



# 美高梅 × 創孵中心 育成計劃

MGM X MYEIC  
Young Entrepreneur  
Nurturing Program

## **“MYEIC x MGM Young Entrepreneur Nurturing Program” Promotes Business Growth of Local Young Entrepreneurship** *Third Session Features Customer Relationship Marketing*

Co-organized by MGM, Parafuturo de Macau (PFM Macau) and Macao Young Entrepreneur Incubation Centre (MYEIC), the “MYEIC x MGM Young Entrepreneur Nurturing Program” has come to the third session, which took place on October 16. Frederica Fok, Vice President of Customer Relationship Marketing of MGM, was invited as the guest speaker for this session. She suggested that entrepreneurs shall first create a “great story” for its own business to increase brand awareness and acceptance, which would ultimately help strengthening customer relationships.

Started in June this year, this two-year Program offers members of MYEIC a series of eight professional mentoring sessions by industry professionals, where the participants are exposed to industry standards and practices. To date, the three sessions have attracted a participation of over a hundred young entrepreneurs.

With abundant experience in the customer service field, Fok shared her expertise on management of customer relationships during this latest sharing session. She especially explained how utilizing data analytics may increase market reach and deliver enhanced service experience, which eventually boost customer engagement. She took MGM’s current model as an example of combining advance technologies and human resources to collect consumer data such as consuming habits and interests. The key to success as well as the challenging part, is to analyze the massive amount of data and capture those that are relevant to generate new strategies for customer service staff to execute.

On how to promote products to large enterprises, a question asked by many participating young entrepreneurs, Fok once again stressed the importance of having a “great story”, which would lead to strong branding that can transfer to customer experience, an element MGM focuses on. She then concluded that the key to stand out is to have a product that fits the business direction of MGM and can be applied to promote its business.

The sharing session was attended by a lineup of guests, including Ngai Lap San, Deputy CEO of MYEIC; Michelle Chiu, Vice President of Human Resources of MGM; Simon Leong, Executive Director of Purchasing of MGM; and San Choi, Deputy Director of MYEIC.

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## About MGM

MGM is an abbreviation for MGM China Holdings Limited (HKEx: 2282) and is a leading developer, owner and operator of gaming and lodging resorts in the Greater China region. We are the holding company of MGM Grand Paradise, SA which holds one of the six gaming concessions/subconcessions to run casino games in Macau. MGM Grand Paradise, SA owns and operates MGM MACAU, the award-winning premium integrated resort located on the Macau Peninsula and MGM COTAI, a contemporary luxury integrated resort in Cotai, which opened in early 2018 and more than doubles our presence in Macau.

MGM MACAU is a Forbes Five-Star luxury integrated resort inspired by the arts with every element of the resort infused with creativity and style. MGM MACAU has approximately 600 guest rooms and suites and boasts a number of distinguishing features, including the architecturally stunning European-inspired Grande Praça, housed under a soaring glass ceiling. MGM MACAU's world class facilities include the MGM Art Space, dedicating over 5,000 square feet to display authentic works of art, conference and event facilities, spa, and seven signature restaurants and bars to fulfill any gastronomic craving. Our property is conveniently located on the Macau Peninsula and is directly connected to the luxury retail shopping complex, One Central.

MGM COTAI is the latest integrated resort of MGM in China. Designed as the "jewelry box" of Cotai, it offers approximately 1,400 hotel rooms and suites, Asia's first dynamic theater, meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the largest property and the first mega-size complex project in Macau to achieve the China Green Building Design Label Three-Star Certification.

MGM China Holdings Limited is majority owned by MGM Resorts International (NYSE: MGM), one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage.

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