



## GOLFING FOR CHARITY (AND FUN)

The Annual Macau Business Charity Golf Tournament takes place this month

Golf lovers, get ready: the Annual Macau Business Charity Golf Tournament is set to hit the greens this month, on October 25. The anticipated winner, as in previous years, will be philanthropy.

While the slots for teams have long been oversubscribed, patrons still have a chance to show they care by participating in the Annual Macau Business Charity Golf Tournament Gala Dinner.

The gala dinner will take place at the Westin Resort, also on October 25, and will include the prize-presentation ceremony for the golf tournament. A charity auction of memorabilia from the fields of sport, music and other kinds of entertainment will run throughout the evening. A raffle with prizes generously donated by event partners is also part of the official programme.

Launched in 2007, the Annual Macau Business Charity Golf Tournament is organised by the Charity Association of Macau Business Readers. It is one of the largest charity golf tournaments in Asia.

In its short story, the charity golf outing has raised and distributed MOP2.86 million (US\$357,500) to more than 30 charities and social projects in Macau, Hong Kong, the mainland and further afield.

### Long-term partners

The success of the Annual Macau Business Charity Golf Tournament would not be possible without the support of its long-term partners, in particular Melco Crown Entertainment Ltd, again a main sponsor of the event, and gala dinner venue-provider Westin Resort.

Lawrence Ho Yau Lung, co-chairman and chief executive of

Melco Crown says: "We are pleased to support the charity golf [tournament] as the major sponsor. Giving back to the community is a key principle for Melco Crown Entertainment, and the charity golf [tournament] is a unique way of raising funds from the community by providing both fun and purpose." And naturally, a golf tournament would be impossible without a golf course. For the fifth year in a row, Caesars Golf Macau, one of the finest golf resorts in the region, is partnering with the Annual Macau Business Charity Golf Tournament as a venue provider.

Showing its support all the way from Australia, Sydney-based casino-hotel The Star is one of the major sponsors for this year's event. This is not a first; The Star has sponsored the Annual Macau Business Charity Golf Tournament since 2011. Galaxy Entertainment Group Ltd is also a long-term backer of the golf tournament. President and chief operating officer Michael Mecca says the company "is committed to sharing its success with the community and has been actively involved in a variety of local charitable events and initiatives over the years." Telco Companhia de Telecomunicações de Macau SARL, or CTM, is one of this year's new partners. It is sponsoring two teams from the Special Olympics Macau. "CTM continues to help raise funds for the underprivileged groups in the community by actively participating in this golf tournament, one of the biggest charity events in the region," says Vandy Poon Fuk Hei, CTM's chief executive.

### Revamped format

This year, organisers have revised the format of the golf tournament: it is no longer divided into two days. Instead, the

action has been packed into just one day to make logistics easier for the teams.

The tournament now includes four categories, not two as in previous editions. The MOP200,000 (US\$25,000) prize money is to be split into MOP75,000, MOP60,000, MOP40,000 and MOP25,000 amounts, between the winners of each category. Each winning team will have the right to name a charity to which they will forward their winnings. For the first time, the Annual Macau Business Charity Golf Tournament is part of an international amateur competition. The event has been included in the International Golf Tour City of Lugano.

The team that finishes the tournament with the best net score will have the chance to go to Lugano, Switzerland, to play in the tour's final, with all expenses covered. There, they will compete with the winners of partner tournaments in Argentina, Italy, Portugal, Scotland, Spain, Switzerland and Uruguay.

This year, a total of 28 teams entered by companies hailing from every sector of the economy, will vie for top honours at the Annual Macau Business Charity Golf Tournament. The tournament's stats show that over 90 percent of the teams are returning participants.

This is proof of how important corporate social responsibility has become for the participating firms, says Paulo A.

Azevedo, the president of the Charity Association of Macau Business Readers. "Our concept is to round up the local business community for a charitable event, to show they care for those who are not benefiting from the current economic boom," he says.

The golf tournament is also a great networking opportunity. Among the players are some of the city's top executives, and the laid back environment makes it a great opportunity to broaden business networks.

To find out more about the Annual Macau Business Charity Golf Tournament please email [info@macau-event.com](mailto:info@macau-event.com). Additional information is available at [www.macau-event.com](http://www.macau-event.com).



## GRAND LISBOA TO HOST BUSINESS AWARDS

The organising committee of the 2013 Business Awards of the Year has named Sociedade de Jogos de Macau SA, a subsidiary of SJM Holdings Ltd, as the event's official ceremony partner. The awards presentation and gala dinner will be held at the company's Grand Lisboa hotel-casino in late November.

Over 200 guests are expected to attend the event.

"We are delighted to welcome a company of SJM's calibre as we celebrate the best of Macau's people and business community," says the chairman of the organising committee, Paulo A. Azevedo.

An independent panel of 27 members will select the winners.

Sponsors include the Macau Government Tourist Office and Banco Nacional Ultramarino SA (BNU).

The Business Awards of the Year are a first for Macau. They are organised by De Ficção Multimedia Projects, the publisher of Macau Business, and the Charity Association of Macau Business Readers.