

Galaxy Macau showcases Broadway Food & Craft Festival

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Galaxy Macau launched an exciting new annual festival that is sure to have foodies licking their lips. Running until October 8, at the award-winning integrated resort's Broadway Macau, the inaugural Broadway Food & Craft Festival showcases the best small and medium-sized enterprises (SMEs) of the city's renowned street food, plus a carefully curated collection of arts and crafts created by local artisans, aiming to present the authentic 50s-themed Macau food and cultures to attract more tourists and to boost night-time economy in collaboration with local SMEs to share the fruit of economic success with them.

The festival officially launched with a memorable opening ceremony attended by officiating guests including Cheng Wai Tong, Acting Director of the Macao Government Tourism Office (MGTO), Ho Hong Pan, Head of the Department for Promoting Cultural and Creative Industries of the Cultural Affairs Bureau (IC) of the Macau SAR Government, Ma Chi Ngai Frederico, President of Board of Directors of Macao Chamber of Commerce and Kevin Kelley, Chief Operating Officer - Macau of Galaxy Entertainment Group (GEG). The opening event took place at Broadway Food Street, which has been transformed into a 50s-themed Macau street scene for the duration of the event and began with a lively '50s-style vintage dance performance that transported attendees back to the atmosphere of this exciting bygone era.

This was followed by a speech by Kelley to express gratitude to the MGTO and IC of the Macau SAR Government for their support. He said, "Broadway Food & Craft Festival features a number of SME stalls, which underlines GEG support to them by adopting the 'Large Businesses Leading Small Businesses' business model. We hope to offer a wide and varied selection of craft and distinctive dining experiences to locals and travellers in the next 11 days as we celebrate the Mid-Autumn festival and the National Day golden week holiday, thereby deepening the cross-sectoral integration of 'tourism + gastronomy' and driving forward the '1+4' adequate diversification development strategy." After that, the officiating guests and GEG management took part in a ceremonial ribbon-cutting to mark the start of the festival. The officiating guests then enjoyed a

tour of the festival, which included selected signature food highlights and performances from local talented buskers.

Featuring 50 stalls of SMEs, a variety of Instagrammable photo spots, live performances, and a host of fun games and special prizes, the 11-day event is a must-visit for anyone who wants to experience the authentic flavours of the real Macau. In addition, the festival also creates a favourable business environment for the participating SMEs, by waiving the venue rental fees and providing software and hardware assistance, supporting and nurturing the development of local SMEs, “Made in Macau” brands, and young entrepreneurs.

As well as celebrating the vintage look and feel of Old Macau, the festival's '50s-style setting is full of unique photo opportunities, making it the perfect spot to celebrate and create special memories with family and friends. Here, guests can savour authentic bites, soft drinks and alcoholic beverages from over 20 food stands shop with more than 100 types of street food for one-of-a-kind finds at over 30 local arts and crafts booths, and win fun prizes at a variety of game booths. There will also be over 300 festive lanterns immersive light display hanging above Broadway Food Street by the Macau Designer Association.