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**Editor’s Notes:**

“Dynamic Macao Business and Trade Fair”, which has been successfully established as an important MICE event of Macao to promote the products from Macao and Portuguese-speaking countries in the Mainland, was solemnly held in Jinan of Shandong Province. Souvenir food products, specialties from Portuguese-speaking countries, as well as other made-in-Macao products were commended by the local people, thus attaining the expected outcome of the promotion activity. To deepen the effectiveness of CEPA, “Hong Kong-Macao (Chengdu) Modern Services Park” was set up in the Jinjiang District, Chengdu of Sichuan Province, as a demonstration zone that facilitates cooperation among the mid-west part of the Mainland, Hong Kong and Macao. The establishment of the zone does not only expedite the Chengdu city to further develop as an open district centre and international city, but also deepen the high level cooperative relations among Sichuan, Hong Kong and Macao. The competent authorities of intellectual property rights from Hong Kong and Macao have co-organized “Pan Pearl River Delta Staff Exchange Program”, with an aim to strengthen the mutual understanding of the work on intellectual property protection

among the officials within the PRD region, as well as to enhance the exchange and cooperation on IPR protection.

***1. “Dynamic Macao Business and Trade Fair” was held in Jinan of Shandong Province***

The road show “Dynamic Macao Business and Trade Fair”, which had been successfully conducted in eleven major cities in the Mainland, was held in Jinan of Shandong



Photo of the officiating guests in the opening ceremony

Province from 29 to 31 March. The program of this 12<sup>th</sup> station comprised designated exhibition area for promotion of Macao, business matching sessions, seminar on promotion of the investment environment of Shandong, Macao and Portuguese-speaking countries, product exhibition, and so forth, in order to promote and strengthen the role of Macao as a world tourism and leisure centre, as well as a regional business and trade services platform.

Secretariat for Economy and Finance of Macao, Mr. Tam Pak Yuen, Vice Governor of the People’s Government of Shandong Province, Mr. Ji Xiangqi and Deputy Director of the Liaison Office of the Central People’s Government in Macao SAR, Ms. Gao Yan officiated the opening ceremony of the Fair. Director of Macao Economic Services, Mr. Sou Tim Peng delivered opening speech and expressed that by holding “Dynamic Macao Business and Trade Fair” in Jinan, the channels for Macao products and services to enter the vast market of the Mainland would be developed. At the same time, Shandong and Macao could take this activity as an opportunity to bring their own competitive edge into full play, as well as, to foster the economic and trade relations between the two places, through comprehensive development in multiple levels and fields, with a view to achieving collaborative development, mutual benefits and a win-win outcome.

The Fair covered an exhibition area of over 8,400 square meters. The theme exhibit areas included economic development pavilion, Macao tourism pavilion, Macao trade and investment pavilion, pavilion of Forum for Economic and Trade Cooperation between China and Portuguese-speaking Countries, Macao convention and exhibition

pavilion, etc. Meanwhile, over 110 Macao well-known enterprises showcased special souvenirs, “Made-in-Macao” products, handicrafts, red wine and coffee from Portuguese-speaking countries, and so forth. The abundant and wide variety of products gained popularity in Jinan.

**2. *To implement the work of CEPA Model Cities, “Hong Kong-Macao (Chengdu) Modern Services Park” was set up in the Jinjiang District, Chengdu of Sichuan Province***

To further reinforce the cooperation in convention and exhibition sector under CEPA, the Mainland and Macao signed the “Agreement to Strengthen Cooperation in Convention and Exhibition Industry” last year. On 10 January, both sides held a working meeting in Chengdu city of Sichuan Province, during which they exchanged views on major tasks in relation to the cooperation in convention and exhibition sector for this year. After the meeting, delegates from the Ministry of Commerce and Macao Economic Services visited the Jinjiang District, to research on the development plan of “Hong Kong-Macao (Chengdu) Modern Services Park”. Their Bureau of Commerce introduced the development plan of the Service Park. With an area of 11 square kilometres, the park is in the commercial core of Chengdu city. In line with positioning Chengdu as an open, regional centre and an international city, as well as showcasing the cooperation between mid-west area and Hong Kong-Macao, it was suggested that the level of cooperation between Sichuan and Hong Kong-Macao had to be enhanced in ways to develop commerce and trade, financial sector and professional service sectors as the mainstay industries while creative industries, leisure and livelihood services as the auxiliary industries. Also, colloquium was held among relevant government officials and Hong Kong-Macao enterprises to understand the operational issues and concerns in advancing CEPA, while representatives from both sides visited the major foreign investment projects in Chengdu.

**3. *Macao Economic Services and the Intellectual Property Department of Hong Kong SAR jointly organised the “Pan Pearl River Delta Staff Exchange Program”***

During 11-15 March, the Macao Economic Services and the Intellectual Property Department of Hong Kong SAR jointly organised the “Pan-Pearl River Delta Staff Exchange Program” in order to enhance the mutual knowledge of the work of

intellectual property and step up cooperation and exchange in the field of intellectual property protection.



Group photo of the guests at the program

Representatives from the Macao Economic Services had participated in the exchange activity in Hong Kong during 11-14 March while all participants visited the Macao Economic Services and “Macao Ideas” on 15 March. Through seminars and visits, participants have deepened their understanding in the spectrum of intellectual property protection in Hong Kong and Macao SARs as well as the Pan-Pearl River Delta.

#### ***4. Macao Economic Services introduced “CEPA” to the Committee of Cultural Industries***

The regional cooperation research group of the Committee of Cultural Industries organised a meeting on 28 February to study the role of CEPA in promoting the development of the cultural industries in Macao. During the meeting, representatives from the Macao Economic Services were invited to explain the liberalization measures for cultural industries under CEPA.

The meeting was chaired by the convenor of the regional cooperation research group, Mr. Chui Sai Peng, while the representatives from the Macao Economic Services introduced the liberalization measures for cultural industries under CEPA and its various supplements, in particular, measures that are within the Trade in Services and Trade and Investment Facilitation chapters. A number of questions were raised by the committee members during the meeting with valuable comments made on the policy of CEPA, such as how to promote and support the local cultural industries on the path of regional cooperation and development under CEPA’s mechanism.

#### ***5. Mainland announced the latest measures on the operation of social services in the Mainland***

The Ministry of Commerce and the Ministry of Civil Affairs have lately promulgated

the “Circular on Relevant Matters Concerning the Establishment of Profit-making Elderly Care Institutions and Disability Services Institutions in the Mainland by Service Providers from Hong Kong and Macao” (hereinafter referred to as "Circular"), which stipulates the conditions in allowing service providers from Hong Kong and Macao to set up profit-making elderly care institutions and disability service institutions in Mainland through new launches or mergers and acquisitions, either in the form of Sino-foreign equity joint ventures, Sino-foreign cooperative joint ventures or wholly foreign-owned enterprises. According to the Circular, service providers from Hong Kong and Macao applying for the establishment of profit-making elderly care institutions and disability service institutions must possess goodwill and good operational capabilities with at least one of the service providers possessing more than three years of experience in elderly care services and disability services in Hong Kong or Macao. The establishment or alteration of profit-making elderly institutions and disability service institutions are approved in pursuance with the investment rules and regulations for foreign investors by the provincial commerce department of the location site after receiving comments from the civil affairs department of equivalent level. From 1 July 2013 onwards, the establishment or alteration of profit-making elderly care institutions should be made according to “The Protection of Rights and Interests of the Aged” to apply administrative permission from the civil affairs department which will be subsequently examined and approved by the commerce department of provincial level. The medical and health service provided by profit-making elderly care institutions and disability service institutions should be applied in accordance with the relevant policies and regulations. For details of the “Circular”, please go to:

<http://www.mofcom.gov.cn/article/b/f/201303/20130300051532.shtml>

**6. *“Measures for the Administration of Entertainment Venues” of the Mainland was implemented on 11 March***

The Ministry of Culture announced the “Measures for the Administration of Entertainment Venues” on 4 February 2013 (hereinafter referred to as “Measures”) which was then implemented on 11 March in the same year. The “Measures” are formulated pursuant to the “Regulation on the Administration of Entertainment Venues” in order to strengthen the administration of the business operations, maintain the healthy development of entertainment venues, and meet the cultural and entertainment consumption needs of the general public. The “Measures” define the relevant requirements of establishing entertainment venues, audit system on the content of the cultural products of the entertainment venues, administrative guidance

and hearing systems on the establishments of the entertainment venues, criteria on the supervision and management of the daily operations and so on. The “Measures” stipulate that for the establishment of the entertainment venues in the Mainland, one shall apply from its local cultural competent authority of the people’s government of the county level. For setting up Sino-foreign equity joint ventures and Sino-foreign cooperative joint ventures for entertainment venues, one shall apply from its local cultural competent authority of the people’s government of the provincial level. The cultural authority of the provincial people’s government can consign to the local cultural authority above county level to conduct on-site inspection. For details of the “Measures”, please refer to:

[http://www.gov.cn/flfg/2013-02/06/content\\_2328254.htm](http://www.gov.cn/flfg/2013-02/06/content_2328254.htm)

#### ***7. New business license was launched in Shenzhen and Zhuhai of the Guangdong Province starting from 1 March***

Shenzhen and Zhuhai of the Guangdong Province launched four types of new business licenses which include business license for legal person enterprise, business license for non-legal person enterprise, business license of branch and business license of individually owned store on 1 March. New business license of both places has the same legal effect with that of the rest of the other regions in the Mainland. This new license is the achievement from the reform on implementation of the business license of two places which is simplified from the past 15 types of business licenses. The new version no longer records the business scope, registered capital and paid capital. It sets “Important Notes” column indicating enquiry methods on information such as commercial business scope, financial contributions, operating period and approved projects, annual reports and supervision.

Moreover, the enterprise registration authorities of Shenzhen and Zhuhai made appropriate reform measures on the relevant application forms, guidance notes and time limit on application process for implementing commercial registration. For further details of the new business license, please refer to:

<http://www.gdgs.gov.cn/business/htmlfiles/gdgsj/s39/201302/47017.html>