

SANDS MICE ACADEMY

INTRODUCTION

Drawing on years of accumulated expertise and experience in the MICE industry, Sands China established the Sands MICE Academy to attract and nurture local talent and support the ongoing development of Macao's MICE sector. The Academy aims to strengthen the overall competitiveness of the Greater Bay Area as a leading destination for international tourism, exhibitions, and incentive travel.

Since its inception, the Academy has focused on developing frontline, managerial and technical professionals in the MICE sector, enhancing their professional standards and advancing industry practices through the sharing of specialist knowledge. By cultivating a strong pipeline of skilled talent, the Academy contributes to the sector's long-term sustainable growth. We place strong emphasis on research and learning that respond to global business trends and forward-looking practices. Our mission is to equip future leaders with the knowledge and tools they need to stay ahead in an ever-changing landscape.





HIGHLIGHTS

Developing Business Acumen

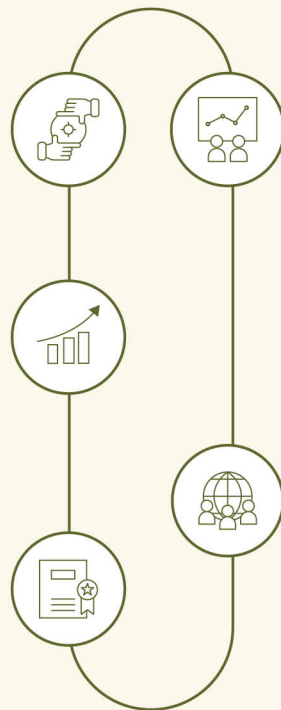
Nurtures global business expertise through research and learning/teaching, equipping future leaders with critical thinking and strategic decision-making skills and tools.

Raising Industry Standards

By collaborating with educational institutions and industry experts, establishes benchmarks which aligned with the latest trends and best practices, ensuring professionals are well-prepared to excel and shape the industry's future.

Facilitating Professional Certifications

Supports industry professionals in gaming internationally recognized certifications, equipping them with skills that meet global standards.



Offering Elite and Professional Training Programmes

We offer elite and professional training programmes for Team Members, aspiring industry talent, and business partners. These initiatives not only support individual growth, but also strengthen regional capabilities and contribute to building a dynamic and vibrant market environment.

Expanding Business Opportunities Beyond Macao

With Sands China as the region's leading MICE service provider, we are committed to strengthening business networks and driving industry growth across the Greater Bay Area. Through partnerships with global leaders in markets such as Singapore and Las Vegas, we are creating a thriving ecosystem that fosters innovation and economic development.