# Galaxy Entertainment Group expands support for local SMEs in Macau



Galaxy Entertainment Group (GEG), a pioneering integrated resort operator in Macau, has expanded its cooperation model termed “Large Business Leading Small Business,” which emphasises the support of local small and medium-sized enterprises (SMEs) and emerging entrepreneurs. As of 2024, GEG has reported significant growth in its procurement practices, with an impressive year-on-year increase of nearly 160% for sourcing products and services from small and micro enterprises, local brands, and young entrepreneurs in the first three quarters.

The company has cultivated its support through numerous initiatives aimed at enhancing the competitiveness of local businesses and facilitating their innovation. In its ongoing efforts to help diversify Macau's economy and promote sustainable development, GEG has prioritised the digital transformation of local SMEs. Recently, the company endorsed the “SME Digitalisation Support Services 2024” initiative launched by the Macau Economic and Technological Development Bureau (DSEDT) and executed by the Macau Productivity and Technology Transfer Center (CPTTM). This initiative is designed to assist hundreds of local SMEs across sectors, including retail and food and beverage, in modernising their marketing strategies, payment systems, and daily operations to improve efficiency and reduce operational costs.

In collaboration with Da Heng Qin (Macao) Co., Ltd and the Macao Young Entrepreneur Incubation Centre (MYEIC), GEG hosted the “GEG SME Series: Technology Innovation Enterprises Sharing and Business Matching Session.” This networking event brought together more than 60 local technology firms, registered with DSEDT, and startup members from MYEIC, providing them the opportunity to showcase their innovations and foster potential collaborations with one another.

Among the companies present at the session was eRS Information Technology Ltd., a local tech firm established in 2010, where both AI and data-driven solutions were highlighted, including AI Social Listening and AI Business Process Automation. Candy Fong, Co-founder and Operations Director of eRS Information Technology Ltd., praised the event, stating, “We have encountered numerous enterprises that can potentially complement our services, fostering future collaborations with these enterprises from diverse fields.”

The session also featured sustainably focused products, such as those from Yu Tung Metal and Environmental Products Trading Co. Ltd., which utilises agricultural waste to produce eco-friendly tableware. Yuko Chan, Chief Executive Officer of the company, expressed the importance of the event for raising awareness about the local environmental protection industry and opening doors to new business opportunities.

Apart from networking, GEG has introduced the “GEG SME Series: Quality Enhancement Certification Programme” in 2024, aiming to financially support qualified suppliers in participating in training courses for local and international quality management certification. Nearly 50 local SMEs are already involved, with training covering essential systems like ISO9001 and HACCP food safety management, aimed at enabling small and medium-sized food factories to achieve the “M Mark” Macau Product Quality Certification.

Further underlining its commitment to local SMEs, GEG has fostered a partnership programme since 2015, allowing local businesses from the food and beverage and retail sectors to establish outlets at Broadway Food Street. This move is complemented by initiatives such as the Broadway Macau Food Festival, which invites local SMEs to set up stalls and benefit from increased foot traffic, contributing to their corporate development.

The 2024 food festival attracted 30 local SMEs over nine days, significantly benefiting from the influx of visitors, including both locals and tourists. GEG has also organised large-scale events such as the “2024 Galaxy Entertainment Macao International Marathon Carnival,” which welcomed over 10,000 visitors, providing SMEs, social welfare organisations, and cultural brands an avenue to showcase their offerings.

Through various programmes and collaborations, GEG continues to reinforce its dedication to supporting local businesses in Macau while contributing to the region's economic growth and diversification efforts.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.galaxyentertainment.com/en/media/press-releases/1120/20240617> - Details GEG's 'Large Businesses Leading Small Businesses' model and its initiatives to enhance the competitiveness of local SMEs.
3. <https://www.galaxyentertainment.com/en/media/press-releases/1122/20240531> - Mentions GEG's contribution to Macau's economic diversification and its support for local SMEs through various initiatives and events.
4. <https://www.galaxyentertainment.com/en/media/press-releases/1122/20240531> - Highlights GEG's role in organizing large-scale events like the 'Women’s Volleyball Nations League 2024 Macao' and other sports events, which benefit local SMEs.
5. <https://www.galaxyentertainment.com/en/media/press-releases/1120/20240617> - Describes the 'GEG SME Series' and its focus on promoting mutual development between GEG and local SMEs through technical trainings, business matchings, and exchange activities.
6. <https://www.galaxyentertainment.com/en/media/press-releases/1120/20240617> - Explains the collaboration between GEG and CPTTM to provide financial support for SMEs to complete international and local quality management training courses.
7. <https://www.galaxyentertainment.com/en/media/press-releases/1122/20240531> - Details GEG's initiatives in supporting Macau's establishment as a 'City of Performing Arts' and 'City of Sports,' which includes hosting various concerts and performances.
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