



INSTITUTE OF EUROPEAN STUDIES OF MACAU
澳門歐洲研究學會
INSTITUTO DE ESTUDOS EUROPEUS DE MACAU

IEEM Seminar on 'Perspectives on the Macao Gaming Industry'

Date: Thursday, 15 December 2016

Time: 6:30 pm

**Venue: Institute of European Studies of Macau
(Calçada do Gaio, n.6, Macau)**

Language: English

Guest Speaker:

Dr. Hester Cheang – Director, Gaming Teaching and Research Centre,
Macao Polytechnic Institute

Abstract:

Ever since 2006 the gross gaming revenue (GGR) of Macao has surpassed gaming revenue from the Las Vegas Strip. Macao has become world's capital of gaming industry. Despite the downturn of Macao GGR since June 2014, gaming industry continues to be the pillar industry in Macao. The phenomenal growth and recent downturn of Macao's GGR have attracted the world's attention. Aside from being the life blood of Macao's economy, the gaming industry of Macao is also the focus of a wide spectrum of academic research both locally and globally.

The talk will address several perspectives on Macao gaming industry with significance both for academic research and industry development. The objective is to encourage dialogue among multiple academic disciplines with focus on how to help the gaming industry in Macao find pathways for sustainable development.



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Bio-note:

Dr. Hester Cheang

Director, Gaming Teaching and Research Centre, Macao Polytechnic Institute

Sub-Director, Cultural and Creative Industry Teaching and Research Centre, Macao Polytechnic Institute

Member, Committee for Development of Convention and Exhibition, Macao SAR Government

Dr. Hester Cheang received her Doctor of Business Administration degree from City University of Hong Kong and Master of Business Administration degree from University of Durham, UK. Her research interest is service marketing and gaming industry.

Enquiries/Registration:

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