人一起共同挑戰。

「體育狂熱」的運動場內設置多個尺寸和種類的球，讓在一邊踢球，一邊玩滑梯，和

《Bounce The City》 球技技、盡情發揮你的運動潛能。另外還有

【例 1】(2013 年 10 月 10 日) 某企业 2013 年 10 月 10 日购入一批材料, 增值税专用发票上注明的价款为 5000 元, 增值税税额为 850 元。材料已验收入库, 但货款尚未支付。该企业采用月末一次结转增值税的办法进行账务处理, 10 月 31 日应编制会计分录为()。

[illegible]

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」今年暑假首次登臨澳門，五個超巨型的充氣遊樂區，佔地合共超過15萬平方米。7月27日至9月18日設於澳門威尼斯人金光會展展館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Ten Gay及巡迴經理Dave Di Sarro介紹遊樂區詳情。一邊玩巨型籃球、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，以及遍佈泡沫的萊海世界「浪

連達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
池，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。
彈跳樂園沒有五個人場時段，每節
90分鐘，讓不同年齡的訪客打成

彈跳樂園沒有人場年齡上下限，樂園每日設有五個人場時段，每節90分鐘，讓不同年齡的訪客打成一



■亞洲最大室內巨型充氣樂園今年暑假首次蒞臨澳門

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，隨時以二維碼入場。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。

「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。

亞洲最大室內巨型充氣樂園
到澳門威尼斯人開心「彈」起

[illegible][illegible]

1. 07-11-1986 26-4-1986
 2. 07-11-1986 26-4-1986
 3. 07-11-1986 26-4-1986
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 5. 07-11-1986 26-4-1986
 6. 07-11-1986 26-4-1986

1. 1997年，第一屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 2. 1998年，第二屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 3. 1999年，第三屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 4. 2000年，第四屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 5. 2001年，第五屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 6. 2002年，第六屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 7. 2003年，第七屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 8. 2004年，第八屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 9. 2005年，第九屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。
 10. 2006年，第十屆「亞洲國際設計展」，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦，由「亞洲國際設計展」主辦。

查詢及訂座電話：
 Boston Yli Lili Kaito 粵語專線
 查詢：8119/2777 www.bostonyli.com
 訂座：8119/2777
 查詢及訂座：
 查詢：8119/2777 www.bostonyli.com
 訂座：8119/2777

1. 地址：澳門氹仔望德聖母灣馬路
 澳門永利酒店內
 電話：+853 2833 6688
 傳真：+853 2833 6689
 郵箱：yfl@www.ywfl.com.cn
 2. 地址：澳門氹仔望德聖母灣馬路
 永利酒店內
 電話：+853 2833 6688
 傳真：+853 2833 6689
 郵箱：yfl@www.ywfl.com.cn

**MAIOR INSUFLÁVEL DA
ÁSIA INCLUI FESTA DE ESPUMA**

Um parque insuflável em recinto coberto, considerado o maior do continente asiático, estreou-se no Cotal 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 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 Intucity. Os preços, individuais ou pacotes familiares, variam entre 168, 399, 288 e 588 patacas.



BOUNCE THE CITY MACAO MACAU MARKET MEDIA RELATIONS



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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

Facebook, X, Email, A-, A+



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



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斯人金光會展展館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。

五個巨型充氣遊樂場各具特色：「巨人彈跳賽The Giant」，彈跳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不同的球，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。

「海洋章魚城Octoblast」，色彩繽紛的海洋世界，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



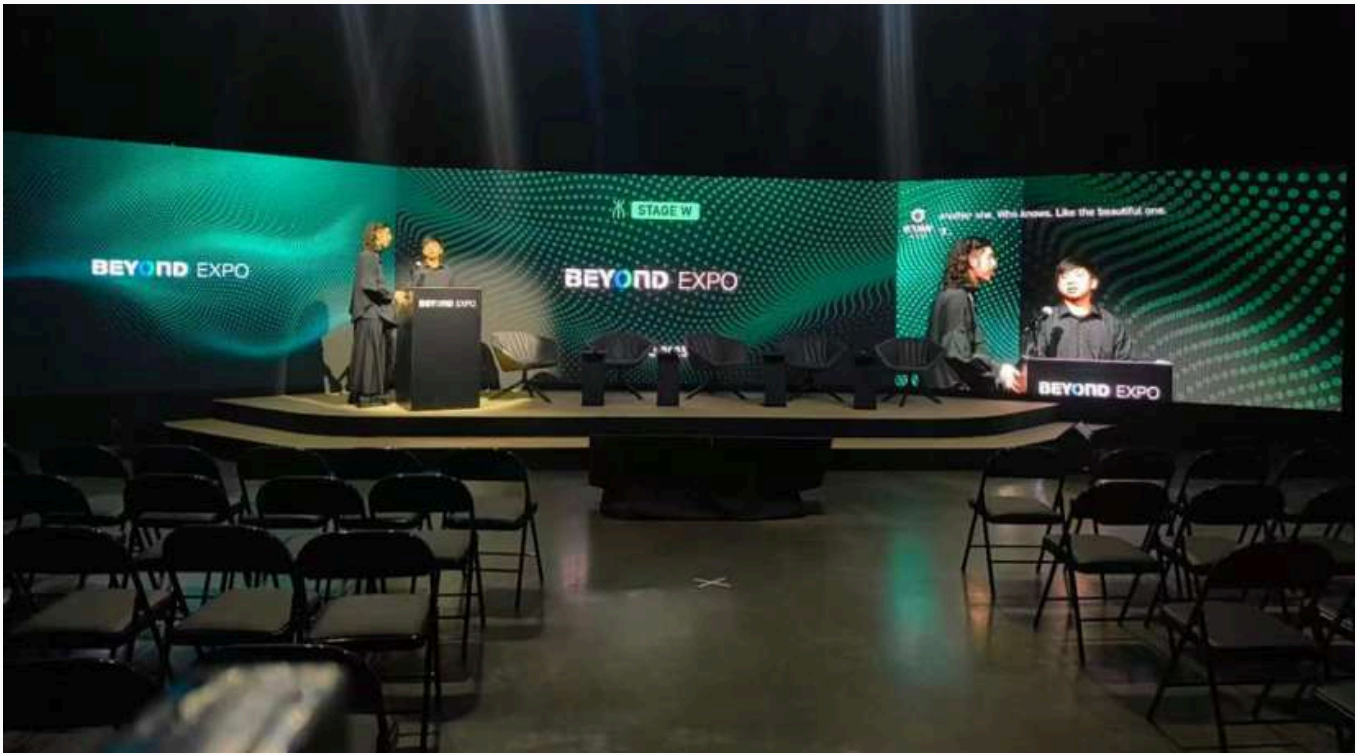
HUSH MUSIC FESTIVAL 2025



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

Event Name:	Easter Installation & Event at Macau International Airport
Event Period:	April 2025
Event Venue:	Macau International Airport
Role:	Our Event & Production Manager & Creative Director worked together from booth design concept to production and to event management and operation for this event. Meanwhile, production was managed by our production factory in Zhuhai.



MGTO 2024 INTERNATIONAL CITIES OF GASTRONOMY FEST, MACAO

Event Name:	2024 International Cities of Gastronomy Fest, Macao
Event Period:	14-23/6, 2024
Event Venue:	Macao Fisherman's Wharf
Event Purposes:	• 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

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

關位遊戲

趣味工作坊

免費入場



主辦：澳門粵劇合藝委員會

協辦：澳門文化發展基金會

贊助：澳門特別行政區政府 澳門文化發展基金

鳴謝：澳門文化發展基金會

CANTONESE OPERA DAY

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



OTHER EXHIBITIONS & PRODUCTIONS



OTHER EXHIBITIONS & PRODUCTIONS

粵劇承傳與發展公民教育

粵劇大不同

CANTONESE OPERA

展期 2022 23/11 ~ 16/12

開幕式 2022 04/12 3PM

利用生動、多樣形式，結合互動展板及多元體驗，促進年青一代認識粵劇精髓，共同傳承與發展粵劇文化。

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

免費登記
導賞及工作坊

兒青教育
專題展覽

主辦：澳門基金會
協辦：澳門基金會
澳門基金會

28761805 澳門北京街230-246號 金龍中心15樓15-J 善明會 Sin Meng Charity Association



OTHER EXHIBITIONS & PRODUCTIONS



OTHER EXHIBITIONS & PRODUCTIONS



STRATEGIC PRODUCTION INFRASTRUCTURE

Precision Manufacturing Hubs in Zhuhai, Guangzhou & Shanghai

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

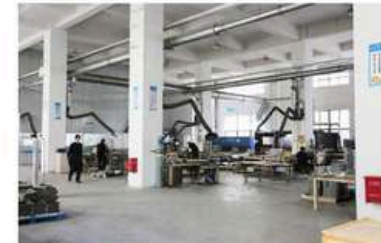
喷漆车间
Paint Workshop



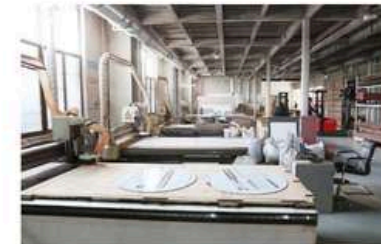
UV写真雕刻机
UV photo engraving machine



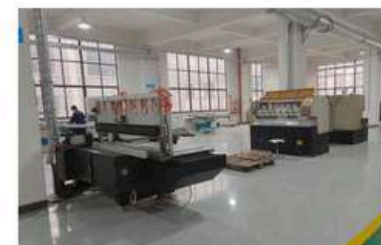
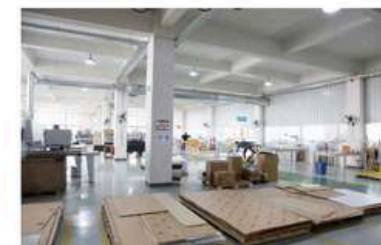
金属车间
Metal workshop



木工组装车间
Woodworking shop



亚克力车间
Acrylic shop



SUSTAINABILITY & GLOBAL COMPLIANCE

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



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

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



**DESIGN & PRODUCTION
SHOWCASE IN CHINA**

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

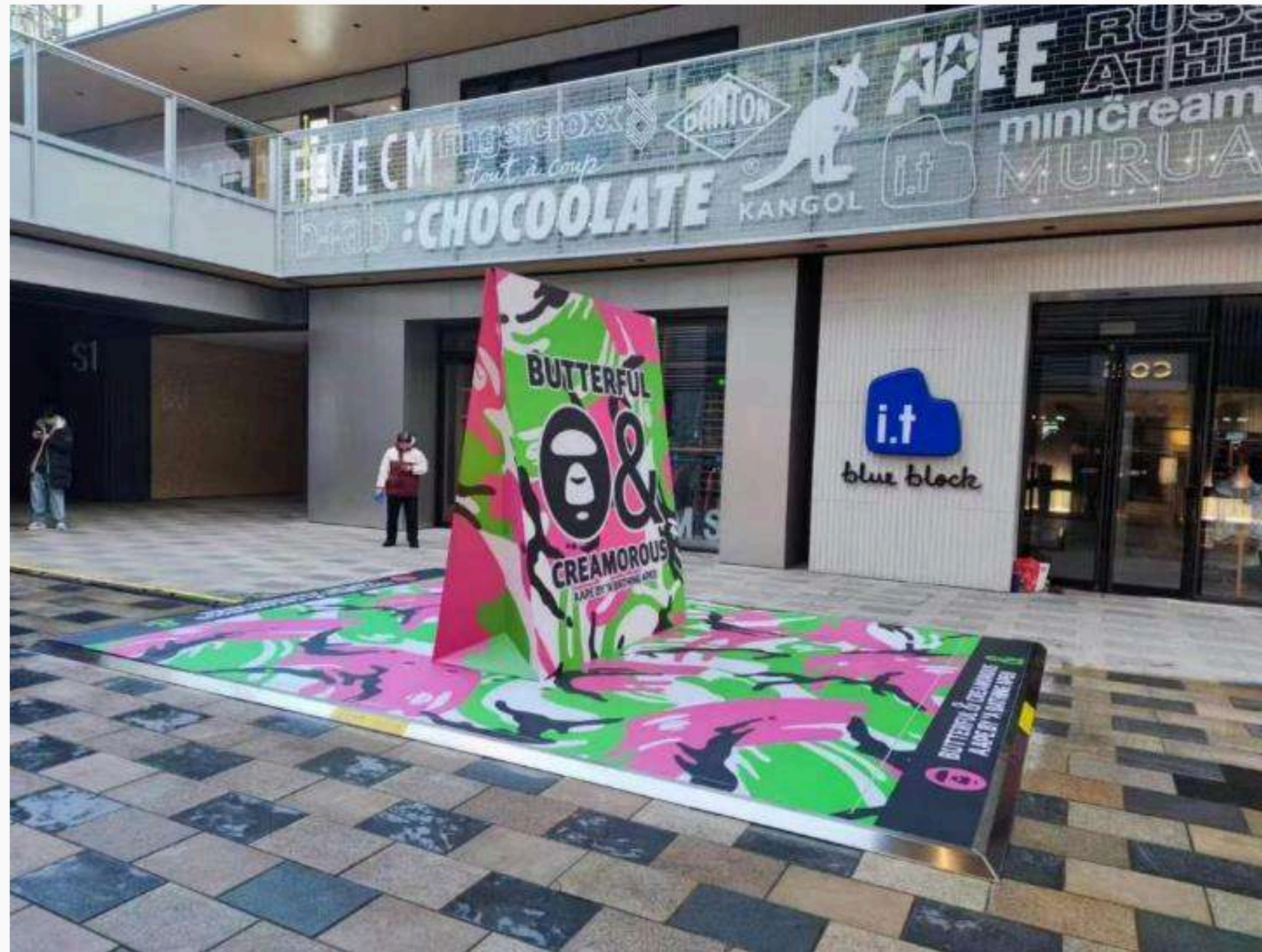




JO MALONE LONDON IN SHANGHAI

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.

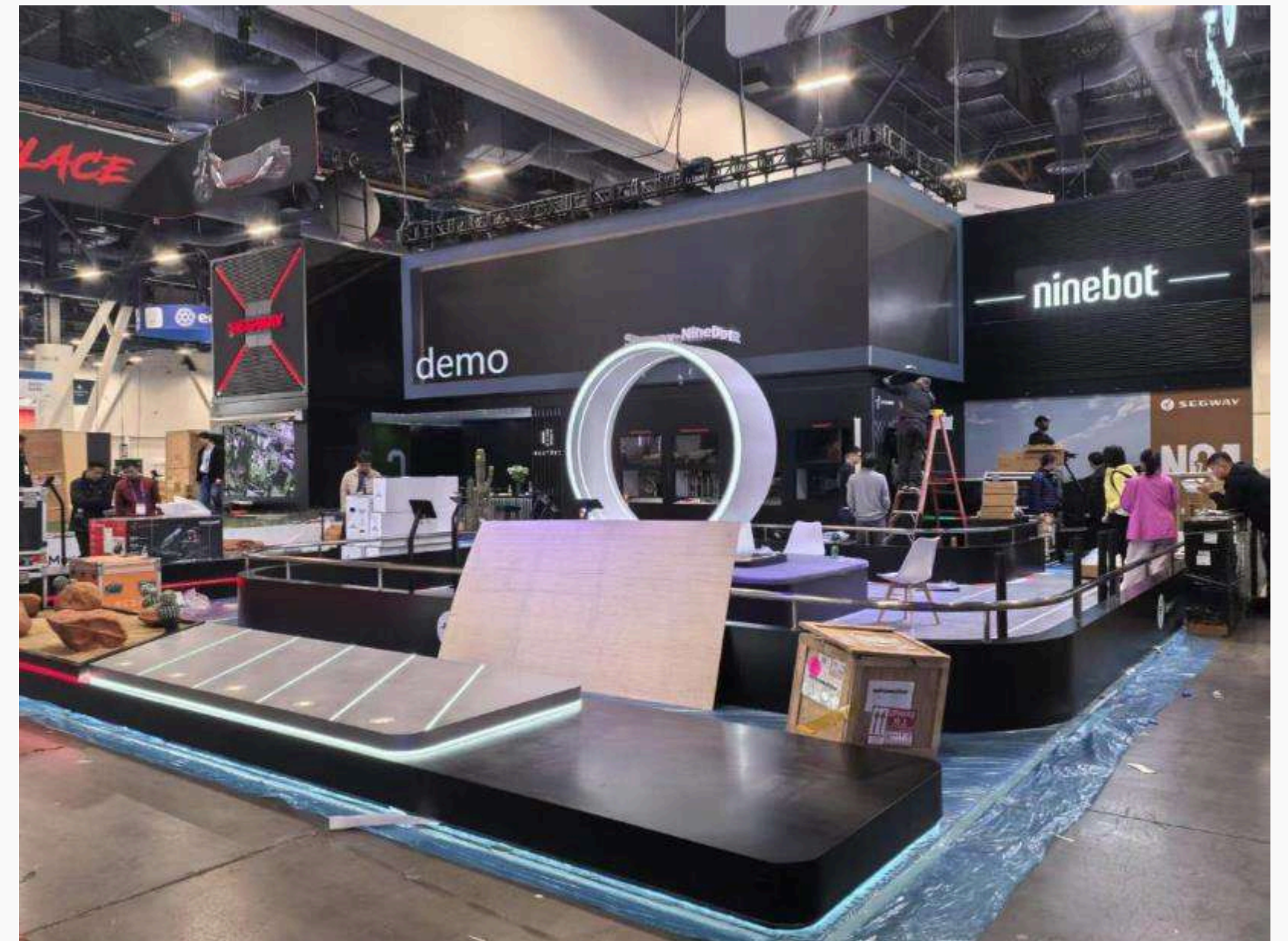
The Result: Delivered premium booth finishes that stood out on the global stage, proving our ability to support clients in Western markets.

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





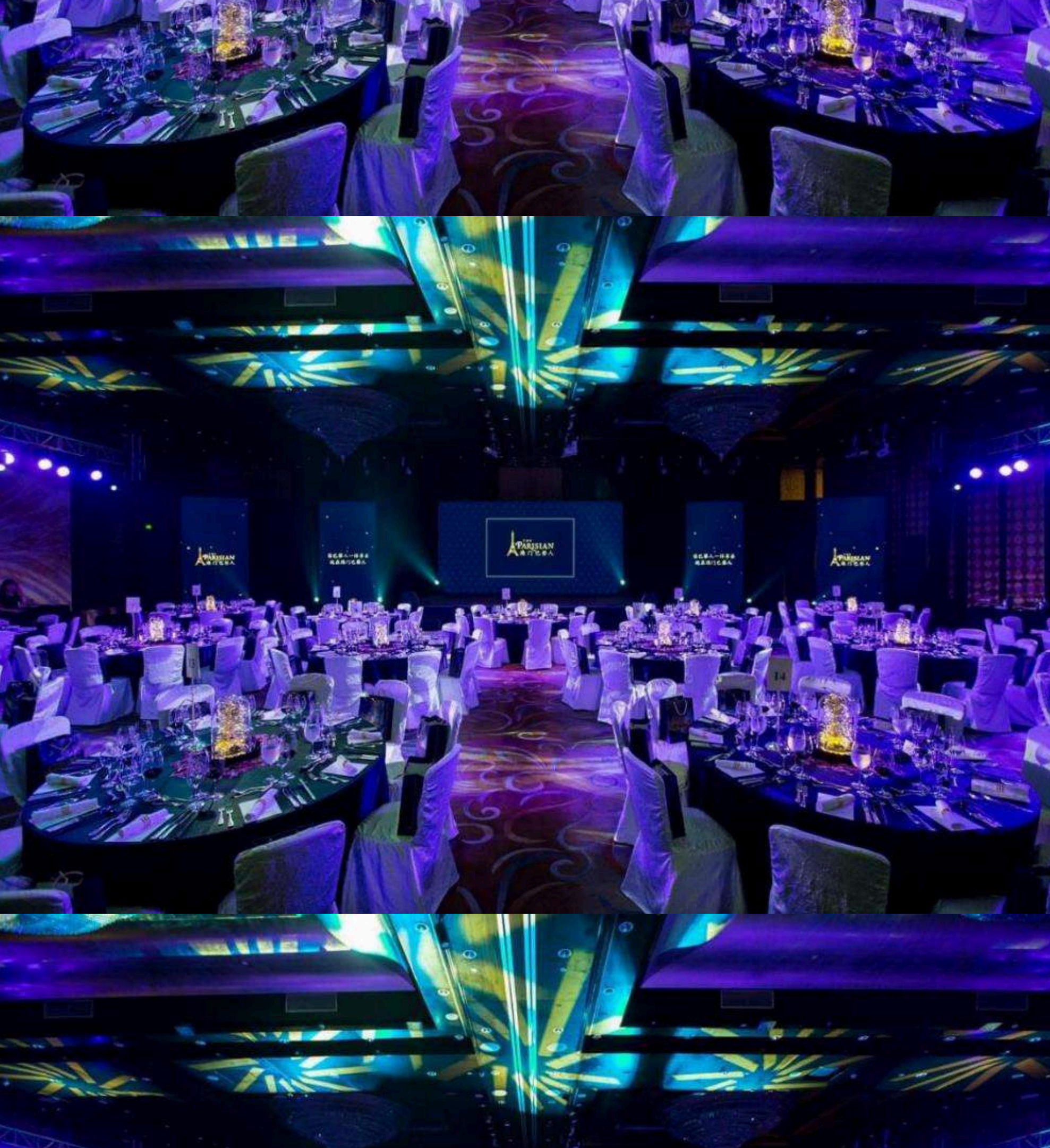
FOUNDER'S PREVIOUS EXPERIENCES

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)



Principal Key Contact :

Anita Fu

Account Director / Managing Director of BizArt International Limited

Macau: +853 6618 1100

Hong Kong: +852 6651 7436

China: +86 172 0721 1001

anita.fu@bizartltd.com

Company Info:

info@bizartltd.com

Macau office: +853 2826 5645, Avenida da Praia Grande, n.os 762 Edificio China Plaza, 18 Andar F, Macau

Hong Kong office: +852 6651 7436, Unit 713, Block C, Bell House, 525-543, Nathan Road, Kowloon, Hong Kong

China office: +86 172 0721 1001, 珠海市横琴港澳大道868号市民服务中心2号楼政务服务中心114室-2580

THANK YOU