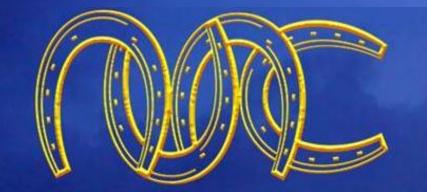


# Industry Profiles

#### Speaker: Thomas Li

Executive Director & Chief Executive, Macau Jockey Club



## 澳門賽馬會 MACAU JOCKEY CLUB

**Thomas Li Chu Kwan Executive Director & Chief Executive, Macau Jockey Club** 



### What milestones have we achieved so far?

- The "Subscription Horse Program"
  - Purpose is to support new horse owners and act as a platform for them learn the basics of horse ownership.
  - Over 85% of horses have finished in top 3. Close to 75% of them have won races.
- 2006
  - Simulcast betting with Malaysia.
- 2008
  - Establishment of The Triple Crown (Macau Guineas, Macau Derby, Macau Gold Cup).
- 2010
  - Simulcast to Hong Kong and Singapore.
- 2011
  - International invitation race, the first ever international racing event staged by MJC.
     Participating horses from Europe, Hong Kong and Australia.
- 2012
  - "Asian Young Guns" for apprentice jockeys.





### How does MJC operate?

- Operates similar to HKJC
- MJC Provides a World Class "One-stop" Total Thoroughbred Training and Management Service.
  - ✓ Staffs for trainers
  - ✓ Housing and accommodation of horses
  - ✓ Veterinary services
  - ✓ Stable hand, cleaners and general workers
  - Quality training facilities like swimming pools, tracks and mechanically assisted devices
  - ✓ Provision of feed, supplements and all related supplies





### **Horses and Stable Facilities**





### **Challenges MJC is facing**

- Strong Competition
- Resources





### Competition

- Rapid Development
  - Entertainment industries in Macau
  - Racing communities globally
- Atmosphere
  - Pleasant environment in casinos
  - Racing as a "Outdoor sport"
- Policies and Regulations
  - Macau SAR government tightened gaming control
- Too Many Choices for Patrons
  - Owners
  - Fans/punters





#### Resources

- Difficulty in purchasing horses from Australia, NZ.
- Facilities
  - Racing complex
    - Stabling
    - Training
  - Operation
    - Energy conservation
    - Waste conservation



• Workforce







We need a Breakthrough !

New "Attractions"
"Environmental Racing"
Re opening of MJC Casino



## **MJC Casino Reopened**





### New "Attractions" – 1

- MJC in Racing Community
  - Aligning with international standards
  - Successful exchanges
    - Interport races with HKJC
    - International invitation races
- Reopening of Casino In MJC
- "The Hub"
  - Currently connected to Hong Kong, Singapore, Malaysia, and South Africa
  - Additional simulcasting collaborations in the future





### New "Attractions" – 2

- Horse Ownership Insights
- Owner Support and Service
  - More choices for horse ownership
  - Seminar for owners
    - Introduction to MJC Owner Scheme, conformation, pedigree





### New "Attractions" – 3

- Innovative Technology
  - Interactive mobile applications
  - Live streaming and
    - real time sensors for race, track conditions
  - Helmet cams and aerial cameras
  - Online wagering
  - Self-betting Terminals





### **New Attractions – 4**

- Advocate the "Play-smart" culture
  - Median stallion fee as \$10,000 USD among imported horses in past 5 years
  - Minimal Difference in average purse among horses from stallions costing

≥ \$10,000 USD
 Average purse: \$66,000 USD
 and
 ≤ \$10,000 USD
 Average purse: \$62,000 USD





### "Environmental Racing"

- Racing Facilities
  - Over \$10 million spent on traditional bedding
  - Exploration of reusable material
  - Operation
  - LED lighting
  - Improvements on air flow/ventilation design to reduce air conditioning
  - Solid waste management
- Tailor made Service
  - Exploration of our patrons' needs
  - Ensure minimal resource
    - misallocation





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