

主辦機構：
Organizer



澳門管理專業協會
Macau Management Association

2026 週年管理研討會

2026 Annual Management Conference

共繪高質量健康發展藍圖： 澳琴大健康產業聯動發展與機遇

Co-Drawing the Blueprint for High-Quality Healthy Development :
Collaborative Growth and Opportunities of the Macao-Hengqin Big Health Industry



時間及日期

Date & Time

18/09/2026 (星期五 Friday)

14:30 - 17:40

地點

Venue

澳門旅遊塔會展娛樂中心三樓禧宴廳

Level 3 – Banquet Hall, Macau Tower Convention & Entertainment Centre

語言

Language

廣東話及普通話

Cantonese & Mandarin

“Better
MANAGEMENT
for better future”

卓越管理 締造未來



歡迎辭 Welcome Message



崔世昌 先生
澳門管理專業協會會長

Mr. Chui Sai Cheong
President of Macau Management Association

為推動本澳經濟適度多元高質量發展，特區政府貫徹「1+4」經濟發展策略，將大健康及中醫藥產業列為四大重點新興產業之一，助力本澳優化產業結構、突破單一產業局限、培育經濟新增量。澳門擁有中西醫融合特色、世界衛生組織傳統醫藥合作中心（澳門），以及聯通葡語國家的獨特國際優勢，產業發展底蘊深厚。配合《澳門經濟適度多元發展規劃（2024-2028年）》，以及特區政府於2024年正式發佈的《健康澳門藍圖》，本澳正全面深化「健康融入所有政策」的理念，從根源提升全民健康素養。

依托國家大灣區建設及橫琴粵澳深度合作區戰略紅利，本澳積極推動澳琴深度聯動，打造「澳門研發、橫琴轉化」的產業協同模式。兩地資源互通、政策對接，積極打通中醫藥成果轉化、跨境醫療、健康文旅等合作領域，實現優勢互補、共生共榮，為本澳大健康產業拓展廣闊的發展空間。

本次研討會以「共繪高質量健康發展藍圖：澳琴大健康產業聯動發展與機遇」為主題，緊扣本澳產業發展需求、對接國家發展大局。本會誠邀相關政府部門領導及大健康產業精英分享前沿觀點與實戰經驗，搭建高質量交流合作平台，探索澳琴聯動發展新機遇，以區域協作賦能本澳產業升級，共繪澳門大健康產業高質量國際化發展新藍圖。誠摯歡迎各位嘉賓及業界同仁蒞臨參與，共話合作、共謀新局！

To promote the moderately diversified and high-quality development of Macao's economy, the Macao SAR Government is actively implementing the "1+4" appropriate diversification development strategy, positioning the Big Health and traditional Chinese medicine (TCM) industry as one of the four key emerging industries. This initiative aims to optimize Macao's industrial structure, breaking through the limitations of a single industry economy, and cultivating new growth drivers. Macao possesses a deep-rooted foundation for industrial development, characterized by its unique integration of Chinese and Western medicine, the platform of the WHO Collaborating Centre for Traditional Medicine (Macao), and its distinctive international advantage in connecting with Portuguese-speaking countries. In alignment with the Development Plan for Appropriate Economic Diversification of the Macao Special Administrative Region (2024-2028) and the Blueprint for Healthy Macao officially released by the SAR Government in 2024, Macao is comprehensively deepening the concept of "Health in All Policies" to enhance public health literacy from its roots.

Leveraging the national strategic benefits of the Greater Bay Area development and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, Macao is actively promoting deep integration with Hengqin to create a synergistic industrial model of "Research and Development in Macao, and Achievement Transformation in Hengqin." Through resource sharing and policy alignment, the two regions are actively opening up cooperation in areas such as transforming TCM research outcomes into practical products, cross-border healthcare, and wellness tourism. This mutual reinforcement and shared prosperity unlock vast development opportunities for Macao's Big Health industry.

With the theme "Co-Drawing the Blueprint for High-Quality Healthy Development: Collaborative Growth and Opportunities of the Macao-Hengqin Big Health Industry", this conference closely aligns with Macao's industrial development needs and integrates with the overall national development strategy for regional growth. We sincerely invite leaders from relevant government departments and elites from the Big Health industry to share cutting-edge insights and practical experiences. We aim to build a high-quality platform for exchange and cooperation, explore new opportunities for Macao-Hengqin collaborative development, and empower Macao's industrial upgrading through regional collaboration to jointly draw a new blueprint for the high-quality and internationalized development of Macao's Big Health industry. We cordially welcome all distinguished guests and industry peers to attend, discuss future cooperation and chart a new course together!



簡介 Introduction

隨著「健康中國2030」戰略的深入推進，全民健康已上升為國家重要發展方向。這一戰略積極促進健康與養老、旅遊、互聯網、食品等領域深度融合，推動健康產業轉型升級，催生新業態、新模式，為大健康產業帶來前所未有的發展機遇。在此背景下，澳琴兩地在大健康及醫療健康領域的協同發展潛力巨大，正成為推動區域經濟發展的新引擎。

今年研討會的主題為「共繪高質量健康發展藍圖：澳琴大健康產業聯動發展與機遇」，我們非常榮幸邀請到來自政府、醫療及商界的專家學者擔任講者嘉賓，就澳琴大健康產業的現狀、政策支持及發展方向進行深度分享與交流。

As the "Healthy China 2030" strategy continues to advance, national health has risen to become a key national development priority. This strategy actively promotes the deep integration of health with sectors such as elderly care, tourism, the internet, and food. By driving the transformation and upgrading of the health industry, it has catalyzed new business forms and models, bringing unprecedented development opportunities to the Big Health industry. Against this backdrop, the collaborative development of Macao and Hengqin in the fields of health and healthcare holds immense potential, emerging as a new engine driving regional economic growth.

The theme of this year's conference is "Co-Drawing the Blueprint for High-Quality Healthy Development: Collaborative Growth and Opportunities of the Macao-Hengqin Big Health Industry." We are highly honored to invite esteemed experts and scholars from the government, medical, and business sectors as our guest speakers, sharing in-depth insights and exchange views on the current landscape, policy support, and future directions of the Macao-Hengqin Big Health industry.

講者 Speakers



羅奕龍 局長
澳門特別行政區政府
衛生局

Dr. Lo Iek Long
Director of the Health Bureau of the
Macao SAR Government

演講主題 Topic

健康澳門：共創大健康發展新機遇

Healthy Macao: Co-creating New Opportunities for the Big Health Industry

現任澳門特別行政區政府衛生局局長，並擔任第十四屆全國政協委員。長期從事臨床醫療、醫院管理及公共衛生管理工作，具有豐富的醫療服務及醫療衛生政策管理經驗。

羅醫生先後取得北京大學臨床醫學碩士、香港大學老年醫學碩士及中山大學醫學博士（內科學）學位，並為愛丁堡皇家內科醫學學院院士、澳洲醫療管理學院院士及澳門醫學專科學院院士。

近年致力推動《健康澳門藍圖》落實，促進醫防融合，持續提升居民健康水平及醫療服務效能，並推動澳門大健康產業高質量發展，促進醫療衛生事業高質量及可持續發展。

Dr. Lo Iek Long is the Director of the Health Bureau of the Macao SAR Government and a Member of the 14th National Committee of the Chinese People's Political Consultative Conference (CPPCC). He has extensive experience in clinical practice, hospital management and public health administration, with many years of involvement in healthcare service delivery and health policy development.

Dr. Lo obtained a Master of Clinical Medicine from Peking University, a Master of Geriatric Medicine from The University of Hong Kong, and a Doctor of Medicine (Internal Medicine) from Sun Yat-sen University. He is a Fellow of the Royal College of Physicians of Edinburgh (FRCPE), the Australasian College of Health Service Management (FACHSM), and the Macao Academy of Medicine (FMAM).

In recent years, Dr. Lo has been actively leading the implementation of the Healthy Macao Blueprint, focusing on the integration of medical care and disease prevention for better healthcare efficiency and population health. He is also dedicated to promoting the high-quality development of Macao's Big Health industry to support a high-quality and sustainable healthcare system.

演講主題 Topic

橫琴投資營商環境及政策推介

Promotion of Hengqin's Investment and Business Environment and Policies

現任橫琴粵澳深度合作區產業發展局招商處副處長。橫琴粵澳深度合作區產業發展局招商處主要承擔合作區招商引資和投資促進工作，圍繞科技研發和高端製造、中醫藥等澳門品牌工業、文旅會展商貿等重點產業，開展項目挖掘、企業對接、投資洽談和落地協調，統籌境內外招商資源及招商活動等，推動優質項目、資本、技術和人才集聚，為琴澳產業協同和澳門經濟適度多元發展提供支撐。

Mr. Zhang Sheng, Deputy Head of the Division of Investment Promotion. The Investment Promotion Division of the Industrial Development Bureau of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin is responsible for investment attraction and promotion. It focuses on key industries including technological research and development, high-end manufacturing, traditional Chinese medicine and other Macao-branded industries, cultural tourism, conventions and exhibitions, and commerce and trade. Its work covers project sourcing, enterprise engagement, investment negotiations, implementation coordination, and domestic and international investment promotion activities. The Division facilitates the clustering of high-quality projects, capital, technologies, and talent, supporting industrial cooperation between Hengqin and Macao and the appropriate economic diversification of Macao.

演講主題 Topic

澳琴平台-助力大健康產業創新發展

Empowering the Future: Macao-Hengqin Platform Drives Big Health Innovation

澳門註冊藥劑師，現任澳邦藥廠有限公司技術發展總監、澳門藥廠商會理事長及澳門藥劑師學會會長，長期致力於推動傳統中成藥的現代化與標準化，積極響應國家及澳門政策，成功促成多項琴澳及大灣區醫藥合作項目。他帶領團隊推出了澳門原創品牌「馬交牌」，充分發揮澳門作為「中葡平台」的獨特優勢，成功打通葡語國家市場，協助多款外用藥在莫桑比克完成註冊。澳邦藥廠有限公司於2008年在澳門正式成立，自創立以來，始終深耕於中醫藥大健康領域，是一家集研發、生產、銷售為一體的現代化製藥企業。

Mr. Lao Tai Hang, a Macao Registered Pharmacist and the current Technical Director of Macau-Union Pharmaceutical Limited, is also Chairman of the Board of Directors of the Association of Macao Pharmaceutic Products Manufacturer and President of the Macao Pharmacists Association, has long been dedicated to modernizing and standardizing traditional Chinese patent medicines. By actively supporting national and local policies, he has successfully facilitated multiple pharmaceutical cooperation projects within the Macao-Hengqin region and the Greater Bay Area. He led his team in launching the Macao original brand "Macao Original", fully leveraging Macao's unique advantage as the "China-Portugal Platform" to successfully break into Portuguese-speaking markets, and helped complete the registration of multiple externally-used medicines in Mozambique. Macau-Union Pharmaceutical Limited was formally established in Macao in 2008. Since its founding, the company has remained deeply committed to the field of traditional Chinese medicine and health industries, operating as a modern pharmaceutical enterprise that integrates research and development, manufacturing and sales.



劉帝恆 技術發展總監
澳邦藥廠有限公司

Mr. Lao Tai Hang
Technical Director of Macau-Union
Pharmaceutical Limited



黃茵 董事長

灣谷科技研究(珠海市)
有限責任公司

Ms. Huang Yin

CEO of the Bay Valley Technology Research
(Zhuhai) Co., Ltd.

演講主題 Topic

從澳門出發，借琴澳大健康產業雙城之力揚帆出海

From Macao: Harnessing Macao-Hengqin Health Industry Strengths to Set Sail for Global Markets

90後澳門青年企業家，畢業於澳門大學，現任灣谷科技研究（珠海市）有限責任公司董事長及創憶健康科技有限公司董事長，並兼任澳門匯智社秘書長。2018年創業以來，她積極推動琴澳融合及中醫藥國際化，創立灣谷科技研究（珠海市）有限公司，並於橫琴設立首家配備澳門藥學技術人才的澳資藥房。她帶領企業建立健康產業全鏈條服務，協助多家企業落戶澳門，並於2024年作為澳門青年代表在橫琴獲習主席接見，持續推動粵澳合作及中醫藥走向國際。

Ms. Huang Yin is a post-90s Macao entrepreneur and a graduate of the University of Macau. She is the CEO of the Bay Valley Technology Research (Zhuhai) Co., Ltd and Chairman of Trendyi Health Technology Limited, while also serving as Secretary-General of the Macao Collective Wisdom Association. Since launching her business in 2018, she has been dedicated to promoting Hengqin-Macao integration and the internationalization of traditional Chinese medicine (TCM). She founded Wangu Technology Research (Zhuhai) Co., Ltd., and established the first Macao-funded pharmacy in Hengqin staffed by Macao pharmaceutical professionals. Under her leadership, the company has built a comprehensive health industry service chain and supported multiple enterprises in establishing operations in Macao. In 2024, she represented Macao youth in Hengqin and met President Xi Jinping, reinforcing her commitment to advancing Guangdong-Macao cooperation and bringing TCM to the global stage.



程序表 Rundown

時間 Time	事項 Item
14:00 – 14:30	入場登記 Registration
14:30 – 14:33	致歡迎辭 Welcome
14:34 – 14:41	致送紀念品及大合照 Souvenirs Presentation and Group Photo
14:42 – 15:22	羅奕龍 局長 澳門特別行政區政府衛生局 Dr. Lo Iek Long Director of the Health Bureau of the Macao SAR Government
15:23 – 16:03	張升 副處長 橫琴粵澳深度合作區 產業發展局招商處 Mr. Zhang Sheng Deputy Head of the Division of Investment Promotion, Industrial Development Bureau of Guangdong-Macao In-Depth Cooperation Zone in Hengqin
16:04 – 16:18	小休 Refreshment Break
16:19 – 16:59	劉帝恆 技術發展總監 澳邦藥廠有限公司 Mr. Lao Tai Hang Technical Director of Macau-Union Pharmaceutical Limited
17:00 – 17:40	黃茵 董事長 灣谷科技研究（珠海市） 有限責任公司 Ms. Huang Yin CEO of the Bay Valley Technology Research (Zhuhai) Co., Ltd.
17:40	研討會結束 End of Conference



報名費 Registration Fee

澳門管理專業協會會員
MMA Member

MOP 130

非會員
Non-Member

MOP 160

如欲查詢，請致電8296 0718 或 8296 0719與李小姐或盧先生聯絡。
For enquiries, please contact Ms. Ivy Lei or Mr. Marco Lou at 8296 0718 / 8296 0719.

澳門管理專業協會 Macau Management Association

電話 Tel: (853) 2832 3233

網址 Website: www.mma.org.mo

傳真 Fax: (853) 2832 3267

電郵 E-mail: mma@macau.ctm.net

地址: 澳門新口岸上海街一百七十五號中華總商會大廈九樓

Address: Rua de Xangai 175, Edif. ACM, 9 Andar, Macau



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