

## **Macao Typical Old Shops**

### **Unfading Craftsmanship, Everblooming Brilliance**

Macao is a place where Chinese and Western cultures meet. Since its foundation, a wide variety of products and services have been offered by a wide range of businesses, and many old shops have persisted to this day, becoming the image of Macao. These typical old shops have inherited the history and traditional culture of the city, and have developed unique techniques and operating characteristics, carrying with them the city's rich commercial memory and important branding resources, as well as the richness of Macao's history. They are an important tourism resource that effectively presents the local culture of Macao. The old shops that remain in the streets and lanes of Macao are testimony to the city's evolution over the centuries, and while their experiences are imaginable, their ups and downs are not always known. Therefore, they should be cared for as elders who need to be respected and protected with the utmost care, which is what a harmonious and integrated Macao society needs.

Under the care and support of the Central Government and the leadership of the Macao SAR Government, Macao has enjoyed social stability and economic prosperity, while sparing no effort in preserving and passing on the traditional culture of Macao. With the support of the Economic and Technological Development Bureau of the Macao SAR, the Macau Chain Stores and Franchise Association has set up the "Macao Classic Brand Service Center" to promote the "Macao Classic Brand" rebranding program Programme" (hereinafter referred to as the "Rebranding Program"), which aims to identify old shops with a good reputation that have products, techniques or services passing on from generation to generation and represent distinctive Macao characteristics and cultural heritage, and classify them as "Macao Classic Brand". This designation gives them appropriate protection and support to help them develop into modernist brands so that they can better adapt to the competition and meet the needs of consumers. It is not only a manifestation of Macao's moderate economic diversification, but also a need to preserve and pass on Macao's traditional culture.

The "Rebranding Program" is implemented in an orderly manner following the eight steps of "Definition, Mapping, Standards, Assessment, Measures, Implementation, Promotion and Heritage". In early 2019, the "Macao Classic Brand Evaluation Commission" conducted an assessment following the evaluation rules, and the results of public participation in the assessment were combined to successfully identify 12 shops as the first group of "Macao Classic Brand", including: Ourivesaria Chee Lee Yuen, Ng Teng Kei Bakery, Solmar Limited, Lok Kei Food Establishment, Fong Kei, Tong Iec Pak Fa Fui, Chui Heong Bakery, Mok Yi Kei, Medan Indonesian Food, Seng Kei Pak Chok, China Products Company and Lai Kei Ice Cream.

As a new iconic brand in Macao, the "Macao Classic Brand" project aims to help characteristic old shops improve their operating environment, explore business opportunities and revitalise their cultural connotations, while at the same time, through the "Rebranding Program", help them receive the attention, care and concern of the community, as well as pass on their heritage and innovation.

Macao Chain Stores and Franchise Association  
Translation: NextVector Consultants Ltd.