



ALL ACTIVE MEMBERS

MALAYSIA BUDGET & BUSINESS HOTEL ASSOCIATION (MYBHA)

Ref: MyBHA/FTA/MA/ChinaMissionTrip2024(02)

Date: 18th September 2024

**MYBHA CHINA TRADE MISSION TRIP 2024
(4D3N @ MACAU-SHENZHEN-HONG KONG)**

MYBHA CHINA TRADE MISSION 2024, organized by MyBHA Foreign Trade Affairs Bureau, is scheduled to be held from 15th to 19th October at Macau, Shenzhen and Hong Kong.

4 DAYS 3 NIGHTS TRIP (EARLY BIRD SPECIAL)

- **ORIGINAL PRICE:** RM2980/PAX
- **EARLY-BIRD PRICE :** RM2380/PAX ONLY ☒

< THE PACKAGE PRICE INCLUSIVE OF >

1. **Return Air-Tickets (KL-MACAU, SHENZHEN-KL)** ☒
2. **20kg Luggage** ☒
3. **Accommodation (Twin-Sharing)** ☒
4. **Transportation (Bus only)** ☒
5. **Meals** ☒

< PURCHASE LINK>

<https://shop.mybha.org/mybha-china-trade-mission-2024/>

< TERMS & CONDITIONS >

1. PAY & SECURE your seat before ~~18th Sept~~ (**extended to 22nd Sept due to member requests**) to enjoy this special early-bird discount. The price may be different after the date mentioned above.
2. All purchase must be made thru the link provided above.
3. The offer is limited for the first 25 pax participant only.
4. This price is exclusive for MyBHA active (latest paid) Hotel Ordinary or Corporate members only. Nevertheless, the offer can be extended to the hotel member's friends and family with the participation of that following member.
5. This trip required a min. of 30 pax participation. In case if the participation number is insufficient, then the organizer can decide to continue or postpone.
6. If the trip is cancelled or postponed, all paid members will be entitled a full refund payment.
7. The price is without insurance coverage, participated members are encourage to purchase before travel. You may contact with Chairman Jarod for trustworthy insurance agent referral.
8. All paid payments are not eligible to be exchanged in cash.
9. Please key in your passport information accurately in the booking form, MyBHA shall not be liable for any typo error in writings resulted by members.
10. No refunds on any no-show or cancellation.



❖ WHY YOU SHOULD JOIN THIS TRIP?

By joining MyBHA China Trade Mission 2024, you will,

1. Explore the new business opportunities in China,
2. Meet and network with other MyBHA professional hoteliers and entrepreneurs,
3. Explore the grow your international network,
4. Learn to do business in China, the world's largest and most dynamic consumer market, with a wide range of consumer's strong demand products,
5. Meet with the team of Tourism Malaysia Hong Kong and learn the global marketing techniques,
6. Learn how to reduce your operation costs while choosing good quality hotel linens and amenities
7. Receive a special certificate of completion in this oversea trade mission trip.

❖ TOUR HIGHLIGHTS

📌 <MACAU FRANCHISE EXPO>

The trip creates a good platform for networking and ideas exchange among MyBHA hoteliers, facilitates members to seek business opportunities in Macao Franchise Expo (MFE), an annual international franchise event that combines exhibitions, forums, seminars, business matching, presentations, and experiential courses, including a wide range of industries such as chain restaurant, retail, art and design, IP licensing, etc.

📌 <FORUM @ HENG-QING>

Participated members will be invited to the Welcome Party and the Lunch Forum hosted at Hengqing Island. Hengqin, located at the southern end of the west bank of the Great Bay Area, adjacent to Zhuhai, separated from Macao by a bridge, and connected to Hong Kong through the Hong Kong-Zhuhai Macao Bridge. The key tourism facilities and development at Hengqin included Zhuhai Hengqin Chimelong International Ocean Resort, a super-large marine theme tourism matrix integrating theme park with resort hotel; Sumlodol Camping Town, a camping town combining high-quality outdoor leisure, ecological camping, and featured food bazaar; Novotown, an integrated tourism and entertainment project themed on culture and creativity with a total area of 10,000 square kilometres and a construction area of about 1.47 million square metres, which includes Hyatt Regency Hengqin, Lionsgate Entertainment World, National Geographic Ultimate Explorer etc.

📌 <MF GROUP FACTORY TOUR>

With increasing demand for better quality hospitality equipment, linens and in-room appliances, members will enjoy a special factory tour and product briefing by Ming Fai Group. With over 40 years of experience, serve over 100 million guests every year, Ming Fai Group is grounded in four decades of deep expertise, transparency and reliability, serving global operators delivering authentic, high-touch guest experiences.'

📌 <PHOTOGRAPHY @ TSIM SHA TSUI WATERFRONT >

One of Hong Kong's most beautiful walks is along the Tsim Sha Tsui Promenade, which winds its way along the waterfront in Kowloon. Offering spectacular views of Victoria Harbour, strolling along the promenade is no doubt one of the best free things to do in Hong Kong. The most classic view of the Victoria Harbour is from the Tsim Sha Tsui waterfront. Here you can stand right in front of the harbour and not only marvel at the topological and architectural spectacle of Hong Kong's iconic skyline, but also admire how the colourful lights from across the harbour dance on the waves. While you're at the waterfront, head toward Tsim Sha Tsui East to check out the Tsim Sha Tsui promenade, Avenue of Stars, Clock Tower, Hong Kong Cultural Centre and enjoy 'A Symphony of Lights' in the evening.





<TOURISM MALAYSIA HONG KONG>

Last but not least, the trip will be completed by the courtesy visit to Tourism Malaysia office located @ Wan Chai Hong Kong. Enjoy a sumptuous dinner with TMHK, members will enjoy the modernity and energy of "Pearl of the Orient".

< NETWORKING & BUSINESS EXPOSURE>

You can enjoy this great opportunity to network with other industry members overseas to learn about new market trends, share insights and receive valuable information, especially if you want to expand your business in China.

❖ SPECIAL FOR TRIP MEMBERS

1. Assign representative as premium guest to join group photo session in Macao Franchise Expo
2. Explore HengQing tourism investment opportunities
3. Complimentary participation in MyBHA Professional Development Workshop (Overseas Version) - "HOTEL REBRANDING TIPS YOU MUST NOT MISS"
4. Access to exclusive networking with key stakeholders
5. Translation from Chinese to English/Bahasa for better understanding
6. Explore your preferred business model more accurately
7. MyBHA Professional Development Certificate and special-made certificate holder

China is a vibrant gateway to tremendous investment and growth opportunities. Don't miss the great chance to connect yourself with global lucrative opportunities

Thank you!

I, who uphold trust,

**For and on behalf of the
Malaysia Budget Hotel Association (MyBHA)**

Jarod Chia Lik Ming
-National Deputy President
-National Foreign Trade Affairs Bureau Chairman
-Johor State Chapter Chairman
Industry Advisor Panel (IAP) Universiti Teknologi Malaysia

CC:

1. Dr. Sri Ganesh Michiel – National President MyBHA
2. En. Zamari Bin Muhyi – National Sec Gen MyBHA



澳門國際品牌連鎖加盟展
Exposição de Franquia de Macau
Macao Franchise Expo



2024 MFE

品牌匯聚 展現商機

Marcas a Reunir com Oportunidades de Negócio
Brands Gathering with Business Opportunities

連鎖加盟

Franquia em Cadeia
Chain Franchise

品牌孵化

Incubação de Marca
Brand Incubation

中小企轉型

Transformação de PME
SME's Transformation

SUPPORTED BY:



PERSATUAN HOTEL BAJET & BISNES MALAYSIA
Malaysia Budget & Business Hotel Association

FOREIGN TRADE
AFFAIRS BUREAU
海外貿易發展部

澳門國際品牌連鎖加盟展

MACAO Franchise Expo

16/10-19/10

澳門威尼斯人金光會展D館

Hall D, Cotai Expo, The Venetian Macao

主辦單位 ORGANIZERS



澳門連鎖加盟商會
Macao Chain Stores & Franchise Association

expo@mfe.mo

(853) 8798 9654

(853) 2855 7831

澳門國際品牌連鎖加盟展



MFE網址
MFE Website



澳門會展微信
Macao MFE WeChat

展會內容

EXHIBITION CONTENTS

MFE

澳門國際品牌連鎖加盟展
Exposição de Franquia de Macau
Macao Franchise Expo



16/10-19/10

澳門國際品牌連鎖加盟展(MFE)集展覽、論壇及研討會、商業配對、推介會及體驗課程為一體的年度國際品牌盛事。活動促進同業聯絡交流，並為投資者尋找商機，近年助力不少知名品牌進入澳門及拓展市場。充分發揮MFE的平台角色,今年精彩活動包括：

Macao Franchise Expo (MFE) is the annual international trade feast that integrates exhibitions, forums, business matching sessions, promotional seminars and experiential courses. The event facilitates industry networking and communication, providing investors with opportunities to discover business prospects. In recent years, it has assisted numerous well-known brands in entering the Macao market and expanding their presence, which fully demonstrates its role as platform. Highlights of this year's event include:

展覽 Exhibition

展示特許經營、連鎖加盟及品牌代理產品，包括餐飲、零售、品牌代理、智慧新零售設備及技術等領域。

Showcasing franchise products in the areas of food and beverage, retail, brand agency, smart new retail equipment and technology.

體驗課程 Experiential Course

展會現場設體驗課程區，特邀生成式人工智能技術 (AIGC) 講師進行講解，讓與會嘉賓及觀眾對該技術有初步了解。

The exhibition venue features dedicated experiential courses, where expert instructors in Generative Artificial Intelligence Generated Content(AIGC) will provide detailed explanations, giving attendees and guests the opportunity to gain a comprehensive understanding of the technology.



商業配對 Business Matching Session

透過「網上商業配對服務平台」，為海內外及本地客商提供自助化商業配對洽談服務，藉此協助企業開拓市場，促進經貿合作與交流。用戶可透過免費的「網上商業配對服務平台」，參加2024MFE的商業配對洽談服務，提供或尋找合作項目。透過自助配對功能，自行於活動期間安排會面時間及享用排期功能。

"Online Business Matching Service Platform" is developed by Macao Special Administrative Region Commerce and Investment Promotion Institute. With this online tool we aim to assist and facilitate local and overseas businesses to find partners worldwide and hopefully foster mutually beneficial economic trade and exchanges. Through this platform, registered users will be able to participate in the Business Matching Session of 2024 MFE. Through the "Online Business Matching Service Platform", they are capable of independently scheduling meeting times and effectively utilizing the scheduling function throughout the event period.



推介會 Promotional Seminar

由參展商推介其特許經營品牌。

Exhibitors will get the exclusive opportunity to promote their brands.



論壇及研討會 Forum and Seminar

邀請各地特許經營、品牌代理行業協會的領導、企業投資者、高層管理人員和專家作主題發言，讓與會嘉賓進一步了解並掌握市場概況以及發展趨勢。

Keynote speakers, such as leaders from franchise associations, corporate investors, senior management and experts, will be invited to enable the attendees to gain a better understanding of the market and its development trends.



設本澳中小企展區

Establish Exhibition Area for Macao SMEs

MFE為本澳中小企提供了寶貴的交流機會和資源，不僅有利於促進中小企與國際品牌的聯繫，還能為其提供了最新的市場資訊和行業趨勢，幫助其提升競爭力和創新能力。MFE始終致力於助力本澳中小企實現品牌升級和業務拓展，進入國際市場，充分發揮其平台角色功能。

MFE provides valuable opportunities and resources for local SMEs, facilitating their connections with international brands and offering the latest market information and industry trends. This helps SMEs enhance their competitiveness and innovation capabilities. MFE is consistently dedicated to assisting local SMEs in achieving brand upgrades and business expansion, enabling them to enter international markets and fully leverage the platform's functional role.



每年一度的國際品牌盛事

THE ANNUAL INTERNATIONAL FRANCHISE EVENT

MFE

澳門國際品牌連鎖加盟展
Exposição de Franquia de Macau
Macao Franchise Expo



16/10-19/10

2024MFE亮點 HIGHLIGHTS

01 集多種服務及功能於一身的展會活動，匯集世界各地國際連鎖加盟品牌，創造更廣闊的經貿平台

A multi-service and multi-functional event that brings together international franchise brands from around the world to create a broader economic and trade platform

02 匯聚亞洲連鎖加盟品牌，開拓創業新視野

Gathering Asian franchise brands to open up new horizons in entrepreneurship

03 匯聚本澳及海外IP授權方，探索IP產業商機

Gathering local and overseas IP licenses to explore IP industry opportunities

04 人工智能技術加持，助力中小企提升生產力效率

AI technology assists SMEs in improving productivity and efficiency

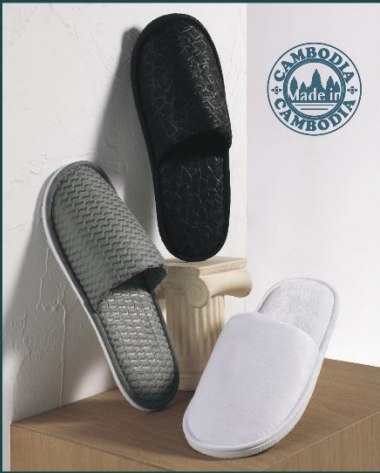
05 實行“一會展兩地”新模式，助力參展品牌發掘澳琴文旅新商機

A new model of “one exhibition and two locations” to help participating brands explore new opportunities for cultural tourism in Macao and Hengqin



Ming Fai Group is the preferred destination for an international enterprise specializing in travel amenities with peerless quality. Ming Fai Group is the first choice of customer, delivering high quality and trusted 5-star solutions to its global clients, building long-term relationships and providing exceptional services to internationally renowned hotel brands, airlines, hospitality and personal care industries.

We serve over 100 million guests every year, in-room, and in-flight. Our hands-on approach shapes every product with the attention to detail our guests deserve.



SPECIALIZATIONS



Create wet amenities for premium brands with superior quality.



Source and produce dry amenities with sustainable features.



Offer comprehensive solutions for new hotel opening.



Guangdong-Macao In-Depth Cooperation Zone in Hengqin

Hengqin Tourism Product Promotion

www.invest-hengqin.cn

横琴经济发展局

Economic Development Bureau of Hengqin

Hengqin Tourism Product Promotion

Introduction to Hengqin

Hengqin, located at the southern end of the west bank of the Great Bay Area, adjacent to Zhuhai, separated from Macao by a bridge, and connected to Hong Kong through the Hong Kong-Zhuhai-Macao Bridge.



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association



Introduction to Hengqin



Scope of the Cooperation Zone:

The customs supervision territory between the “first-tier” and “second-tier” subzones on Hengqin Island occupies a total area of about 106 square kilometers.

- First-tier: between Hengqin and Macao SAR
- Second-tier: between Hengqin and other areas within the territory of the People's Republic of China

Transportation Advantages



Within a 100km radius, there are:



Five international and domestic airports

Hong Kong International Airport, Macau International Airport, Guangzhou Baiyun International Airport, Shenzhen Bao'an International Airport, and Zhuhai Airport



Four deep-water harbors

Victoria harbor (Hong Kong), Port of Nansha (Guangzhou), Port of Yantian (Shenzhen), Gaolan Port (Zhuhai)



Shanghai-Zhuhai: 16 direct flights daily; 140 minutes per flight

Zhuhai airport-Hengqin: 30 minutes drive



Hengqin-Hong Kong: 40 minutes drive via HK-Zhuhai-Macao bridge

Hengqin-Macao: 5 minutes away via Hengqin Port



Convenient Visa Policy

01

Group Visa

02

144-hour convenient visa (at least 2 individuals)

03

Visa for Special Economic Zone (3 days)

Guangdong-Macao In-Depth Cooperation Zone in Hengqin Culture and Tourism Market

➤ Jan to Dec 2023



Tourists: 11.63 million people
year-on-year growth of 341.48%



Tourism revenue from major scenic spots: 2.788 billion Yuan
year-on-year growth of 422.41%



Tourism Resources



02

横琴经济发展局

Economic Development Bureau of Hengqin

Hengqin Tourism Product Promotion

Tourism Resources



Leisure

- Zhuhai Hengqin Chimelong International Ocean Resort
- Sumlodol Camping Town
- Novotown
- National Geographic Ultimate Explorer Chimelong Marine Science Museum

Culture

- China Red Sandalwood Museum Hengqin
- Xiangzhou Cultural Center
- Ponto
- The Chimelong Theatre
- Hengqin Stone Park



Eco

- Hengqin Mangzhou Wetland Park
- Hengqin Flower Corridor
- Hengqin Tianmu River
- Erjingwan Wetland Park
- Little Hengqin Mountain

Health

- Guangdong Macao Cooperation Traditional Chinese Medicine Industry Park
- Ola Lotus
- Ruilian Wellness
- Serensia Woods Hotel



MICE

- Chimelong Hengqin Bay Hotel International Convention and Exhibition Center
- Novotown
- Hengqin Scientific and Technological Innovation Center
- Hyatt Regency Hengqin
- China Red Sandalwood Museum Hengqin
- Sumlodol Camping Town



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association

FOREIGN TRADE
AFFAIRS BUREAU
海外贸易发展部

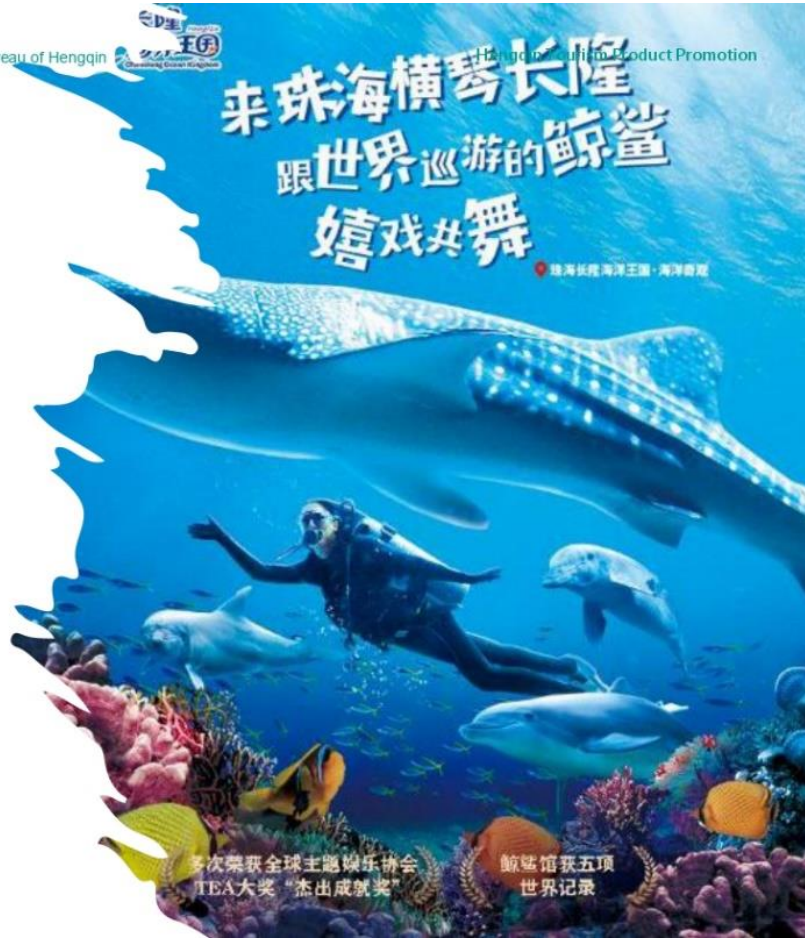


CONNECTING MEMBERS GLOBALLY
MYBHA FOREIGN TRADE AFFAIRS BUREAU

Key Facilities

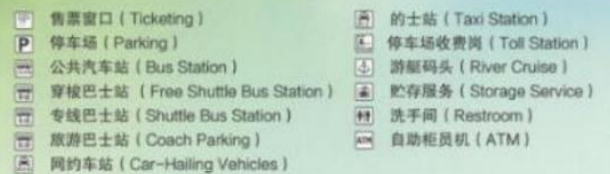
Zhuhai Hengqin Chimelong International Ocean Resort

- ✓ A super-large marine theme tourism matrix integrating theme park, resort hotel, cultural performance, business exhibition, catering and leisure





Zhuhai Hengqin Chiemlong International Ocean Resort





全龄挑战星奇塔 奇趣欢乐无极限



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association

FOREIGN TRADE
AFFAIRS BUREAU
海外贸易发展部



CONNECTING MEMBERS GLOBALLY
MYBHA FOREIGN TRADE AFFAIRS BUREAU



Key Facilities

Novotown

- Novotown is an integrated tourism and entertainment project themed on culture and creativity with a total area of 10,000 square kilometres and a construction area of about 1.47 million square metres, which includes Hyatt Regency Hengqin, including Lionsgate Entertainment World, National Geographic Ultimate Explorer, Hyatt Regency Hengqin



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association

FOREIGN TRADE
AFFAIRS BUREAU
海外贸易发展部



CONNECTING MEMBERS GLOBALLY
MYBHA FOREIGN TRADE AFFAIRS BUREAU



Tourism Supporting Facilities

Hotels	No. of Rooms	Hotels	No. of Rooms
Chimelong Hengqin Bay Hotel	1888	Serensia Woods Hotel	133
Chimelong Penguin Hotel	2000	Hyatt Regency Hengqin	493
Chimelong Circus Hotel	700	Hilton Garden Inn Zhuhai Hengqin Sumlodol Park	185
Chimelong Marine Science Hotel	1250	Sumlodol signature accommodation units	124
Chimelong Ying Hai Hotel and Apartments	545	Sumlodol Hotel	143
Chimelong Spaceship Hotel	1025	Angsana Zhuhai Hengqin	214
Muxiang Holiday Hotel	107	DoubleTree by Hilton Zhuhai Hengqin	202
Hengqin Qianyuan Hotel	176	Sumjoy Hengqin Tianmu Hotel	86
Hilton Garden Inn Zhuhai Hengqin	158	Artyzen Habitat Zhuhai Hengqin	230
Dahengqin Talent Residence	128	/	/
Over 9,700 guest rooms in total			

Cultural Tourism Planning

2023 New facilities



Chimelong Spaceship



Angsana Hengqin Hotel



DoubleTree By Hilton
Zhuhai Hengqin



Sumjoy Hengqin Tianmu
Hotel



03

横琴经济发展局

Economic Development Bureau of Hengqin

Hengqin Tourism Product Promotion

Prosperous Events



Prosperous Events



Prosperous Events



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association

FOREIGN TRADE
AFFAIRS BUREAU
海外贸易发展部



CONNECTING MEMBERS GLOBALLY
MYBHA FOREIGN TRADE AFFAIRS BUREAU



Establish “One Trip, Multi-Stop” Travel Routes & Co-develop Tourism Products

MYBHA CHINA TRADE MISSION TRIP 2024



PERSATUAN HOTEL BAJET & BUSINESS MALAYSIA
Malaysia Budget & Business Hotel Association



CONNECTING MEMBERS GLOBALLY
MYBHA FOREIGN TRADE AFFAIRS BUREAU