



世界華商大會

World Chinese Entrepreneurs Convention

召集人組織
新加坡中華總商會 • 香港中華總商會 • 泰國中華總商會



澳門中華總商會

ASSOCIAÇÃO COMERCIAL DE MACAU
MACAO CHAMBER OF COMMERCE

第十八屆 世界華商大會

The 18th
WORLD CHINESE
ENTREPRENEURS
CONVENTION

2025
11/02~04

澳門威尼斯人金光會展
The Venetian Macao Cotai Expo

參展指引 Exhibition Guidebook

聯絡方式

Contact

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澳門中華總商會

1913年「澳門商會」成立，於1916年正式定名為「澳門中華總商會」，並於2023年迎來成立110周年華誕。多年來，在商會領導層全人及會員們的共同努力下，並在社會各界的支持下，會務不斷發展，影響日益廣泛。澳門中華總商會一直致力工商服務工作，維護工商界正當權益，參政議政及參與公共事務，亦積極投身社會福利和社會服務工作。

百年來，澳門中總一直積極關心、參與澳門各項社會事務。目前，澳門中總相關負責人員在特區行政會、立法會以及相關諮詢委員會、工作委員會中擔任重要職務。成功讓2025年第十八屆世界華商大會落戶澳門是本會以至全澳門的一大盛事。本會將努力辦好這項世界性會議，以更大的作為說好澳門故事，推動經濟適度多元發展，為澳門實現新發展，確保「一國兩制」實踐行穩致遠，努力以新的發展成果獻禮新中國七十五周年華誕和澳門回歸祖國二十五周年。

Introduction of ACM

Founded in 1913 as the “Macao Chamber of Commerce” and officially designated the “Macao Chinese General Chamber of Commerce” in 1916, the Chamber celebrated its 110th anniversary in 2023. Over the years, with the concerted efforts of the Chamber’s leadership and members, and the support from various sectors of society, the Chamber has continuously developed, with its influence expanding significantly. The Macao Chamber of Commerce has always been committed to providing business services, protecting the legitimate rights of the business community, participating in politics and public affairs, and actively engaging in social welfare and services.

Over the century, ACM has been actively caring about and participating in various social affairs in Macao. Nowadays, relevant responsible persons of ACM in Macao hold important positions in the Executive Council, Legislative Assembly of Macao SAR, and relevant advisory committees and working committees. It is a major event for the ACM and the whole of Macao to host the 18th World Chinese Entrepreneurs Convention in Macao in 2025 successfully. The ACM will work hard to host this world conference, tell the story of Macao with greater achievements, promote moderate economic diversification, achieve new development for Macao, ensure the steady and long-term practice of "one country, two systems", and strive to present new development results for celebrating the 75th anniversary of the founding of the People’s Republic of China and the 25th anniversary of the establishment of the Macao Special Administrative Region

第十八屆世界華商大會

世界華商大會是全球規模最大和最有代表性的華商盛會，是建立經濟關係和鞏固國際華商的聯繫的重要渠道，讓華人企業家就影響全球貿易、工業及經濟的重要課題進行商討，並為全世界的海外華商和工商界提供了加強經濟合作的平台和網絡。

世界華商大會於1991年由新加坡中華總商會首創主辦。第二屆世界華商大會後成立召集人組織，成員包括：新加坡中華總商會、香港中華總商會、泰國中華總商會。每兩年一度世界華商大會均獲得主辦國政府鼎力支持，國家領導人出席開幕及吸引世界各地數千名代表積極參與。

澳門中華總商會作為2025年第十八屆世界華商大會的主辦單位。這項盛會獲得澳門特區政府的大力支持。以“共商共築華商命運共同體”為大會主題，預計吸引逾4,000人參與。

大會定於2025年11月2日至4日，假澳門威尼斯人會議展覽中心及澳門銀河國際會議中心舉辦第十八屆世界華商大會。本屆大會主題為“共商共築華商命運共同體”，預計匯聚世界各地逾4,000位海內外企業領袖、專家及學者，共同探討世界變局與經濟發展、挑戰與機遇、青年發展等。第十八屆世界華商大會不僅將提升澳門中總的國際聲譽，也將成為展現澳門多元魅力的平台。歷屆世界華商大會曾於世界各地舉行，如：新加坡、香港、泰國、加拿大、澳洲、中國大陸、韓國、日本、菲律賓、印尼、緬甸及英國。

18th World Chinese Entrepreneurs Convention (WCEC)

The World Chinese Entrepreneurs Convention (WCEC) is the largest and most representative gathering of Chinese entrepreneurs globally. It serves as a vital channel for establishing economic relationships and strengthening connections among Chinese entrepreneurs worldwide. The convention provides a platform for Chinese entrepreneurs to discuss crucial issues affecting global trade, industry, and economy, while offering a network for overseas Chinese businesses and the industrial and commercial sectors to enhance economic cooperation.

The WCEC was first initiated and hosted by the Singapore Chinese Chamber of Commerce & Industry in 1991. Following the second convention, WCEC secretariat was established, comprising the Singapore Chinese Chamber of Commerce & Industry, The Chinese General Chamber of Commerce, Hong Kong, and The Thai-Chinese Chamber of Commerce. The biennial convention consistently receives strong support from host governments, with national leaders attending the opening ceremonies and attracting thousands of delegates from around the world. To date, seventeen conventions have been held across various countries and regions, including Singapore, Hong Kong, Thailand, Canada, Australia, Mainland China, South Korea, Japan, Philippines, Indonesia, Myanmar and the United Kingdom.

The Macao Chamber of Commerce is hosting the 18th World Chinese Entrepreneurs Convention (WCEC) in 2025 with strong support from the Macao SAR Government. Under the theme "Working Together to Build a Community of Shared Future for Chinese Entrepreneurs," the convention is expected to attract over 4,000 participants.

The 18th WCEC will be held from November 2-4, 2025, at The Venetian Macao Convention and Exhibition Center and Galaxy International Convention Center. The convention is expected to bring together more than 4,000 business leaders, experts, and scholars from around the world to discuss global changes and economic development, challenges and opportunities, and youth development. The 18th WCEC will not only enhance the international reputation of the Macao Chamber of Commerce but also serve as a platform to showcase Macao's diverse appeal.

活動亮點

Event Highlights

90+

國家/地區團體

Countries/Regions' Organizations

4000+

海內外企業領袖、專家及學者

Chinese and Foreign Business and Industry Leaders, C-level Executives and Experts

100+

一對一商業配對

One-on-one Business Matching

30+

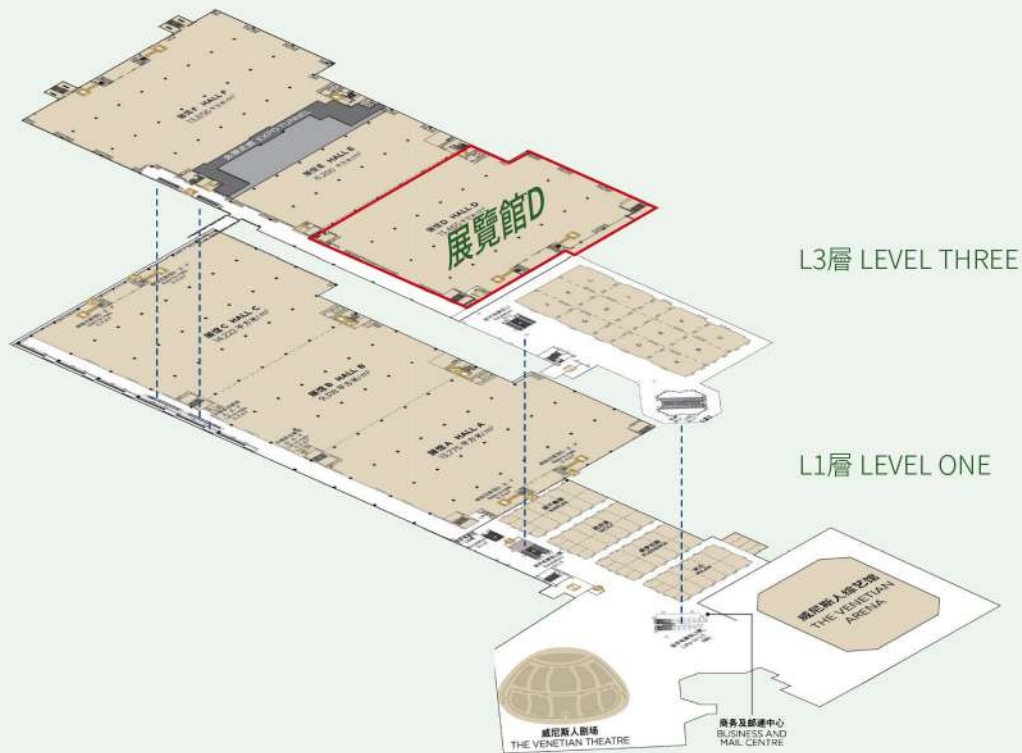
知名演講嘉賓

Prominent Speakers

地點 Venue

澳門威尼斯人金光會展中心 展覽館D

The Venetian Macao Cotai Expo Hall D



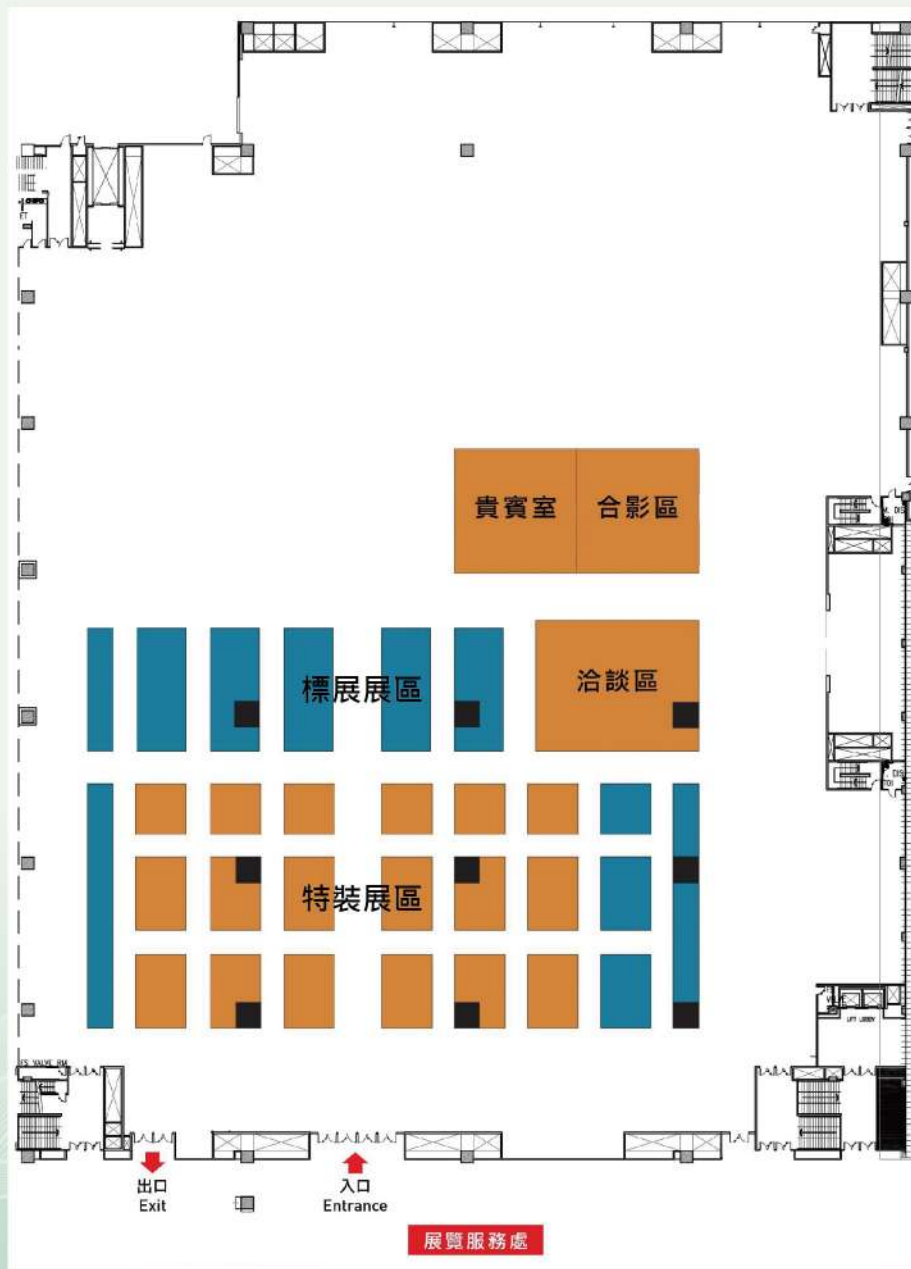
日期及開放時間 Date & Opening Hours

日期 Date	開放時間 Opening Hours	對象 Target Audience
2/11/2025	14:00-18:00	公眾 General Public
3/11/2025	10:00-18:00	
4/11/2025	10:00-18:00	

平面圖 Floor Plan

面積:6,000平方米

Exhibition Area:6,000m²

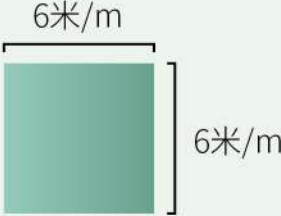


澳門威尼斯人金光會展中心展覽館D
The Venetian Macao Cotai Expo Hall D

01	進入官網 https://www.18thwcec.com/ 在線報名 Register via official website https://www.18thwcec.com/	 官方網站Website
02	點擊“參展申請”填寫資料, 並上傳相關證明文件 Click on “Exhibitor Application” to fill in the information and upload supporting documents	
03	確認申請及審批後可完成繳費 Complete payment procedures after confirmation of the application and approval by Convention Secretariat	
04	大會將發出專屬網上系統登記資料及《參展商手冊》, 於網上系統填妥參展人員名單, 以便製作入場證 Exhibitors will receive access to the online registration system and the “Exhibitor’s Manual”. Complete the exhibitor personnel registration through the system for exhibitor badge issuance.	
05	提交展館設計方案, 提供產品或推介資料作宣傳 Submit the booth design drawing, and provide information on showcase products or promotional materials for publicity	
06	展商報到, 搭建佈展, 領取入場證及展期進行洽談配對 Exhibitors registration, booth installation and set up, exhibitor badge collection and business matching during convention date.	
07	展後撤展 Dismantle after exhibition date	

*註: 如相關申請審核未通過, 大會將不作另行通知。

*Remarks: The Convention Secretariat will not issue notifications for applications that do not meet approval requirements.

展位類型 Booth Category	包含項目 Included Items	價格 Price
<p>標準展位 9平方米/ 3米 x 3米</p> <p>Standard Booth 9m² / 3m x 3m</p>	<ul style="list-style-type: none"> • 標準展位圍板 • 楣板 1 套 • 有鎖諮詢枱 1 張及摺椅 2 張 • 9 平方米地毯 • 13Amp/220V (550W) 固定插座 1 個 • 23W 節能射燈 (相等於100W 亮度) 2 支 • Standard shell scheme system panels • Fascia board • Lockable Information counter with 2 chairs • 9 sqm Carpet • 13Amp/220V (550W) Socket • 23W Energy Saving Spotlight x 2 nos 	<p>港元 25,000 或 美元 3,120</p> <p>HKD 25,000 or USD 3,120</p>
<p>光地展位 (最少36平方米/ 6米 x 6米)</p> <p>Raw Space (Minimum 36m² / 6m x 6m)</p>		<p>港元 2,400 或 美元 300 / 平方米</p> <p>HKD 2,400 or USD 300 / m²</p>

早鳥優惠:參展商於2025年6月30日前預定展位,可享有上述價格的**8折**優惠。

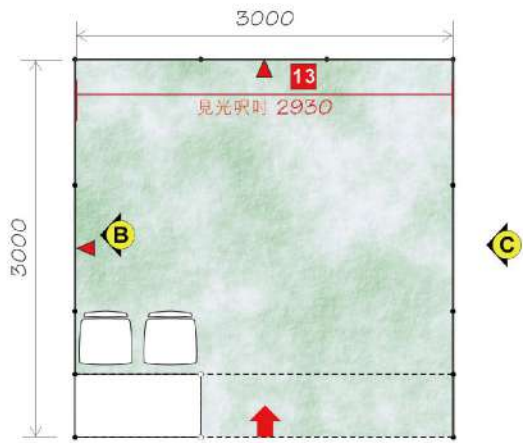
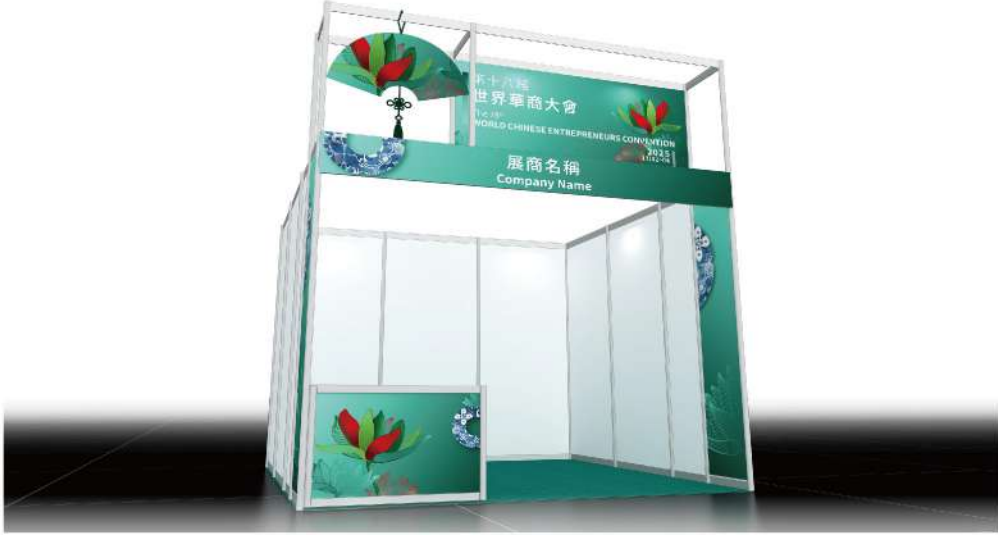
參展申請截止日期:2025年8月15日

Early Bird Offer: Exhibitors will receive a **20%** discount on the above prices for completed application of booth space before June 30.

Application Deadline: 15 August, 2025

參展權益 Exhibitor Benefit

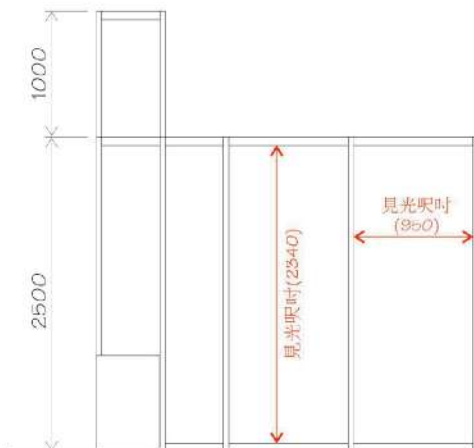
展位數量 Booth Allocation	1
商業配對 Business Matching	✓



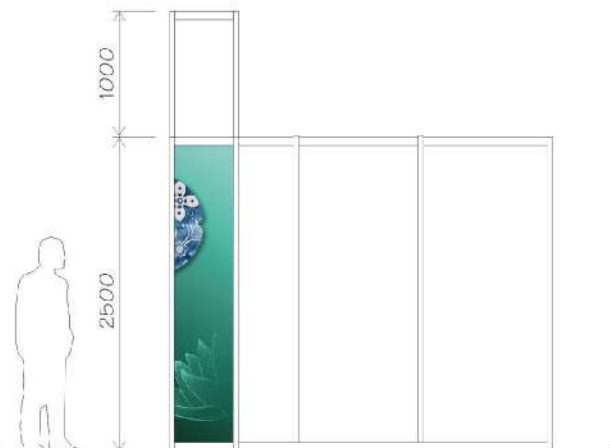
平面圖



A立面圖



B立面圖



C立面圖



世界华商大会

World Chinese Entrepreneurs Convention

召集人组织

新加坡中华总商会 • 香港中华总商会 • 泰国中华总商会



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