



澳門博彩管理協會  
Macau Gaming Management Association

Good evening. Dear honorable and distinguishable guests. It is our great honor to welcome you all to the inauguration of the Macau Gaming Management Association (MGMA) today. We would like to take this opportunity to thank you all for coming and support the Association.

Per the mission and values discussed by our President, Mr. Davis Fong in the opening speech, I am going to briefly introduce the coming year plan of the MGMA with regard to how to put into practices the mission and values.

In view of the changing competitive landscape and the importance of service quality in Macau's gaming and hospitality industry, the MGMA will invite operators from the gaming and hospitality industry to organize a competition campaign called "The Service Excellence Campaign". Participants of the competition are required to develop innovative yet feasible proposals to excel the service quality to the next level. The fostering of excellent service quality will be beneficial to the industry as a whole, promoting profession among the industry's management, with the ultimate goal of maximizing the customers' satisfactions.

Secondly, the MGMA will organize professional development workshops to cultivate and strengthen the professional knowledge and management skills for our members. In addition, we will organize field trip study missions to renowned gaming jurisdictions outside Macau. The objectives of the study missions are to broaden the members' cultural horizons on integrated resorts and to enhance their professional competences through understanding the competitive advantages of the other jurisdictions.

Furthermore, we will initiate and collaborate with other organizations to conduct research projects and publicize findings that are beneficial to sustainable development of the industry and society. Given that human resources management is a key topic for the industry and society, this would be one of the upcoming research projects for the Association.

Last but not least, we will organize sharing sessions with distinguished guests from the industry insiders and/or honorable academic advisors. This will serve to provide a platform for exchange of experience, sharing of knowledge and contestation of ideas between the guests and our members.

To conclude, the Executive Committee will commit to serve the members. We shall continue to work closely together to promote industry development and professional management. As the MGMA is at a novel stage, your valuable advices and comments are highly welcomed and appreciated. It would be our great honor and pleasure.

Once again, we would like to express our sincere thanks to all the honorable guests for coming to this inauguration. Thank you.

**Josephine Un, Chair of Executive Committee**