

# BEYOND EXPO

TECHNOLOGY X IMPACT

# A LOOK BACK ON

## BEYOND EXPO 2024 (MAY 22-25, 2024)

Brought to you by

**MGA** MACAU TECHNOLOGY  
GENERAL ASSOCIATION  
澳門科技總會



[beyondexpo.com](https://beyondexpo.com)

#BEYONDEXPO2024



# BEYOND EXPO 2024 IN NUMBERS

BEYOND  
2024>

3.5

Days

7

Stages

250+

Speakers


160+

Sessions

200+

Media Outlets


10K+

APP Download

100+


Partners

600+

Investors

10K+

Stories produced (more on the way)



20K

Attendees

54%

Director-level and above

70+


Countries, territories and regions represented

68%

Professional Buyer

30%

Female audience



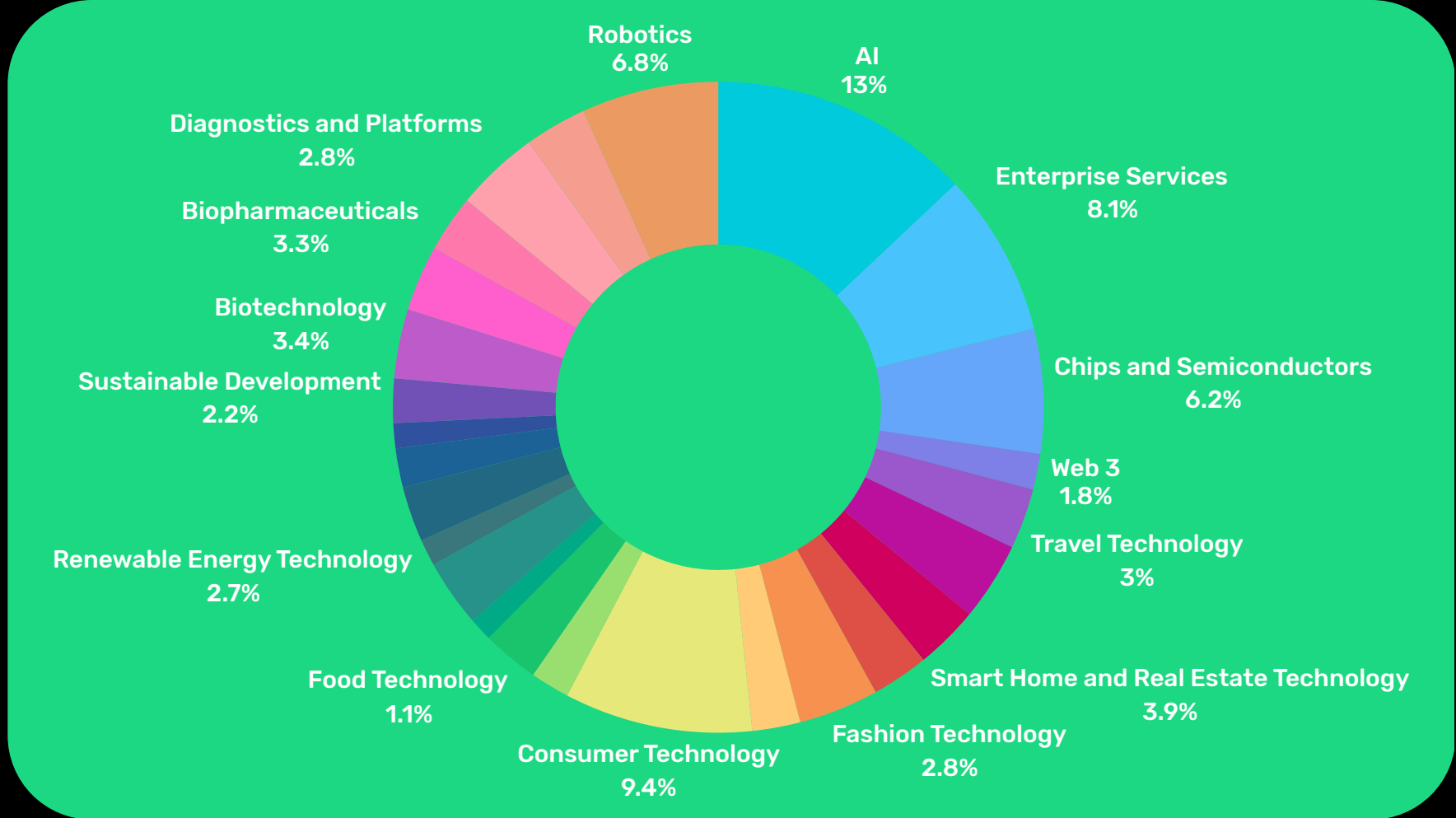
820

Exhibitors

40%

International

Corporation	30%
Growth	22%
Startup	48%





# BEYOND EXPO 2024 MEDIA COVERAGE

BEYOND  
2024>

200+

Media  
Outlets

10K+

Stories  
produced (more  
to come)

405

Total Media  
Attendance

200 K

Engagement

40%

Overseas  
Media

50M+

Overseas  
Page Views

30M+

Social Media  
Views

50%

Business  
Accounts

## Media Outlets





# Television Broadcast

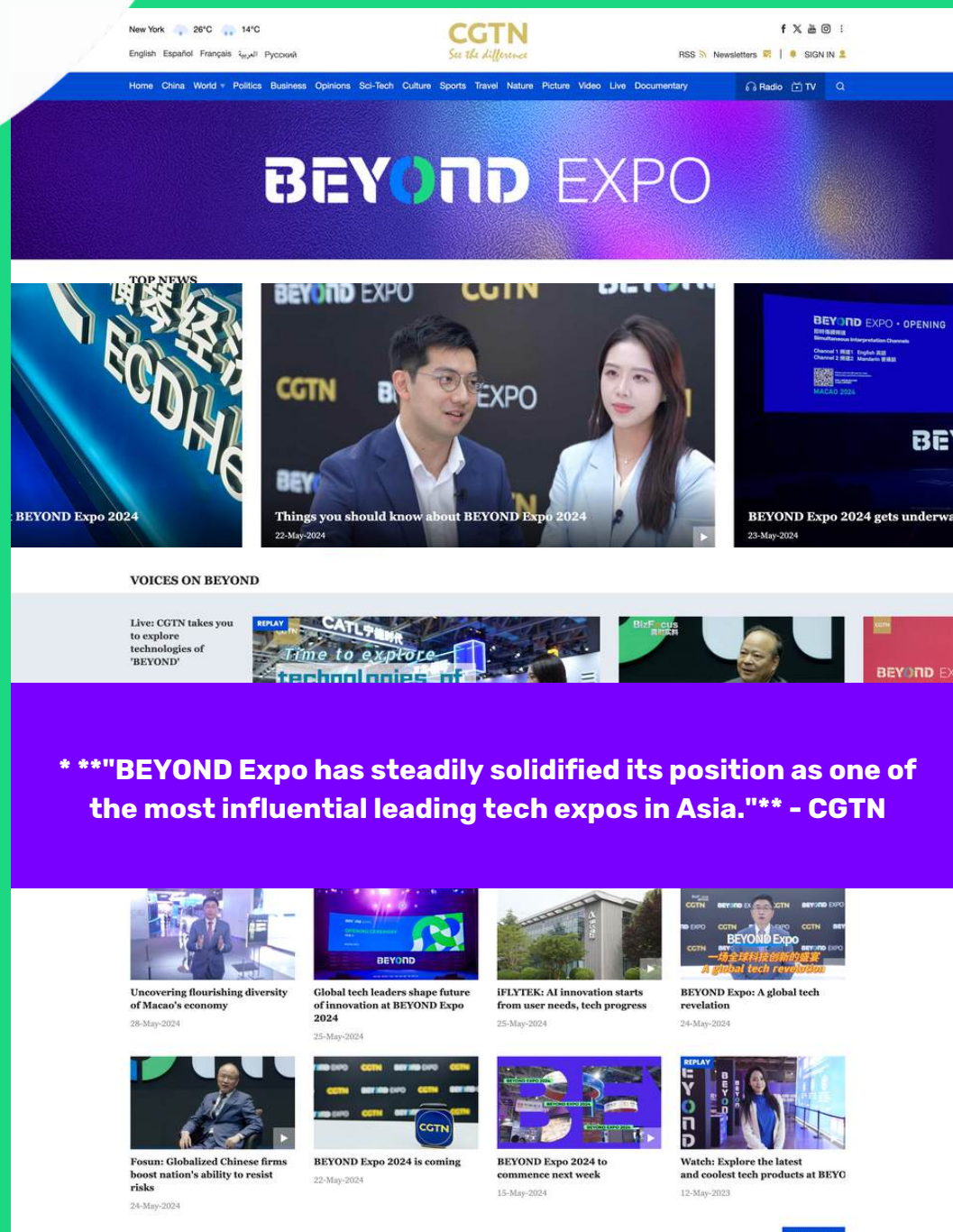
BEYOND  
2024>



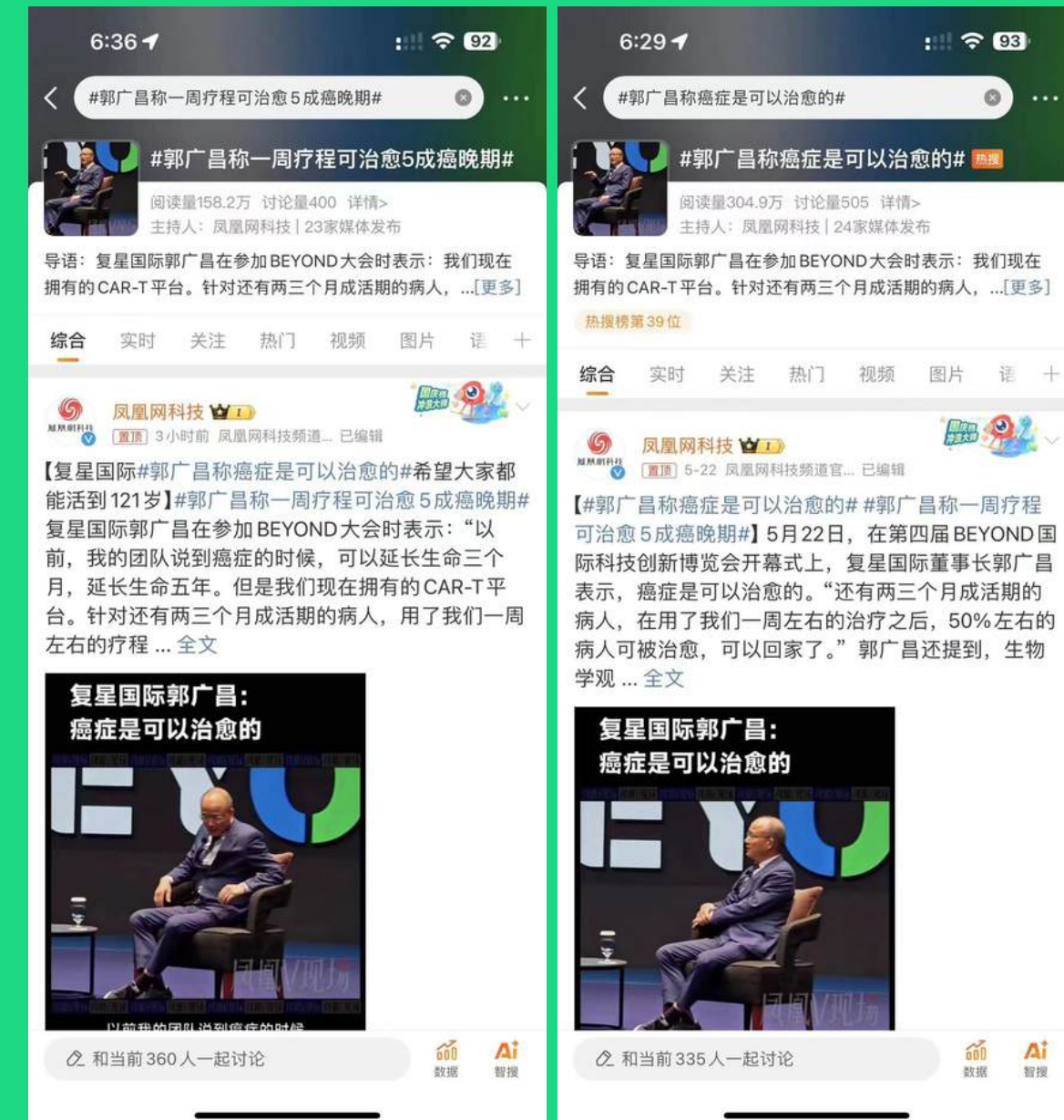
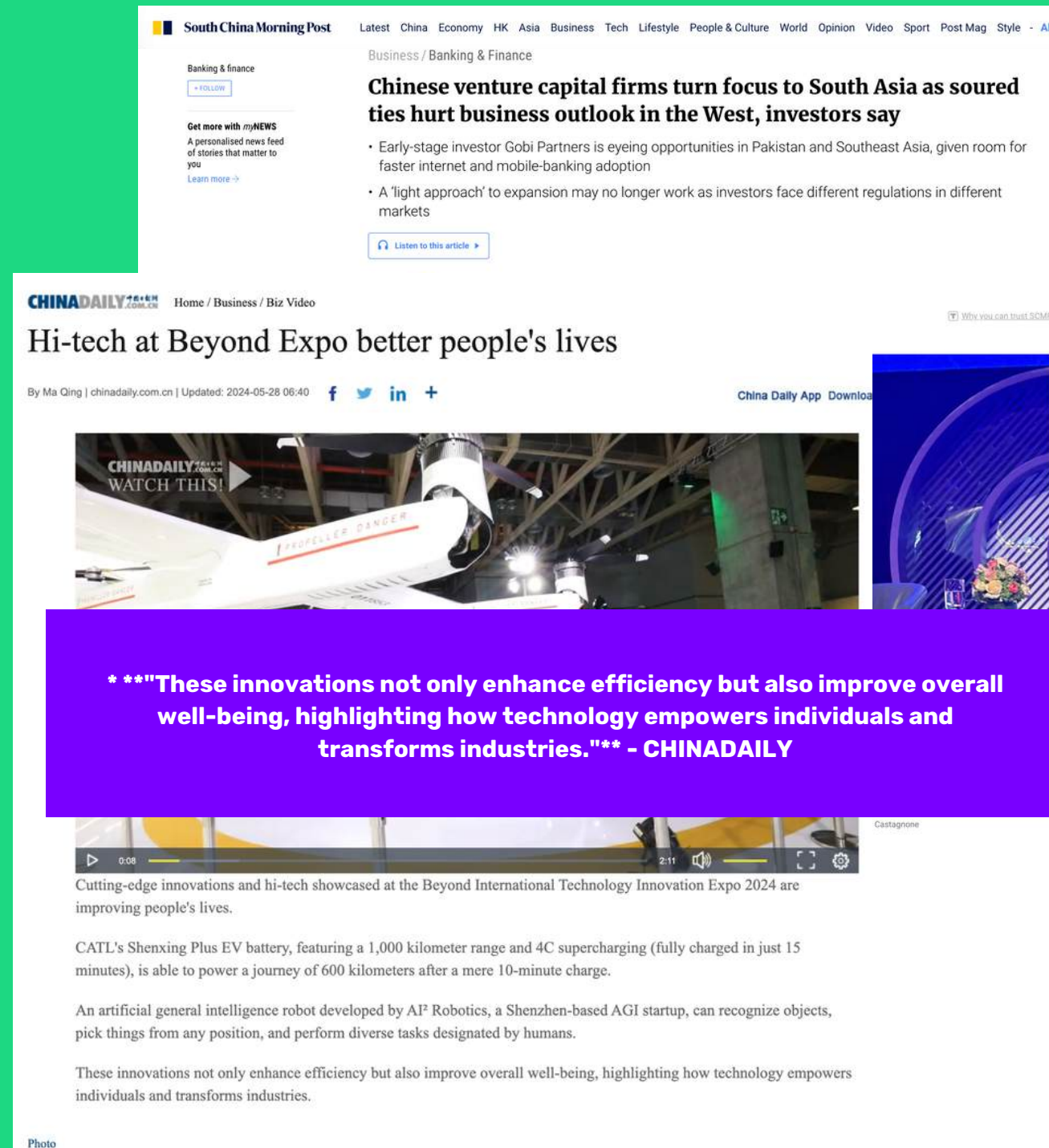


# Media Highlights (More to come)

BEYOND  
2024>



\* CGTN Special Coverage Page

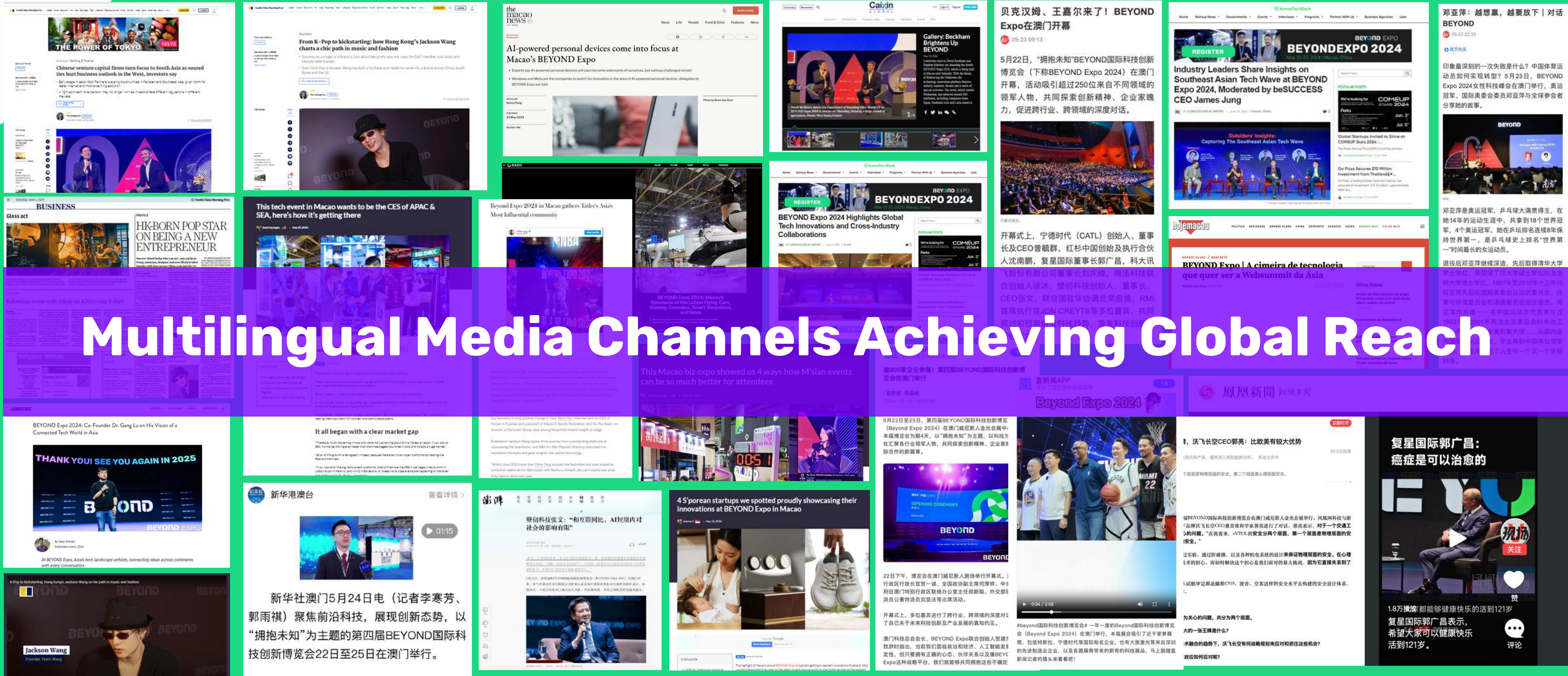


\* The opening ceremony topic ranked 28th on Weibo real-time hot search list, with 52 media participating and 19.594 million views.



# Media Highlights (More to come)

BEYOND  
2024>





# Audience Feedback



**LAURENT  
LEPEN**

Founder & CEO at Omate

Great time in Macao for BEYOND Expo it's actually my favorite tech conference and I already told that last year so it's double confirmed after this edition. They gather tech startups and scale-ups with over 500 investors both VCs and LPs + media representatives into the Venetian exhibition halls with good conferences and talks and finally throw parties every night into different casinos for an even better networking experience.



**INGRID  
BARTH**  
Partner, ST&E Group

empreendedores e investidores do #Brasil no centro das atenções, juntos com executivos de outros países latino americanos e asiáticos no palco do Asia Latam Tech Forum, que realizei em parceria com BEYOND Expo, maior evento de inovação e tecnologia da Ásia que aconteceu entre 22-25/05 em Macau/China.



**PER ELINDER  
LILJAS**  
Journalist and communicator

I had a blast with this fireside chat on the future of AI in consumer tech with the excellent Deena Ghazarian, Chair of Consumer Technology Association and Managing Director of TargetPath, while covering Asia's largest tech expo BEYOND Expo in Macau for Svenska Dagbladet.



**DANIELLE  
HARATSIS**  
Senior Adviser of Austrade

Attending the BEYOND Expo in Macao was an incredible experience. This event is Asia's leading annual expo showcasing the latest technologies and trends across multiple industries.



**MATTHIJUS  
VAN LEEUWEN**  
CEO of Sunway Group

Enjoyed speaking at the Beyond Expo in Macao and dive into some of the challenges in doing #corporateinnovation and how to unlock value from the programmes we run.

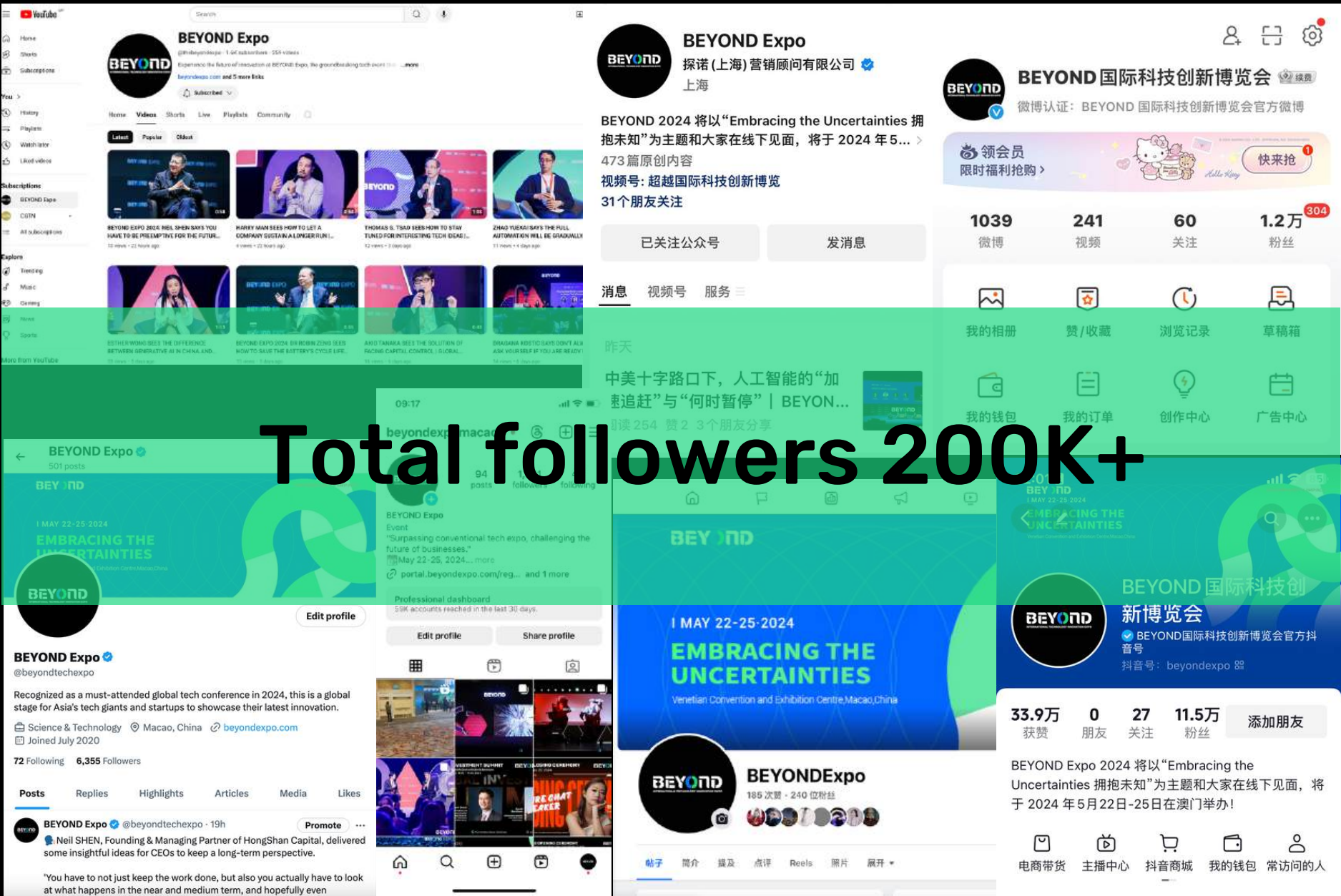
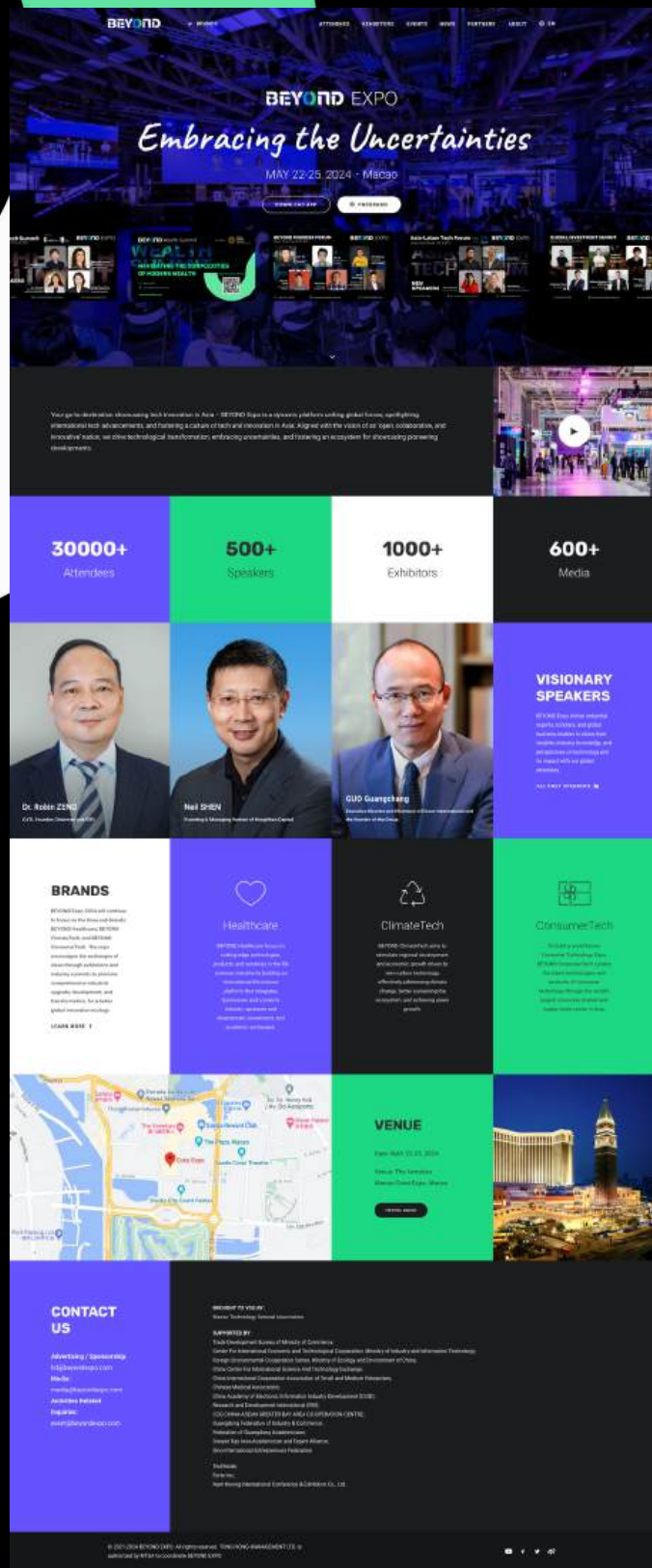


**BINGBING  
ZHAO**  
Chief Representative Greater China at London & Partners

This marks the 4th year that London & Partners joined BEYOND Expo in Macao! We had a range of diversified activities to promote London and the UK at one of the most influential tech events in the Greater Bay Area.



# SOCIAL MEDIA PRESENCE



Weibo、YouTube、X (Twitter)、Facebook、LinkedIn、Instagram、TikTok、Douyin



OFFICIAL WEB & APP

OFFICIAL CHANNELS



# BEYOND

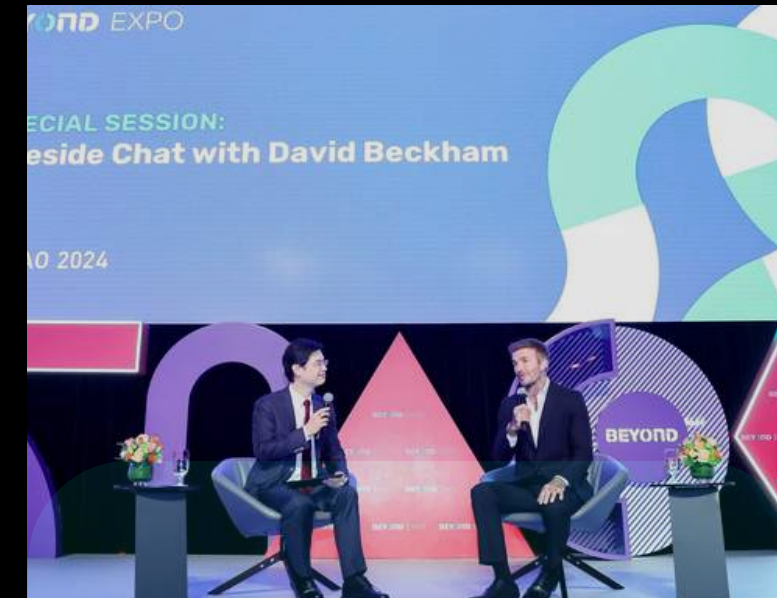
# 2024 - MAJOR ACTIVITIES



LANDMARK OPENING & CLOSING



3 EXHIBITION AREAS



4+ SUMMITS



GLOBAL TECH FORUMS & FOUNDERS FORUM



FUND AT FIRST PITCH



4 AWARDS



BEYOND WEEK EVENTS



THE FUN CONTINUES



# BEYOND Opening VISIONARY SPEAKERS

BEYOND  
2024>



**DR ZENG YUQUN**  
Founder, Chairman and CEO of CATL



**GUO GUANGCHANG**  
Chairman of Fosun International



**NEIL SHEN**  
Founding and Managing Partner of HongShan Capital



**XU BING**  
Co-Founder of SenseTime

**LIU QINGFENG**  
Chairman of IFLYTEK Co., Ltd.

**ZHANG WEN**  
Founder, Chairman, and CEO of Biren Technology



**SIDDHARTH CHATTERJEE**  
United Nations Resident Coordinator in China

**JON CREYTS**  
CEO of RMI



# BEYOND Opening

## VISIONARY SPEAKERS 2021-2024



### Government Representatives

**Dr. Gang Wan**  
President, China Association for Science and Technology (CAST)

**Weizhong Wang**  
The Governor of Guangdong Province

**Yupei Zhao**  
President of Chinese Medical Association, Academician of Chinese Academy of Sciences, Honorary President of Peking Union Medical College Hospital

**Siddharth Chatterjee**  
UN Resident Coordinator in China

**lat Seng Ho**  
Chief Executive of Macao SAR

**Yuzhuo Zhang**  
Member, Chinese Academy of Engineering; Former Executive Vice President & Chief Executive Secretary, China Association for Science and Technology (CAST)

**Mingzhu Dong**  
Chairperson of the Board and President of Gree Electric Appliances, Inc. of Zhuhai

**Jessica Tan**  
Co-CEO and Group Executive of Ping An Group

### Business Leaders

**Zheng Xuexuan**  
Chairman of China State Construction Engineering Corporation Limited

**Terry Gou**  
Founder of Foxconn

**Mingzhu Dong**  
Chairperson of the Board and President of Gree Electric Appliances, Inc. of Zhuhai

**Jessica Tan**  
Co-CEO and Group Executive of Ping An Group

**Zeng Yuqun**  
Founder, Chairman and CEO of CATL

**Liu Qingfeng**  
Chairman of iFLYTEK Co., Ltd.

**Scott Beaumont**  
President of Google Asia Pacific

**Jon Creyts**  
CEO of RMI

**Guo Guangchang**  
Chairman of Fosun International

**Xu Bing**  
Co-Founder of SenseTime

**Song Xiao**  
Global Executive Vice President and President and CEO of Siemens Greater China

**William A. Haseltine**  
Founder, Chairman and President of ACCESS Health International

**Joseph C. Tsai**  
Co-founder and Executive Chairman, Alibaba Group; Owner, Brooklyn Nets and New York Liberty

**Zhang Wen**  
Founder, Chairman, and CEO of Biren Technology

**Allan Gabor**  
President of Merck China, Executive Vice President of Merck Electronics

**Raymond Teh**  
Vice President at NVIDIA, APAC

### Investors and Financial Institutions Representatives

**Jin Liqun**  
President and Chair, Asian Infrastructure Investment Bank

**Lei Zhang**  
Founder of Hillhouse

**Hugo Shong**  
Founder of IDG Capital

**David Liao**  
Co-Chief Executive Asia-Pacific at HSBC

**Zewang Ni**  
Former Chairman and Secretary of the Party Committee of Shenzhen Capital Group Co., Ltd.

**Neil Shen**  
Founding and Managing Partner of HongShan Capital

**Weihua Ma**  
Chairman of China Alliance of Social Value Investment, Former President of China Merchants Bank

**Charles Li**  
Founder and Chairman of Micro Connect

**Yibing Wu**  
Co-President, President of China at Temasek Global Corporate Development

### Scholars & Think Tank Representatives

**Dr. Roger Kornberg**  
Nobel Prize Winner in Chemistry (2016)

**Baige Zhao**  
Vice Chair of the 12th NPC Foreign Affairs Committee; Chair of the Advisory Committee of BRI International Think Tank of Chinese Academy of Social Sciences; Chair of the Advisory Committee of RDI

**Yigong Shi**  
President of Westlake University, Academician of the Chinese Academy of Sciences

**Kishore Mahbubani**  
Former President of the United Nations Security Council

**Nanshang Zhong**  
Academician of Chinese Academy of Engineering, Director of Guangzhou Laboratory, Director of National Clinical Research Center for Respiratory Disease

**Faren Qi**  
The first Chief Designer of the Shenzhou Spacecraft, Academician of Chinese Academy of Engineering, an expert in space technology

**Jianwei Pan**  
Vice President of the China Association for Science and Technology Academician of Chinese Academy of Sciences, Quantum Physics

**Andrew Sheng**  
Chief Adviser to the China Banking and Insurance Regulatory Commission



# BEYOND ClimateTech TOPICS

## ClimateTech Summit

May 24, AM

The Important Role of Accelerated Development of Clean Technologies and Investment & Financing in Addressing Climate Change

Investment and Corporate Action in Next-Generation Clean Technology

International Cooperation and Climate Technology Development Under the Carbon Neutrality Goal

The Future Development of Breakthrough Clean Energy Technology

Cross-Regional Cooperation & Best Practices in the Wave of Energy Transition

Breakthrough Climate-Techs and New Quality Productive Forces

How Will the Investment and Business Model Innovations Promote the Rapid Development of Clean Energy Technologies

Co-hosted by:



BEYOND  
2024>





# BEYOND ClimateTech TOPICS

BEYOND  
2024>

## ClimateTech Summit

May 24, PM

Smarten up to save the planet

Innovation and Practice of Green New Infrastructure in Future Cities

Sustainable Development of Global Aviation Power Batteries

Green Mobility IPR Sharing





# BEYOND ClimateTech TOPICS

## ClimateTech Summit

May 25, AM

The Frontiers of Digitalization and Sustainability

The Metaverse Helps Address Climate Change

The Third Aviation Era with Sustainable Development

Applications of Large Language Models and AI Agents in the Low-Carbon Field

Animal and Environmental Protection and the Digital Economy A Case Study of Panda World

Co-hosted by:



BEYOND  
2024>





# BEYOND SUMMIT Healthcare TOPICS

BEYOND  
2024>

## Healthcare Summit

May 23, PM

AI-driven Design of New Drug Modalities

Brain-Computer Interface•In Brain to Future

A Glance at Innovation in Sino-Portuguese Cooperation

Advancing Pediatric Rehabilitation at Home with AI:  
Transforming Care Delivery for Children with Developmental  
Delays and Disorders

AI+ Biology Driven Consumer Health Ingredient and Product  
Innovation

Novel Autologous Immune Cell Therapies





# BEYOND SUMMIT Healthcare TOPICS

## Healthcare Summit

May 24, AM

Destination Spotlight: The Market Opportunities for Medical Tourism

Gear Up for a Fresh Start: China's Innovative Pharmaceuticals



Innovative Therapies: Challenges and Innovative Solutions in the Development of Cell and Gene Therapy Drugs

Research Hospitals Support the Development of Innovative Drugs Globally

Co-hosted by:



BEYOND  
2024>

May 24, PM

Collaboration and Partnerships in Global Healthcare Market



AI-Powered Drug Discovery and Development: Revolutionizing the Pharmaceutical Industry



Biotech, AI and more, the Future Technology in Personal Health



Global Frontier Technologies and Innovative Applications of Stem Cells



Stem Cell Treatment in Japan



BEYOND SUMMIT

ConsumerTech TOPICS

ConsumerTech Summit

May 23, AM

Innovating the Future: AI's Role in Shaping New Technologies and Business



Future of Gaming

Human Robotics: Exploring the Future of Human-Machine Collaboration



Revolutionizing the Sports Industry: The Convergence of Technology, Innovation, and Business Strategy



Alibaba's Large Model: Business Practices and Reflections



May 24, AM

AI-Powered Personal Devices



Fireside Chat: The Trend of Consumer Tech in AI Era

Unlock the True Value of Robotics



Fireside Chat: Augmented Reality - Where Are We Heading for



# BEYOND SUMMIT ConsumerTech TOPICS

BEYOND  
2024>

Cross-Border Summit Co-hosted by: MAP 迈图™

May 25, AM



Trends and Opportunities of Cross-Border E-Commerce and In-store Shopping



Payments and Tools for Cross-Border E-commerce



Branding and Marketing for Cross-Border E-Commerce



AI+Cross-Border E-Commerce





# BEYOND SUMMIT Investment TOPICS

## Global Investment Summit

May 23, ALL DAY

The Change of Investment Strategies in the AI Era

Where, When and How: Investing into Emerging Markets

Investing into DeepTech Startups

The Complexities of Cross-Border Investment in Asia

Fireside Chat with David Beckham

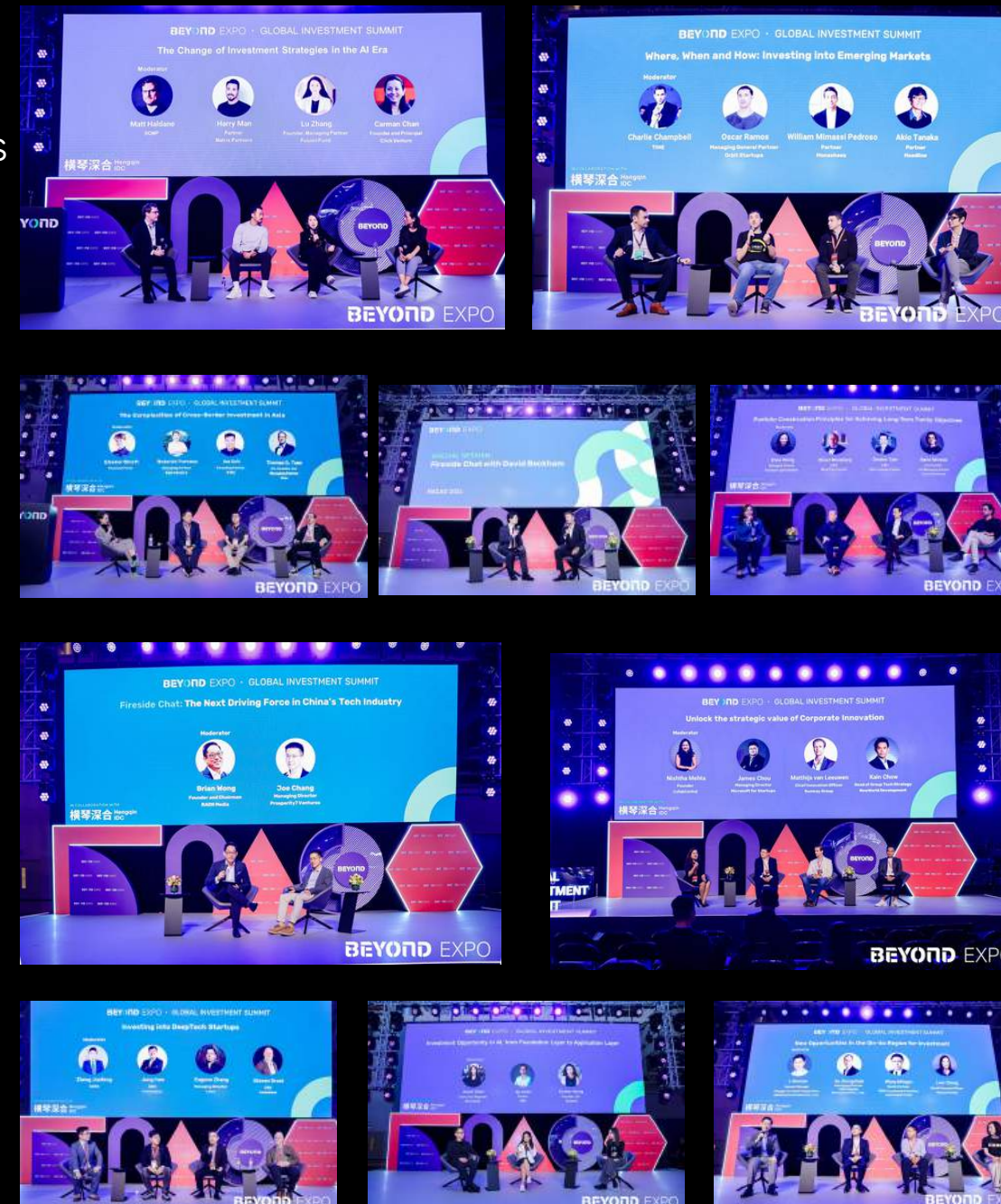
Portfolio Construction Principles for Achieving Long-Term Family Objectives

Investment Opportunity in AI, from Foundation Layer to Application Layer

The Next Driving Force in China's Tech Industry

Unlock the strategic value of Corporate Innovation

New Opportunities in the Qin-Ao Region for Investment



BEYOND  
2024>

## BEYOND Wealth Summit (For FamilyOffice/LP, Invitation-only)

May 24, PM

Co-hosted by:



Over 400 GPs and 200 LPs, including 150 family offices, from over 30 countries attended the event.



# GLOBAL TECH FORUM

BEYOND  
2024>

May 24, PM Aisa-Latam Tech Forum

Co-hosted by: **IESE** Partner: **Pipeline**  
CAPITAL TECH

Latam: the next hotbed of VC investments

Growing Unicorns and IPOs in Latam



Latam Innovation Ecosystem and the collaboration opportunities with Asia



Copy from China



How to launch new brands in Latam: E-commerce & Influence marketing

The next 2 years of opportunities in Latam



May 23, AM Japan Tech Forum

Co-hosted by: **ReGACY**  
Innovation Group

Technology Knows No Borders: Models and Future of China-Japan Collaborative

Roadshow: Innovation Roadshow by Japanese Enterprises



Connecting Asia and Japan: Investment Opportunities and the Future





# SHETECH SUMMIT

May 23, All Day

Co-hosted by:



Dialogue with DENG Yaping



Empowering Women Leadership in Global Tech Business



Gender Lens Investing: How Women Shape the Future of the World?



Insights from Female Leaders and Innovators with Different Specialization



The Advantages of Female Leadership in Tech and Innovative Companies



How Female Scientists and Engineers Lead Future Tech Innovations



How Women Drive ESG Innovative Practices



# FOUNDERS FORUM

May 23, PM

Co-hosted by:



**Burt Guo**  
CEO & Chief Scientist, AEROFUGIA



**Dr. Wen Shuhao**  
Co-founder & Chairman, XtalPi



**Carl Pei**  
CEO & Co-founder, Nothing



**Reeve Kwan**  
Co-founder, GoGoX



**Kamarul A Muhamed**  
Founder & Group CEO, Aerodyne



**Fredrik Hjelm**  
Founder, Voi and Guestit

BEYOND

2024>

May 24, PM

Co-hosted by:



**Dr. Justin Gong**  
Co-founder & Senior Vice President, XAG



**Carl Wu**  
Co-Founder & CEO, New Frontier & United Family Healthcare



**Eric Cheng**  
Co-founder, Chairman & Group CEO, CARSOME



**David Lee**  
CEO & Co-Founder, Nex



**Chi Xu**  
Founder and CEO, XREAL





# BEYOND WEEK

BEYOND  
2024>



Beyond Unicorns Building Sustainable Growth

Corporate Venture Capital (CVC) Navigating Innovation and Strategic Partnerships in the digital era

Cultivating Innovation Strategies for Building a Conducive Environment for Tech Growth in Southeast Asia

How AI is sparking disruptions & innovations in (Southeast) Asia's various industries

Outsiders Insights Capturing the Southeast Asian Tech Wave

Southeast Asia Impact Investing and Sustainability

Southeast Asia The bright spot for VC investing amidst global uncertainties

## ORIGIN: ASIA TECH CONFERENCE May 23, PM



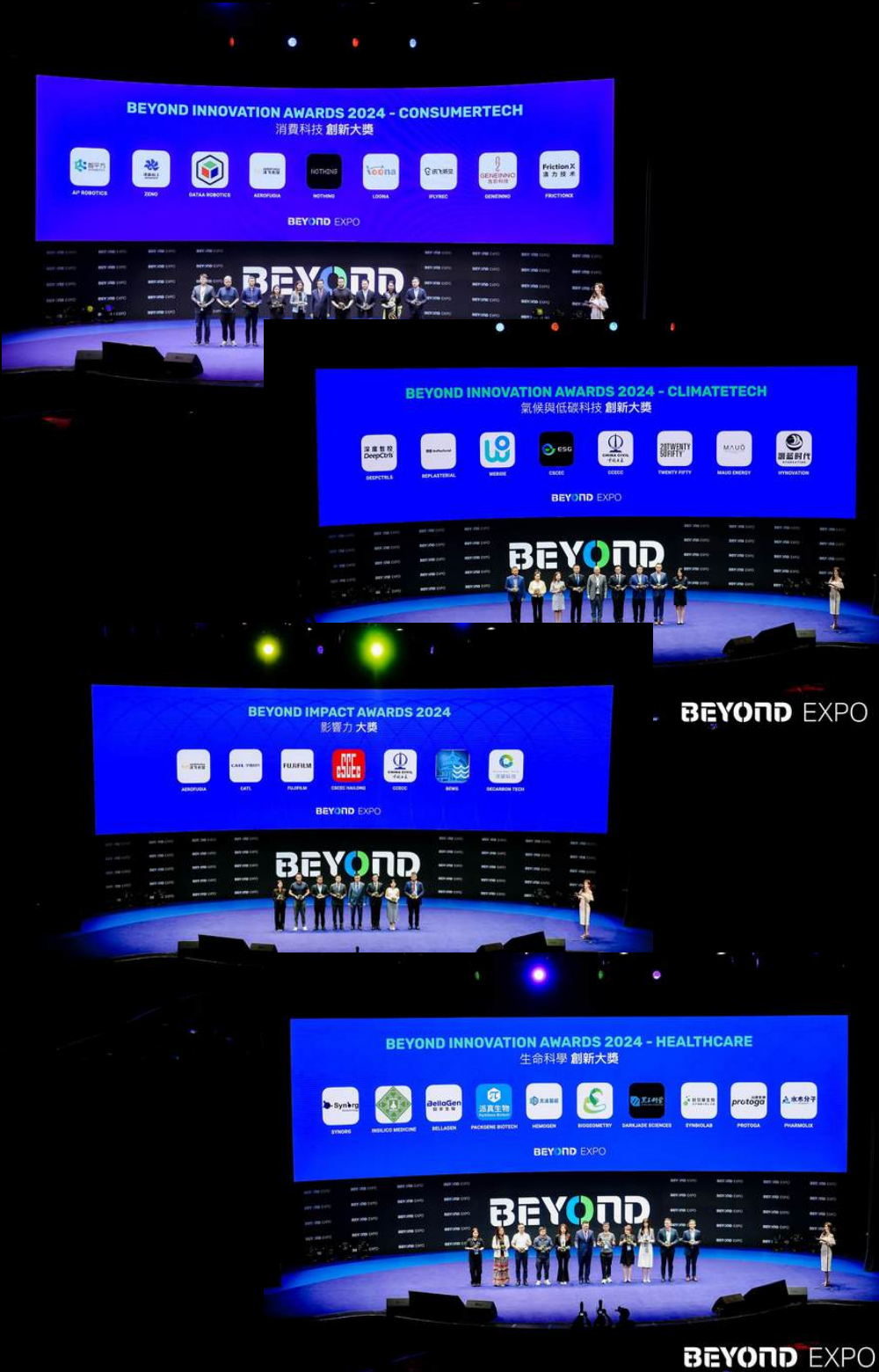


# CLOSING CEREMONY

May 25, PM

BEYOND  
2024>

## BEYOND Awards Ceremony



## FAFP Final Pitching



## Fireside Chat





# THE FUN CONTINUES

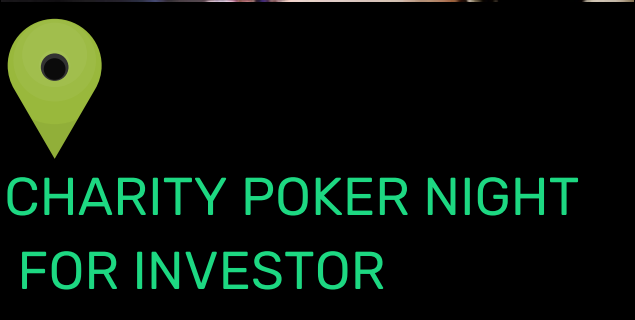
BEYOND  
2024>



BEYOND WELCOME  
RECEPTION



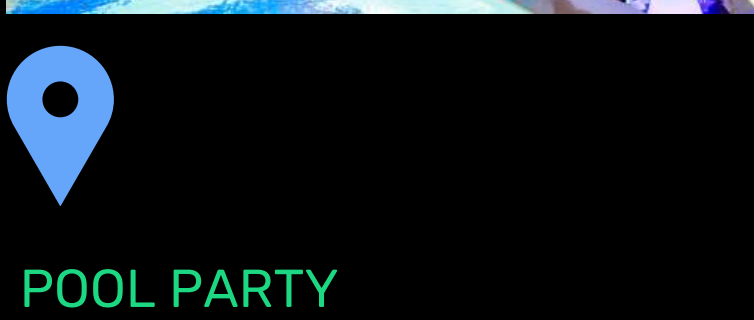
FOOD MARKET



CHARITY POKER NIGHT  
FOR INVESTOR



GALA DINNER



POOL PARTY





# THE FUN CONTINUES

BEYOND  
2024>



## BEYOND x MAGIC ROOM CREW PARTY



BEYOND EXPO

Let's

# GOLF

## SWING IN SPRING

2024 **5/23-24**  
AM 6:28 — PM 1:32  
(session starts every 8 minutes with a minimum of 4 players)

**ELIGIBILITY**  
Speakers and Sponsors

**FEE**  
MOP \$ **2500**  
includes shuttle, green fee, sharing golf cart, a \$100 F&B card, and a caddy shared with another player

**CLUB RENTAL**  
MOP\$680 per set (Titleist)

**SHOES RENTAL**  
MOP\$250 per pair

**SCAN AND REGISTER**



Spaces are limited and available on a first come first served basis.

**Macau Golf & Country Club**



Exclusive access: BEYOND guests can now enjoy Macao's 18-hole golf course, originally reserved for members only

**CONTACT**  
sitongung@beyondexpo.com



## GOLF TOURNAMENT



## Breathe "Beyond" yoga with UN Resident Coordinator in China

May 23, 2024  
8:00 — 10:00

RM2305-2306  
The Venetian Macau

**Breathe "Beyond" with UN Resident Coordinator in China**

Unlock Wellness:  
Breath Yoga Session with Siddharth Chatterjee

Come with your Beyond Pass  
Language: English (Chinese translation provided)

BEYOND EXPO

"Breathe has changed my life, and I hope it will benefit you too."

SIDDHARTH CHATTERJEE



## BEYOND x TEAM WANG DESIGN PARTY

BEYOND TEAM WANG DESIGN

05 - 25 - 24 9 PM

# AFTER PARTY

SHOP 3100, LEVEL 3, STUDIO CITY, MACAO, CHINA

MOR LOMELCO Hennessy VSOP

Featuring:

## HYO

DRESS CODE: BLACK



# FUND AT FIRST PITCH

150+

Entrepreneurial enterprises  
registration

100+

Investment institutions invited

50+

Project docking successfully

Unlike the traditional DEMO DAY form, FUND AT FIRST PITCH combines Macao's characteristic and unique stage form to **provide a platform for entrepreneurial enterprises to connect with most investment institutions in the shortest period.**

This stage brings together many outstanding entrepreneurial enterprises and investment institutions from China, Asia, and the world to share unique and novel ideas and directions. It injects new vitality and momentum into the industry's future development.







# FUND AT FIRST PITCH

BEYOND



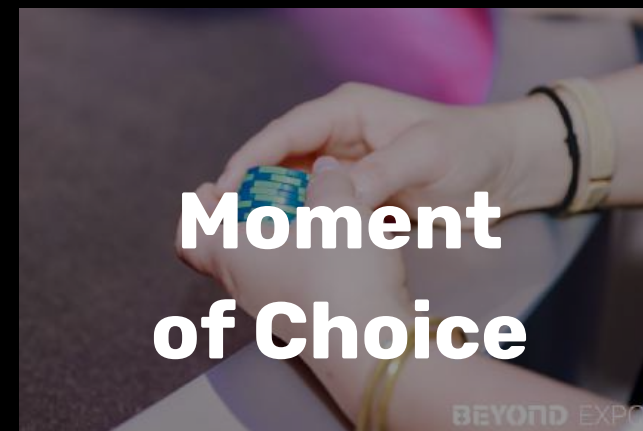
## Wheel of Time

Each speaker randomly turned the wheel to get the time available for the speech, which could be 60s, 120s, 150s, or 180s.



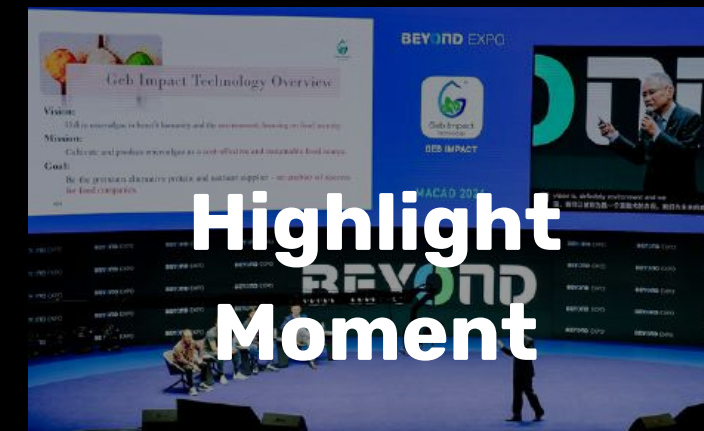
## Passionate Speech

The speaker gave a passionate speech about the project for a limited time to several investors.



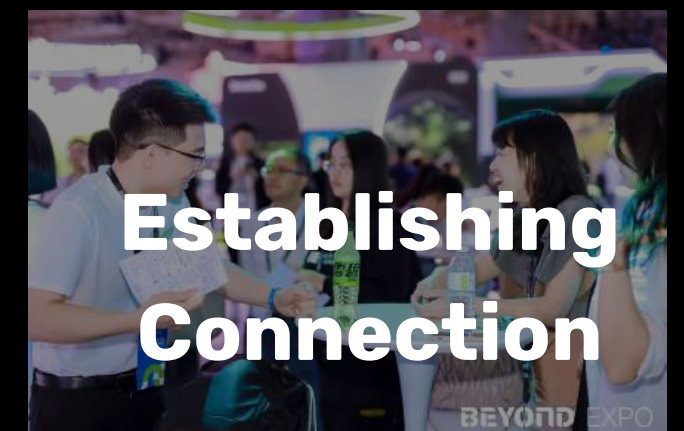
## Moment of Choice

The investors decided whether to throw a chip representing "support" to the speaker, according to their professional judgment and analysis.



## Highlight Moment

Five entrepreneurial enterprises with the highest support rates from the three fields were invited to the Closing Ceremony.



## Establishing Connection

Throughout the BEYOND Expo, entrepreneurs and investors connected with the entrepreneurial enterprises or investment institutions they are interested in to promote future development.



# BEYOND AWARDS 2024 - SUMMARY

BEYOND  
2024>

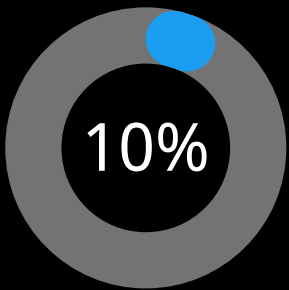
 **300+** CORPORATES  
NOMINATED

 **32** ENTERPRISES  
SHORTLISTED

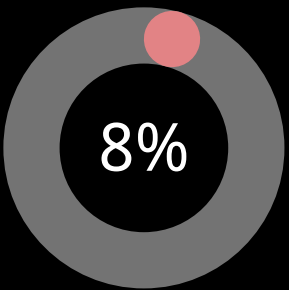
 **30+** PROFESSIONAL  
JUDGES

 **40+** GLOBAL PARTNERS  
INVOLVED

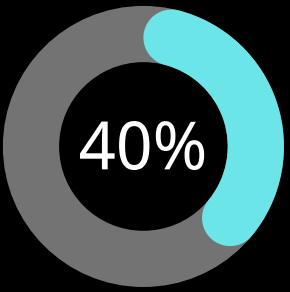
Enterprises with  
financing amounts  
exceeding ¥100 million



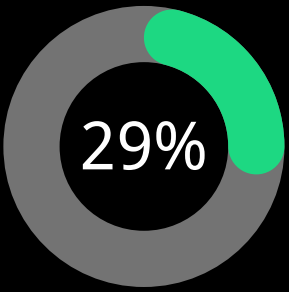
'Niche' enterprises\*



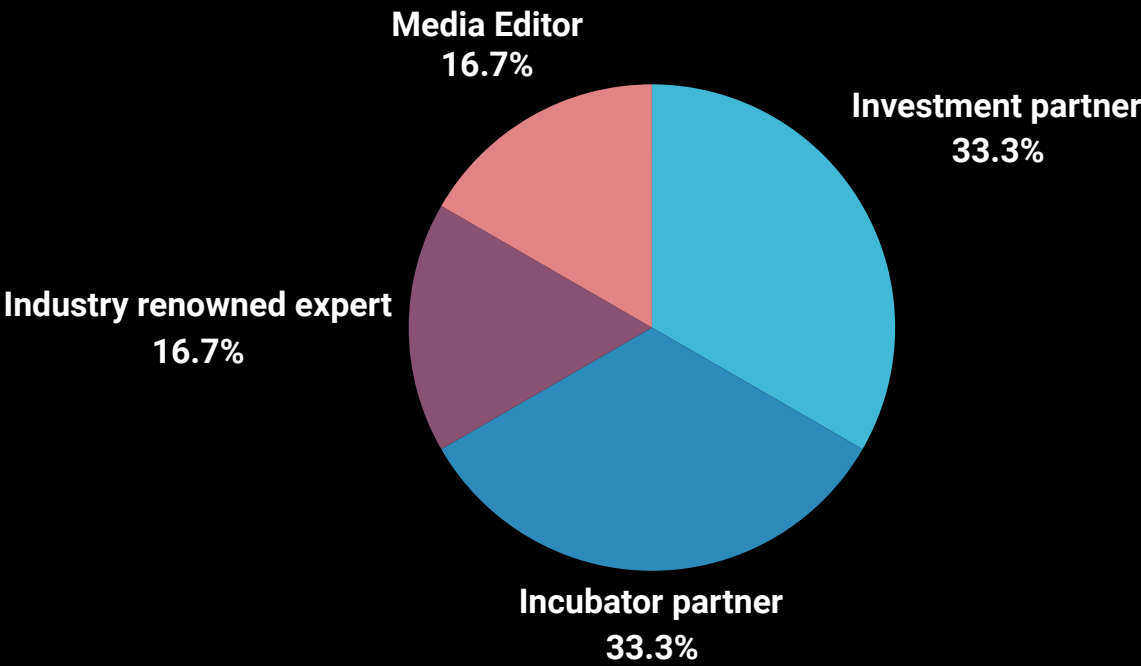
Enterprises at or  
above Pre-A round



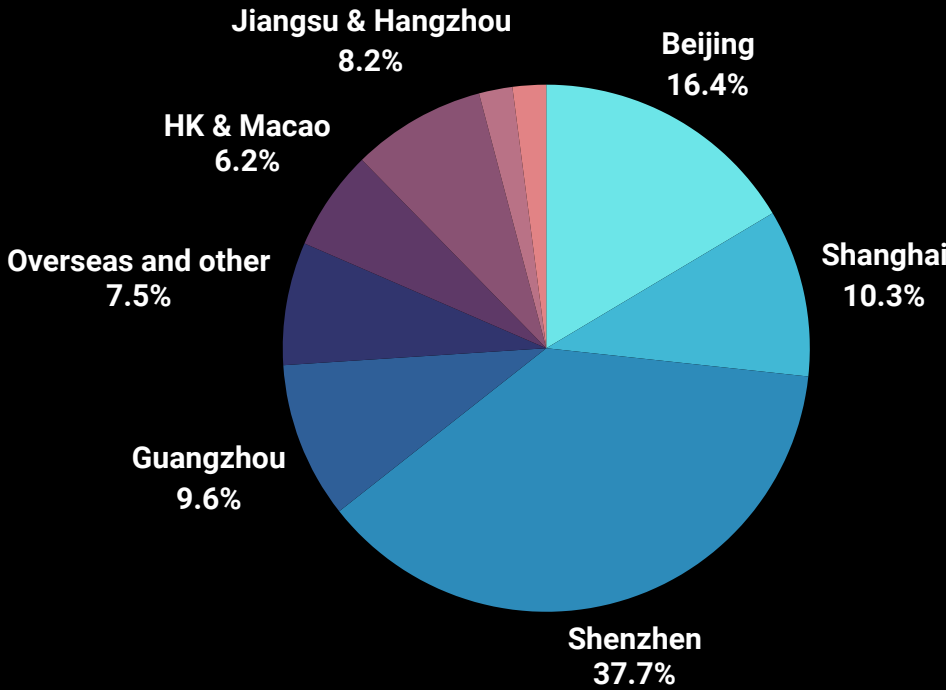
Enterprises with annual revenue  
reaching ¥10 million or more



 COMPOSITION OF  
JUDGING PANEL



 LOCATION DISTRIBUTION OF  
ENTERPRISES



\*Enterprises that are identified by the State Council that offer market-leading "new, distinctive, specialised and sophisticated" products



# BEYOND AWARDS WINNERS

2024 WINNERS In random order



## IMPACT AWARDS WINNERS



## CONSUMERTECH INNOVATION AWARDS WINNERS



## CLIMATETECH INNOVATION AWARDS WINNERS



## HEALTHCARE INNOVATION AWARDS WINNERS





# EXHIBITION AREA

BEYOND  
2024>



820+ Exhibitors, Industry Leading Companies Showcasing Cutting-Edge Technologies



# PARTICIPATING COMPANIES

BEYOND  
2024>





# ORGANIZERS



## Organizer

Macau Technology General Association

## Executive Organizers

TechNode

Forte Inc.

Nam Kwong International Conference & Exhibition Co., Ltd.

## Co-Organizers

State-owned Assets Supervision and Administration Commission of the State Council

Center for International Economic and Technological Cooperation, the Ministry of Industry and Information Technology

Trade Development Bureau of the Ministry of Commerce

Foreign Environmental Cooperation Center, Ministry of Ecology and Environment

Service Center for Enterprise Innovation

China International Cooperation Association of SMEs

Chinese Medical Association

China Center for Information Industry Development

## Strategic Partner

Research and Development International (RDI)

## Collaborating Organisation

Guangdong Federation Of Industry & Commerce

## Supporting Partners

Macao Trade and Investment Promotion Institute

Macao Special Administrative Region Government - Health Bureau

Macao Special Administrative Region Government - Pharmaceutical Administration Bureau

UNU Macau

Internet Society of China

China Internet Development Foundation

Beijing and Hong Kong, Macao, and Taiwan Cooperation Center of Science and Technology

Shanghai Science and Technology Exchange Center

Shanghai Technology Innovation Center

Service Bureau for Small and Medium-sized Enterprises of Shenzhen Municipality

Shenzhen Science and Technology Innovation Committee

Belt And Road Environmental Technology Exchange And Transfer Center(Shenzhen)

Council for the Promotion of Guangdong-Hong Kong-Macao Cooperation

Beijing-Macau Economic and Cultural Exchange Promotion Association

Zhuhai Academy for Advanced Integrated Circuit

China Alliance of Social Value Investment

Guangdong-Hong Kong-Macao Bay Area Entrepreneurs Union

Hong Kong United Youth Association

The Y.Elites Association

Macau Youth Federation

ZGC Group

TusStar

ASK HEALTH ASIA

Jiangmen Ventures

Impact Hub Shanghai

Federation of Guangdong Academicians

Guangdong-Hong Kong-Macao Academician and Expert Innovation and Entrepreneurship Alliance

Sino-International Entrepreneurs Federation



**MAY 21-24 , SEE YOU AGAIN AT THE BEYOND EXPO 2025 IN MACAO!**

## WHAT TO EXPECT AT BEYOND EXPO 2025?



BEYOND Expo 2025 will be held at The Venetian Macao Cotai Expo, Macao, enough to host more than 1200 exhibitors. We are expecting more Fortune 500 corporates, unicorns and exciting startups to participate this year. Industry forums and networking sessions will be conducted concurrently as we look forward to connecting attendees from all walks of tech backgrounds with immersive interaction to boost the global tech scene in the APAC region.





TECHNOLOGY x IMPACT

## Sponsorship/Partnership/Ads

[bd@beyondexpo.com](mailto:bd@beyondexpo.com)

## Media, PR & Marketing

[media@beyondexpo.com](mailto:media@beyondexpo.com)

## General Inquiries

[event@beyondexpo.com](mailto:event@beyondexpo.com)



[beyondexpo.com](https://beyondexpo.com)

# BEYONDEXPO2024

Brought to you by



MACAU TECHNOLOGY  
GENERAL ASSOCIATION  
澳門科技總會