

# 澳門國際品牌連鎖加盟展2022 Macao Franchise Expo 2022 活動簡介 Fact Sheet

2022年10月20至22日 20-22 /10/2022

主辦單位 Organizer	澳門貿易投資促進局 Macao Trade and Investment Promotion Institute
地點 Venue	澳門威尼斯人金光會展中心 The Venetian Macao Cotai Expo
網址 Website	www.mfe.mo

## 2021年重要數據 Key Figures in 2021



參展商  
(線上及線下)  
Exhibitors  
(Online and Offline)

**1,200+**



商業配對  
(線上及線下)  
Business Matching  
(Online and Offline)

**680+**



簽約項目  
(線上及線下)  
Signed Projects  
(Online and Offline)

**110+**



現場直播  
Live Streaming

**90+**



直播全平台累計  
觀看量  
Accumulative Views on  
All Streaming Platforms

**3.86M+**



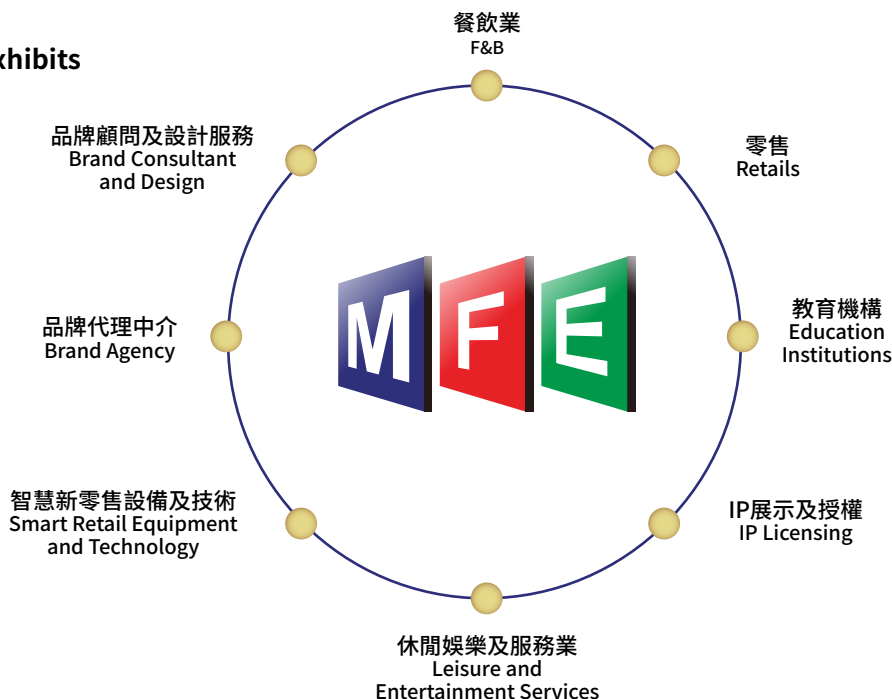
參觀人次  
Total Visits

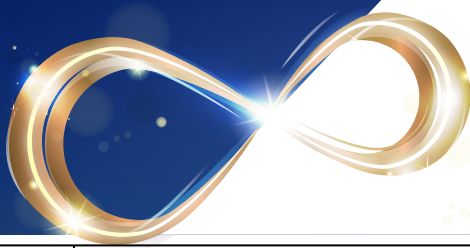
**53,000+**

以上為“澳門國際品牌連鎖加盟展2021”(2021MFE)與“第二十六屆澳門國際貿易投資展覽會”(第26屆MIF)及“2021年葡語國家產品及服務展(澳門)”(2021PLPEX)同期同場舉行的三展合計數據。

The figures above are the summary of the Macao Franchise Expo 2021 (2021MFE), the 26<sup>th</sup> Macao International Trade and Investment Fair (26<sup>th</sup> MIF), and the 2021 Portuguese Speaking Countries Products and Services Exhibition (Macao) (2021PLPEX), which were held at the same time and the same venue.

## 展覽範圍 Scope of Exhibits





活動亮點  
Event Highlights

- 集多種服務及功能於一身的展會活動，匯集世界各地國際連鎖加盟品牌，創造更廣闊的經貿平台  
An event congregating a variety of services and functions to highlight the international elements of the expo and create broader business opportunities
- 中小企業品牌升級支援  
Small and medium-sized enterprises brand upgrade support
- 線上線下聯動，提升企業成效  
Interactive online exhibition, improving effectiveness of enterprise
- 匯聚本澳及海外IP授權方，齊齊探索IP產業商機  
Gathering local and overseas quality IP authorization parties, explore IP industry opportunities together



關於更多資訊，請聯繫 For enquiry, please contact

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