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Editor’s Notes:

The Ministry of Commerce of PRC and the Secretariat for Economy and Finance of Macao SAR jointly held the “Seminar on Implementing CEPA Model City (Zone) in Macao”. Leaders from the 13 model cities (zones) led their respective delegations to participate the event. During the seminar, two cooperation agreements were signed with an aim to further strengthen the mutual development and cooperation in the field of CEPA. In order to enhance cooperation between Guangzhou and Macao, the two sides held the 2011 Guangzhou-Macao Co-operation Meeting in Nansha of Guangzhou Province, which affirmed the role of Nansha as an important platform to mutually promote the co-operation in the aspects of business convention, tourism, technology, education, cultural and creation; the First Senior Official Meeting of CEPA 2011 was held in Macao, whereby officials from the Central Government and the relevant departments of Macao SAR conducted in-depth consultation on the new round of liberalization under CEPA.

- 1. *The Mainland and Macao jointly organized “Seminar on Implementing CEPA Model City (Zone) in Macao”***



Secretary for Economy and Finance, Mr. Tam Pak Yuen presented a speech

The Ministry of Commerce of PRC and Secretariat for Economy and Finance of Macao SAR jointly held the “Seminar on Implementing CEPA Model City (Zone) in Macao” on September 19, 2011 in Macao. Deputy Director-General of Department of Taiwan, Hong Kong and Macao Affairs, Ministry of Commerce, Mr. Sun Tong

and the leaders from 13 model cities (zones) led their delegations to Macao to participate in the activity. Including the local guests, about 500 participants attended this Seminar. The Secretary for Economy and Finance, Mr. Tam Pak Yuen emphasized in his speech the importance of CEPA for the economic development of Macao. Starting from 2008, the Ministry of Commerce had approved two batches, total of 13 cities as “model cities (zones) of CEPA implementation”, including Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan, Nanjing, Suzhou, Nanning, Jinan, Qingdao, Urumqi, the Pudong New Zone of Shanghai and the North New Zone of Chongqing. Geographically speaking, the cities are located across seven provinces, autonomous regions and municipalities in the Mainland. Each model city has its unique location and industrial advantages. The Seminar aimed to promote closer economic exchanges between the aforementioned model cities (zones) and Macao, and further enhance the mutual development and cooperation in the field of CEPA.

During the seminar, a video was played to showcase the latest business information of the 13 model cities. Likewise, representatives from each region introduced their respective investment environment and the implementation of CEPA measures through interactive discussions. Moreover, the model cities had set up booths as business exchange platform for industries, aiming to take advantage of CEPA



Group photo of guests

preferential treatment and seek for investment opportunities or trading partners. Two co-operation agreements were achieved in the Seminar. The Bureau of Foreign Trade and Economic Co-operation of Guangzhou Municipality signed co-operation agreements with the Macao Chamber of Commerce and the Industrial Association of Macau respectively, to enhance bilateral co-operation and mutual development in the fields of economy and trade.

2. 2011 Guangzhou-Macao Cooperation Meeting was convened in Guangzhou and the cooperation agreement on the convention and exhibition industry was signed

Under the “Framework Agreement on Co-operation between Guangdong and Macao”, Guangzhou and Macao officially established the Guangzhou-Macao Cooperation Working Group. By strengthening the cooperation plan and consulting regularly, both sides will fully promote co-operation in the aspects of business convention and exhibition, tourism, technology, education, cultural and creation, and jointly push forward the construction of the Pioneer



Demonstration Zone for Implementation of CEPA in Nansha. The 2011 Guangzhou-Macao Co-operation Meeting was convened on July 18 in Nansha of Guangzhou, to discuss task priorities for the next stage of co-operation in two places.

Group photo of officiating guests (Courtesy photo from Government Information Bureau)

During the Meeting, the two sides confirmed Nansha as an important platform and bearer, providing major entry point and precious opportunities for the economic development and regional integration of the two places.

In addition, aside from the “Cooperation Agreement between Guangzhou and Macao to Jointly Promote the Pioneer Demonstration Zone for Implementation of CEPA in Nansha” earlier signed, the Macao Economic Services and the Economic and Trade Commission of Guangzhou Municipality signed the “Agreement on Strengthening Guangzhou-Macao Co-operation in Convention and Exhibition Industry” at the Guangzhou-Macao Co-operation Meeting. Through closer cooperation between relevant authorities of the two places, both sides will coordinate and integrate the development and communion of the resources of the convention and exhibition industry, giving an impetus to the cooperation issues of the industry of the two places. According to the content of the cooperation agreement, Guangzhou and Macao will set up a collaboration and co-ordination working group of convention and exhibition industry. Each side will assign a liaison officer so as to establish a steady communication mechanism. Through information sharing, mutual support for organizing exhibitions and joint promotion of convention and exhibition activities, the brand of “Guangzhou-Macao Convention and Exhibition” will be enhanced to an international level. At the same time, the two sides will strive to improve the strategic alliance of convention and exhibition associations, to jointly bid to host internationally renowned conventions and coorganize the activity; these measures will help to promote the complementary advantages of the industry and associations of the two places, and help them to seek suitable partners for expanding business opportunities.

3. Seminar on “Reciprocal Recognition of Professional Qualification on Construction and Engineering related Services” was held in Macao

In order to enhance the understanding of the Mainland Professional Qualification on Construction and Engineering related Services among Macao enterprises, to promote the reciprocal recognition projects of professional qualifications of the two places under the framework of CEPA, as well as to provide space for Macao enterprises towards development in the Mainland, Macao Economic Services, the Land, Public Works and Transport Bureau and the Mainland Ministry of Housing and Urban-Rural Development co-organized on July 28 the Seminar on “Reciprocal Recognition of Professional Qualification on Construction and Engineering related Services” in Macao. Deputy Director of the Land, Public Works and Transport Bureau, Mr. Shin Chung Low Kam Hong; Division Head of Construction Market Administration Division of Ministry of Housing and Urban-Rural Development, Mr. Chen Bo, and Head of Human Resources Division, Mr. He Zhifang as the guest speakers, respectively, introduced the current situation and the requirements for practice of the construction and engineering related services of the two places. The



Group photo of representatives of organizers and the guest speakers

Mainland speakers shared with the participants the process and related issues regarding reciprocal recognition of professional qualifications on construction services between the Mainland and Hong Kong. Afterwards, the guest speakers responded to questions raised by the enterprises. The seminar improved the understanding of Macao enterprises on the Mainland management system of the construction related professional qualifications, and provided reference for Macao to set out local construction and engineering assessment system, which served as the preliminary preparatory work for reciprocal recognition of professional qualifications in the future.

4. *The First Senior Official Meeting of CEPA 2011 was held*

To exchange views on the implementation of CEPA and further improve the current implementation work, the First Senior Official Meeting of CEPA 2011 was held on July 27 in Macao. Officials from the Central Government and relevant departments of Macao SAR Government attended the meeting. The Mainland delegation comprised 33 representatives, from Ministry of Commerce, General Administration of Quality Supervision, Inspection and Quarantine, Ministry of Housing and Urban-Rural Development, National Development and Reform Commission and other ministries, was led by Mr. Sun Tong, Deputy Director-General of Department of Taiwan, Hong Kong and Macao Affairs, Ministry of Commerce. The Macao delegation consisted of 30 representatives, led by Mr. Sou Tim Peng, Director of Macao Economic Services.

5. *“Dynamic Macao Business and Trade Fair” was held in Nanning of Guangxi*

The 8th “Dynamic Macao Business and Trade Fair” was successfully held on September 16 for three consecutive days in Nanning City of Guangxi Zhuang Autonomous Region. As the permanent location of “China-ASEAN Expo” and facing the huge market of ASEAN, Nanning provides unlimited development opportunities for Macao enterprises. On the other hand, it was the first time for Permanent Secretariat for the Forum on Economic and Trade Co-operation Between China and Portuguese Countries (Macao) to participate in the exhibition of “Dynamic Macao Business and Trade Fair”. With the combination of two platforms — Macao as the platform of economic and trade cooperation of China and Portuguese-Speaking Countries, while Nanning as the platform of ASEAN market, the regional characteristics of the two places can be utilized to complement the advantages of each other and to expand the room for cooperation on economic development.



The officiating guests attended the opening ceremony

Secretary for Economy and Finance, Mr. Tam Pak Yuen attended the opening ceremony of the Business and Trade Fair. Director of Macao Economic Services, Mr. Sou Tim Peng delivered opening remarks. He expressed that Macao can continuously give play and strengthen the role as the trade

platform between China and Portuguese-Speaking Countries, grasp opportunities of mutual development and enhance the level of economic and trade exchanges and cooperation between Guangxi and Macao, improve the potential for development between the Mainland and Portuguese-Speaking Countries, as well as the ASEAN region.

The exhibition part of the Business and Trade Fair was held in Nanning International Convention and Exhibition Center, occupying an area of more than 8,100 square meters, with the number of booths up to 300. The exhibition venue was divided into two exhibitions, namely, the theme exhibition and the trade exhibition; more than 60 Macao well-known enterprises showcased souvenirs with distinguishing features, “Made in Macao” products, as well as red wine, coffee, canned fish and other renowned products of Portuguese-Speaking Countries. The field sales were responded enthusiastically. Meanwhile, the theme exhibition showcased the economy, tourism, culture, trade and investment of Macao, and the Forum on Economic and Trade Co-operation Between China and Portuguese Countries (Macao), etc. To align with the promotional activities of the Business and Trade Fair, programs such as launch of the sub venue of Nanning-Macao Street, ceremony on issuance of the Macao commemorative envelope, Nanning-Macao Trade Business Matching, seminar on promotion of the investment environment of Portuguese-Speaking countries, seminar on promotion of business travel to Macao were added, with a view to promoting the cooperation and exchanges between Guangxi and Macao in the areas of economy, trade and tourism.

6. *Macao Economic Services held a Seminar on “Brand Strategy for Macao Enterprises entering into the Mainland Market”*

To advance cooperation in the field of trademarks between Macao and the Mainland, increase the awareness of Macao enterprises on the Mainland trademark examination standards, protection strategies, and brand strategies for entering into the Mainland market, Macao Economic Services held a Seminar on “Brand Strategy for Macao Enterprises entering the Mainland Market” on September 27 in Macao. Mr. Chen Xiaohua, Division Head of



Division Head, Mr. Chen Xiaohua gave the keynote presentation

Examination Division I of the State Administration for Industry and Commerce of PRC, as well as Ms. Cui Ning, General Manager, Senior Partner and Senior Agent of Beijing Janlea Trademark Agency Co., Ltd., were invited as the guest speakers. At the Seminar, Mr. Chen Xiaohua introduced the Mainland trademark registration mechanism and management system, the Mainland trademark examination standards and the brand strategies for Macao enterprise entering the Mainland market. Subsequently, Ms. Cui Ning presented a keynote speech on “Practices of creating brand and trademark management while entering the Mainland market”. In the discussion session, the guest speakers interactively discussed and exchanged with enterprises, and responded to questions raised by enterprises.

7. *The State Council of PRC promulgated the “Regulations on Individually Owned Stores”*

The State Council of PRC promulgated “Regulations on Individually Owned Stores” (hereinafter referred to as “Regulations”), which came into force on 1 November 2011. The Regulations further affirms support of the Government and relevant departments to facilitate the development of individually owned stores, the measures of services, and specific provisions for regulating the business conduct of individually owned stores. The main contents of the Regulations include relaxation of the business scope registered by individually owned stores, as long as they are not industries prohibited by laws and administrative regulations for which the registration authority should approve their registration according to the law. Moreover, the limitations on the number of employee working in the individually owned stores and on the identity of applying for the establishment of individually owned stores were cancelled. In addition, the Regulations stipulates that Chinese citizens of Hong Kong SAR and Macao SAR permanent residents, as well as Taiwan residents can apply for the registration of individually owned stores in accordance with the relevant state regulations.

For details of “Regulations on Individually Owned Stores” please refer to the following website:

http://www.saic.gov.cn/zcfg/xzfggfxwj/xxb/201105/t20110505_105831.html