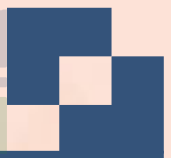


2017

www.economia.gov.mo



CEPA Newsletter

March 2017 ♦ Issue 60 ♦ Published by Macao Economic Services

closer Economic Partnership Arrangement

content

1. The “2017 Guangdong-Macao Services Cooperation Task Force Meeting” had been held in Macao
2. The Meeting of “Working Group on Enhancing Hong Kong/Macao Economic Cooperation” had been held in Hong Kong
3. Two Additional Items of Goods with Macao Origin Eligible to Enjoy Zero Tariff Treatment in Mainland
4. Macao Economic Services and the Industrial Association of Macao Exchanged Views on Development Trends of Macao’s Manufacturing Sector
5. Macao Economic Services organised “Startup Centres Visit in Portugal”
6. The First “Taobao E-Commerce Training Program for SMEs (Foundation Course)” was successfully held in Macao
7. Macao Economic Services held the session on “Freight and Logistics of Cross-Border E-Commerce”
8. State Administration for Industry and Commerce of Mainland Came to Macao for Survey and Research

Editor’s Note:



“2017 Guangdong-Macao Services Cooperation Task Force Meeting” was held in Macao

The annual “2017 Guangdong-Macao Services Cooperation Task Force Meeting” had been held in Macao, and the meeting was co-chaired by Mr. Tai Kin Ip, Director of the Macao Economic Services and Ms. Ren Shao, Deputy Director of the Department of Commerce of Guangdong Province. The two sides discussed the direction and contents of services cooperation for 2017.

The Meeting of “Working Group on Enhancing Hong Kong/Macao Economic Cooperation” had

been held in Hong Kong in the afternoon of 9 February at the Hong Kong Central Government Offices. The two sides exchanged their views on cooperation in tourism, investment promotion and MICE cooperation and so on.

The Macao Economic Services led a group of 22 consisting of representatives from youth organisations to visit Portugal in February. The group visited the youth entrepreneur incubation centres and established a communication and cooperation mechanism with the incubation centres and new ventures in Portugal. These had provided a solid foundation in establishing a “Youth Innovation and Entrepreneurship Centre for Mainland China and Portuguese-speaking Countries” in Macao.

Macao Economic Services and Alibaba Entrepreneurs Fund co-organised the first “Taobao E-Commerce Training Program for SMEs (Foundation Course)” was successfully held in mid-February, which has created favourable conditions for Macao’s SMEs and young entrepreneurs to engage in e-commerce.

1. The “2017 Guangdong-Macao Services Cooperation Task Force Meeting” had been held in Macao

The “2017 Guangdong-Macao Services Cooperation Task Force Meeting” had been held in Macao in the morning of 2 March. The meeting was co-chaired by Mr. Tai Kin Ip, Director of the Macao Economic Services and Ms. Ren Shao, Deputy Director of the Department of Commerce of Guangdong Province.

The Guangdong-Macao Services Cooperation Task Force forms part of the Guangdong-Macao Cooperation, with a meeting being held annually either in Macao or in Guangdong Province to discuss the annual cooperation plans between Guangdong and Macao.

During the meeting, the two sides

discussed the direction and contents of services cooperation, which include cross-border e-commerce cooperation; services outsourcing cooperation; F&B cooperation; organising inspection tour to the east, west and north of Guangdong; as well as drafting the work plan for this year.



The representatives from Guangdong and Macao in meeting.

2. The Meeting of “Working Group on Enhancing Hong Kong/Macao Economic Cooperation” had been held in Hong Kong



The Meeting of “Working Group on Enhancing Hong Kong/Macao Economic Cooperation” was held in Hong Kong

The meeting of “Working Group on Enhancing Hong Kong/Macao Economic Cooperation” had been held in the afternoon of 9 February at the Hong Kong Central Government Offices. The meeting was co-chaired by Mr. Gregory So Kam-Leung, Secretary for Commerce and Economic Development of the HKSAR Government, and Mr. Tai Kin Ip, Director of the Macao Economic Services of the MSAR Government.

The Working Group was established during the Ninth Hong Kong Macao High Level Cooperation Meeting in 2016, with the aim to accelerate the economic and trade development, promote further optimisation of the investment environment between the two sides as well as to grasp the opportunities upon completion of the Hong Kong-Zhuhai-Macao Bridge. During this meeting, the two sides exchanged views on the areas regarding tourism cooperation, investment promotion, MICE cooperation and so on. Both sides wish that future work plans could be deployed through effective communication and discussion.

On the front of tourism cooperation, the two sides shall jointly study the opportunities arises aftermath the completion of the Hong Kong-Zhuhai-Macao Bridge; further strengthen the Guangdong-Hong Kong-Macao tourism cooperation platform; reinforce overseas promotion of the attractiveness of Guangdong-Hong Kong-Macao conjugation travel and press for the development of the mode of “one trip, multi stops” travel.

On the front of investment promotion, the two sides shall continue to collaborate with Guangdong Province in organising joint overseas investment promotion activities and establish a standing communication mechanism in this respect. Meanwhile, the two sides shall jointly organise seminars and step up efforts to promote the investment framework and market environment superiority of Hong Kong and Macao

On the front of MICE cooperation, the two sides shall continue to organise joint promotion activities in overseas market on the premium features of the MICE sector in Hong Kong and Macao in order to attract more overseas institutions to move their events to this region and strengthen cooperation in due respect.

3. Two Additional Items of Goods with Macao Origin Eligible to Enjoy Zero Tariff Treatment in Mainland

Macao Economic Services and the relevant departments in Mainland have finished discussing the rules of origin standards for the goods applying for zero tariff treatment in the second half of 2016. The outcome of the discussion is that the rules of origin for two additional items of goods will come into effect from 1 January 2017 onwards. The two items of goods are, namely, “Other prepared or preserved chicken breast filets” (HS 16023291) and “Other prepared or preserved chicken leg meat” (HS 16023292). The pertaining HS

line and the rules of origin standard can be downloaded from the Macao Economic Services website: http://www.economia.gov.mo/en_US/web/public/pg_cepa_tig?_refresh=true. The zero import tariff treatment of CEPA was implemented since 2004, while the total number of goods of Macao origin that fulfilled the rules of origin eligible for zero tariff treatment reached 1,500 in the first half of 2017, with the accumulated value of goods and tax savings amounted to MOP786 million and MOP57.63 million respectively.

4. Macao Economic Services and the Industrial Association of Macao Exchanged Views on Development Trends of Macao’s Manufacturing Sector

The Director of the Macao Economic Services, Mr. Tai Kin Ip led a group of 8 to visit the Industrial Association of Macao to exchange views on the development of the manufacturing sector on 10 February 2017 and was cordially received by their Chairman, Mr. Chui Yuk Lam, Antonio, and their Director, Mr. Fong Son Kin. The Industrial Association principally concurred on the motion and suggestion to push forward the development of the manufacturing sector. Mr. Tai said that though Macao’s industries face challenges both from human and land resources, the support from the Mainland in positioning Macao as a “World Centre of Tourism and Leisure” and “Commercial and Trade



Mr. Tai Kin Ip paid a visit to the Industrial Association of Macao.

Cooperation Service Platform between China and the Portuguese-speaking Countries” under the “Thirteenth Five-Year Plan”; the further deepening of regional cooperation; the expansion of the scope of zero tariff products under CEPA, to name a few, have all rendered unprecedented

opportunities for the industries in Macao. Looking ahead, Mr. Tai suggested that food and health food production; high-end textiles and clothing manufacture could be the pillars that drive the overall structural elevation of Macao's industries; and simultaneously, nurture high value-added industries such as pharmaceuticals; jewellery; gaming and electronic entertainment equipment. Mr. Tai added that the MSAR Government shall be determined to give impetus to industrial innovation and push forward regional cooperation to further explore development space by placing the "Centre and Platform" policies at the heart, while enforcing the five principle directions of "consolidating principle industries", "rejuvenating traditional industries", "nurturing new industries", "promoting industrial innovation" and "fostering regional cooperation" in soliciting industrial upgrade and transformation.

Mr. Chui Yuk Lam, Antonio, Chairman of the Industrial Association of Macao, expressed their wish to establish a closer communication mechanism with the Macao Economic Services to help formulate and implement policies on promoting development of industries, with the easier subjects being dealt before the more difficult ones. Other participants were in concordance with Mr. Chui's opinion and happy to see that the MSAR Government and the private sector have mutual work targets and direction in promoting the

development of the manufacturing sector. The two sides then exchanged their opinions and had in-depth discussion on specific measures, such as, consolidating the food and health products industries by combining the branding of "Made in Macao" with the manufacture of culture and creative products; rejuvenating traditional industries by promoting the manufacture of high-end clothing and textiles industries; nurturing the manufacture of pharmaceutical products, jewellery, gaming and electronic entertainment equipment; encouraging creativity and innovation in products, attracting young people to enter the manufacturing industries and foster industrial innovation; combining opportunities arising from the privileges of Trade in Goods section in CEPA, the Platform between China and the Portuguese-speaking countries, as well as the Hong Kong-Zhuhai-Macao Bridge to deepen the economic and trade relationship with the Mainland, broaden the industrial development space and cultivate the road to diversify industrial development of Macao.

Other participants from the Industrial Association of Macao included Mr. Wong Chi Seng, Supervisor; Ms. Ho Teng Iat, Vice-Chairman; and Mr. Chan Chak Mo and so on.

5. Macao Economic Services organised “Startup Centres Visit in Portugal”

To implement the measures in establishing Macao as the Platform of Services for Economic and Commercial Cooperation between China and Portuguese-speaking Countries (PSCs) as supported by the Central Government, Macao Economic Services organised a delegation to visit the youth entrepreneur incubation centres in Lisbon, Portugal from 13 to 17 February. The purpose of the visit is to promote Macao’s setting up of the Youth Innovation and Entrepreneurship Center between China and PSCs, and foster cooperation between organisations and associations of young entrepreneurs from Macao, Mainland China and Portugal. A total of 22 participants joined the delegation, including Mr. Hu Cong, Assistant to the Economics Department and Mr. Guo Jian Bin, Deputy Director of the Youth Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR, Mr. Chui Sai Peng José, Vice-Chairman of the Board of Directors and CEO of Macao Investment and Development Limited and representatives from Macao Trade and Investment Promotion Institute, Macao Productivity and Technology Transfer Center, the youth entrepreneur centres in Qianhai and Hengqin under the China (Guangdong) Pilot Free Trade Zone, as well as Macao’s youth associations.

First of all, the Macao delegation visited

the Chinese ambassador to Portugal, Mr. Cai Run, after arriving Portugal. Cai Run briefed the delegation about the political and economic development in Portugal, as well as the updates of the Sino-Portuguese relation, and hoped that China, Portugal and Macao could strengthen cooperation in the area of business startup. During their stay in Portugal, the delegation visited three start-up centres, namely, Startup Lisboa, Second Home and Fabrica de Startups, which were of different operating modes, so as to learn and understand the operation of the incubation system for new businesses in Portugal.



Interaction between the Macao delegation and the responsible persons of the incubation centre.

The delegation has achieved its objectives in exploring the incubation and supporting services for new ventures in Portugal, as well as establishing a communication and cooperation mechanism with the incubation centres and new ventures in Portugal. These had provided a solid foundation in establishing a “Youth Innovation and Entrepreneurship Centre for

Mainland China and Portuguese-speaking Countries” in Macao. Members of the delegation mentioned that they had gained much from this trip, as it offered them a great opportunity to understand the public and private business start-up incubation centres in Portugal, as well as to have direct exchanges with the responsible person of these centres. In addition, representatives from the youth associations also hoped that

by making use of the experiences and information gained from this trip, and integrating with Macao’s environment and policies in supporting innovation and entrepreneurship, they could explore the application of the Portuguese incubation services and policies in Macao’s business start-up programs, in order to successfully nurture the new ventures in Macao.

6. The First “Taobao E-Commerce Training Program for SMEs (Foundation Course)” was successfully held in Macao



Photo of participating guests, lecturers and students

Co-organised by Macao Economic Services and Alibaba Entrepreneurs Fund, the first “Taobao E-Commerce Training Program for SMEs (Foundation Course)” was successfully held on two consecutive weekends in mid-February. During the closing ceremony on 12 March, qualification certificates were awarded to 25 trainees who had passed the examination. This course received full support and assistance from Association of Zhejiang Entrepreneurs of Macao, Taobao University

and Alibaba.com. During the 4-day training program, instructors from Alibaba.com and Taobao University provided training in e-commerce concepts, design and operations of online shops, as well as other practical techniques. Local specialists were invited to introduce the regulations on e-commerce, intellectual property rights, cross-border freight logistics and so forth. The program aimed at providing systematic training to micro, small and medium size enterprises (MSMEs) and young entrepreneurs who were interested in developing e-business, helping the trainees to understand the business model which integrated with an e-commerce platform, so as to create favourable conditions for Macao’s SMEs and young entrepreneurs to engage in e-business.

During the closing ceremony, Mr. Tai Kin Ip, Director of Macao Economic Services, mentioned in his speech that the MSAR Government was dedicated to

promoting the development of e-commerce in Macao, encouraging the MSMEs and young entrepreneurs to make innovative development through the e-commerce platform, expanding business network, in order to grasp the vast opportunity brought by the “Internet+”. It was hoped that the trainees could apply the knowledge and techniques in e-commerce acquired in their own career development, so as to promote business upgrading and transformation. A trainee representative, who was invited to the stage to share his learning experiences, mentioned that the content of this e-commerce program was enriching. He learnt a lot under the guidance of the mentor, had a more in-depth understanding in e-commerce. Meanwhile, it inspired his personal development plan and the change of mindset on business operating model, established an information exchange platform among the participants, so as to



Student representative shared his learning experience and future plan of e-commerce

share their experiences and information on e-commerce. Other participants of the training program included the Director of Taobao University, Mr. Ye Ting; General Manager of the B2B Business of Hong Kong-Macao Region of Alibaba, Mr. Wang Sai Man, Vice-Chairman of the Association of Zhejiang Entrepreneurs of Macao, Ms. Teresa Mok, Deputy Director-General of CPTTM and so on.

7. Macao Economic Services held the session on “Freight and Logistics of Cross-Border E-Commerce”

As a means to help local enterprises to grasp the opportunity in entering the vast market of Mainland via e-commerce, the Macao Economic Services, with the assistance from the Sino-Portuguese E-Commerce Chamber, held a session on “Freight and Logistics of Cross-Border E-Commerce” on 28 March 2017. The Session invited Mr. Ma Chun Seng, Executive Vice-President of the Sino-Portuguese E-Commerce Chamber

who is also a veteran in handling freight and logistics of cross-border e-commerce; Mr. Li Kai Jun, Supervisor of the Cross-Border E-Commerce Chamber of Nansha in Guangzhou, to introduce to the audience the current situation of the cross-border e-commerce and the logistics solution in due respect.

The Deputy Director of Macao Economic Services, Ms. Chan Tze Wai said in her statement that cross-border



Interactive exchange between guest speakers and audience

e-commerce provided new impetus to economic development, and hence, the MSAR Government supports the SMEs to seize the mega trend of e-commerce development, the opportunities brought forth from the development of “Internet +” in the Mainland and combine them with the e-commerce innovation development to contribute to the appropriate economic diversification of Macao. The main objective of this Session is to help enterprises to learn more about the actual operation in freight and logistics of cross-border e-commerce in order to facilitate enterprises to start-up their e-commerce business. Meanwhile, the MSAR Government shall continue to organise events and activities to provide information from all perspectives on cross-border e-commerce to the public.

Likewise, Mr. Ma was of the view that e-commerce is one of the best means to fit in the objective of Macao in economic diversification. Through e-commerce,

Macao SMEs can further explore their businesses at the lowest cost possible and also connect with the market in Mainland and Portuguese-speaking countries. Mr. Ma added that cross-border e-commerce freight logistics had taken shape in Macao. For entrepreneurs who are still unaware of the channels to deliver products to their Mainland consumers, Mr. Ma introduced the business model and logistics channels of cross-border e-businesses, which are in concordance with the one-stop logistics service model as demanded by the SMEs of Macao. Mr. Li Kai Jun, Supervisor of the Cross-Border E-Commerce Chamber of Nansha in Guangzhou also shared with the audience the successful cases of Macao e-businesses that have made a breakthrough in the sales channel between Macao and Guangzhou.

This Session, which has attracted an audience of over 120, provided an opportunity for the guest speakers and audience to exchange their experience in the operation of cross-border e-commerce from shipment to clearance of customs and various means to deliver goods to the buyers in the Mainland. Participants found that this experience-sharing has enhanced their understanding of freight and logistics of cross-border e-commerce, which has positive impact in helping SMEs to assimilate into e-businesses.

8. State Administration for Industry and Commerce of Mainland Came to Macao for Survey and Research

To further strengthen the cooperation between Mainland and Macao in areas of economic and trade, deepen the exchange and communication under the framework of CEPA, Mr. Liu Jun Chen, Deputy Director of the State Administration for Industry and Commerce of the Mainland led a delegation from 25th to 27th of March to Macao for survey and research. The delegation held two Sessions; one was an exchange with the business sectors on the morning of 26th, while the other was a business meeting with the Macao Economic Services on the morning of 27th.

In the first Session, Mr. Liu, together with representatives from the Macao Economic Services, the Consumer Council, the Association of Advertising Agents of Macao, the Macao Chain Stores and Franchise Association, exchanged views on issues such as supervision of advertising activities, protection of consumer rights and trademark, which paved way for further cooperation between the two sides. In the second Session, Mr. Tai Kin Ip, Director of the Macao Economic Services presented to the delegation the responsibilities of our Services, status quo of registration of trademark in Macao, matters related to management and development as well as our initiatives to encourage entrepreneurs to start their business in the Mainland and

grasp hold of the mega trend of international e-commerce. Both sides agreed to maintain communication and exchange of information in order to boost up economic development.



The delegation of the State Administration for Industry and Commerce of the Mainland held exchange session with representatives from Macao