

# Distinctive Shops Programme

## Terms and Conditions

### I. Programme Overview

To continuously enhance the business environment of small and medium enterprises, the SAR Government launches the Distinctive Shops Programme (hereafter “the Programme”) to support distinctive food and beverage establishments and retailers on a pilot basis in partnership with district-based business associations, so as to encourage enterprises to enhance the attractiveness and visibility of Distinctive Shops. The long-term goal is to promote upgrading of the overall level of service and brand image of enterprises, as well as to assist enterprises to give customers an extraordinary consumption experience with information made available to them prior to and during their visits to the shops.

The Distinctive Shops Programme is implemented in a phased manner to establish distinctive images for districts and boost their attractiveness to local residents and tourists. In addition, Distinctive Shops will be assisted in presenting their appeal to target customer groups both on and off the Internet by means of multimedia and multi-channel promotions. Also, the Programme will, in various modes, provide Distinctive Shops with training and advice, interactive workshops and qualification examinations for enhancing management, operation, skills and so on to lay steps for their quality improvement and development.

### II. Definition of Distinctive Shops

#### (i) Name

Chinese: 特色店

Portuguese: Lojas com características próprias

English: Distinctive Shops

#### (ii) Definition

Distinctive Shop means an enterprise which is operated by a sole or legal person proprietor in the Macao Special Administrative Region

(MSAR) and meets one or more of the following elements of distinctiveness:

- (1) Offering unique products or quality services;
- (2) Possessing distinct characteristics of cultural diversity and heritage of crafts;
- (3) Enjoying a certain level of social recognition and acknowledgement;
- (4) Having an innovative style and good reputation.

### **III. Measures to Support Distinctive Shops**

Commercial enterprises accredited as Distinctive Shops would be offered, on an as-needed basis, the following assistance:

#### **(i) Advertising and Promotion Assistance**

- (1) Enlisting the Distinctive Shops on web-based platforms to promote their products, services and offers.
- (2) Coordinating the hiring of experts or cultural and creative personnel to develop appealing narratives and create promotional materials for the Distinctive Shops based on their features.
- (3) Coordinating the hiring of professionals to perform upgrade and packaging for the products or services of the Distinctive Shops, for example, providing design for the brand or display area, designing characteristic packaging for products, etc.

#### **(ii) Sales Channel Expansion**

Assisting Distinctive Shops to, based on their needs, bring products of their own or represented by them to the Mainland market through well-known cross-border e-commerce platforms.

#### **(iii) Operational and Management Capabilities Upgrade**

- (1) For proprietors or management – offering professional advice and interactive workshops on improving management, operation, skills and quality.

- (2) For staff – offering training courses on improving skills and service quality; supporting acquisition of food safety standard qualifications, etc.

**(iv) Other Support Services of the Economic and Technological Development Bureau (DSEDТ)**

- (1) The DSEDТ could offer professional opinions and application services to the Distinctive Shops that have not yet performed trademark registration.
- (2) The DSEDТ could assist Distinctive Shops in applying for the existing support schemes for SMEs.

**IV. Application Eligibility and Criteria**

- (i) Enterprises that engage in food and beverage or retailing business and fall within the definition of Distinctive Shops in these Terms and Conditions are eligible to apply for this Programme, provided that they at the same time fulfil the following essential criteria:

- (1) Having substantive operation for not less than one year;
- (2) Having declared commencement of business to the Financial Services Bureau (DSF) for tax purposes;
- (3) Not being a tax debtor of the MSAR;
- (4) Opening to the public and having a place of business.
- (5) Using electronic payment tools;
- (6) Holding the Certified Shop accreditation conferred by the Certified Shop Accreditation Project (Note: Distinctive Shops that have been accredited prior to entry into force of these revised Terms and Conditions are required to obtain the Certified Shop accreditation within six months).

- (ii) The following may serve as desirable criteria for assessment of applications:

- (1) Holding awards or accreditations conferred by other organizations, or being enlisted on well-known lists of other organizations;

- (2) Other desirable criteria that are conducive to assessing the enterprise's distinctiveness.

## **V. Application Method and Documents**

### **(i) Application method**

District-based business associations may recommend the commercial enterprises that wish to become Distinctive Shops, and submit the recommended applications to the DSEDТ for assessment.

### **(ii) Application documents**

When submitting the recommended applications to the DSEDТ, district-based business associations should attach the application forms duly completed and signed by the applicant enterprises along with the following documents:

- (1) For sole proprietors, copy of identification document;  
For legal person proprietors, copy(ies) of identification document(s) of the shareholder(s) or legal representative(s);
- (2) Other documents proving the compliance with the Application Eligibility and Criteria of the Programme (not required to be submitted by the applicant if consent is given to the DSEDТ on the application form to obtain the required information from the Legal Affairs Bureau (DSAJ), DSF and others);
- (3) Description of the enterprise's appeals that fit the Definition of Distinctive Shops in the Programme;
- (4) Photo(s) of the place of business and product(s) of the applicant enterprise.

## **VI. Cooperation by and Obligations of Distinctive Shops**

- (i) Displaying, in a clearly visible manner, the Distinctive Shop certificate or sign to customers in the place of business.
- (ii) Actively cooperating with and participating in the measures implemented by the Programme for promoting Distinctive Shops, and providing consumption offers where possible to enhance the

effectiveness of promotion and marketing for Distinctive Shops conducted by the Programme.

- (iii) Actively cooperating with the filming, interview and inspection on implementation of measures, etc. conducted by the visiting personnel who are following up on the Programme;
- (iv) Notifying, in a timely manner, the DSEDТ through district-based business associations in writing of the particulars of the proposed changes in the event of changes in the operations and business activities (e.g. relocation, changes in business hours, changes in products or services offered, changes in contact details, etc.);
- (v) Notifying the DSEDТ through district-based business associations in writing of temporary close of business for 7 days or more due to special reasons (e.g. renovation of place of business, business process re-engineering, etc.)
- (vi) Notifying the DSEDТ through district-based business associations in writing should the commercial enterprise decide to withdraw from the Programme after becoming a Distinctive Shop;
- (vii) Removing the Distinctive Shop certificate and sign from the place of business should the enterprise no longer be a Distinctive Shop due to any reasons.

## **VII. Periodic Review Mechanism**

District-based business associations are required to inspect periodically the business conditions of Distinctive Shops and provide the DSEDТ reports on their latest business conditions. The DSEDТ may, as needed, also inspect Distinctive Shops on-site. Upon discovery of the following situations, the DSEDТ may cancel or retain the Distinctive Shop accreditation after hearing the opinion of the partner business associations:

- (i) Committing of legal offenses (such as hiring illegal workers, illegal sale of prohibited items or infringing articles) during the period of operation as a Distinctive Shop;
- (ii) Occurrence of issues related to food safety, hygiene of place of

- business, consumer rights during the period of operation as a Distinctive Shop;
- (iii) The Distinctive Shop has declared cessation of business at the DSF;
  - (iv) Suspension of business during the period of operation as a Distinctive Shop without resuming normal business within three months upon the suspension comes to the DSEDТ's knowledge;
  - (v) Substantive changes to the business activities during the period of operation as a Distinctive Shop;
  - (vi) Essential Criteria in the Definition of Distinctive Shops no longer being met during the period of operation as a Distinctive Shop without being corrected within a reasonable period of time;
  - (vii) Failure to fulfil the Cooperation by and Obligations of Distinctive Shops during the period of operation as a Distinctive Shop without improvement after being advised;
  - (viii) Other situations that affect the enterprise's retention of Distinctive Shop accreditation.

## **VIII. Personal Data and Obligation of Secrecy**

The collection, retention, processing and transfer of personal data under these Terms and Conditions will be in accordance with the provisions of Law No. 8/2005.

## **IX. Others**

The DSEDТ has the final discretion of interpretation of and the right of final decision on these Terms and Conditions.

## **X. Contact Information**

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