**Beat: Business**

# SANDS CHINA Announces SANDS SHOPPING CARNIVAL

**FAMILY-FRIENDLY CARNIVAL AUG. 7-9**

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**USPA NEWS -** The Venetian® Macao is hosting a three-day Sands Shopping Carnival Aug. 7-9 at Cotai Expo. The carnival is the largest shopping event of its kind in Macao, and provides a free business platform for local SMEs and retailers amid the pandemic period, while creating a new weekend destination for local residents and tourists.

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Featuring nearly 500 booths, the Sands Shopping Carnival reinforces the company's long-term commitment to promote the growth of local SMEs. It supports the Consume for the Economy initiative of the Macao SAR government by opening up free booths for local SMEs and Sands retailers to register for “” offering a large-scale business platform to help expand their business opportunities.

The shopping event aims to give back to the community by offering the best deals to Macao residents and tourists in order to stimulate domestic consumption and help boost the economy. The free-admission three-day carnival Aug. 7-9 is an ideal shopping and leisure destination for families.

The Sands Shopping Carnival is organised by Sands China Ltd., co-organised by the Macao Chamber of Commerce, supported by the Macao Economic Bureau, the Macao Government Tourism Office and the Macao Trade and Investment Promotion Institute (IPIM), and is sponsored by Bank of China Macau Branch, ICBC (Macau), Luso International Banking Ltd., and BNU Macau.

Sands China Ltd. made the announcement June 29, at a press conference at The Venetian Macao, where the company also announced the opening of registration for exhibitors, targeted at Macao retailers, including local micro-small-and-medium enterprises.

Dr. Wilfred Wong, president of Sands China Ltd., said: "Sands China remains unwavering in our commitment to support the development of local SMEs. Especially in times of need, we have not forgotten our roots and have launched a series of relief measures to help local SMEs navigate through the current pandemic. With this three-day large-scale sale event, we hope to provide a free business platform for local SMEs and Sands retailers to gain more business opportunities. I am convinced that by bringing together international retail brands and local SMEs in the same venue, we can create huge synergistic effects that will help foster domestic consumption, thereby contributing to the gradual recovery of Macao's economy."

Chui Yuk Lum, vice president of the Macao Chamber of Commerce, said: "Since the beginning of this pandemic, local SMEs have been experiencing extreme financial difficulties. The Macao Chamber of Commerce is therefore very pleased to partner with Sands China again to provide SMEs with a free and direct business platform. This platform is aimed at promoting more business opportunities and broadening their customer base “” in response to the SAR government's Consume for the Economy initiative. We are appreciative of Sands China's efforts to organise such a large-scale carnival in support of local enterprises. The Macao Chamber of Commerce has always been committed to promoting the development of local SMEs, and we are convinced that this event will greatly benefit SMEs affected by the current pandemic."

In addition to shopping, some of the features of the family-friendly Sands Shopping Carnival include an international-cuisine food area, shows, lucky draws, MOP 1 products, deals up to 80 per cent off, and activities and games for children.

In order to safeguard public health at the carnival and put attendees' and exhibitors' minds at ease, Sands China is implementing a series of strict sanitisation and safety measures to prevent the transmission of COVID-19. These include, among others: temperature checks upon entry; monitoring of crowd size to ensure a safe number of participants, via headcounts at venue entrances and by requesting carnival-goers to make use of an online registration system; mandatory wearing of face masks; and disinfectants and hand sanitisers at all booths and at all carnival entry and exit points.

*Photo : Guests of honour attend Monday´s press conference at The Venetian Macao announcing the Aug. 7-9 Sands Shopping Carnival.

Source : Sands China Ltd.

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