

# 金沙中國片區活化項目

SANDS CHINA'S COMMUNITY REVITALIZATION PROGRAMME

# 草堆街

RUA DAS ESTALAGENS

融舊立新 | 推動本澳創業者進駐草堆街  
激活片區新動能

## 創業方案大募集2.0

Entrepreneurship Recruitment Programme 2.0  
Fostering entrepreneurship on Rua das Estalagens,  
unlocking new district vitality

承先啟後 | 賦能店舖煥新升級  
提升市場競爭力

## 店舖重塑計劃

Shop Rebranding Programme  
Empowering shops to elevate brand appeal,  
enhancing market competitiveness

# 資訊包

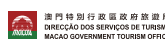
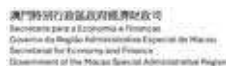
## Information Kit

主辦單位 Organizer

協辦單位 Co-Organizer

指導單位 Patronage

支持單位 Supporting Entities



# Programme Introduction

Since 2023, Sands China has joint hands with the Macao SAR Government to propel community revitalization, in which an Entrepreneurship Recruitment Programme for Rua das Estalagens was launched in April 2024, with the core concept of revitalizing the historic street and unleashing its past vibrancy. Local SMEs were encouraged to submit business proposals and we provided a series of support measures, including entrepreneurship subsidies, to help the awarded SMEs to start businesses on the street and thereby revive the district's economy.

In 2026, Sands China continues to support the Macao SAR Government in promoting community economy, and is proudly launching a community revitalization programme 2.0 for Rua das Estalagens as part of the company's F.I.T. local SME support programme and Sands Resorts incubation center, aiming at strengthening the sustainable development of the district. The scheme includes two programmes:

**Entrepreneurship Recruitment Programme 2.0  
for Rua das Estalagens**

**Shop Rebranding Programme for Rua das Estalagens**

# Application Guidelines

## Entrepreneurship Recruitment Programme 2.0 for Rua das Estalagens

**MOP 300,000**

Minimum self-invested Capital

**1-2 times**

Can receive subsidies up to  
a multiple of self-invested

**MOP 1,000,000**

Capped subsidy amount per applicant

- ◆ Macao permanent residents aged 21 or above are eligible for participation as an individual, team or Macao local SME.
- ◆ Applicants need to commit to a self-invested initial operating capital no less than MOP 300,000 and provide relevant bank documentation as proof upon selection.
- ◆ Selected applications can receive subsidies of one to two times the amount of the self-invested capital, capped at MOP 1 million per applicant.
- ◆ The judging panel will assess the subsidy amount based on a comprehensive evaluation of factors, such as the creativity and market potential of the submitted proposal, the experience of the operating team, and the reasonableness of the financial plan.
- ◆ The subsidies will be disbursed in four phases. Please refer to the programme rules and regulations for details.
- ◆ Applicants must complete and submit all required documents, including a full business plan, and submit them to [erp.enquiry2026@gmail.com](mailto:erp.enquiry2026@gmail.com).
- ◆ Registration is open now and closes at 17:00 on June 30, 2026.

# Application Guidelines

## Shop Rebranding Programme for Rua das Estalagens

**MOP 50,000**

Minimum self-invested Capital

**1-3 times**

Can receive subsidies up to a multiple of self-invested

**MOP 500,000**

Capped subsidy amount per applicant

- ◆ This programme is limited to businesses currently operating on Rua das Estalagens. Applicants must be Macao permanent residents aged 21 or above.
- ◆ Applicants need to commit a self-invested capital no less than MOP 50,000 and provide relevant bank documentation as proof upon selection.
- ◆ Selected applications can receive subsidies of one to three times the amount of the self-invested capital capped at MOP 500,000 per applicant.
- ◆ The judging panel will comprehensively consider factors such as the proposal's rationality, creativity, and compatibility with neighbourhood revitalization to determine the final subsidy amount.
- ◆ The subsidies will be disbursed in three phases. Applicants must operate their shops for at least 12 months after the completion of rebranding to receive the final disbursement. Please refer to the programme rules and regulations for details.
- ◆ Applicants must complete and submit all required documents, including a rebranding plan, and submit them to [erp.enquiry2026@gmail.com](mailto:erp.enquiry2026@gmail.com).
- ◆ Registration is open now and closes at 17:00 on June 30, 2026.

# Event Schedule

**April 29**

**Registration opens for the two programmes**

**May 8**  
15:00

**Briefing Session\***  
Registration for entry is required

**4/F Greenwich Ballroom,  
The Londoner Macao**

**May - June**

**Rua das Estalagens Open Day**  
May 15-17 and June 12-14  
12:00-18:00

**Rua das Estalagens**

**May 14**  
14:00-16:00

**SME Training Course 1 : \***  
Macao SMEs: From Transformation of  
Traditions to Startup Innovation  
Speaker: Prof. Matthew Ting Chi Liu  
Registration for entry is required

**4/F Greenwich Ballroom,  
The Londoner Macao**

**May 14**  
16:30-18:30

**SME Training Course 2 : \***  
Effective Business Plan and  
Marketing Strategy  
Speaker: Fu Tang Long  
Registration for entry is required

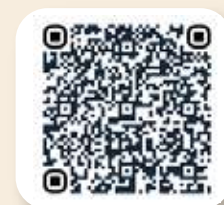
**4/F Greenwich Ballroom,  
The Londoner Macao**

**June 30**  
17:00

**Registration Closes**

**July - Sept**

**Judging and Announcement**



Limited seats  
Please register for entry

**06/06**

SANDS CHINA'S COMMUNITY REVITALIZATION PROGRAMME 2.0  
FOR RUA DAS ESTALAGENS

# For Details and Enquiry

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Registration Deadline  
**30/6/2026**



Looking Forward to  
Your Participation

Email: [erp.enquiry2026@gmail.com](mailto:erp.enquiry2026@gmail.com)

TEL: +853 6335 8220 / 6296 0231

Hours: 9:00-18:00 Monday to Friday