

Nomination for 2024 IAG Academy IR Awards



Award category : Best Overall CSR Program
Nominated company : Galaxy Entertainment Group (“GEG”)

As one of the world’s leading integrated resort, hospitality and entertainment companies, Galaxy Entertainment Group (“GEG”) is committed to the sustainable development and prosperity of the communities in which it operates. Strongly believing that “What is taken from the community is to be used for the good of the community”, GEG actively supports the Macau SAR Government’s policy of “Building Macau through Talent Training”, and continues to make good use of its resources to support the cultivation of local talents through various initiatives.

Our Diverse Initiatives: “Empowering Youth with Community Programs in Macau”

Here are some ways that GEG empowers youth through community programs:

A. Talent Development in Sports - Athlete Enrichment: GEG promotes young people’s participation in sports, and at the same time, enhance their understanding of the socioeconomic impact of “tourism + sports” and how sports contribute to building a healthy and harmonious community.

- To raise public awareness of the sustainable development of table tennis, GEG has been the presenting-partner of the **“WTT Champions Macao”** in collaboration with the Sports Bureau of the Macau SAR Government (“MSB”) and World Table Tennis. As the event’s organizer for the first time in 2023, GEG invited youths from the Macao Youth Table Tennis Academy and Macau Special Olympics for inclusive matches at the Ruins of St. Paul’s to celebrate World Table Tennis Day. In addition, GEG title-sponsored and co-organized “GEG Macau Special Olympic Inclusive Table Tennis Fun day” since 2011 to promote sports engagement and social integration for people with disabilities.
- In 2023, GEG title-sponsored the **“GEG Presents: We are Macau Athletes”** hosted by Macau Sports Channel and supported by MSB and the Education and Youth Development Bureau (“DSEDJ”) of the Macau SAR Government. The event invited 13 Macau athletes to share their sports career and dreams with over 1,500 high school students and play with them inside schools to inspire sports interest and development of positive life attitudes.
- In 2023, GEG also became the co-organizer and title-sponsor of the **“Galaxy Entertainment Group 2023 the 11th Yao Foundation Charity Game”** in collaboration with Yao Foundation and China Youth Development Foundation, GEG also invited top Chinese and International basketball stars to join members of the children basketball class of the Women’s General Association of Macau and members of the Richmond Fellowship of Macau for a Basketball Carnival, as well as a host of extended activities such as a public welfare forum, school visits and short film presentations to foster community engagement.
- For 20 consecutive years, GEG participated in and supported the **“Galaxy Entertainment Macao International Marathon”**. In 2023, GEG became one of the event organizers for the first time, collaborating with MSB and the General Association of Athletics of Macau. During the weekend of the marathon, GEG organized the Carnival to promote “marathon fever” and showcase Macau’s charms via the integration of sports, entertainment, gastronomy and culture.

B. Capacity Building in Science and Technology: In line with the Macau SAR Government’s policy to inject new strength into the development of Macau’s high-tech industry, GEG supports young people’s capacity building by strengthening support for science and technology education.

- Since 2011, GEG co-organized and title-sponsored the **“GEG Youth Achievement Program”** with the Macau Management Association, benefiting nearly 3,500 local youths aged between 18 and 29

to date. This year, the program focused on technological innovation, with “Metaverse Workshop” and “Immersive Greater Bay Area Study Tour” arranged to foster the participants’ interest and knowledge in technological innovation.

- In 2023, GEG jointly launched the **“Program for the Development of Scientific Innovation Talent of Youth Science and Technology Village”** with DSEDJ and Macao Science Center to assist Macau youths in the field of scientific and technology innovation. 100 local students transitioning from Form 3 to Form 4 are selected each year, for a three-year training program tailored to help them lay a solid foundation for future career development in science and technology-related fields.
- Besides, GEG title-sponsored the **“GEG Presents: Popular Science Activities in Schools and Chinese Drones”** program to promote the development of drone technology since 2019, which trained for over 1,000 local school students in 2023.

C. Positive Youth Development in Culture and Arts: To support young people in their holistic development, GEG not only provides local youth with diverse arts and cultural experiences but also actively promotes related exchanges in the field that help broaden cultural and artistic horizons.

- As the first integrated tourism and leisure enterprise in launching youth national education programs in Macau, GEG has been consecutively title-sponsoring the **“GEG Macau Cup – Youth National Education Competition”** since 2009 to foster young people’s understanding of the development and traditional culture of the motherland, and to reinforce national identity and patriotism. Over the years, the competition has attracted over 130,000 participations, with study tours also organized for winners to places such as Beijing, Shanghai, Nanjing, Gansu, Zhejiang, Guizhou, and GBA cities etc.
- In 2023, GalaxyArt presented **“Artists-in-Residence: Summer Love - Live Mural Painting and Exhibition”** that included a range of art workshops, artist dialogues, parent-child workshops and over 30 art activities and docent-led guided tours for more than 600 students and teachers from local primary and secondary schools and universities. Over 30 master’s students from the University of Macau’s Faculty of Arts and Humanities also engaged with the resident artists.
- Since the debut of Art Macao in 2019, GEG has consistently supported and participated in relevant event. In 2023, GEG hosted one of Art Macao’s special exhibition, the **“BE@RBRICK MACAU - World’s First Immersive BE@RBRICK Art Exhibition”**. More than 10 international and local artists and designers were invited to bring large-scale art installations to life in GEG’s property. GEG also invited experienced professional from arts and fashion industry as guest speakers and local youths to participate in the “Power of Art - Contemporary Art & Fashion” Art Forum and in-deep discussion to promote cross-discipline exchanges and cooperation in arts and culture. Online live broadcast and art workshops with guided tours were also available at GalaxyArt.

D. Career Exploration and Education for Youth: Strongly believing that “education engenders a strong country”, GEG supports the comprehensive development of youths and launches different initiatives to support their education and career development.

- Since 2005, GEG has been providing various **“Scholarships & Fellowship”** to cultivate outstanding local talents and support their further education in various academic disciplines, such as MICE, sports and hotel and tourism management, in line with the Macau government’s “Building Macao through Talent Training” policy.
- In 2008, GEG launched the **“GEG Integrated Resort Internship Program”** and has since provided diversified internship opportunities for close to 1,000 local undergraduates and special education needs students since then.



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- In 2020, GEG launched the **“GEG U-LEAD Graduate Internship Program”** to provide local fresh graduates with tailor-made internship experiences at our integrated resorts. For a duration of three-months, fresh graduates learn about integrated resort, MICE and Arena operations under guidance of experienced mentors, with past participants receiving full-time offers upon their program completion.
- In 2023, GEG jointly launched the **“Integrated Resort Youth Development Program”** with the Labor Affairs Bureau in support of Macau Government’s policy of “Building Macau Through Talent Training”. The program, carefully planned by GEG for nearly six months, provided up to 300 hours of professional training over a 12-month period for over 50 young participants.

Our Community Impact

GEG strives to create shared value in the communities in which we operate. Aligned with our commitment to support the Macau Government in driving the socio-economic stability of Macau, GEG continues to adhere to our corporate citizenship pledge of “Community at Heart, Empathy in Action” by supporting youth nurturing, promoting sports development, arts and cultural exchanges and extending care and support to the community.

Talent Development in Sports - Athlete Enrichment



Celebrating the World Table Tennis Day with the local community upon the completion of WTT Champions Macao 2023 presented by GEG



Galaxy Entertainment Group 2023 the 11th Yao Foundation Charity Game Basketball Carnival



GEG Presents: We are Macau Athletes Event Series

Capacity Building in Science and Technology



GEG Youth Achievement Program Field Trip



Youth Science and Technology Village Study Tour



GEG Presents Drone Campus Science Education

Positive Youth Development in Culture and Arts



GEG Macau Cup - Youth National Education Competition



Artists-in-Residence: Summer Love - Live Mural Painting and Exhibition



“Power of Art - Contemporary Art & Fashion” Art Forum

Career Exploration and Education for Youth



GEG Scholarships



U-LEAD Graduate Internship Program



Integrated Resort Youth Development Program

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