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“Galaxy Macau Chill Coffee” Macau Coffee Cultural Festival Grandly Opens; Providing 60 Exhibitors and SMEs with a Free Showcase and Sales Platform; Diverse Activities Highlight “Tourism + Gastronomy” Integration

January 16, 2026 – Organized by Galaxy Entertainment Group (“GEG”) through the “GEG SME Series”, the “Galaxy Macau Chill Coffee” Macau Coffee Cultural Festival officially opened today. Running for three days, from today until the 18th, at Hall ABC of the Galaxy International Convention Center, the event is supported by the Macao Government Tourism Office (“MGTO”), the Economic and Technological Development Bureau (“DSEDT”), and the Commerce and Investment Promotion Institute (“IPIM”) of the Macau SAR Government, together with the Macao Young Entrepreneur Incubation Centre (“MYEIC”). As the first large-scale coffee cultural festival in Macau hosted by an integrated tourism and leisure enterprise, the “Galaxy Macau Chill Coffee” brings together 60 exhibitors from Macau, the Greater Bay Area, and overseas, with more than 40 of them being local SMEs and Macau brands. GEG not only provided exhibitors with extensive logistical and promotional support, but also invited world coffee champions to participate and organize a series of extension activities such as talks, competitions, and workshops to enhance the event’s synergy, help local SMEs expand business opportunities, foster industry talent exchange, and showcase the unique charm of Macau’s “tourism +” cross-sector integration.

The opening ceremony took place this afternoon and was attended by distinguished guests, including Ms. Jennifer Si Tou, Deputy Director of MGTO; Mr. Lau Kit Lon, Head of the Economic Activities Development Department of DSEDT; Ms. Sanna Leong, Acting Senior Manager of the Investment Promotion and Commerce Development Affairs Department of IPIM; Mr. Philip Cheng, Director of GEG; Ms. Eileen Lui, Group Director of Human Resources and Administration of GEG; Mr. Peter Chow, Senior Vice President of Procurement and Warehousing of GEG; and Mr. Andy Ng, Director of MYEIC. Mr. Philip Cheng said in his speech, “As the first integrated tourism and leisure enterprise to promote the ‘Large Businesses Leading Small Businesses’ model, GEG has remained steadfast in its commitment over the years, continuously building diversified platforms to support the growth of local SMEs and young entrepreneurial enterprises. The ‘Galaxy Macau Chill Coffee’ is a vivid example of GEG’s efforts to support SMEs in upgrading their businesses across different dimensions. We sincerely thank all supporting and related organizations for participating and making this event a success. By working together, we are creating more business opportunities for local enterprises, fostering the integrated development of tourism and gastronomy, and highlighting Macau’s positioning as a ‘World Centre of Tourism and Leisure’.” Following the opening ceremony, the guests visited the booth area, interacted with local SME exhibitors, sampled coffee products, and gained insights into the distinctive characteristics of the brands.



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GEG has not only fully waived the participation fees of the exhibitors and provided them with a range of resources and logistical support, but also launched the “Coffee Tasting Reward Program” to actively encourage on-site consumption. In addition, GEG, together with its media supporting partners, the Macau Live Streaming Association and Coffeeder, are promoting the event through diverse channels and formats, including live streaming of highlight segments and e-commerce livestreaming activities, helping local SMEs leverage digital services to expand their markets. Leveraging the event as a platform for industry exchange, GEG has invited world coffee champions such as Liang Fan from China, Boram Um from Brazil, Mikael Jasin from Indonesia, and Shaun Liew from Malaysia to deliver talks and interact with participants. Hand brew and latte art competitions will also be held to provide valuable learning and exchange opportunities for coffee professionals and enthusiasts from Macau and the Greater Bay Area. Furthermore, a series of distinctive workshops, some led by representatives of local participating SMEs, will also be held to deepen public understanding of coffee culture. To put sustainable development into practice, GEG also collaborated with the local eco-friendly supplier, Tai On Environmental Recycling and Reproduction Factory Co., Ltd., to incorporate green elements into the venue design. These included tables and chairs made from recyclable materials, rest areas constructed using wooden pallets repurposed from GEG’s properties, and the use of eco-friendly materials for most of the tableware.

In addition to supporting local SMEs from the coffee-related industry, the event also fostered the development of young local entrepreneurs in the field of brand design. Prior to the event, GEG jointly organized a logo and event name design contest with MYEIC, inviting local design teams to showcase their creativity and originality. The winning company, Loksophy Design Ltd., was awarded a prize of MOP20,000 for its naming of “Galaxy Macau Chill Coffee” and the corresponding logo design. Its creative work has since been fully applied across the event’s promotional materials and souvenirs, strengthening the event brand with a distinctive visual identity. For more information about the “Galaxy Macau Chill Coffee” Macau Coffee Cultural Festival, please visit the official website: <https://www.galaxymacau.com/offers/dining/galaxy-macau-chill-coffee-festival-2026>.

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Photo Captions



P001: Organized by GEG through the “GEG SME Series”, the “Galaxy Macau Chill Coffee” Macau Coffee Cultural Festival was officially opened at the Galaxy International Convention Center.



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P002: Mr. Philip Cheng, Director of GEG, delivered a speech at the opening ceremony.



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P003: The guests, together with world coffee champion Boram Um, experienced the coffee culture.



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P004: Mr. Philip Cheng, Director of GEG, presented a prize of MOP20,000 to Loksophy Design Ltd., the winner of the event's logo and name design contest.



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P005: The “Galaxy Macau Chill Coffee” brings together 60 exhibitors from Macau, the Greater Bay Area, and overseas.



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P006: GEG also collaborated with a local eco-friendly supplier to incorporate green elements into the venue design, including tables and chairs made from recyclable materials, rest areas constructed using wooden pallets repurposed from GEG's properties, and the use of eco-friendly materials for most of the tableware.