Macao is one of the most dynamic tourist destinations in the 21st century. What once was a small fishing village and today stands as one of the world’s most popular destinations. As China and Japan celebrate their 40th anniversary of normalized diplomatic relations in 2015, the former Portuguese colony of Macau — now one of China’s four special administrative regions (SAR) — is positioning itself as a regional business center for the gaming and broader tourism sector. As Macau’s tourism progress continues, so too do its developments and opportunities for other industries in addition to continued growth in its gaming and hospitality and glamour. Macau’s gaming ancient epicenter aims to strengthen multi-industry portfolio

By constantly redefining the role of Macau, its gaming and entertainment industries have established a strong platform for both Japanese and international businesses looking into both China and Southeast Asian (SEA) countries. “Macao today is more than a gambling center,” says Lawrence Ho, co-chairman and CEO of Melco Crown Entertainment. “In Macau, we have the ability to integrate our gaming-related business interests with our tourism business to create a unique, profitable niche sector, particularly in the market segment.”

Prospects are high as companies continue to expand their operations into Macau, the most exciting and profitable market in Asia. “With Macau now the world’s number one gaming destination, the growth in the gaming industry is attracting new companies to the city,” says Muster Zhang, CEO of Melco Crown Entertainment. “The Macau Government in 2002, Melco Crown Entertainment acquired a major stake in Studio City in 2011. Studio City is envisioned as a large-scale integrated entertainment, retail and gaming resort targeting visitors from mainland China and the rest of Asia, with a cinematic theme that is an ideal marriage of entertainment and luxury attractions. The studio is one in a perfect mid-size market for ‘multi-product’ companies like Melco Crown Entertainment.”

In Macau’s gaming sector, trust trumps risk

The world-class spa complete with eight private therapy suites. The three luxury hotels — Hard Rock Hotel, Crown Towers and Grand Hyatt Macau — located through-the-Closer Economic Partnership Arrangement (CEPA) Macao’s infrastructure is also well positioned to work with the upcoming Hong Kong-Zhuhai-Macao Bridge, and the new railway link being developed to help Macau’s economy. “We believe our company’s service will be excellent, strong foundations and global competitiveness,” says Mr. Tian. “We will support our industry with our strong infrastructure and portfolio, the expectation is our economy can only keep growing strongly,” he concludes. “The success of our new businesses in China and the Guangdong Free Trade Zone, we are the key components of our continued success. It’s important to place integrity above all other considerations, and to maintain a strong collaborative relationship with all levels of the Macau-based gaming and leisure industry.”

MJC’s internationalization is continuing to grow, particularly with regard to Japanese racing. In February, three Japanese racehorses — one from Kyoto, one from Osaka and the other from Hokkaido — were imported by a Japanese resident in the SAR, the arrival of the horses should further benefit Macau’s horse racing industry and rekindle interest in the sport. “We believe this project will be a strong driver for Japanese participation in the Macau horse racing industry and is positive that Japanese participation in Macau horse racing will be in Macau’s best interest,” says Muster Zhang.

The movie theme presents a wide spectrum of design options. The film theme contains a series of the most prominent characters in the personalization and customization market. In fact, the hotel and the hotel spa are the only ones in Macau to have four Stars’ rating. "Macao's Marina is our inclusive ‘VIP’ service" says Mr. Zhao. "By offering players a high level of precision, design, and a wide variety of options, Macao’s Marina is our inclusive ‘VIP’ service offering. We provide a tailored experience for players, with a wide range of services and a high level of precision and design." Mr. Zhao concludes.

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