



第十八屆世界華商大會 商務考察/參觀團路線

The 18th World Chinese Entrepreneurs Convention (WCEC) Business Excursions / Delegation Tours Route

日期 Date :	2025/11/04 (星期二/Tuesday)	
時間 Time :	09:00-15:00	
路線 Route :	A	橫琴粵澳深度合作區商務考察 Guangdong-Macao In-Depth Cooperation Zone in Hengqin Business Excursions Tour
	B	澳門綜合渡假村商務考察 Macau Integrated Resort Business Excursions Tour
	C	旅遊觀光團 Tourism Delegation Tour
	D	文化觀光團 Cultural Delegation Tour

名額有限，額滿即止。

The tour has limited availability, registration on a first-come, first-served basis.

聯絡方式 Contact

澳門中華總商會 Macao Chamber of Commerce
地址：澳門新口岸上海街175號中華總商會大廈5樓
Address: Rua de Xangai 175, Ed. ACM. 5, Macau

大會秘書處 Convention Secretariat
電話 Tel: (853) 6331 9563
電郵 Email: info@18thwcec.com





路線/Route A	橫琴粵澳深度合作區商務考察 Guangdong-Macao In-Depth Cooperation Zone in Hengqin Business Excursion Tour
時間 Time	行程 Schedule
09:00	酒店大堂集合出發 Assemble at Hotel Lobby for Departure
10:00-10:45	參觀粵澳合作中醫藥科技產業園 Traditional Chinese Medicine Science and Technology Industrial Park of Guangdong-Macao Cooperation Tour
10:45-11:45	參觀中醫藥科技創意博物館 Traditional Chinese Medicine Technology and Creativity Museum Tour
12:00-13:00	參觀跨境電商及直播基地(華發)創新產業園或橫琴創業谷 Cross-border E-commerce and Live Streaming Base (Huafa) Innovation Industrial Park or INNO Valley HQ
13:00-14:30	交流午餐 @橫琴希爾頓逸林酒店 Networking Luncheon @Hilton Double Tree

路線名額為 150 人，額滿即止。

The tour is limited to 150 participants, available on a first-come, first-served basis.

橫琴粵澳深度合作區商務考察路線安排了四個具代表性的產業基地，全面展現橫琴深合區創新發展：

粵澳合作中醫藥科技產業園：2011 年 4 月，作為《粵澳合作框架協議》的首個落地項目，粵澳合作中醫藥科技產業園區正式落地橫琴。園區佔地 50 萬平米，迄今已投資

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80 億元人民幣，已形成辦公室、研發用房、酒店、商業街、博物館、製藥廠、檢測中心、提取中心、專家人才公寓等多種業態。截至 2024 年 10 月底，註冊企業 239 家。

中醫藥科技創意博物館：第一期建築面積約 3.6 萬m²，國內大中醫藥主題沉浸式體驗場館，集中醫藥文化傳承、研發、科普教育、道地藥材檢測認證及世界傳統藥物交易中心等於一體。全館以智慧化創意科技為載體，以生動的故事化場景展現道地中藥材、中醫先賢、傳世醫術、中醫藥典籍等中醫藥瑰寶，傾心打造出傳承中醫藥文化之精髓，科普中醫藥文化之學問，適合全年齡層體驗的中醫藥世界。

跨境電商及直播基地(華發)創新產業園：產業園重點聚焦跨境電商企業、電商平台、MCN 機構以及直播大 V 等四個目標業態，致力打造複合型、科技型、創新型的跨境電商及直播基地，成為灣區一流、全國領先，深具橫琴、澳門、大灣區特色的琴澳一體化數字電商創新示範區。園區針對跨境電商及直播產業，升級構建了特色的全新「六位一體」運營服務體系，為入園企業提供覆蓋專業商務、金融投資、選品直銷、物流倉儲、數據安防、生活配套六大類服務。

橫琴創業谷：作為橫琴重點打造的創新創業基地，這裡為創業者提供全方位的扶持服務，包括創業孵化、投融資對接等。園區內聚集了眾多高科技企業與創新項目，是見證大灣區創新活力的重要窗口。

通過此次考察路線，參與者將全面了解橫琴深合區在中醫藥、科技創新、跨境電商等領域的最新發展成果，感受區域合作帶來的無限商機。

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The business excursion tour features four representative industrial bases, demonstrating the innovative development capabilities of the Hengqin Cooperation Zone:

Guangdong-Macao Traditional Chinese Medicine Technology Industrial Park: As the first project implemented under the Framework Agreement on Cooperation between Guangdong and Macao, the GMTCM Park was officially launched in Hengqin in April 2011. GMTCM Park covers an area of 500,000 square meters. It works towards the two core goals of developing an “international quality control base of TCM” and an “international healthcare industry exchange platform”, while positioning itself as an “international window to the TCM industry and culture under the Belt and Road Initiative”. GMTCM Park follows the path of building an integrative platform for enterprises, universities and research institutes, advancing the internationalization of TCM, and developing the comprehensive health industry.

Traditional Chinese Medicine Science and Technology Innovation Museum: The world’s first large-scale TCM-themed museum that offers an immersive narrative experience. Adopting a narrative method, the museum takes visitors away from busy modern life to explore the mystery of TCM in the steps of our ancestors. Through magical set designs and fun interactions, it immerses visitors into a mystical and fantastic world of TCM, and offers a global perspective for them to understand the profoundness of TCM culture.

Cross-border E-commerce and Live Streaming Base within the Huafa Innovation Industrial Park: This industrial park focuses on four key business formats: cross-

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border e-commerce enterprises, e-commerce platforms, MCN institutions, and live-streaming KOLs. It strives to create a compound, technology-driven, and innovative cross-border e-commerce and live-streaming base, aiming to become a first-class hub in the Greater Bay Area and a national leader. The park serves as an integrated digital e-commerce innovation demonstration zone featuring the characteristics of Hengqin, Macao, and the Greater Bay Area.

Hengqin Inno Valley: As a key innovation and entrepreneurship base in Hengqin, it provides comprehensive support services for entrepreneurs, including business incubation, investment and financing matchmaking. The park is home to numerous high-tech enterprises and innovative projects, serving as an important window to witness the innovative vitality of the Hengqin Cooperation Zone.

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路線/Route B	澳門綜合渡假村商務考察 Macau Integrated Resort Business Excursions Tour
時間 Time	行程 Schedule
09:30	酒店大堂集合出發 Assemble at Hotel Lobby for Departure
10:00-11:30	參觀威尼斯人後勤區 The Venetian Macao Back-of-House Tour
12:00-13:00	參觀新濠天地水舞間 The House of Dancing Water at City of Dreams Tour

路線名額為 150 人，額滿即止。

The tour is limited to 150 participants, available on a first-come, first-served basis.

澳門綜合渡假村商務考察行程將深入探訪澳門標誌性綜合度假村的核⼼運營區域：

澳門威尼斯人度假村後勤區域：這裡是支撐整個度假村運作的"心臟"，包含了員工餐廳、洗衣房、物流倉儲中心等重要設施。深入了解大型綜合度假村的後勤保障系統，觀察其精密的運作流程，以及如何協調管理數千名員工的日常工作。

新濠天地水舞間演出設施：水舞間是全球最大的水上匯演，擁有約 370 萬加侖的表演池。考察團將走進表演的幕後區域，了解這個頂尖科技器材的劇場如何運作，包括先進的機械設備、高科技舞台效果系統，以及精密的安全保障措施等。

通過此次考察，參與者將全面了解澳門大型綜合度假村的運營管理模式，以及世界級表演項目的製作規格，深入探索澳門旅遊休閒產業的發展經驗。

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This tour will provide an in-depth exploration of the core operational areas of Macao's iconic integrated resorts:

The Venetian Macao Resort's Back-of-House Area: This is the "heart" that supports the entire resort's operations, including staff restaurants, laundry facilities, and logistics warehousing centers. Visitors will gain deep insights into the back-of-house support systems of a large integrated resort, observe its precise operational processes, and learn how thousands of employees' daily work is coordinated and managed.

City of Dreams' House of Dancing Water Performance Facilities: The House of Dancing Water is the world's largest water-based show, featuring a performance pool of approximately 3.7 million gallons. The tour group will go behind the scenes to understand how this state-of-the-art theater operates, including its advanced mechanical equipment, high-tech stage effect systems, and sophisticated safety measures.

Through this visit, participants will gain a comprehensive understanding of the operational management model of Macao's large integrated resorts and the production standards of world-class entertainment shows, while exploring the development experience of Macao's tourism and leisure industry.

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路線/Route C	旅遊觀光團 Tourism Delegation Tour
時間 Time	行程 Schedule
09:30	酒店大堂集合出發 Assemble at The Hotel Lobby for Departure
10:00-11:00	參觀澳門 teamLab 超自然空間 teamLab SuperNature Macao Tour
11:00-11:45	參觀澳門巴黎鐵塔 Eiffel Tower at the Parisian Macao Tour
11:45-13:00	參加葡撻製作體驗工作坊 The Portuguese Egg Tart Experience Workshop

路線名額為 100 人，額滿即止。

The tour is limited to 100 participants, available on a first-come, first-served basis.

旅遊觀光團路線將帶您體驗澳門具特色的文化與現代景點：

澳門 teamLab 超自然空間：由日本知名藝術團隊 teamLab 打造。高至 8m 的超巨型作品群所構成，面積達 5000 平方米的複雜且具有高低差的立體交互空間。它同時也是一個探索人與自然，及對世界的新的認知的作品群體所構成的，“身體沉浸式美術館”。

澳門巴黎鐵塔：這座位於澳門巴黎人度假村的埃菲爾鐵塔複製品高達半規模，是欣賞澳門全景的絕佳地點。可以搭乘電梯直達觀景台，飽覽路氹城區的迷人景色，在夜晚更可欣賞到絢麗的燈光表演。

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葡撻製作體驗工作坊：在專業師傅的指導下，可以親手學習製作這道澳門著名的特色美食。從揉麵團、調製蛋撻液到掌握烘焙技巧，體驗整個製作過程，並可品嚐自己親手烤製的美味葡撻。

這條的路線完美融合了科技藝術、城市地標與傳統美食文化，讓大家領略澳門多元化的魅力。

The tourist route will take you to experience Macao's distinctive cultural and modern attractions:

teamLab SuperNature Macao: Created by the renowned Japanese art collective teamLab. This immersive museum is an extremely complex, three-dimensional interactive space with varying elevations that spans 5,000 square meters and is comprised of enormous 8-meter-tall works by art collective teamLab. It is a “body immersive” museum centered around a group of artworks that aim to explore new perceptions of the world and the continuity between humans and nature.

The Parisian Macao Eiffel Tower: This half-scale replica of the Eiffel Tower at The Parisian Macao resort is a perfect spot for viewing Macao's panoramic scenery. Visitors can take an elevator to the observation deck to enjoy breathtaking views of the Cotai Strip, and at night, witness spectacular light shows.

Portuguese Egg Tart Experience Workshop: Under the guidance of professional chefs, visitors can learn to make Macao's famous delicacy hands-on. Experience the complete production process from kneading dough and preparing custard

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filling to mastering baking techniques, and enjoy tasting your own freshly baked Portuguese egg tarts.

This route perfectly combines technological art, city landmarks, and traditional culinary culture, allowing everyone to experience Macao's diverse attractions.

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路線/Route D	文化觀光團 Cultural Delegation Tour
時間 Time	行程 Schedule
09:00	酒店大堂集合出發 Assemble at The Hotel Lobby for Departure
09:30-10:15	參觀大三巴牌坊及耶穌會紀念廣場 Tour The Ruins of St. Paul's and Company of Jesus Square
10:15-11:00	參觀澳門博物館 Tour The Macao Museum
11:15-11:30	參觀玫瑰堂 Tour The St. Dominic's Church (Rosary Church)
11:30-12:00	參觀議事亭前地 Tour The Senado Square
12:15-13:00	參觀中國與葡語國家商貿合作服務平台展示館 Pavilion of China-Portuguese-speaking Countries Commercial and Trade Service Platform Tour

路線名額為 200 人，額滿即止。

The tour is limited to 200 participants, available on a first-come, first-served basis.

本次文化觀光路線將探索澳門極具歷史價值的世界文化遺產景點：

大三巴牌坊及耶穌會紀念廣場：這座建於 1640 年的天主教聖保祿教堂遺址，見證了東西方文化的交融。1835 年一場大火燒毀了聖保祿學院及其附屬的教堂，僅剩下教堂的正面前壁、大部分地基以及教堂前的石階。自此，這便成為世界聞名的聖保祿教堂遺

聯絡方式 Contact

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址。本地人因教堂前壁形似中國傳統牌坊，將之稱為大三巴牌坊。這座中西合璧的石壁在全世界的天主教堂中是獨一無二的。

澳門博物館：展示澳門歷史和多元文化的博物館，館內的展品以其豐富和深刻的歷史和文化內涵，展示數百年來澳門的歷史變遷，講述來自不同國家、具有不同文化背景的居民在澳門和平共處的生活。

議事亭前地：本地居民又稱此地為「噴泉」。開埠至今議事亭前地一直是澳門的市中心，兩側建築建於 19 世紀末 20 世紀初。1993 年，前地一帶鋪設黑白色碎石地面，並砌成波浪形圖案，襯托周圍顏色鮮艷的文物建築，互相輝映，使前地一帶顯出濃濃的南歐風情。

中國與葡語國家商貿合作服務平台展示館：實體空間以推動中國與葡語國家之間的貿易、會展及文化等領域發展，本局在綜合體地庫一層設置佔地約 1,800 平方米的“中國與葡語國家商貿合作服務平台展示館”，通過二千多件實物展品及配合多媒體，多維度展示推動中葡平台建設相關資訊，並設有商貿服務設施等，讓各地企業及訪客認識瞭解澳門“中葡平台”的發展歷程、葡語國家的營商環境及特色產品及服務，為中葡企業經貿洽談搭建交流橋樑。

這條路線展現澳門作為中西文化交匯地的獨特魅力，以及其在促進國際交流合作中的重要角色。

This cultural tour will explore Macao's World Heritage sites of significant historical value:

聯絡方式 Contact

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Ruins of St. Paul's and Jesuit Square: The Ruins of St. Paul's refer to the facade of what was originally the Church of Mater Dei built in 1602-1640, destroyed by fire in 1835, and the ruins of St. Paul's College, which stood adjacent to the Church. As a whole, the old Church of Mater Dei, St. Paul's College and Mount Fortress were all Jesuit constructions and formed what can be perceived as the Macao's "acropolis". Close by, the archaeological remains of the old College of St. Paul stand witness to what was the first western-style university in the Far East, with an elaborate academic programme. Nowadays, the facade of the Ruins of St. Paul's functions symbolically as an altar to the city.

Macao Museum: The Macao Museum is a historical and cultural museum with a vast number of objects of great historical value, which demonstrates the way of life and cultures of the various communities which have been inhabited the city for ages.

Senado Square: Senado Square has been Macao's urban centre for centuries, and is still the most popular venue for public events and celebrations today. Located close to the former Senate building, Sam Kai Vui Kun (Kuan Tai Temple) is also a reminder of the active participation of the local Chinese community in general civic affairs, providing a clear example of the multicultural dimension of the Macao community. The square is surrounded by pastel coloured neo-classical buildings, creating a consistent and harmonious Mediterranean atmosphere.

Pavilion of China-Portuguese-speaking Countries Commercial and Trade Service Platform: Combining the Complex of Commerce and Trade Co-operation Platform for China and Portuguese-speaking Countries to foster collaboration in

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中國 澳門
MACAO CHINA



澳門中華總商會
ASSOCIAÇÃO COMERCIAL DE MACAU
MACAO CHAMBER OF COMMERCE



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areas including trade, conventions and exhibitions, culture and creativity between China and PSCs, IPIM has set up the Pavilion of China-Portuguese-speaking Countries Commercial and Trade Service Platform in Basement Level 1. Covering around 1,800 square metres, the Pavilion features more than 2,000 products and a great deal of multi-media to showcase the developments of China-PSC platform in a multi-faceted way. In order to serve as a communication bridge for business collaboration between Chinese and PSCs' enterprises, the Pavilion also has commercial and trade service facilities, explaining to enterprises and visitors from different parts of the world how Macao's China-PSC platform grew, the business environments in PSCs, as well as PSCs' products and services.

This route showcases Macao's unique charm as a meeting point of Chinese and Western cultures, as well as its important role in promoting international exchange and cooperation.

聯絡方式 Contact

澳門中華總商會 Macao Chamber of Commerce
地址: 澳門新口岸上海街175號中華總商會大廈5樓
Address: Rua de Xangai 175, Ed. ACM. 5, Macau

大會秘書處 Convention Secretariat
電話 Tel: (853) 6331 9563
電郵 Email: info@18thwcec.com

