



銀娛GEG



企業社會責任工作年報
Corporate Social Responsibility
Annual Report

2019

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1 引言 Introduction

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作為一家肩負社會責任的企業，銀河娛樂集團（「銀娛」）一直秉持「取諸社會，用諸社會」的宗旨，克盡己任，以自身資源為社區的全方位建設投入力量，並視澳門的長遠正向發展為己任。

As a socially responsible corporation, Galaxy Entertainment Group ("GEG") holds true to our philosophy of "What is taken from the community is to be used for the good of the community." We continue to invest our resources in the all-round development of the community, considering Macau's long-term success as our own responsibility.

2019年，全有賴澳門特別行政區政府以及社會各界一如既往的支持與信任，銀娛得以透過多元方式實踐企業社會責任，於深化國情以至青少年教育及人才培訓、扶植中小企業、拓展文化藝術、提倡體育競技、宣揚綠色環保、推動負責任博彩，以及促進社區共融和諧等領域持續投入資源與愛心，十分感恩銀娛能與社區同進步、共發展。

Thanks to the ongoing support and trust of the Macau SAR Government and the community, in 2019 GEG was able to implement multiple corporate social responsibility initiatives through a diversified approach. We focused on strengthening national education, youth education and talent cultivation; fostering the growth of Macau's small and medium-sized enterprises; supporting the arts, culture and sports; advocating for environmental protection and awareness; promoting responsible gaming; and cultivating an inclusive and harmonious society. We are extremely grateful that GEG's growth is having a meaningful positive impact on our community.

銀娛大家庭20,000多名團隊成員的努力耕耘，與業務的豐碩成果有著密不可分的關係。因此，銀娛把員工的福祉視為重中之重，不僅提供安全舒適、家庭友善的工作環境，亦致力創造向上流動的機會，更用心鼓勵員工注重作息平衡以至為其構建終生學習及服務社會的平台。

The dedication of our more than 20,000 team members is paramount to our businesses' resounding success, and for this reason, we regard our team members' well-being as our top priority. In addition to providing team members with a safe and family-friendly workplace, we also create opportunities for their upward mobility, attend to their work-life balance and build platforms for lifelong learning and community involvement.

2019年乃「雙慶」大喜之年，銀娛會繼續不忘初心，緊貼澳門特區政府的施政方針，以鞏固「一中心、一平台、一基地」的發展定位為業務發展的主要方向，竭誠為市民、旅客提供獨一無二的世界級綜合休閒度假體驗，全力推動澳門的適度多元發展，在發揮澳門優秀之處的同時，致力把握大灣區的發展機遇，積極融入國家發展大局。

In celebration of the "double anniversaries" of the People's Republic of China and the Macau SAR in 2019, GEG recommitted itself to closely aligning our business strategy with the Macau SAR Government's goal of consolidating the city's position as "one center, one platform and one base" for economic and cultural exchange between China and Portuguese-speaking countries. Endeavoring to provide residents and visitors with a unique, world-class integrated resort experience, GEG will continue to make every effort to promote the diversification of Macau's economy. In tandem with contributing to Macau's prosperity, we will continue

to seize opportunities in the Greater Bay Area and actively integrate our strategies with the overall development plans of the nation.

展望未來，銀娛將繼續堅持信念，發揮自身優勢，為社區的可持續發展貢獻綿力，與大家共建更美好的澳門。

Looking forward, GEG will continue to uphold our mission to harness our strengths for the sustainable development of the community and help make Macau a better place for everyone.

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人才發展為社會進步之本，更是澳門成為世界旅遊休閒中心的基石。銀娛非常重視人才培育，一直與相關政府部門、學術機構及專業組織等通力合作，為團隊成員以至社區人士提供事業發展及在職培訓等終身學習機會，推動人才向上流動及橫向發展。

Talent development is the foundation of social progress and a cornerstone of Macau's transformation into a World Center of Tourism and Leisure. Accentuating the importance of talent cultivation, GEG has been working with relevant government departments, academic institutions and professional organizations to provide team members and the community with lifelong learning opportunities for career development and on-the-job training, thus driving the upward and horizontal mobility of the workforce.

隨著粵港澳大灣區規劃綱要於2019年正式頒佈，銀娛更加大力度鞏固團隊成員及青少年的國情教育推廣工作，鼓勵其了解及把握粵港澳大灣區帶來的機遇，以保持澳門的可持續發展與融入國家發展大局的步伐。

In alignment with the official 2019 Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, GEG has strengthened its efforts in promoting national education to team members and young people. Through encouraging them to understand and grasp opportunities in the Greater Bay Area, GEG is working to advance Macau's sustainable development and accelerate its integration with national development.

2 樂育人才為社會發展架橋築路 Talent Cultivation for Community Development

國情教育工作 推動愛國愛澳精神薪火相傳

National Education Activities
Promoting the Spirit of "Loving the Motherland and Loving Macau"

銀娛深明國情普及工作重要性，更為澳門首家綜合度假城企業以冠名贊助方式支持舉辦青少年國情教育活動，多年來為澳門青少年以至團隊成員組織專題講座、參訪及交流等多個國情活動。適逢「雙慶」，由國情教育（澳門）協會主辦、銀娛連續11年冠名贊助的「銀娛澳門盃——青少年國情知識競賽」，一如既往安排競賽勝出學生到內地造訪，是次則到深圳、佛山、肇慶等多個大灣區城市，了解當今區內多個城市的建設、發展成就及機遇，今屆競賽吸引逾9,000名來自澳門20所中學及5所大學的學生踴躍參與。自2008年至今，參與人數已累積超過8萬人次。

GEG understands the importance of promoting national education and was the first integrated resort operator in Macau to launch and title sponsor a youth national education activity. Over the years, GEG has organized numerous seminars, visits and exchanges to deepen young people's and team members' understanding of national development. GEG has title sponsored the National Conditions Education (Macau) Association's annual event the GEG Macau Cup – Youth National Education Competition for 11 consecutive years. As its long-standing practice, winning students were awarded with an educational visit to mainland China, this time to the Greater Bay Area cities of Shenzhen, Foshan and Zhaoqing, where they augmented their knowledge of infrastructure, development and opportunities in the region. The latest edition of the competition attracted the participation of over 9,000 students from 20 secondary schools in Macau and five universities. Since the event was introduced in 2008, a total of more than 80,000 young people have taken part.



銀娛青少年成就計劃 扶持青年裝備自己 成就事業發展

GEG Youth Achievement Program
Polishing Youngsters' Skills for Future Career Development

銀娛聯同澳門管理協會連續第8年合辦「銀娛青少年成就計劃」，持續為年齡介乎18至29歲的澳門青少年提供發揮潛能及籌劃事業發展的機會。為慶祝澳門回歸20周年，旅遊局文綺華局長、澳門貿易投資促進局行政管理委員會劉關華主席與逾200名歷屆學員分享交流就回歸以來澳門旅遊業、會展業發展帶給澳門青年的機遇。第8屆「成就計劃」課程設計，以大灣區作為國家發展大局的戰略定位為主要題目，並特意安排學員走訪「兩小時生活圈」城市，參觀當地知名企業，另外，亦配合特區政府發展方向，設置區塊鏈、金融科技、大數據等工作坊，並到訪「一帶一路」橋頭堡的上海市及「環杭州灣大灣區」城市之一的杭州市，增廣見聞。

Jointly organized by GEG and the Macau Management Association for eight consecutive years, the GEG Youth Achievement Program (GEG YAP) continues to provide opportunities for local young people between the ages of 18 and 29 to realize their potential and develop their career paths. To celebrate the 20th anniversary of the establishment of the Macao SAR, Ms. Maria Helena de Senna Fernandes, Director of the Macao Government Tourism Office (MGTO), and Mrs. Irene Lau Kuan Va, President of the Macao Trade and Investment Promotion Institute (IPIM), were invited to share their personal experiences and views on topics related to the development of Macau's tourism and MICE industry with 200 participants from the current and past editions of the GEG YAP. The curriculum of the eighth GEG YAP emphasized the Greater Bay Area and its strategic positioning in overall national development. With specially arranged visits to cities within the "two-hour living circle", participants were given the opportunity to meet with representatives of renowned local enterprises. Aligned with the development initiatives of the Macao SAR Government, the program featured workshops on block-chain technology, financial technology, big data and other topics. Moreover, the participants were also given the opportunity to visit Shanghai, which plays a bridgehead role in the Belt and Road Initiative, and Hangzhou, which is central to a Greater Bay Area initiative in Zhejiang.

文綺華局長與學員自拍留念 | Director Maria Helena de Senna Fernandes Taking Selfies with the Participants



2 樂育人才為社會發展架橋築路 Talent Cultivation for Community Development

銀娛理工博彩業專才培訓計劃

理論實踐並重 助團隊成員取得事業突破

GEG-MPI Gaming Position Certification

Practical and Theoretical Program Helping Team Members Advance Their Careers



銀娛於2019年延續與澳門理工學院合辦的「銀娛理工博彩業專才培訓計劃」，為前線營運部門的團隊成員提供理論與實踐並重的專業課程，授課內容由多位銀娛管理層及澳門理工學院導師共同設計，除了涵蓋學員崗位要求的核心知識及技能外，亦包含澳門博彩業概況、基本社交禮儀、客人接待技巧、行業知識及職業生涯規劃等。自計劃於2018年成立以來，已經有超過7,000名團隊成員參與培訓，畢業學員會獲得由銀娛及理工學院共同頒發的證書。

In 2019, GEG once again joined forces with the Macao Polytechnic Institute (MPI) to organize the GEG-MPI Gaming Position Certification, which offers professional theoretical and practical training for frontline team. The content of the program was jointly designed by various GEG management executives and MPI instructors and covers a wide range of topics – from core knowledge and skills required for frontline positions to an overview of Macau's gaming industry, basics of social etiquette, communication with guests, industry knowledge and career planning. Since the program's establishment in 2018, a total of 7,000 team members have received relevant training, with the graduates receiving certificates co-issued by GEG and MPI.

日本澳門綜合度假村管理啓蒙計劃

培育行業菁英新一代

GEG Japan-Macau Integrated Resort Management Mentorship Scheme

Nurturing Future Industry Leaders

銀娛於2019年宣佈進一步拓展「啓蒙計劃」，從2020年開始，為澳門旅遊學院修讀酒店管理的澳門學生安排為期6個月的赴日實習，以促進兩地於綜合度假村管理上的交流。而2019年的「啓蒙計劃」，來自日本的學員、學術機構及商業單位參加數目均有所增加，學員來自東洋大學、京都產業大學、福岡大學，以及大倉日航酒店管理有限公司。為期3周的「啓蒙計劃」內容涵括由澳門大學學者主持的一系列講座，以及在銀娛旗艦綜合度假城——「澳門銀河™」深入探討及學習綜合度假村的營運管理，專業知識涉獵廣泛，旨在培育綜合度假村行業領軍人物。

In 2019, GEG announced the further expansion of its Mentorship Scheme. Starting in 2020, Macau students majoring in Hotel Management at the Institute for Tourism Studies of Macao will be eligible to take part in a six-month internship in Japan to facilitate the sharing of integrated resort management experience between the two territories. The 2019 edition of the Mentorship Scheme achieved growing momentum in terms of the number of participating individuals, academic institutions and companies, with participants coming from Toyo University, Kyoto Sangyo University, Fukuoka University and Okura Nikko Hotel Management Co., Ltd. The three-week Mentorship Scheme included lectures conducted by faculty members from the University of Macau, as well as an in-depth and diverse study of integrated resort operations hosted at GEG's flagship integrated resort Galaxy Macau™. The scheme covered multiple fields of professional knowledge in hopes of nurturing future leaders for the integrated resort industry.



2 樂育人才為社會發展架橋築路 Talent Cultivation for Community Development

持份者分享 Comments from Stakeholders

“「銀娛澳門盃 — 青少年國情知識競賽」參訪團中的所見所聞令我眼界大開，新中國的發展實在日新月異。我有幸參與此次參訪團，了解國家發展有助我將來透過大灣區成就夢想，為國家及澳門的發展效力。」

“The visit under the GEG Macau Cup – Youth National Education Competition has broadened my horizons and allowed me to see the latest development and evolution of China. I was privileged to have joined this visit, which allowed me to understand more about national development and how I can achieve my dreams in the Greater Bay Area and contribute to the development of the country and Macau.”

黃榕坤同學
Mr. Benny Wong

聖若瑟教區中學第六校學生、
「銀娛澳門盃 — 青少年國情知識競賽」參賽者
Student of Colégio Diocesano de São José 6 and GEG Macau Cup
— Youth National Education Competition Participant



“「慶祝澳門回歸20周年『銀娛青少年與貿促局主席真情對話』令我深受啟發，劉主席提到會展業需靠各行各業的努力及支持，讓我意識到原來作為工程師，也能為推動會展業及旅遊業的發展作出貢獻。」

“I was deeply inspired by the 'Celebration of the 20th Anniversary of the Establishment of the Macau SAR – President of IPIM Dialogue with GEG YAP', in which Mrs. Irene Lau talked about how the different industries need to collaborate to support the MICE sector's development in Macau. This made me realize that, as an engineer, I can also make a difference to the MICE and tourism industries.”

歐陽文龍先生
Mr. Vito Ao leong

「澳門銀河™」設施管理工程師、
「成就計劃」學員
Engineer in Facilities Management Department
of Galaxy Macau™ and GEG YAP Participant

活動花絮 Activity Snapshots

參觀「中國出了個毛澤東」大型圖片展
Visit to Photo Exhibition on Chairman Mao Zedong



與婦聯於「澳門銀河™」後勤區展出
澳門婦幼發展成就展覽
Exhibit on Women's History in the Back-of-house Area
of Galaxy Macau™, Coorganized with the Women's
General Association of Macau



銀娛青少年成就計劃學員與
旅遊局文綺華局長
真情對話
MGTO Director Maria Helena de
Senna Fernandes' Dialogue
with GEG YAP Members



銀娛青少年成就計劃學員與
澳門貿易投資促進局
劉關華主席真情對話
IPIM President Irene Va Kuan
Lau's Dialogue with GEG YAP
Members



首家澳門綜合度假城營運商開辦
機械工程畢業生培訓計劃
First Integrated Resort Operator in Macau to
Offer the Scheme "A" Graduate Training Program
in Mechanical Engineering

第11年舉辦銀娛實習生計劃
11th Annual GEG Integrated Resort
Internship Program Launch



邀請澳門特區政府禮賓
公關外事辦公室主任
馮少榮先生主講
國際禮賓事務培訓
Former Protocol, Public
Relations and External Affairs
Office Director Mr. Fung Sia
Weng Hosts International
Protocol Workshop



「歷史城區中的創新創業·
京澳青年交流活動」的成員
到訪「澳門銀河™」
及「澳門百老匯™」
Visit to Galaxy Macau™
and Broadway Macau™ by
Participants in Innovation and
Entrepreneurship in the Historic
Center – Beijing and Macao
Youth Exchange Activity



中小微企為澳門經濟適度多元發展的重要動力，澳門特區政府鼓勵大型企業透過「以大帶小」的形式協助本地中小微企發展，而銀娛亦為首家綜合度假城營運商響應採用此合作模式。銀娛深明授人以魚不如授之以漁，因此透過認證支援、培訓、技術交流等，協助中小微企優化營運模式，增加其投身大灣區的營商機會，另外，在採購方面，銀娛一直堅持優先採用本地商戶、品牌，為中小微企營造有利的營商環境，冀與他們共進共贏，齊享經濟成果。

Micro, small and medium-sized enterprises (SMEs) are a major driving force for the economic diversification of Macau. When the Macau SAR Government called on large corporations to adopt a cooperation model of "large enterprises leading small enterprises" to assist local SMEs with their development, GEG became the first integrated resort developer to snap into action. As the Chinese proverb goes, "It is more important to teach a man how to fish than feed him with a fish." GEG helps SMEs optimize their business operations through certification support, training and technical exchange so that they can seize more business opportunities in the Greater Bay Area. GEG also gives priority to local merchants and brands in the procurement process, forging a favorable business environment for local SMEs. GEG is working to create more win-win scenarios with SMEs in order to share the fruits of Macau's economic prosperity.

3 與中小企並肩成長 攜手共建發展機遇 Growing Together with SMEs, Exploring Hand-in-hand Development Opportunities

投資源、建平台 助中小企拓客源

Resources and Platforms to
Help SMEs Expand Their Customer Base

為期一個月的「澳門美食嘉年華@百老匯」在「百老匯美食街」舉行，銀娛向所有參與活動商家不單免除場地租用費，更給予資助、市場推廣等支援，冀以銀娛的資源，協助提升商戶的知名度，擴闊客源。是次「嘉年華」匯聚超過50個餐飲攤位，提供超過240款精選本土風味食品及多國特色街頭美食，今年更增設品酒區，安排多個街頭表現節目，展現本澳作為「創意城市美食之都」及「世界旅遊休閒中心」的多重魅力，深受市民及大眾歡迎。

The month-long Macau Gourmet Festival @ Broadway took place at Broadway Food Street. GEG not only exempted all participating merchants from rental fees but also provided them with subsidies and marketing assistance. The aim was to increase the exposure of merchants and help them broaden their customer base. The Festival featured over 50 food and beverage stalls serving more than 240 local delicacies and tantalizing dishes from around the world. A Wine-and-Dine zone was added this year, which was complimented by exciting street performances. Showcasing the unique charms of Macau as a UNESCO Creative City of Gastronomy and a World Center of Tourism and Leisure, the festival was well received by the public.



澳門首條露天美食街——「百老匯美食街」於2015年開幕，開創了大型綜合度假城與本地中小企「以大帶小」聯營合作的先河。「美食街」上近六成為本地知名及老字號餐飲品牌，銀娛從管理、食品安全、財務、培訓等多方面提供支援，促進其可持續發展，推動本澳經濟多元化，締造三贏局面。

Broadway Food Street is Macau's first outdoor hawker-style food street. Opened in 2015, the Food Street marks the milestone of the cooperation between large-scale integrated resorts and local SMEs via a "large enterprises leading small enterprises" cooperation model. Nearly 60% of the merchants at the Food Street are renowned local and traditional F&B brands. Through support in the areas of management, food safety, finance and training, GEG facilitates the sustainable development of local brands and advances the economic diversification of Macau, thus creating a three-way win for all parties.

肩負表率之責 樹行業標杆 領餐飲業中小企高水平發展

Leading by Example, Establishing Industry Benchmarks,
Encouraging Quality Development of F&B SMEs



銀娛舉辦「銀娛為您·中小企系列：食安分享會」，為多名供應商夥伴介紹集團符合國際衛生安全標準的食安管控規範及準則，例如餐飲管理系統、餐飲食品處理程序、食材要求及環境衛生規定，並安排到後勤區域參觀。與此同時，銀娛亦全額資助合資格的供應商報讀由澳門生產力暨科技轉移中心教授的兩項專業課程——「食品追溯培訓課程」、「CIEH食品安全中級證書——第三級課程」。銀娛冀藉此讓本地中小企了解大型綜合度假城在食安範疇的規格，讓他們在產品質量及設備方面追求更高標準，協助提升其生產力和競爭力，進一步拓展自身業務。

GEG organized the GEG SME Series: Food Safety Workshop to give suppliers insight into GEG's food safety rules and procedures, which are compliant with international hygiene and safety standards. The Workshop covered food and beverage management systems, food and beverage product handling procedures, food ingredient requirements, and environmental hygiene rules. In addition, GEG also provided suppliers with an opportunity to visit the back-of-house areas of Galaxy Macau™ and an opportunity for eligible suppliers to enroll in two professional training courses – the Food Traceability Training and the CIEH Intermediate Certificate in Food Safety (Level 3) training, which are taught by instructors from the Macau Productivity and Technology Transfer Center (CPTTM) and fully subsidized by GEG. Through these measures, GEG hopes to give local SMEs a better understanding of the food safety requirements of integrated resorts and inspire them to pursue higher standards in quality products and equipment so that they can enhance their productivity, competitiveness and business opportunities.

3 與中小企並肩成長 攜手共建發展機遇 Growing Together with SMEs, Exploring Hand-in-hand Development Opportunities

支持「澳門製造」 與製造業並肩

Supporting "Made in Macau",
Standing with Manufacturing Sector

銀娛邀請了擁有30多年經驗的本地製衣公司——嘉明洋行製作5,000件團隊成員防風外套，並以實際行動支持澳門製造業的發展，積極配合嘉明洋行將團隊成員防風外套，申請納入澳門產品優質認證計劃（「M嘜」）及香港「Q嘜」優質產品認證計劃，此防風外套更在2019年9月正式取得「M嘜」及4月取得香港「Q嘜」優質產品認證，讓嘉明洋行成為了本澳首家製衣公司獲得有關認證。銀娛希望發揮本地龍頭企業對中小微企的扶持力度，增強這些企業的競爭力、助其打響名堂。

GEG invited Agencia Comercial Carmen Lda (Carmen), a local clothing manufacturer with over 30 years' experience, to produce 5,000 windbreakers for team members, a pragmatic initiative to support the development of the local manufacturing industry. In active collaboration with Carmen, GEG helped the manufacturer obtain product certification for the windbreakers under the Macau Product Quality Certification Scheme and the Hong Kong Q-Mark Product Scheme. The windbreaker was successfully certified under the Macau and Hong Kong schemes in September 2019 and April 2019 respectively, making Carmen the first Macau manufacturer to attain these certifications. GEG strives to fulfill its role as a leading local enterprise that supports SMEs in enhancing their competitiveness and brand visibility.



落實與中小企協同發展 引進特色品牌授權展覽

Creating Synergy with SMEs
Introducing Acclaimed Licensing Exhibitions

由銀娛冠名贊助、澳匯展覽有限公司主辦的《銀娛呈獻：Hello Kitty Hello Again》展覽，於暑假期間在「澳門百老匯™」舉行，共吸引約50,000人次入場參觀。銀娛冀通過贊助，以及提供場地、工程協助、宣傳推廣、酒店住宿門票優惠等方式，與中小企一起為澳門引進高知名度展覽，為家庭旅客搭建多一個親子旅遊好去處。在銀娛的支持下，該展覽於「澳門會展嘉許獎2019」中奪得創新展覽獎。

Title-sponsored by GEG and organized by MACEPO Exhibition Co., Ltd, the Hello Kitty Hello Again exhibition was held at Broadway Macau™ over the summer, attracting a total of 50,000 visitors. Through the provision of sponsorship support, venue space, engineering assistance, marketing and promotion support and hotel accommodation packages, GEG is working hand-in-hand with SMEs to introduce high-profile exhibitions to Macau and improve the city's appeal as a family-friendly tourist destination. With GEG's support, the Hello Kitty Hello Again exhibition received the Innovative Exhibition Award from the Macao Convention and Exhibition Commendation Awards 2019.



3 與中小企並肩成長 攜手共建發展機遇 Growing Together with SMEs, Exploring Hand-in-hand Development Opportunities

持份者分享 Comments from Stakeholders

「與本地中小企合作，不僅是支持澳門特區政府相關發展方針，協助推進整個澳門經濟適度多元發展的進程，亦能夠協助促進中小企在業務及經營管理的提升，同時也可以維持我們為各個持份者所提供的服務或產品的質量，我們十分支持。」

"We strongly support the idea of cooperating with local SMEs, which not only supports the development policies of the Macau SAR Government but also assists Macau in its process of developing a moderate and diversified economy. Furthermore, it also helps improve SMEs' business and operations management and supports us on ensuring that we can continue to acquire quality products and services for our various stakeholders."

”

戴奕安先生
Mr. Ian Daniels

銀娛採購及倉儲管理高級副總裁
Senior Vice President of Procurement and Warehousing of GEG



「我們十分欣賞銀娛的管理模式、採購程序都是採用系統化、標準化和國際化的標準，跟銀娛合作讓我們這些中小企業可以從中借鑒，從而優化自身的經營情況。」

"We are very appreciative of GEG's management model and procurement procedures, which are systematic and meet international standards. Cooperating with GEG has allowed SMEs like us to learn from them and apply their best practices to further improve our business."

”

李嘉浩先生
Mr. Jackie Lei

銀娛本地海味乾貨食材供應商 — 龍昌行負責人
Managing Director of local dried seafood supplier
Marisco Secos Long Cheong Hong

「自2013年與銀娛建立夥伴關係以來，公司的業務得以擴大，生意額也隨之而上。隨著雙方合作關係逐步深化，運泰的工作人員亦會定期前往銀娛進行不同的技術交流，學習專業的食品加工及分割技巧，以進一步提升自身業務水平。」

"Since partnering with GEG in 2013, our company's business has expanded, and so has our volume. Our partnership has also strengthened with our employees visiting GEG regularly for different technical exchanges and learnings of professional food processing and segmentation techniques that can help advance our business."

”

余庭曦先生 (左)
Mr. Jack Yu (left)

銀娛本地凍肉食材供應商 — 運泰有限公司負責人
Representative of local meat and seafood supplier Winning Future



「籌備《銀娛呈獻：Hello Kitty Hello Again》的過程充滿挑戰，但有銀娛這種大型企業的支持，可讓國外的版權公司對展覽更有信心。」

"There have been a number of challenges in preparing for the Hello Kitty Hello Again exhibition, but with the endorsement of large corporations like GEG, overseas licensing companies have shown more confidence in us."

”

盧德忠先生

Mr. Lo Tak Chong

澳匯展覽有限公司董事總經理
Managing Director of MACEPO Exhibition Co., Ltd



”

「銀娛採用我們的本地設計師的設計款式令我們非常鼓舞，亦是對本地品牌的支持與肯定。多年來，嘉明洋行堅持百分百「澳門製造」，裁、車、熨三大主要工序都在本地完成，雖然增加了生產成本，但我們都一直堅持，也很高興銀娛願意與我們一同堅守『澳門製造』。」

"We're impressed that GEG adopted the works of our local designers, which is a testament to local brands. Over the years, Carmen strictly adheres to the 'Made in Macau' philosophy, in which the three major manufacturing procedures – cutting, sewing and ironing – are completed locally. Although these increase the production cost, we have been committed to this and we're glad that GEG is willing to join force with us in safeguarding the 'Made in Macau' practice."

”

鄧君明先生
Mr. Jose Tang

嘉明洋行有限公司董事總經理
Managing Director of Carmen



活動花絮

Activity Snapshots



「澳門美食嘉年華@百老匯」
推動本地美食文化及餐飲業發展
Macau Gourmet Festival @ Broadway
Promoting Local Gastronomic Culture and
Propelling Development of F&B Industry



以實際行動支持「澳門製造」
Supporting "Made in Macau"
with Pragmatic Initiatives



「銀娛為您·中小企系列：食安分享會」
助供應商提升競爭力
GEG SME Series: Food Safety Workshop
Enhancing GEG Suppliers' Competitiveness



銀娛能成功打造嶄新、觸目及屢獲殊榮的項目、產品及服務，歸功於集團超過2萬名團隊成員的努力耕耘，全心全意地向客人傳遞「亞洲心」服務理念，讓客人感到親切周到，賓至如歸的感覺。因此，銀娛一直視團隊成員為企業的寶貴資產，致力為團隊成員構建安全、健康、愉快的工作環境，推動家庭友善、平衡工作生活的企業文化。我們十分重視團隊成員的作息平衡，鼓勵員工多參與有益身心的活動，當中更組織了8支運動隊伍，希望團隊成員在強身健體之餘，更有助擴闊生活圈子。由團隊成員組成的員工康樂會定期推出各類型的工作坊、外訪活動、講座等予團隊成員以至家人參與，透過一系列體育、親子等活動以提高團隊成員的幸福感和歸屬感。

GEG's continued success in creating innovative, spectacular and award-winning projects, products and services can be attributed to the collective efforts of the Group's more than 20,000 team members, who whole-heartedly shower guests with the company's Asian Heart service to make them feel at home. Recognizing team members as its most valuable asset, GEG continually strives to create a safe, healthy and pleasant workplace environment that encompasses a family-friendly and work-life-balanced corporate culture. Emphasizing work-life balance, GEG encourages team members to participate in activities that are good for their mental and physical health. Throughout the years, GEG has helped team members establish eight sports teams that focus on improving team members' physical well-being and helping them expand their social networks. Established by team members, the GEG Staff Social Club regularly hosts various workshops, outreach activities and lectures for team members and their families. Through participating in these sports and family activities, GEG hopes to enhance team members' sense of well-being and belonging.



4 矢志創造團隊成員為本的企業文化 Forging a Team Member-oriented Corporate Culture

持份者分享 Comments from Stakeholders

“「我們一家經常到『澳門銀河™』消遣娛樂，但由於我是負責人力資源工作，兒子對我的工作環境與性質了解不多，而這次後勤親子遊就能讓他親歷其境，讓我可以牽著他，走到每天上班必經的後勤區，解釋沿途的事物，解答他的問題，介紹與我共事多年的同事，是一次十分難得的親子時光。」

"Our family often goes to Galaxy Macau™ for fun and leisure, but since I work in the Human Resources Department, my son knows very little about the work that I perform. This family tour gave me the chance to hold his hand while showing him around the back-of-house and my workplace, where I explained to him the surroundings, answered his questions and introduced him to colleagues that I have worked with for many years. This was indeed a relished parent-child occasion."

李穎珊女士 (右)
Ms. Katie Lei (right)

銀娛人力資源及行政部
Human Resources and Administration Department of GEG



“「公司設想周到，從多方面保障團隊成員的安全，例如：在後勤區劃分人、車專用道，避免叉車與行人發生碰撞；利用揚音器與地面投影圖文訊息，提醒我們不要做低頭族；以及建立『潛在風險通報系統』，讓同事們通過掃二維碼隨時通報需整修的設施設備，見微知著，足見公司在職安健方面的投入。」

"GEG takes great care in ensuring the overall safety of its team members. Taking the layout of its back-of-house as an example, GEG separates pedestrian lanes from vehicle lanes to avoid collisions between forklifts and pedestrians. In addition, the company uses loudspeakers and floor projections to communicate important messages and established a potential-hazard reporting system for us to report instantly to the company any facility or equipment that needs to be fixed through simply scanning a QR code. All of these measures are a testament to GEG's input in the area of occupational safety and health."

梁文貴先生 (中)
Mr. Louis Leong (middle)

澳門大倉酒店管家部
Housekeeping Department of Hotel Okura

“「感謝公司和員工康樂會悉心安排是次的年度足球同樂日，讓大家找到有相同興趣的同事，並一起切磋球技，在球場上、在工作上互相勉勵，共同進步。」

"I'm thankful for the meticulous arrangements by GEG and the GEG Staff Social Club for this annual Soccer Fun Day, which allows us to meet and play with colleagues that have similar interests. We inspire each other and make progress together on the pitch and in the workplace."

Bahadur Karki Sal先生
Mr. Bahadur Karki Sal

「澳門銀河™」保安部
Security Department of Galaxy Macau™



活動花絮

Activity Snapshots

與團隊成員分享「澳門銀河™」開幕8周年及「澳門百老匯™」開幕4周年的喜悅
Sharing the Joy of Galaxy Macau™'s Eighth Anniversary and Broadway Macau™'s Fourth Anniversary



「2019銀娛才藝之星」
讓團隊成員大展所長
Galaxy Got Talent 2019



「後勤親子遊」2019增進親子關係
Family Tour 2019

銀娛員工康樂會舉辦多元精彩活動 GEG Staff Social Club



「賀歲足球同樂日」鼓勵作息平衡
CNY Soccer Fun Day



於「2019澳門國際龍舟」勇奪三獎
GEG Teams Win Three Awards at the 2019
Macau International Dragon Boat Races



參觀《銀娛呈獻：
Hello Kitty Hello Again》
展覽
Visit to the Hello Kitty
Hello Again Exhibition

舉辦多元活動提升團隊成員職業安全健康意識
Promoting Occupational Health and Safety Awareness
through Different Activities



連續15年奪馬拉松團體盃
GEG Wins Marathon Group Trophy
for 15th Consecutive Year



銀娛一直以實際行動，支持澳門體育發展，多年來與相關政府部門合作推出國際體育盛事，建立體育旅遊文化提升澳門知名度。銀娛除了透過員工康樂會自組運動隊伍，鼓勵大家強健體魄，亦支持團隊成員參與社區體育活動，推廣大眾體育，另外，銀娛更投放資源，扶持新晉職業運動員，協助澳門培育體壇新星。2019年，除了國際體壇盛事，銀娛亦將體育的歡樂帶給社會上有特別需要的社群，贊助了「銀娛迎雙慶之特奧共融乒乓球賽2019」、「2019特奧慈善足球賽」、「2019年粵港澳大灣區蓮花盃復康足球邀請賽」、「智障人士教育及養兒國際會議暨澳門高爾夫球大師賽2019」等社區體育活動。

GEG has always supported the development of sports in Macau. Throughout the years, GEG has been cooperating with the relevant government departments on organizing international sports events and establishing a sports tourism culture to enhance Macau's visibility. In addition to organizing different sports teams via the GEG Staff Social Club, GEG also encourages team members to remain physically active by participating in community sporting events and promoting sports enjoyment at a citywide level. Furthermore, GEG also invests its resources to support rising star professional athletes and contributes to Macau's nurturing of emerging sport talents. In 2019, apart from major international sports events, GEG also brought the joy of sports to people with special needs by sponsoring various community sports events, including the GEG Presents Celebration of Double Anniversaries: Macau Special Olympics Table Tennis Competition 2019, the Macau Special Olympics Charity Soccer Game 2019, the 2019 Guangdong-HK-Macau Greater Bay Area Lotus Cup Rehabilitation Soccer Competition, and the International Conference on Education and Parenting of People with Intellectual Disability and Macau Golf Masters 2019.



5 致力體育發展 建構多元澳門 Expediting Sports Development for Diversification of Macau

「銀河娛樂澳門國際馬拉松」 精彩活動賀回歸

*Galaxy Entertainment Macao International Marathon
and Handover Celebration Activities*

「慶祝澳門特別行政區成立二十周年—2019銀河娛樂澳門國際馬拉松」於12月1日舉行。銀娛已連續16年以冠名贊助方式支持這項世界級的本地體育盛事。賽事廣受歡迎，歷屆名額均迅速額滿，吸引來自世界各地的長跑愛好者訪澳參與。適逢今年是澳門特區成立20周年，銀娛在體育局的支持下特意推出「銀河娛樂澳門國際馬拉松嘉年華」、「銀娛回歸盃」、無人機表演等一系列活動與市民及旅客共慶回歸。

The 'Celebration of the 20th Anniversary of the Establishment of the Macao Special Administrative Region - 2019 Galaxy Entertainment Macao International Marathon' took place on December 1. GEG has been title sponsoring the Macau marathon, one of the city's annual world-class sporting events, for 16 consecutive years. The event attracts the participation of marathon lovers from around the world, and each year, the quotas for this highly popular event get filled very quickly. In celebration of the 20th anniversary of the establishment of the Macau SAR, this year, GEG hosted, with the support of the Macau Sports Bureau, a number of events to share the joyful spirit with residents and visitors. These events included the Galaxy Entertainment Macao International Marathon Carnival, the GEG Handover Cup and the Drone Light Show.



「世界女子排球聯賽」 世界級球員雲集 新元素吸引觀眾 *FIVB Women's Volleyball Nations League Gathering World-class Players and Incorporating New Elements to Entice Audiences*

「澳門國際排聯世界女子排球聯賽」於5月舉行，4支女排勁旅：中國、比利時、韓國及泰國，在澳門綜藝館上演連場精彩賽事，吸引眾多市民與旅客慕名前來觀賞，最後，國家隊以優異成績於澳門分站奪冠。銀娛已是第14年為市民與旅客呈獻賽事，通過舉辦「銀河娛樂之星—我最喜愛球員及隊伍」選舉、推出網上投票及宣傳短片，吸引更多觀眾關注排球運動，另外，活動更邀請到本地網絡藝人與觀眾互動、設置彩繪攤位及「銀娛自拍站」等，豐富賽事現場的歡樂氣氛。

The FIVB Women's Volleyball Nations League - Macao 2019 was held at the Macau Forum in May, with a series of exhilarating matches featuring four top women's national volleyball teams: China, Belgium, Korea and Thailand. Drawing many residents and visitors to watch the matches, the Macau leg saw the Chinese national team crowned champion. This was the 14th year that GEG presented the tournament, and to raise public interests in volleyball, this year's event included the My Favorite Galaxy Star Player and Team Award with a new online voting campaign and promotional video. Furthermore, a Macau social media influencer was invited to the tournament to interact with the audience, and a face-painting booth and GEG Selfie Station were set-up at the tournament venue to liven up the event's festive vibes.



「銀娛歐日杯」 邀頂尖足球勁旅對壘日本隊伍 豐富日本體育賽事

*Galaxy Entertainment Group EuroJapan Cup
Inviting Elite European Soccer Team to Play Japan Home
Squad to Grow the Soccer Scene in Japan*



銀娛連續兩年冠名贊助於日本舉行的「銀河娛樂歐日杯」，邀請頂尖歐洲足球勁旅對壘日本職業足球聯賽隊伍，旨在為日本民眾呈獻精彩賽事，掀起足球熱潮。首屆「銀娛歐日杯」於7月27日在橫濱國際綜合競技場舉行，由2017—2018年英格蘭超級足球聯賽冠軍隊伍曼徹斯特城足球俱樂部迎戰橫濱水手，2020年賽事將於大阪舉行。

GEG announced a two-year title sponsorship of the Galaxy Entertainment Group EuroJapan Cup, an event held in Japan and featuring the match-up between a top European league soccer team and a J-League squad. Aimed at inspiring and entertaining Japanese audiences, the inaugural edition of the Cup was held at Nissan Stadium in Yokohama on July 27, where 2017-2018 English Premier League champion Manchester City Football Club played the Yokohama F. Marinos. The 2020 edition will be held in Osaka.

5 致力體育發展 建構多元澳門 Expediting Sports Development for Diversification of Macau

持份者分享 Comments from Stakeholders

“『銀河娛樂澳門國際馬拉松』成功在澳門掀起長跑熱潮，不少市民以參加比賽為目標，開始鍛鍊身體、練習長跑，為這項運動賦予新的意義。」

“The Galaxy Entertainment Macao International Marathon successfully set off a viral trend for long-distance running in Macau. Many residents who took part in the event began exercising and practicing their long-distance running long before the event, which highlights the sports' significance and gives it a new meaning.”

王坤先生
Mr. Wang Kun

在「澳門國際馬拉松」屢獲佳績的優秀長跑好手
Renowned Distance Runner, Who Has Achieved Outstanding Results in the Macao International Marathon



“公司對球隊發展一直給予充分支持，『世界女排聯賽』前夕，更為我們安排與中國國家隊球員及本澳學界代表隊的混合友誼賽，機會難得。」

“GEG has always supported the volleyball team, and on the eve of the FIVB Women's Volleyball Nations League, we were given a prized opportunity to play a mixed friendly match with players from the Chinese national team and the Macau junior volleyball team.”

陳嘉文先生
Mr. Nicholas Chan

銀娛員工康樂會排球隊成員、「澳門銀河™」運輸統籌部經理
Member of the GEG Staff Social Club Volleyball Team, and Manager of Transport of Galaxy Macau™

“公司對龍舟隊提供多方面支援，除了支持我們出外比賽，與來自世界各地的龍舟勁旅競技，提升專業水平外，亦協助組織隊員到國內的訓練基地集訓，以提供針對性的訓練和指導。」

“GEG provides a wide range of support to the dragon boat team. In addition to supporting us to compete abroad against some of the world's top dragon boat teams, the company also supports us on strengthening our proficiency by arranging for us to attend training in mainland China, where we can receive more targeted tutoring and guidance.”

許偉民先生
Mr. Tyson Hoi

銀娛龍舟隊隊長、澳門星際酒店賭桌部高級經理
Captain of GEG Dragon Boat Team, and Senior Manager of Table Games of StarWorld Hotel



“感謝銀娛贊助我出賽『亞洲職業拳擊精英賽2019』，讓我能走出澳門，與亞洲知名拳手同場競技。」

“I am grateful for GEG's sponsorship, which allowed me to compete abroad in the Asian Professional Boxing Championships 2019 and fight Asia's best boxers.”

蔣立昌先生
Mr. Cheong Lap Cheong
本地職業拳擊運動員
Local Professional Boxing Athlete



活動花絮

Activity Snapshots

派出表演隊伍沿途為
馬拉松參賽者打氣
GEG Performers Cheering
on the Marathon Runners



向社會上有特別需要的社群推廣體育
Promoting Sports to People with Special Needs



第11年參與「世界挑戰日」
Participating in the World Challenge Day
for 11th Year



第14年支持「世界女子排球聯賽」
Presenting the FIVB Women's Volleyball
Nations League for 14 Years



舉辦多項活動向大眾宣傳
「世界女子排球聯賽」
Promoting the FIVB Women's Volleyball
Nations League via a Range of Activities



贊助澳門選手出戰
亞洲職業拳擊精英賽2019
Sponsoring Local Boxer to
Compete in the Asian Professions
Boxing Championships 2019



多年來，澳門是中西文化藝術交流的重要平台，此優勢亦是形成「世界旅遊休閒中心」定位的其中一項重要元素。銀娛一向矢志為澳門旅遊業注入可持續發展的新動力，透過支持不同的文化、藝術活動，豐富澳門的文化氛圍，助力文化旅遊發展。2019年，銀娛全力支持由澳門特區政府首度舉辦的大型國際綜合性文化藝術盛會「藝文薈澳」，呈獻世界級展覽《影后王妃：嘉麗絲姬莉的藝術形象》。另一方面，銀娛亦積極推廣本地藝術創作，以實際行動，邀請多位澳門藝術家，包括霍凱盛、蔡國傑、黎雪頰、蘇文樂及董文祺等，為集團的紀念品進行設計，冀能支持及成就他們的發展，並彰顯澳門文化創意產業的潛力。

Over the years, Macau has been an important platform for cultural and arts exchange between China and the Western world, and because of this, Macau is at the advantage in establishing itself as a World Center of Tourism and Leisure. GEG has always been committed to injecting new energy for the sustainable development of Macau's tourism industry and enriches the city's cultural ambience by supporting Macau's development of cultural tourism and its hosting of different cultural and arts activities. In 2019, as an avid supporter of the inaugural edition of Art Macao, a mega international arts and cultural event organized by the Macau SAR Government, GEG presented the world-class exhibition GRACE KELLY: From Hollywood to Monaco – Artists' Tributes. GEG also promotes the work of local artists by inviting a number of Macau artists, including Eric Fok, Cai Guojie, Lai Sut Weng, Filipe Miguel das Dores and Kay Tung, to design souvenirs for the Group. This initiative aims to nurture the artists' growth and showcase the potential of the Macau cultural and creative industry.

6 多元方式推動澳門文化藝術 Multifaceted Approach to Ramping Up Macau's Cultural and Arts Scene

策劃世界級展覽 推動文化旅遊

*Planning World-Class Exhibition
to Facilitate Cultural Tourism*

銀娛致力支持澳門創建世界級文化藝術交流平台，2019年5月，特別為「藝文薈澳」呈獻《影后王妃：嘉麗絲姬莉的藝術形象》，此展覽由銀娛基金會及摩納哥格里馬爾迪會議中心聯合主辦、澳門特別行政區政府社會文化司指導，以及文化局和旅遊局支持。《影后王妃：嘉麗絲姬莉的藝術形象》於「澳門銀河™」綜合度假城水晶大堂向公眾免費開放3個月，更成為「藝文薈澳」的首展，當中展出多件珍藏於摩納哥王宮、嘉麗絲王妃專有之臻品，為大家娓娓道來嘉麗絲王妃由奧斯卡影后成為摩納哥王妃的傳奇歷程，更設有展廳重現格里馬爾迪王朝歷史，及以嘉麗絲王妃為創作靈感的藝術作品，為市民及旅客帶來國際級的文化藝術體驗。

Committed to supporting the development of Macau as a world-class platform for cultural and art exchange, GEG presented the exhibition GRACE KELLY: From Hollywood to Monaco – Artists' Tributes as part of Art Macao. The exhibition was co-organized by the GEG Foundation and the Grimaldi Forum Monaco, under the patronage of the Secretariat for Social Affairs and Culture of the Macao SAR and supported by the Cultural Affairs Bureau and the Macao Government Tourism Office. Opened to the public free of charge for three months in the Crystal Lobby of Galaxy Macau™, it was the first exhibition held under Art Macao and featured the precious archives of the Prince's Palace of Monaco and personal items of Princess Grace's, the Oscar-winning actress who became Princess of Monaco. Curated to give residents and visitors an international cultural and arts experience, the exhibition also showcased the history of the House of Grimaldi and displayed an array of art pieces inspired by Princess Grace.



弦揚美食文化 促進樂壇發展

Advocating Local Gastronomic and Music Scene



銀娛一直以多種方式宣揚本澳文化，在不同活動中，安排本地街頭藝人、表演者及樂隊表演，以支持深化本地藝人的發展。今年於「澳門百老匯™」的「百老匯美食街」舉辦的「澳門美食嘉年華@百老匯」不但全方位向市民與遊客展現本澳的美食文化底蘊，與此同時，銀娛亦透過美食嘉年華為本澳街頭藝人創造表演交流機會，以促進本地音樂創作的發展。

GEG has been promoting the cultural characteristics of Macau in a variety of ways. By inviting local street artists, performers and musicians to perform at various GEG events, the company supports local artists. During the Macau Gourmet Festival @ Broadway that was held at Broadway Food Street, Broadway Macau™, earlier this year, GEG created not only a display of Macau's gastronomic offering, but also an opportunity for Macau's street performers to exhibit their skills and interact with the public, thus facilitating the development of the local music scene.

6 多元方式推動澳門文化藝術 Multifaceted Approach to Ramping Up Macau's Cultural and Arts Scene

持份者分享 Comments from Stakeholders

“「有賴銀娛及銀娛基金會一年多以來的支持和配合，把『澳門銀河™』的水晶大堂改造成博物館級展場，滿足這些珍藏於摩納哥王宮、嘉麗絲王妃專有之珍品對溫度、濕度及燈光等嚴格的要求，讓展覽圓滿成功，並成功透過『藝文薈澳』促進澳門市民以至訪澳旅客對摩納哥的認識。」

"For more than a year, GEG and the GEG Foundation have graciously given us their support and cooperation, which made it possible for us to transform the Galaxy Macau™ Crystal Lobby into an exhibition venue that complies with the strict temperature, humidity and lighting requirements needed for the display of precious archives of the Prince's Palace of Monaco and the personal items of Princess Grace. The success of the exhibition, which was part of Art Macao, enhanced Macau residents' and visitors' understanding of Monaco."

”

Sylvie Biancheri 女士 (中)
Ms. Sylvie Biancheri (middle)

摩納哥格里馬爾迪會議中心首席執行官
Chief Executive Officer of the Grimaldi Forum Monaco



“

「銀娛希望透過《影后王妃：嘉麗絲姬莉的藝術形象》提升澳門的文化藝術氛圍，並與特區政府、社會各界透過『藝文薈澳』的平台，攜手建立國際藝術交流的亞洲新平台，讓澳門擔當中西文化藝術交流的紐帶角色，助力澳門文化旅遊的發展。」

"GEG hopes to refine Macau's cultural and arts scene through the GRACE KELLY: From Hollywood to Monaco – Artists' Tributes exhibition. By working with the Macau SAR Government and other community stakeholders, GEG hopes to turn Art Macao into the city's new platform for international art exchange so that Macau can continue to play its role as a cultural and art hub between China and the West and further develop its cultural tourism industry."

”

呂嘉璧女士
Ms. Joanna Lui

銀娛時尚品味研策事務助理副總裁
Assistant Vice President of Lifestyle Curation Services for GEG

“

「展覽為金碧輝煌的綜合度假城帶來一種耳目一新的感覺，能有效充當推動本地文創事業、發展非博彩元素的切入點，以促進澳門的多元化發展與提升澳門的整體形象。」

"This exhibition brings a refreshing flair to the splendid and glittering integrated resort and effectively expedites the development of the local cultural and creative industry and non-gaming elements, thus advancing the diversified development of Macau and improving the image of the city as a whole."

”

鍾渠盛副教授
Associate Professor Chung Kui Sing

澳門理工學院文化創意產業教學暨研究中心副主任
Deputy Director of Cultural and Creative Industries Teaching and Research Centre at Macao Polytechnic Institute



“

「透過與銀娛合作及其平台，自己的作品有機會接觸來自不同地方及階層的客人，對於藝術家來說，是一份肯定，亦是一份榮譽。本地文化藝術家是需要企業的支持，以進一步發展。」

"By working with GEG and its platform, my work gets presented to guests from all kinds of backgrounds and walks of life. For an artist, this is an acknowledgement as well as an honor; and I believe that local cultural artists can rely on the support of large corporations for their further development."

”

霍凱盛先生
Mr. Eric Fok
澳門本地藝術家
Macau artist



6 多元方式推動澳門文化藝術 Multifaceted Approach to Ramping Up Macau's Cultural and Arts Scene

持份者分享
Comments from Stakeholders

“「銀娛在4年前就已經邀請本地藝術家合作，這4年來，澳門的文化藝術的發展超乎想像，銀娛在這方面能做得這麼早，證明了他們支持本地藝術發展的決心和前瞻性。」

"GEG has been inviting local artists to collaborate with them for the past four years, and during these four years, Macau has made significant progress in its cultural and arts scene that goes beyond imagination. The early involvement of GEG proves that it is forward-looking and has faith in the development of the local art industry."

”

蔡國傑先生
Mr. Cai Guojie
澳門本地藝術家
Macau artist



活動花絮 Activity Snapshots

「澳門美食嘉年華@百老匯」為
本澳藝人及銀娛團隊成員創造表演機會
Macau Gourmet Festival @ Broadway
Creating Opportunities for Local Artists



《影后王妃：嘉麗絲姬莉的藝術形象》
呈獻世界級展覽體驗
GRACE KELLY: From Hollywood to Monaco
- Artists' Tributes
A World-Class Exhibition Experience



「心繫澳門 堅守承諾」為銀娛服務社區的核心價值，我們透過旗下義工隊、基金會等團隊與社會各界並肩同行，冀為「老有所養」、「幼有所教」、「貧有所依」、「難有所助」出一分力，促進構建和諧共融的關懷網絡。銀娛致力把愛心傳遞至社區多個角落的同時，亦深明環保及負責任博彩對社區可持續發展的重要性，我們就此推出多項系列活動及宣傳，旨在提升公眾以至員工的關注度，從而為社會的全面發展而共同努力。

With a philosophy of "making a difference by making a commitment", GEG is growing side by side with the community through the GEG Volunteer Team and the GEG Foundation. With a focus on supporting the elderly, nurturing young people, helping the poor and assisting the disadvantaged, GEG strives to contribute to the building of a harmonious, caring and inclusive society. While GEG spreads love in the community, the company also keeps in mind the importance of environmental protection and responsible gaming for the sustainable development of the community. With these considerations in mind, GEG has launched various activities and campaigns to enhance both public and team-member awareness in working together with the community for the all-round development of society.



7 不遺餘力踐行多元責任 - 積極回饋社區 Sparing No Effort in Shouldering Social Responsibilities - GEG's Giving Commitment

身體力行幫扶貴州復康服務 Assisting Rehabilitation Services in Guizhou

為響應澳門特區政府幫扶貴州省從江縣項目的號召，改善當地的教育環境及復康服務之專業成長，2019年5月，在澳門弱智人士家長協進會的帶領下，銀娛義工前往貴州省從江縣，開展名為「攜手共進 復智同行」的交流幫扶計劃，協助該會與當地相關的社服機構及家長組織，分享其多年的服務經驗及專業知識，藉此促進及完善當地面向智障人士社群的復康服務體系。

Heeding the Macau SAR Government's call to help alleviate poverty and improve the learning conditions and rehabilitation services in Congjiang County, Guizhou Province, the GEG Volunteer Team joined the Association of Parents of People with Intellectual Disabilities of Macau for an exchange visit to the county in May 2019. Aimed at helping local social service institutions and parent associations enhance their expertise, the Association of Parents of People with Intellectual Disabilities of Macau shared their experience and knowledge with local organizations in hopes of helping them improve their social services and rehabilitation services.



百老匯成不同社群匯聚點 Gathering Different Segments of Community at Broadway

銀娛於多年前便透過多元的方式參與社區服務，例如善用旗下物業資源，以贊助方式讓社服機構享用設施以至舉辦各類型活動，從中提供軟硬件的專業支援，以實際行動來推動和諧共融的社區關愛文化，以及支持社服界的可持續發展。單於2019年，銀娛支持多間非牟利機構在「澳門百老匯™」舉辦了超過20場活動，冀藉此提升社服機構服務使用者與社會的聯繫，鼓勵不同背景的人士互動交流，加深彼此認識，包括工作坊、音樂會、藝術展、嘉年華、時裝表演、舞蹈表演、歌唱比賽、音樂劇、主題展覽及才藝匯演等。

Throughout the years, GEG has employed a diversified approach for engaging in community service. For instance, the company leverages the resources of its properties and sponsors social service institutions by lending use of its facilities for various events. By providing professional hardware and technical support, GEG facilitates Macau's development of a harmonious and inclusive community care culture and bolsters the sustainable development of social services. In 2019 alone, GEG supported a number of non-profit organizations on organizing more than 20 events at Broadway Macau™ so that social service users could increase their exchange with the community and achieve mutual understanding by interacting with individuals from different backgrounds. The supported events included workshops, concerts, art exhibitions, carnivals, fashion shows, dance performances, singing competitions, musical theater, thematic exhibitions and talent shows.



7 不遺餘力踐行多元責任 - 積極回饋社區 Sparing No Effort in Shouldering Social Responsibilities - GEG's Giving Commitment

援助「平安通」困難戶 推動「老有所依」、「難有所助」 *Supporting the Elderly and the Disadvantaged*

2019年，銀娛連續第10年支持「澳門街坊會聯合總會平安通慈善基金」，更捐款澳門幣92萬元，用作支持「關愛社區大行動2019·睦鄰愛傳遞」活動，並資助經濟困難人士使用「平安通」服務，以及戶外「平安通」服務。當中，在銀娛支持下，戶外「平安通」服務主要為300名有經濟困難的用戶提供為期3年的服務。除此之外，銀娛更在颱風季節期間，組織義工隊探訪「平安通」服務使用者，為其送上颱風應急包及慰問。

2019 marks the 10th year that GEG has supported the Peng On Tung Charity Foundation of the General Union of Neighborhood Associations of Macau. In the year, GEG donated MOP920,000 to the Peng On Tung Charity Foundation of the General Union of Neighborhood Associations of Macau to support the Community Caring Program 2019 and support individuals with financial difficulties on their use of the Peng On Tung service and Peng On Tung Outdoor-Assistance Service. In particular, 300 related individuals were supported by GEG on their use of the Peng On Tung Outdoor-Assistance Service for a period of three years. During the typhoon season, GEG also organized its Volunteer Team to visit the Peng On Tung service users and distribute typhoon emergency kits.



「語文童樂：銀娛讀寫支援先導計劃」 *GEG Chinese Literacy Development Pilot Scheme*

銀娛基金會的「語文童樂：銀娛讀寫支援先導計劃」在兩所種子學校——聖羅撒女子中學中文部幼稚園及澳門浸信中學幼稚園開展，3年以來已為共1,000名幼稚園學生進行評估及提供支援工作。計劃旨在推廣幼兒語文讀寫能力的重要性，並對有潛在讀寫障礙兒童作出支援，同時透過家長研討會，讓父母學習幫助子女在年幼時扎實語文及讀寫能力基礎。參與計劃教師均認為學童語文能力有顯著提升，並能夠把在小組所學的語文技巧應用於大班學習環境當中。

The GEG Chinese Literacy Development Pilot Scheme, under the GEG Foundation, has been implemented in two seed schools – Kindergarten of Colegio de Santa Rosa de Lima, Chinese Section, and Kindergarten of Macau Baptist College. For the past three years, the scheme has helped a total of 1,000 kindergarten students receive assessment and technical support. The scheme advocates the importance of children's Chinese literacy and provides support to children identified as being at risk of developing literacy issues. Through special seminars, parents also learn how they can help their children acquire a solid foundation in Chinese literacy at an early age. The teachers that took part in the scheme said that their students' language abilities had improved significantly and that their students were now able to apply in the classroom the language skills that they had acquired in the program.



7 不遺餘力踐行多元責任 - 積極回饋社區 Sparing No Effort in Shouldering Social Responsibilities - GEG's Giving Commitment

持份者分享 Comments from Stakeholders

“貴州一行擴闊了各位義工的眼界，認識到當地為智障人士設計的復康計劃，以及貴州政府在脫貧、教育、醫療及文化旅遊等多個範疇的積極工作，打從心底明白到澳門特區幫扶從江項目的重大意義。”

"The visit to Guizhou has definitely broadened the horizon of our volunteers. We not only received an opportunity to learn about the rehabilitation programs that are available for intellectually disabled persons in Guizhou but also learn of the efforts that the provincial administration has taken to alleviate poverty, improve people's education and access to medical care, and promote cultural tourism. From the bottom of our hearts, we really feel the importance of the anti-poverty ambitions that the Macau SAR Government has for Congjiang."

蔣祝容女士 (中)
Ms. Jiang Zhu Rong (fifth from left)
澳門星際酒店娛樂部
Department of Casino of StarWorld Hotel



“能與長者們閒話家常，互相分享，感到十分充實，這次探訪『平安通』長者獲益良多，深深認同鄰里和諧是實現社區穩定的基石。”

"It is fulfilling to talk to the elderly about their everyday life. I benefited immensely from the visit to Peng On Tung elderly users and truly believe that neighborhood harmony is the cornerstone for realizing community stability."

龍健培先生 (右)
Mr. Sunny Lung (right)
採購及倉儲管理部高級採購經理
Senior Category Manager of Procurement and Warehousing

“作為銀娛義工隊的一份子，透過參與公司舉辦的探訪長者、關懷不同社群等義工活動，讓我深深體會長者的實際需要，以及對其關懷的重要性。在參加活動後，亦提醒自己要多關懷家中年邁的父母。”

"As a member of the GEG Volunteer Team, I have learnt a lot about the needs of the elderly through participating in the company's different elderly home visits and outreach activities. Reflecting on the time that I spend with the elderly at these volunteering activities, I am constantly reminded that I should spend more time and take better care of my aging parents."

黃偉峰先生 (右)
Mr. Irman Wong (right)
「澳門銀河™」設施部建築維修管理高級經理
Senior Manager of Building Maintenance of Facilities of Galaxy Macau™



“澳門的空間資源相對緊張，每當我們籌辦大型活動時，尋找適合的場地是一個大挑戰。像『百老匯舞台』，無論台前幕後的設施、音響或特效等儀器設備，甚至舒適度都是非常理想。婦聯是社服機構，資金會盡量用作支援有需要的人，因此不會在租借場地有相關預算。很難得有大型企業能夠支持我們，不單能減輕我們的財政負擔，又可以為屬下成員舉辦有意義的活動，是一個莫大的幫助。”

"As there is a shortage of space in Macau, it is always a big challenge for us to find a suitable venue for our large-scale events. From the on-stage facilities to the backstage equipment for sound and special effects, Broadway Macau™ excels in all these areas and offers a pleasant and comfortable experience. As a social service institution, The Women's General Association of Macau tries to spend its resources in helping those in need and does not have a budget for venue rental. It is exceptional that a large corporation supports us, easing our financial burden while allowing us to organize meaningful events for our members. This really does us a big favor!"

袁小菱女士
Ms. Un Sio Leng
澳門婦女聯合總會社會服務總監
Social Service Director of The Women's General Association of Macau



7 不遺餘力踐行多元責任 - 積極回饋社區 Sparing No Effort in Shouldering Social Responsibilities - GEG's Giving Commitment

持份者分享 Comments from Stakeholders

“對於有特殊需要的人士來說，能夠登上世界級舞台演出是一個終身難忘的體驗。在踏上舞台的一刻，他們那份真誠的喜悦及自信頓時表露無遺，有助激發他們的潛能和自信，讓大眾對他們有另一方面的了解。除此之外，銀娛亦經常組織義工活動，帶我們的學員到旗下物業享用設施，這種由企業所帶起的社會聯動是大家希望看到的。”

"It's a once-in-a-lifetime experience for people with special needs to perform on a world-class stage. From the moment of stepping on the stage, they have showcased their genuine happiness and confidence, an experience that will further develop their potential and improve their confidence while the public can also see a different side of them. Besides, GEG often organizes volunteer activities, bringing our members to visit and enjoy the facilities of its properties. This corporate-initiated social interaction is what the community expects and wishes for."

”

廖秀華女士

Ms. Sandra Lio Sao Wa

澳門弱智人士家長協會總幹事
General Secretary of the Association of Parents of People with Intellectual Disabilities of Macau



“

「銀娛不只支持我們場地一兩天，而是差不多半個月，另外，還有專業的技術人員從旁協助，好讓我們主辦方可以更安心，而表演者亦有充裕的綵排時間，在才藝匯演當晚盡情享受表演，把最優秀的一面展示給觀眾。除了服務使用者外，他們的家人都有很大的感觸，因為能夠看到自己親人在台上的認真及努力，舉手投足都非常專業，令他們非常安慰。」

"The venue support from GEG did not only last for one to two days but nearly half a month, coupled with the professional assistance of technical staff. This made us, the organizer, feel at ease, while the performers had enough time for rehearsal to showcase their best on the night of the talent show, and they truly enjoyed themselves. Besides our service users, their families were also moved and very satisfied because they were able to witness the meticulousness, hard work and professionalism of their beloved ones on stage."

”

周惠儀女士
Ms. Jennifer Chou

澳門扶康會總幹事
Director of Fuhong Society of Macau



活動花絮 Activity Snapshots



連續第9年參與「做一日義工」活動
Participating in Ninth One-Day Volunteering

後勤區舉辦「戶外『平安通』服務」講座
Holding a Talk on Outdoor-Assistance Services in Back-of-house Area



與司警局合辦防罪工作坊
Co-organizing Crime Prevention Workshop with Macau Judiciary Police



連續11年舉辦捐血活動
Holding 11th Blood Donation Event



工聯松柏之家長者的
新春聯歡
CNY Gathering with
Senior Citizens from
Chong Pak Chi Ka Day Center
of the Macao Federation
of Trade Unions



澳門婦女聯合總會的
「小小模特時裝秀」
Kids' Fashion Show by
The Women's General
Association of Macau



澳門扶康會的「藝·飛翔」展能藝術展
Art for a Dream Exhibition
by the Fuhong Society of Macau

「澳門百老匯™」積極支持不同界別活動 Broadway Macau™ Supporting Events Held by Different Associations



澳門弱智人士家長協進會成員的音樂劇
Musical by Members of the Association
of Parents of People with Intellectual
Disabilities of Macau



日本近江高等學校吹奏樂部
於「百老匯美食街」獻藝
Performance by OHMI Senior
High School Wind Band

7 不遺餘力踐行多元責任 - 履行可持續發展承諾

Sparing No Effort in Shouldering Social Responsibilities - Fulfilling Pledge of Sustainable Development

節能減排工作獲認可

Commended Energy-Conservation and Carbon-Reduction Initiatives

銀娛積極支持澳門建設宜居、宜遊的綠色城市，在旗下多個物業一直積極推動多元節能減排措施，並持續引入及優化硬件設備。2019年12月，銀娛作為首家企業與澳門可口可樂飲料有限公司合作，於「澳門銀河™」及星際酒店後勤區引入智能膠樽回收機，鼓勵團隊成員及公眾履行自身環保責任，提升膠樽回收率，協助推動澳門社區的綠色氛圍。銀娛在推動環境保護方面的工作一直備受認可，屢次獲頒環保獎項及節能效率認證，2019年6月，「澳門銀河™」的澳門大倉酒店及「澳門百老匯™」的百老匯酒店於由環境保護局主辦、旅遊局協辦的「2018澳門環保酒店獎」頒獎典禮中，分別獲得金獎及銀獎。7月，來自葡語系國家的旅遊部門人員到訪「澳門銀河™」，聽取銀娛代表介紹集團旗下的環保管理措施，並參觀後勤區，了解相關的軟硬件設備，加深他們對綜合度假城之環境管理工作的認識。

In support of Macau's development as a green city, comfortable for residents and tourists alike, GEG is committed to implementing various energy-conservation and carbon-reduction measures at its properties, as well as continuously upgrading hardware and optimizing existing equipment for maximum efficiency. In December, GEG became the first enterprise to team up with Macau Coca-Cola Beverage Co., Ltd to set up bottle reverse vending machines at the back-of-house areas at Galaxy Macau™ and StarWorld Hotel in order to empower team members and the public to proactively contribute to improving plastic bottle recovery rates. The innovative measure has been implemented with the goal of expediting the adoption of green initiatives in the Macau community. GEG has been widely recognized for its efforts in environmental protection with many green awards and energy efficiency certificates. In June 2019, Hotel Okura Macau at Galaxy Macau™ and Broadway Hotel at Broadway Macau™ won the Gold and Silver awards respectively at the Macao Green Hotel Awards, organized by the Environmental Protection Bureau in collaboration with the Macao Government Tourism Office. In July, a delegation of civil servants from the tourism offices of several Portuguese-speaking countries visited Galaxy Macau™ to learn about the green initiatives implemented by GEG. Accompanied by GEG representatives, the delegation visited the property's back-of-house area to inspect relevant software and hardware, enhancing their knowledge of the environmental management work of an integrated resort.



多元方式向團隊成員推廣綠色文化

Promoting a Green Corporate Culture

銀娛一直積極向團隊成員推廣環保節能知識，透過不同的員工活動，教育和鼓勵團隊成員為保護環境出一分力。2019年11月，銀娛於「澳門銀河™」後勤區舉辦第四屆「節能環保週」，透過一系列精彩的主題活動，以多元層面鼓勵團隊成員貫徹環境保護的精神。當中，更是首家澳門企業邀請到來自聯合國大學的代表，於環保週向團隊成員闡釋可持續發展目標。銀娛提倡團隊成員把節能環保意識融入日常生活，員工餐廳逢周一舉行「一起素食」活動，提供蔬果、植物肉等素食選擇，讓團隊成員體驗綠色飲食。除此之外，銀娛亦繼續推出「可持續發展獎勵計劃」，獎勵團隊成員為公司出謀獻策，提交節能或節水的方案，與銀娛攜手實現可持續發展的目標。

GEG has implemented a number of measures to promote and enhance team members' awareness of energy conservation. In November, GEG organized its fourth annual Energy and Environmental Conservation Week, featuring a series of engaging activities. In particular, GEG was the first gaming operator in Macau to invite representatives of United Nations University to deliver a talk on the Sustainable Development Goals. Over the years, GEG has encouraged team members to incorporate eco-friendly spirit and practices into their daily lives. Every Monday, GEG holds the Let's Go Green vegetarian activity in its canteens, providing a wide range of vegetarian dining options, from fruit and vegetables to plant-based meats, exposing team members to the diversity of green-dining options. GEG also continues to host the Sustainability Awards, in which team members submit energy-conservation proposals to GEG in order to encourage team members to help achieve the Sustainable Development Goals with GEG.



7 不遺餘力踐行多元責任 - 履行可持續發展承諾 Sparing No Effort in Shouldering Social Responsibilities - Fulfilling Pledge of Sustainable Development

持份者分享 Comments from Stakeholders

“「聯合國大學作為聯合國在澳門唯一代表機構，是次很榮幸得到銀娛的邀請，為其環保周向銀娛員工，作可持續發展分享會的主講。銀娛是首家邀請我們主講相關議題講座的澳門企業，其於環境保護及可持續發展領域投入的工作和對員工所作出的教育宣傳，彰顯其積極履行社會企業責任，協助社區推廣地球可持續發展的資訊。」

"United Nations University is the only UN organization in Macau. It is our pleasure to be invited by GEG to deliver the Sustainability Talk. GEG is the first corporation in Macau to invite us to give a talk on sustainability. Its efforts to implement and promote environmental protection and sustainability not only demonstrate its corporate responsibility; they also assist the community in promoting the sustainable development of the planet."

”

黃京波博士
Dr. Huang Jingbo

聯合國大學駐澳門研究所所長
Director of the United Nations University Institute in Macau



活動花絮 Activity Snapshots



於「澳門環保酒店獎」奪兩獎
GEG Wins Two Macao Green Hotel Awards

向本澳中學生介紹旗下環保設施
Showcasing GEG's Green Facilities to Students



連續第四年辦節能環保周
4th Annual Environmental Conservation Week

首家綜合度假城營運商
引入膠樽回收機
First Integrated Resort Operator
to Introduce Reverse Vending Machines



7 不遺餘力踐行多元責任 - 深化負責任博彩工作 Sparing No Effort in Shouldering Social Responsibilities - Deepening Responsible Gaming Efforts

與各界並肩同行 推廣負責任博彩

*Promoting Responsible Gaming
with Employees and the Community*

銀娛致力營造完善的娛樂環境，確保客人在享受博彩的過程中，亦能夠作出理性的決定，務求將賭博失調為社會帶來的影響降至最低。銀娛是首家成立負責任博彩團隊的博彩企業，多年來嚴格履行澳門特別行政區政府的負責任博彩政策，並積極與政府部門、學術組織、社會服務機構、問題賭博防治中心等合作推行各項負責任博彩措施。自負責任博彩推廣活動推出以來，銀娛舉辦了培訓、路演、參觀、講座、工作坊等多項活動，至今參與員工超過65,000人。2019年，超過9成員工已參與銀娛的負責任博彩在線培訓計劃。

GEG is committed to creating an optimal and entertaining environment that allows our customers to make rational decisions while enjoying the pleasures of games of chance. Thus, to minimize the negative impact that gambling disorders could have on society, GEG became the first gaming operator to establish a dedicated responsible gaming team in Macau. Strictly adhering to the Macau SAR Government's responsible gaming policies, GEG actively works with relevant government bodies, academic groups, social service institutions and problem gambling prevention centers to put responsible gaming measures into practice. GEG has organized various activities such as trainings, roadshows, visits, seminars and workshops that have attracted the attendance of over 65,000 team members to date. In 2019, the Responsible Gaming Online Refresher Training recorded a completion rate of over 90%.



互動推廣深化團隊負責任博彩知識

*Strengthening Team Members' Knowledge
of Responsible Gaming*

銀娛持續與本澳社會服務機構合作推廣負責任博彩，尤其於特別節日及大型運動賽事（如農曆新年、世界盃）期間發佈小貼士，提醒團隊成員理性博彩的重要性。2019年，銀娛負責任博彩團隊的年度活動集中推廣新生效的娛樂場政策及法例。銀娛亦定期舉辦負責任博彩培訓課程，確保團隊成員了解最新的負責任博彩原則和指引，例如所有新入職團隊成員必須參加的負責任博彩培訓課程、負責任博彩委員會年度培訓課程，以及每2年舉辦一次、專為前線娛樂場團隊成員提供的負責任博彩在線培訓計劃。

GEG cooperates with local social service institutions unrelentingly to promote responsible gaming, especially during special occasions and major sporting events – such as during Chinese New Year and the World Cup – to remind team members of the importance of rational gaming behavior. In 2019, the annual GEG Responsible Gaming Team activity focused on promoting the newest casino policies and rules. GEG also organizes responsible gaming training courses on a regular basis to ensure that team members are aware of the latest responsible gaming principles and guidelines. The company provides responsible gaming training to all newly recruited team members, as well as annual training to the company's Responsible Gaming Committee. Meanwhile, every two years, GEG holds a Responsible Gaming Online Refresher Training for frontline casino team members.



7 不遺餘力踐行多元責任 - 深化負責任博彩工作 Sparing No Effort in Shouldering Social Responsibilities - Deepening Responsible Gaming Efforts

與政府及社區緊密合作 促進相互溝通交流

Close Collaboration with the Government and the Community, Facilitating Mutual Exchanges and Interactions

銀娛積極配合澳門特區政府的負責任博彩政策，致力宣傳推廣問題賭博防治工作，同時喚起社會大眾對負責任博彩的認知。銀娛亦主動走進社區，加強與社會服務機構聯繫、交流，讓團隊成員及社會大眾了解更多相關訊息。

As an avid supporter of the Macau SAR Government's responsible gaming policies, GEG is committed to preventing problem gambling. At the same time, GEG works to raise public awareness of responsible gaming by facilitating community engagement, strengthening our communication and exchange with social service institutions, and enhancing team members' and the public's knowledge on related issues.



持份者分享 Comments from Stakeholders

“「與銀娛合作以來，我們籌備各種多樣化的活動，不但豐富了協會對負責任博彩的宣導方法及服務內涵，亦為澳門博彩業職工之家提供了不少活動組織經驗。」

“The partnership with GEG provides us with opportunities to run a wide variety of activities that help diversify our services, as well as enrich our experiences in responsible gaming promotion and activity management.”

”

盧耀華先生
Mr. Lou lo Wa

澳門博彩業職工之家綜合服務中心理事長
President of the Macao Gaming Industry
Employees Home Integrated Services Center



“

「我們與銀娛合作多年，一直透過互動形式向其員工宣揚正確的負責任博彩態度。我們亦感謝銀娛對本會的信任，讓我們能夠走近前線同工的工作環境，更直接進行負責任博彩推廣，讓更多前線員工受惠。」

“Over the years, we have worked closely with GEG to promote responsible gaming for its team members through interactive engagement formats. We thank GEG for its trust and allowing us to get close to its frontline operations in our promotion activities so that we can reach out to more team members and have more direct interactions with them.”

”

黃洲平先生
Mr. Austin Vong

澳門義務青年會會長
President of Associação de Juventude Voluntária de Macau

活動花絮

Activity Snapshots

主題路演
Responsible Gaming
Roadshows



負責任博彩推廣周
Responsible Gaming
Awareness Week



負責任博彩委員會年度培訓
Annual Training for Responsible
Gaming Committee

多元方式推廣負責任博彩

Promoting Responsible Gaming in Diversified Way



輔導機構拜訪
NGO Visits



支持政府推廣活動
Supporting Government
Promotion Schemes



2019年是中華人民共和國建國70周年、澳門特別行政區成立20周年的「雙慶」之年。作為一家愛國愛澳的華資企業，銀娛自年初起便透過多元方式，舉辦及支持一系列的慶祝活動，與澳門社區一同歡度此大喜之年，並藉此機會傳遞「取諸社會，用諸社會」的精神，回饋社會。

2019 is a year of "double anniversaries" – the 70th anniversary of the establishment of the People's Republic of China and the 20th anniversary of the establishment of the Macau Special Administrative Region. As a patriotic, Chinese-owned enterprise with operations focused in the Macau community, GEG has adopted various means since earlier this year to organize and support a wide range of celebration events, sharing the joys with the Macau community throughout this festive year. GEG also seized this opportunity to promote its philosophy of "What is taken from the community is to be used for the good of the community" and give back to the society.

8 銀娛共賀澳門特區成立20周年 GEG Celebrates 20th Anniversary of Macau SAR

「翱翔星空表演」表達對澳門誠摯祝福 Anniversary Drone Light Show

11月29日晚上，銀娛於「澳門銀河™」的天浪淘園舉辦「翱翔星空表演」，特意安排300架無人機編隊表演，透過雷射、燈光及音效等技術，排列出一系列祝賀澳門回歸與運動元素的特色圖案，在夜空中帶來精彩閃耀的演出。演出以300架無人機排列出「銀娛祝賀回歸20周年」字句揭開序幕，表達團圓回歸的喜悅。隨後，無人機組合成一個人物造型，擺出起跑，以及衝線的形態，喻意馬拉松堅毅不屈的體育精神，亦象徵著自1999年至2019年，澳門市民均保持積極活力的行動，共建美好社區。另外，無人機編隊更拼出盛開的金蓮花、模仿孔雀開屏的璀璨鑽石及銀娛商標等圖案，表達銀娛對澳門繁榮昌盛的祝福。



GEG staged the Drone Light Show at the Grand Resort Deck at Galaxy Macau™ on the evening of November 29. The spectacular and dazzling display of 300 aerial drones synchronized with laser, lighting and sound effects lit up the night sky with a series of unique graphics celebrating the city's handover and the growth of Macau's sports sector. The show was kicked off by the drones' colorful lights that spelled out "GEG Celebrates the 20th Anniversary of Handover". The drones then arranged themselves into images of a runner, in a series beginning with the start-line set posture and continuing through the finish-line crossing, honoring the perseverance and sportsmanship that marathon runners exemplify and symbolizing the healthy activities Macau residents have engaged in for the betterment of the community since 1999. The drones also formed the shapes of a golden lotus, shining diamonds and the GEG logo, through which GEG expressed its wishes for Macau's ongoing prosperity.



「2019銀河娛樂澳門國際馬拉松」 引入多項慶回歸元素 2019 Galaxy Entertainment Macao International Marathon

為了與市民及旅客共慶回歸，在澳門體育局的支持下，銀娛為「2019銀河娛樂澳門國際馬拉松」引入一連串的慶祝活動，特別為澳門跑手設立「銀娛回歸盃」，向「馬拉松」及「半程馬拉松」奪得冠、亞、季軍的男、女子澳門運動員，頒發豐富獎品。而在馬拉松前夕，銀娛於「澳門百老匯™」百老匯美食街舉辦一連7日的「銀河娛樂澳門國際馬拉松嘉年華」，當中設有馬拉松主題遊戲攤位、地道美食，以及精彩歌舞表演，冀透過結合「體育」、「美食」及「娛樂表演」等多樣精彩元素，提升全城濃厚的節慶氛圍。



In celebration of the handover anniversary with residents and tourists, GEG incorporated a series of festive activities into the 2019 Galaxy Entertainment Macao International Marathon, supported by the Sports Bureau. The activities included the set-up of GEG Handover Cup for Macau runners, in which the top three Macau men's and women's athletes in the Marathon and Half-Marathon were awarded amazing prizes. Prior to the commencement of the Macao International Marathon, GEG also held the seven-day Galaxy Entertainment Macao International Marathon Carnival at Broadway Food Street, Broadway Macau™, featuring marathon-themed game booths, local delicacies and spectacular dancing and singing performances. Incorporating various elements of sports, food, and entertainment, the Carnival aimed to liven up the citywide festive vibes.



8 銀娛共賀澳門特區成立20周年 GEG Celebrates 20th Anniversary of Macau SAR

與中國金牌運動員歡度節慶 Celebrating with Olympic Gold Medalists

今年，銀娛支持「奧運金牌運動員訪澳系列活動」，作為慶祝回歸20周年活動之一，銀娛特意邀請著名體操運動員童非、李小雙、楊威；跳水運動員秦凱、何姿；女子射擊運動員郭文珺和羽毛球運動員趙雲蕾到訪澳門大學呂志和書院，與近300名院生分享其運動員的生涯點滴，包括備戰奧運的經驗，心路歷程以至訓練過程等，讓院生親身感受中國金牌運動員的體育精神，從而傳達正向思維。期間，多位運動員亦參觀呂志和書院內的公用設施，並於呂志和書院的院服上簽名留念，場面溫馨熱鬧。多年來，銀娛一直積極支持「奧運金牌運動員訪澳系列活動」，並安排金牌運動員與本澳社群進行交流，冀金牌運動員的正面人生觀和價值觀為更多本澳市民帶來正向能量。

GEG supported the Olympic Gold Medalists Visit Macau Series Activities this year as part of its celebration for the 20th anniversary of the Macau SAR. GEG invited gymnasts Tong Fei, Li Xiao Shuang and Yang Wei; divers Qin Kai and He Zi; sport shooter Guo Wen Jun; and badminton player Zhao Yun Lei to share their career experience with nearly 300 students of the Lui Che Woo College (LCWC) at the University of Macau. During the sharing session, the medalists talked about how they had prepared for the Olympic Games in terms of mental preparation and physical training. Through the sharing, the students learned more about the sport spirit from the gold medalists. In addition, the medalists toured the public facilities of LCWC and autographed LCWC uniforms. An avid supporter of the Olympic Gold Medalists Visit Macau Series Activities over the years, GEG has facilitated exchanges between the gold medalists and various communities in Macau in hopes of spreading positive vibes to more residents through the gold medalists' positive mindset and values.



參與各式各樣社區活動 與各界共慶「雙慶」 Participation in Various Community Events In Celebration of "Double Anniversaries" with Society



2019年，銀娛贊助及支持了社區上多項慶祝祖國建國70周年及澳門回歸20周年的活動。在12月，銀娛召集超過2,800名團隊成員及其家屬參與由澳門日報讀者公益基金會主辦的第36屆「公益金百萬行」，與各界共同喜迎澳門回歸祖國20周年。

除此之外，澳門社會服務界主辦的藝術匯演《我的夢》、澳門弱智人士服務協會主辦的「愛·同行」親子共融嘉年華、澳門影視演藝協會主辦的澳門原創音樂劇《澳門不了情》及澳門國際嘉年華協會、澳門旅行社協會及澳門創意產業協會主辦的第二屆澳門冬日嘉年華等多項活動亦得到銀娛的支持，有部份更得到銀娛義工隊的參與，深具意義。

In 2019, GEG sponsored and supported a wide array of activities held in the community in celebration of the 70th anniversary of the founding of the People's Republic of China and the 20th anniversary of the establishment of the Macau SAR. In December, over 2,800 GEG team members, along with their families and friends, participated in the 36th Walk for a Million, organized by the Charity Fund from the Readers of Macao Daily News, to celebrate the handover anniversary with different elements of the community. Other activities that GEG had supported in the year included: Art Extravaganza "My Dream", organized by the Macau social service sector; an inclusive family festival organized by the Macau Association for the Mentally Handicapped; an original musical about Macau organized by the Macau Video & Arts Association; and the 2nd Macau Winter Carnival, organized by the Macau International Carnival Association, the Macau Travel Agency Association and the Macau Creative Industry Association. Numerous members of the GEG Volunteer Team also participated in these meaningful events.

8 銀娛共賀澳門特區成立20周年 GEG Celebrates 20th Anniversary of Macau SAR

「銀娛與您共賀澳門特區成立20周年」活動
為本地居民呈獻「窩心優惠」
“GEG Celebrates MSAR 20th Anniversary with You” Campaign
Providing Exclusive Offers for Local Residents

銀娛推出「銀娛與您共賀澳門特區成立20周年」活動，於12月1日至20日期間為本澳居民隆重呈獻「窩心優惠」，讓澳門居民歡享各式各樣的優惠、折扣及尊尚禮遇，體驗銀娛旗下的世界級非博彩設施及獨有的「亞洲心」服務，藉此分享澳門回歸祖國20周年的喜悅，並答謝社區對銀娛的長期支持。「窩心優惠」包括逾60間屢獲殊榮的餐飲品牌、UA「銀河影院」戲票、水療項目的8折優惠、指定酒店客房住宿的預訂優惠價格等；除此之外，「澳門銀河™」的「時尚匯」購物中心更於活動期間每日舉辦大抽獎活動，與大眾同樂。

GEG launched the GEG Celebrates MSAR 20th Anniversary with You campaign between December 1 and 20, in which Macau residents enjoyed Exclusive Offers, from a wide range of privileges and discounts to prestigious rewards. The campaign allowed residents to revel in the world-class, non-gaming offerings and the unique Asian Heart service available across GEG's properties, sharing the joy of the 20th anniversary of Macau's handover. This also served as a way for GEG to express its appreciation for the community's long-term support. The Exclusive Offers included 20% discounts at nearly 60 award-winning dining outlets, as well as on ticket purchases at UA Galaxy Cinemas and spa packages, as well as concession pricing for bookings at designated hotels. Additionally, a lucky draw for the public was held at the Promenade Shops at Galaxy Macau™ every day during the campaign.



持份者分享 Comments from Stakeholders



“在銀娛的安排下，一眾澳大學子能夠在擁有雙重意義的一年，與多名國家金牌運動員近距離交流，聽取他們為國家爭光的奮鬥經歷，必定深受啟發。”

"Arranged by GEG, the gold medalists' sharing session with the students of the University of Macau is particularly meaningful in this special year of 'double anniversaries'. I believe the students must have been greatly enlightened and inspired by the medalists' encouragement."

宋永華教授
Professor Yonghua Song
澳門大學校長
Rector of the University of Macau

“對於奪得『銀娛回歸盃』，倍感鼓舞，增添了特別意義。銀娛一向支持不同類型體育活動，體現其對澳門體育發展的重視，今年更特別為馬拉松賽事注入多項不同元素，加深了本地居民對馬拉松的關注，更增添了熱鬧、歡樂的氣氛。”

"It is encouraging and meaningful to win the GEG Handover Cup. GEG has been demonstrating that it attaches importance to the development of Macau sports by supporting different activities. For example, this year, it injected different new elements in the Marathon, which not only enhanced the public's awareness of the Marathon, but also lit up the event's joyous atmosphere."

邱鈞源先生
Mr. Iao Kuan Un

「2019銀娛樂澳門國際馬拉松」半程馬拉松
澳門男子冠軍、銀娛回歸盃得獎者
Winner of the GEG Handover Cup and Champion of the Half Marathon (Male Group - Macau Athlete) of the 2019 Galaxy Entertainment Macao International Marathon



8 銀娛共賀澳門特區成立20周年 GEG Celebrates 20th Anniversary of Macau SAR

持份者分享
Comments from Stakeholders



“「透過『銀娛與您共賀澳門特區成立20周年』活動，有機會把1999年的回歸官方晚宴之部分菜式重現澳門居民及旅客眼前，回顧重要的歷史時刻，並展現澳門長久以來的獨特中葡匯萃的美食文化，對我來說，甚具意義。」

"It is personally meaningful to have the opportunity to present the special menu through the "GEG Celebrates MSAR 20th Anniversary with You" campaign. Macanese and Portuguese cuisines are some of the most important elements of the city's gastronomic culture. We feel honored to be able to present to Macau's residents and visitors dishes that were served at the 1999 handover banquet."

黎安德先生
Mr. Andre Lai
「澳門銀河™」葡籍總廚
Chef de Cuisine of Gosto, Galaxy Macau™

活動花絮 Activity Snapshots

「翱翔星空表演」祝福澳門繁榮昌盛
Drone Light Show Wishes
Ongoing Prosperity for Macau



「2019銀河娛樂澳門國際馬拉松」
引入一連串的慶祝活動
2019 Galaxy Entertainment Macao
International Marathon Incorporates
Many Celebration Elements



中國金牌運動員傳遞正能量
Olympics Gold Medalists Spread
Positive Vibes

逾2,800名團隊成員及其家屬
參與「澳門公益金百萬行」
Over 2,800 Team Members Take Part in the
Annual Walk For a Million



參與「慶祝澳門特別行政區成立
二十周年金家報歲喜回家2019
農曆新年花車匯演」
Taking Part in the "Celebrations of
the 20th Anniversary of the
Establishment of the Macao Special
Administrative Region – Parade for
Celebration of the Year of the Pig"



銀娛義工隊積極參與社區舉辦的
慶祝「雙慶」活動
Members of GEG Volunteer Team
Participate in the Community's Activities
Celebrating the "Double Anniversaries"

如有任何查詢，請聯絡銀娛總辦事處公共關係部
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凝心聚力 並肩抗疫 銀娛支援社區防疫特輯

GEG Special Report on Supporting COVID-19 Prevention & Other Efforts



2020年初，新型冠狀病毒肺炎蔓延全國以至世界各地，防疫抗疫工作刻不容緩。作為一家心繫祖國及澳門的華資企業，銀娛娛樂集團一直關注疫情發展，全力配合和支持澳門特區政府所實施的預防措施，與各方持份者保持緊密聯繫。與此同時，銀娛秉承「取諸社會，用諸社會」的精神，積極地以務實方式於本澳以內地推出一系列的防疫及社區支援的舉措，冀在此關鍵時刻凝心聚力地應對此次挑戰、並肩做好防疫抗疫工作。

With the outbreak of COVID-19 pneumonia emerging to pose serious health challenges to China and other countries in early 2020, Galaxy Entertainment Group ("GEG") had been working closely with the Macau SAR Government, adopted and supported all protective measures laid out, as well as maintaining in close contact with various stakeholders to battle the epidemic. In the meantime, upholding the philosophy of "what is taken from the community is to be used for the good of the community," GEG had also been proactively supporting Macau and Mainland China in the prevention and other efforts against the epidemic through an array of practical initiatives.



向鄂澳捐出2,500萬澳門元，並向澳門特別行政區政府、珠海市與橫琴新區政府合共捐贈100萬個口罩
Donating MOP25 Million to Hubei Province and Macau; and a Total of One Million Masks to the Macau SAR Government, the Zhuhai City Government and the Hengqin New Area Government

The Foundation also contributed MOP5 million to support Macau's disease control and prevention initiatives. Upon consultation with related government departments, a subsidy program for local children was established to provide upwards of 30 local schools with a one-off subsidy of MOP30,000 per school, together with a MOP2,000 one-off subsidy for over 900 families with children enrolled at 20 non-government subsidized nurseries.

應急捐贈2,500萬元 Donating MOP25 Million for Relief Causes

銀娛向鄂澳兩地共捐出澳門幣2,500萬元，以助力國家及本澳疫情防控的支援。當中，在中央人民政府駐澳門特別行政區聯絡辦公室的協調下，銀娛透過銀娛娛樂集團基金會（下稱：銀娛基金會），於二月初向湖北省捐獻澳門幣2,000萬元，主要用作購買醫療物資及設備，滿足當地社區的抗疫需求。

同時，銀娛基金會亦捐出澳門幣500萬元用作本地社區支援舉措，「幼兒學童防疫關懷計劃」為其中一部份。經過諮詢相關政府部門後，基金會決定向30多所學校，各提供澳門幣30,000元的特別援助，為其防疫措施提供額外支援；另外，基金會亦向來自20間非政府資助托兒所之逾900個嬰、幼兒家庭，派發澳門幣2,000元的托費補貼。

GEG donated a total of MOP25 million to Macau and Hubei province to support their epidemic prevention and control measures through Galaxy Entertainment Group Foundation, of which under the coordination of the Liaison Office of the Central People's Government in the Macau SAR, MOP20 million were allocated to the relief causes in Hubei province. The fund was used to purchase medical supplies and equipment in urgent demand to contain the pneumonia outbreak in the province.

認購1億元債券為中小企紓困 Subscribing HK\$100 Million for Social Bonds to Help SMEs



投放一億港元認購由澳門中銀所發行的「中小企專項（疫情防控）社會責任債券」
Subscribing HK\$100 Million for the SMEs themed COVID-19 Impact Alleviation Social Bonds Issued by BOC Macau

為協助緩解本地企業在疫情下所受到之影響，在經濟財政司李偉農司長的見證下，銀娛投放一億港元，認購中國銀行澳門分行發行之「中小企業專項（疫情防控）社會責任債券」，以緩解其在防疫抗疫情期間的營運及資金壓力。該債券為支持澳門中小企業抗疫的專項貸款，並為醫療衛生、醫療器械製造等疫情防控相關領域提供資金支援。此外，銀娛亦與旗下中小企及澳門企業夥伴同舟共濟，免卻其2月份的基本租金。

In the presence of Mr. Lei Wai Nong, Secretary for Economy and Finance, GEG subscribed HK\$100 million for the SMEs themed COVID-19 Impact Alleviation Social Bonds issued by Bank of China (Macau Branch) to ease the operating pressure of local SMEs that had been affected by the epidemic. The Social Bonds aimed to provide SMEs with special loans and support for the manufacture of medical supplies and devices in related sectors. In addition, GEG also waived the fixed rental fee of all GEG tenants for the month of February.



支援社區之防疫物資需要 Allocating Preventive Supplies to Those in Need

為支援澳門及珠海兩地的防疫物資需要，銀娛向澳門特別行政區政府、珠海市與橫琴新區政府捐贈合共100萬個口罩。此前，銀娛已分別向澳門婦女聯合總會、澳門街坊會聯合總會及澳門扶康會捐贈消毒及衛生用品；於農曆新年前，銀娛亦向40戶使用澳門「平安通」呼援服務的長者家庭，送上口罩、消毒酒精搓手液及電子探熱器等防疫物品。

GEG donated one million surgical masks to the Macau SAR Government, Zhuhai City Government and Hengqin New Area Government to support their disease prevention and control efforts. Earlier, GEG also distributed disinfection and hygiene products to the staff of the Women's General Association of Macau, the General Union of Neighborhood Associations of Macau and the Fuhong Society of Macau. Additionally, GEG volunteers handed out gift packs comprising surgical masks, electronic thermometers and hand sanitizers to 40 Peng On Tung Tele-Assistance Service elderly users during a home visit before Lunar New Year.

採取迅速行動向社區機構捐贈消毒及衛生用品
Taking Prompt Action to Donate Disinfection and Hygiene Products to Various Social Service Associations

為弱勢社群提供適切援助

Providing Prompt Assistance to Social Service Organizations



協助本澳多間社會服務機構轄下的服務中心，進行專業、高效以及安全的霧化消毒及清潔服務

Arranging High-Efficient Air Sanitisations for Different Social Service Organisations

GEG worked with a global expert in hygiene, Rentokil Initial, to carry out high-efficient air sanitizations at various local social service organizations in order to assist its community partners in providing a safe and clean environment for their service users. These organizations included the Macau Association for The Mentally Handicapped, the Rehabilitation Centre for the Blind of Macau Holy House of Mercy, the Association of Parents of the People with Intellectual Disabilities of Macau, Fuhong Society of Macau, Escola Caritas de Macau, the Association of Rehabilitation of Drug Abusers of Macao, the Sheng Kung Hui Macau Social Services Coordination Office and the Richmond Fellowship of Macau.

In addition, in order to encourage local children, especially those with special education needs to exercise and maintain a healthy lifestyle amid the COVID-19 outbreak, GEG donated MOP\$100,000 to Sheng Kung Hui Macau Social Services Coordination Office and co-launched the Home Exercise Equipment Subsidy Scheme, providing indoor workout equipment for 150 local families with children. The scheme was designed to encourage beneficiaries to maintain their fitness through simple exercises, which also improved parent-child bonding in these families. To spread positivity through sports for the children, GEG and SKH also invited a professional fitness trainer to cooperate with GEG Volunteers on filming a set of fitness tutorials.

銀娛與全球領先衛生服務專家能多潔合作，安排專業的消毒清潔團隊，協助本澳多間社會服務機構轄下的服務中心，進行專業、高效以及安全的霧化消毒及清潔服務，以協助提供一個健康、安全的環境，減低社區病毒傳播的風險。受惠機構包括澳門弱智人士服務協會、澳門仁慈堂盲人重建中心、澳門弱智人士家長協會、澳門扶康會、明愛學校、澳門戒毒康復協會、聖公會澳門社會服務處及澳門利民會等。

此外，為鼓勵本地兒童，尤其是有特別學習需要兒童在防疫時期，維持良好的運動習慣，銀娛向聖公會澳門社會服務處捐贈澳門幣10萬元，聯合推出「銀娛捐贈在家運動用品計劃——親子動起來」。向約150戶有需要的家庭捐贈運動用品，讓兒童能在家中進行簡單而安全的運動，促進身心健康，並增進親子交流；亦與聖公會聯合製作了一套親子運動示範教學短片，由具有體育教育專業資格的聖公會教練指導，並由銀娛義工隊成員共同參與，以輕鬆的手法，傳遞正面的運動精神。



與聖公會聯合推出「銀娛捐贈在家運動用品計劃——親子動起來」，以鼓勵兒童疫情期間維持合適的運動

Co-launching a Home Exercise Equipment Subsidy Scheme with Sheng Kung Hui for Local Children



於農曆新年前向數十戶使用澳門「平安通」呼援服務的長者家庭送上防疫物品

Giving Hygiene Kits to Elderly Users of Peng On Tung Tele-Assistance Service Prior to Chinese New Year



運輸防疫物資支援澳門及內地需要

Delivering Infection Prevention Items to Communities in Macau and Mainland China

向抗疫英雄致敬

Appreciating Frontline Workers

銀娛與澳門管理專業協會合辦的「銀娛青少年成就計劃」舉辦了「齊心抗疫」打卡大賽，邀請學員以抗疫為主題投稿，透過海報設計、短文、漫畫、及影片等原創作品，感謝前線抗疫人員的寶貴付出，為其打氣。比賽吸引不少學員投稿參與，期望透過自己的創作，向前線抗疫人員表達心意。

The GEG Youth Achievement Program, a collaboration between GEG and the Macau Management Association, inspired its members to spread positive and inspiring messages of solidarity through creative posters, poetry and comics in a competition. The campaign, which was designed to show support and appreciation for dedicated frontline workers during the epidemic, received a large number of entries. The participants expressed their sincere gratitude to the frontline workers through their creations.

關愛員工行動

Caring for Team Members

銀娛在積極支持國家及澳門社區抗疫的同時，亦不忘團隊成員的健康及安全，包括為各人提供口罩及在工作場所加裝洗手消毒機等，並加強後勤區的清潔消毒工作，集團更特意制定關愛彈性休假計劃，就員工因家庭或其他需要而申請額外休假作彈性安排，以支持團隊成員更好地照顧家庭或個人所需。

Considering its team members' well-being and health a priority, GEG took a string of preventive measures, such as providing them with surgical masks and hand sanitizers, as well as intensifying back-of-house cleaning and disinfection. Meanwhile, special arrangements were made to facilitate team members' additional leave requests over family or personal needs.