

主辦機構：
Organizer



澳門管理專業協會
Macau Management Association

資助單位：
Sponsor



澳門基金會
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2022

週年管理研討會

Annual Management Conference

劃時代的創新與融合 – 深合區對澳門企業的啟思

The Epochal Innovation and Integration –

Inspirations from the In-Depth Cooperation Zone for Macao Enterprises



時間及日期

Date & Time

2022.10.21 (星期五 Friday)

14:30 - 17:30

地點

Venue

澳門美高梅大宴會廳

The Grandball Room, MGM Macau

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

國家主席習近平總書記於去年9月《橫琴粵澳深度合作區建設總體方案》中強調，建設橫琴新區的初心就是為澳門產業多元發展創造條件，有利於澳門保持長期繁榮穩定和更好地融入國家發展大局，推動粵港澳大灣區建設的新高地。

在疫情的衝擊下，澳門產業結構單一、橫向多元不足的情況逐漸顯露，本澳需致力與橫琴發揮互補優勢，積極推進四大產業，全面提升深合區的綜合實力和競爭力，讓本澳發展呈現全新姿態，助力本澳經濟適度多元發展。

為此，今年的研討會以“劃時代的創新與融合 – 深合區對澳門企業的啟思”為主題，與大家共同探討深合區的建設與發展，並期望藉此能啟發本地企業的創新思維，一起抓緊機遇，實現兩地共融，推動琴澳一體化。

President Xi Jinping had emphasized in the “Master plan of the Development of the Guangdong-Macao Intensive Cooperation Zone in Hengqin” last September that the original intention of developing the Hengqin New Area is to create a favorable environment for Macao’s industrial diversification, which is beneficial to Macao for maintaining long term prosperity and stability and integrating into the overall national development, defining a new high ground of building the Guangdong-Hong Kong-Macao Greater Bay Area.

Macao had been seriously impacted by the pandemic, which fully exposed the vulnerability of its one-sided economy, and has been suffering restrictions from the limited space for development of its industries. Macao should spare no effort to support the development of the Cooperation Zone in Hengqin to achieve complementary of substantial advantages to proactively take forward the four key developing industries to enhance the comprehensive strength and competitiveness of the Cooperation Zone, in a bid to give fresh impetus for Macao’s adequate economic diversification.

In this connection, the conference is being organized under the theme “The Epochal Innovation and Integration – Inspirations from the In-Depth Cooperation Zone for Macao Enterprises” this year in exploring the construction and strategic development of the Cooperation Zone, with the aim to stimulating innovation of local enterprises to seize the opportunities created under the greater integration of Macao and Hengqin.

簡介 Introduction

為促進粵澳經濟適度多元發展，中共中央及國務院於去年9月正式公佈《橫琴粵澳深度合作區建設總體方案》，為橫琴粵澳深度合作區建設提供了重要的指標，有利於推動澳門長期繁榮穩定和融入國家發展大局，實現深合區獨有的“共商共建共管共用”機制。

正如澳門《二五規劃》中所述，“澳門必須順應時代發展的潮流，與時俱進地變革創新，破除阻礙創新的體制機制，營造創新創業環境，充分釋放創新潛能和活力。與此同時，加大科技創新力度，發揮科技支撐引領作用。”

澳門與橫琴一衣帶水、文化同源，深合區的開發與發展極具戰略意義。琴澳兩地緊密相依，定可持續發揮協同效應，以優勢互補方式一步一步實現深合區的《總體方案》，使新產業新業態在深合區落地生根、雄圖發展，齊心推動合作區建設邁大步、開新局。

今年研討會的主題為“劃時代的創新與融合 – 深合區對澳門企業的啟思”，我們十分榮幸地邀請到知識與經驗兼具的專業人士作為主講嘉賓，探討深合區建設與機遇，期望能為本地企業帶來新發展路向與思維，促進本地產業多元發展及推動琴澳一體化，豐富“一國兩制”的成功實踐。

In order to expedite adequate economic diversification of Guangdong and Macao, the “Master Plan of the Development of the Guangdong-Macao Intensive Cooperation Zone in Hengqin” was officially released by the Central Committee of Communist Party of China and the State Council last September, which provides important indicators for the construction of Guangdong-Macao In-Depth Cooperation Zone in Hengqin. It is beneficial to Macao for maintaining long-term prosperity and stability, and facilitating the city’s closer integration with overall national development, optimising the mechanism of mutual discussion, joint construction, joint administration and shared benefits.

As stated in the Macao’s Second Five-Year Plan, “While maintaining Macao’s splendid traditions and unique advantages, we will align with development trends, innovate to keep pace with the times, eliminate institutional obstacles, foster innovation and entrepreneurship, fully unleash innovative potential and vitality. Meanwhile, we will step up efforts in scientific innovation, to leverage the supporting and leading roles played by technology.”

Hengqin is our neighbouring city and shares the similar culture with Macao. Building the Cooperation Zone with great strategic significance by steps will fully leverage the synergy effects with complementary advantages for the new industries and forms of business to take root and develop in this area. We would work together to promote the construction of the Cooperation Zone in order to expand space and create new impetus for long-term development of Macao.

This year the conference is themed “The Epochal Innovation and Integration – Inspirations from the In-Depth Cooperation Zone for Macao Enterprises”. We are honored to have renowned professionals with profound knowledge as our speakers, to discuss and share the ideas of the construction and opportunities of the Cooperation Zone. It is expected to bring a new development direction and inspiration to local enterprises so as to vigorously promote the local industrial diversification as well as the integration of Macao and Hengqin to enrich further the practice of the “One country, two systems” principle.

講者 Speaker



楊道匡先生

廣東省政協常委及澳門行政會委員

Mr. leong Tou Hong

Member of Guangdong Provincial Committee of the Chinese People's Political Consultative Conference and Member of Executive Council of Macao S.A.R

楊道匡先生現為廣東省政協常委、澳門行政會委員，同時亦為廣東省粵港澳合作促進會常務副會長、澳區省級政協委員聯誼會監事長。其多年來積極參與澳門有關經濟、物流、旅遊、與內地經貿合作、人口政策、城市規劃與產業發展等區域合作的研究。

Mr. leong Tou Hong is the member of Guangdong Provincial Committee of the Chinese People's Political Consultative Conference, and the member of Executive Council of Macao S.A.R. Meanwhile, he is the Executive Vice-President of the Council for the Promotion of Guangdong-Hong Kong-Macao Cooperation, and the Chairman of Supervisory Board of Associação de Amizade de Membros da Conferência Consultiva Política do Povo Chinês na Instância de Província de Macau. Over the years, he has actively participated in researches on regional cooperation in Macao's economy, logistics, tourism, economic and trade cooperation with the Mainland, population policy, urban planning and industrial development.



何敬麟先生

澳區全國人大代表及澳門工商聯會會長

Mr. Kevin Ho

Macau Representative of National People's Congress and President of The Industry and Commerce Association of Macau

何敬麟現為第十三屆全國人民代表大會代表、安徽省政協委員會常委、廣州市榮譽市民、澳門工商聯會會長、澳門廣州社團總會會長、澳門安世集團有限公司董事長、KNJ(投資)有限公司董事、澳門番禺同鄉會理事長、廣州粵澳青創科技孵化器有限公司董事長、中華海外聯誼會理事、安徽省工商業聯合會副會長、廣州市工商業聯合會副主席及澳門青年企業家協會榮譽會長。

Mr. Kevin Ho, Representative of the Thirteenth National People's Congress, Member of Chinese People's Political Consultative Conference (Anhui Province), Honorary Citizen of Guangzhou, President of The Industry and Commerce Association of Macau, President of General Association of Macau Guangzhou Associations, Chairman of Anzac Group Company Limited, Director of KNJ (Investment) Limited, Council Chairman of Poon Yu Association Macau, Chairman of Guangdong & Macau Young Entrepreneurs International Industrial Accelerator, Council member of China Overseas Friendship Association, Vice-President of the Anhui General Chamber of Commerce, Vice-President of Guangzhou General Chamber of Commerce and Honorary President of Macau Youth Entrepreneur Association.



徐浩鏗先生

普強(國際)科技有限公司總經理

Mr. Albert Xu

General Manager, Pachira(International)Technology Co.,Ltd.

徐浩鏗先生現任職於普強公司，擔任琴澳珠項目負責人。徐先生畢業於廣州華南師範大學政治與公共管理學院，曾服務數個國內外知名商業發展企業。其亦曾以創始人身份成功運營軟件開發公司及品牌娛樂公司，經手多個大型地產商業項目、鄉村振興項目及互聯網開發項目，具備豐富的項目管理經驗。

任職普強以來，徐先生成功簽約本澳多個大型機構智慧開發項目，為琴澳經濟適度多元發展貢獻力量。

Mr. Albert Xu is working at Pachira as the Person in Charge of HengQin-Macau-ZhuHai project.

Albert graduated from The Institute of Politics and Public Administration of South China Normal University in GuangZhou. He had served a number of domestic and foreign well-known companies. He also operated software development companies and brands in the role of founder and had managed several large real estate projects, rural revitalization and development projects, and the internet development projects. Albert has considerable experience in project management.

Since worked with Pachira, Albert have successfully signed contracts with local enterprises for their smart projects, contributing to the economic diversification development of Macao.



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 Remarks
14:34 – 14:42	致送紀念品及大合照 Souvenirs Presentation and Group Photo
14:43 – 15:33	楊道匡先生 廣東省政協常委及澳門行政會委員 Mr. Ieong Tou Hong Member of Guangdong Provincial Committee of the Chinese People's Political Consultative Conference and Member of Executive Council of Macao S.A.R
15:34 – 15:48	小休 Refreshment Break
15:49 – 16:39	何敬麟先生 澳區全國人大代表及澳門工商聯會會長 Mr. Kevin Ho Macau Representative of National People's Congress and President of The Industry and Commerce Association of Macau
16:40 – 17:30	徐浩鏗先生 普強(國際)科技有限公司總經理 Mr. Albert Xu General Manager, Pachira(International)Technology Co.,Ltd
17:30	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 80
非會員	Non-member	MOP 100

如欲查詢，請致電 8296 0709 / 8296 0718 與蘇小姐 / 歐陽小姐聯絡。

For enquiries, please contact Ms. Sharon Sou / Ms. Priscilla Ao Ioeng at 8296 0709 / 8296 0718.



MMA 網站
MMA Website



網上報名
Online Registration

電話 Tel : (853) 2832 3233

網址 Website : www.mma.org.mo

傳真 Fax : (853) 8296 0714

電郵 E-mail : activities@mma.org.mo

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

橫琴粵澳深度合作區
Hengqin Guangdong-Macau深度合作區

“Better
MANAGEMENT
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卓越管理 締造未來

劃時代的創新與融合 -
深合區對澳門企業的啟思The Epochal Innovation and Integration -
Inspirations from the In-Depth Cooperation Zone
for Macao Enterprises日期及時間: 2022年10月21日(星期五)
Date & Time: 21st October, 2022 (Friday) 14:30 - 17:30地點: 澳門美高梅大宴會廳
Venue: The Grand Ballroom, MGM Macau語言: 廣東話
Language: Cantonese

報名表格 Registration Form

*請以中/英文正楷填寫及在適當位置填上✓號

Please complete the form in block letters and ✓ where appropriate

☐

澳門管理專業協會會員, 會員名稱/編號

MMA Member, Membership Name / No.

☐

非會員

Non-member

參加者資料 Participants Information

先生 Mr.	女士 Ms.	姓名 Name	職銜 Title	電話 Tel	電郵 E-mail
<input type="checkbox"/>	<input type="checkbox"/>				
<input type="checkbox"/>	<input type="checkbox"/>				
<input type="checkbox"/>	<input type="checkbox"/>				
<input type="checkbox"/>	<input type="checkbox"/>				
<input type="checkbox"/>	<input type="checkbox"/>				

機構資料 Organization Details

機構 Organization	聯絡人 (先生 / 女士) Contact Person (Mr. / Ms.)
地址 Address	
電話 Tel	傳真 Fax
	電郵 E-mail

報名費及付款方式 Registration Fee & Payment Method

報名費

Registration Fee

澳門管理專業協會會員

非會員

MMA Member

Non-member

MOP 80

MOP 100

MMA 網站
MMA Website網上報名
Online Registration

本人/機構同意以下列方式繳付報名費

I/Our organization would like to settle the payment by the following methods

☐ 現金
Cash ☐ 支票, 抬頭請寫上「澳門管理專業協會」
Cheque, please make payable to "Macau Management Association"☐ 銀行轉賬 - 澳門中國銀行賬號: 1801-0120-7811-382 賬戶名稱: 澳門管理專業協會
轉賬完成後請將轉賬憑條連同姓名電郵至 activities@mma.org.moBank transfer - Account no. of Bank of China: 1801-0120-7811-382 Account Name: Macau Management Association
Please email the bank-in receipt and name to activities@mma.org.mo after the transfer is completed.總數
Total 簽署
Signature 日期
Date / / 2022

備註 Remarks

1. 有興趣參加研討會者, 請填妥上列表格寄回/傳真/親臨本會遞交。

To register for the Conference, please complete the registration form above and return to MMA.

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 - 澳門管理專業協會 Address: Rua de Xangai 175, Edif. ACM, 9 Andar, Macau

電話Tel: +853 2832 3233 傳真Fax: +853 8296 0714 電郵 E-mail: activities@mma.org.mo

2. 報名表必須連同報名費一同遞交方為有效。

Registration form received without registration fees will not be processed.

3. 大會議程如有更改, 恕不另行通知。

Conference programme is subject to change without prior notice.

4. 報名一經確認, 恕不退款。如在特殊情況下, 主辦單位未能如期舉辦或取消研討會, 主辦單位將退還報名費。

Registration fee once paid is non-refundable. In the unlikely event of cancellation of the conference, the registration fee will be refunded by the Organization.

5. 為配合特區政府防疫要求, 已完成初種系列的全程接種達14天, 且健康碼為綠碼之人士方可進入會場; 否則須出示七天內新冠病毒核酸檢測結果為陰性的證明。

Complying with government regulations, participants are required to present proof of completing 2 doses of the primary series of COVID-19 vaccine 14 days ago and green code, or a negative certificate for the nucleic acid test within 7 days.

本會專用
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Staff Signature