

# SANDS RETAIL ACADEMY

## INTRODUCTION

Established in 2013, the Sands Retail Academy offers service and management training to retail professionals working in over 700 branded stores at Sands Shoppes Macao. The Academy is committed to elevating service standards within Macao's retail workforce, continuously enhancing the customer experience and improving the overall quality of service in the city's retail sector.

The Academy hones the talents of Sands China Team Members and retail professionals at Sands Shoppes Macao, collaborating with industry leaders to host expert-led seminars. These sessions bring fresh insights and modern service know-how to retail and tourism professionals, helping them thrive in a fast-moving market while supporting Macao's push for a more diverse economy.

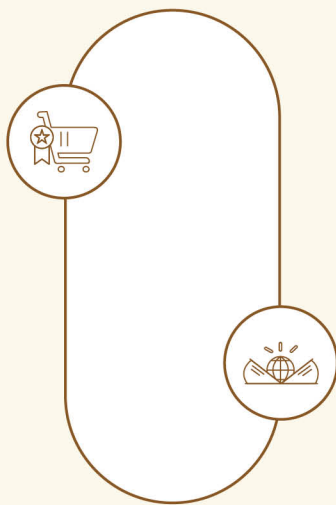




## HIGHLIGHTS

### Nurturing Retail Talent

The Academy develops future retail leaders by delivering specialised service and leadership training to Sands China's retail partners. It prepares a new wave of professionals to excel in retail and act as frontline ambassadors for Macao's tourism.



### Broadening Industry Insights

Through collaborations with top experts, the Academy hosts retail-focused seminars exploring market trends and innovations. These sessions equip professionals with the tools to stay ahead in a fast-changing industry.