

For Immediate Release

**Introducing Taipa Village – a Vibrant New Landmark Destination Providing
a Traditional and Authentic Macau Experience**

Capturing the Rich Heritage, Continental Flair and Cultural Charm of Macau



Panoramic View of Taipa Village

25th April 2016 - Taipa Village Destination Limited is delighted to introduce the newly formed brand experience “Taipa Village – Authentic Macau” with the goal of promoting Taipa Village as Macau’s premier lifestyle district.

Taipa Village Destination Limited aims to preserve, protect and develop this unique historic enclave, boasting heritage attractions, innovative dining, niche retail offerings and a diverse arts and entertainment scene.

A dedicated website www.taipavillagemacau.com has been established to promote the area and its growing choice of offerings.

“Our goal is to promote Taipa Village as an exciting and culturally rich non-gaming destination by offering a perfect alternative to the city’s casino resorts,” says Pamela Chan, Senior Marketing Manager at Taipa Village Destination Limited.

Taipa Village Destination Limited is an affiliate of real estate fund manager Sniper Capital Limited, which has been leading the regenerating of Taipa Village for over a decade..

East Meets West

Originally a fishing village hamlet located in the south of Taipa island, Taipa Village is now a culturally rich destination that offers an alluring blend of heritage and modernity. In sedate contrast to the glitz of the Cotai casino area, Taipa Village offers an enriching experience that inspires warm nostalgia with its mix of Portuguese and Chinese culture. Taipa Village Destination Limited aims to inspire locals and tourists alike by promoting and preserving landmark village

features such as its pastel-hued villas, colonial churches and Chinese temples. With its cobblestoned alleyways lit by twinkling street lamps winding their way through the distinctive façades of Portuguese-style shops and homes, Taipa Village is an exotic fusion of East and West and Macau's leading destination for heritage and culture.



Pastel-hued Taipa Village Architecture



Pak Tai Temple, home to 160 years of history

Arts, Culture and Entertainment

By walking through the alleys and backstreets in Taipa Village, visitors are placed in the midst of its long-established culture and traditions. In its main square, live performances and busking musicians provide the ideal backdrop for soaking up the atmosphere of living history. As a distinguished alternative to the gaming buzz of the Cotai tourist area, Taipa Village offers a rich and culturally diverse arts and entertainment scene in which visitors can enjoy such offerings as traditional Portuguese folk dance amid an abundance of streetmosphere.

The Taipa Houses-Museum, one of Macau's top eight attractions, is recognised for its outstanding beauty and architectural importance, offers a glimpse of the Portuguese influence in Macau and is home to many original artefacts and exhibits, ranging from photography and painting to ceramics and sculpture created by artists from all over the world.

Arts will be a central part of the evolution of the Taipa Village brand. Taipa Village Destination Limited is looking to build further on the heritage features of the old village by incorporating

authentic and artistic decorative elements into new developments. This landmark destination, with its up and coming art galleries and signature cultural events, will be key to creating a major hub for arts and entertainment in the area.

Culinary Delights

Taipa Village offers a wide variety of cuisine, from local bakeries to traditional street food stalls, putting tempting and authentic Chinese fare alongside continental dishes inspired by Portuguese and Spanish culinary traditions. Visit Rua da Cuhna to sample delights from a selection of local eateries that offer snacks, irresistible cakes and pastries, and light bites. This popular gastronomic destination appeals to all the senses and is a truly unique tasting journey.



Our Lady of Carmo Church

Boutique Shopping

Away from the luxury-brand shops that line the streets of Cotai, visitors to Taipa Village can step back in time and enjoy quiet strolls along pedestrian-only alleyways and hidden lanes to linger and browse in cosy shops that offer a window into the real Macau, such as local bakeries selling the city's famous almond cookies and peanut candies. Boutique stores also offer accessories, digital products, fashion and homeware, and beauty salons further add to the appeal of Taipa Village as a lifestyle destination where new businesses and dynamic young entrepreneurs work side by side with traditional small enterprises.



A traditional Taipa Village home

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About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of the brand concept *Taipa Village - Authentic Macau*, with the goal of attracting both local and international visitors to this increasingly popular heritage district. Its primary goal is to foster “sustainable heritage” in Taipa Village - the blending of architecturally beautiful local shop houses with vibrant retail and food and beverage concepts, which benefit the wider Macau community and become a new tourist attraction in their own right.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager which has been leading the regenerating of Taipa Village for over a decade and is committed to supporting and promoting the area in tandem with the Macau government and local businesses and property owners.

About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best preserved area of Taipa. Formerly home to local fishermen, Taipa Village, with its traditional shophouses and quaint cobbled streets, offers an antidote to the glitz of the neighboring Cotai Strip. Richly endowed with a blend of Portuguese and Chinese architecture, and with unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a new brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

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