

The Innovation of Online Auctions conducted by Macau Jockey Club
“A NEW DIMENSION FOR HORSE BUYERS”

Good Afternoon Ladies & Gentlemen,

The racing stock at the Macau Jockey Club, the only racecourse in the highly populous Macau, one of the Special Administration Region of the Peoples' Republic of China, are all thoroughbreds imported from overseas.

Whilst some owners have the time and luxury to travel and seek for their dream horse, most rely on their trainers or agents and never participate in the sales.

Here is where the Macau Jockey Club has innovated ... Using advance communication and internet technology, our Club in association with three of the largest international sale companies in Australasia was able to establish a dedicated real-time, interactive auction platform. Specialized equipment allowed for live streaming, no delay, high definition audio and video of the sales arena to our big screen, right into the function room at the Club's racecourse.

The bidding process is just as if our audience is at the sale ring in Australia or New Zealand. A representative from the sale company is available at the Club to relay the bids and these bids made in Macau are registered by the auctioneer instantly.

The excitement and intensity can be really felt because the bidding is done in real time, via multi-camera high definition interactive conferencing technology. This is only possible because prior to and throughout the auction, our technical team constantly re-calibrate to tune the best and fastest internet route to transmit this data.

For our owners, there is not much they have to worry about. We provide end to end service... all the necessary arrangements and groundwork up to delivering the horses to the stables in Macau.

-Pre sale, ample information on the sale horses are made available to owners. This includes radiographs reading by our Veterinary Team for potential purchases

-At the fall of the hammer, our team at the Club takes over. The service includes placement of insurance, arrangements for agistment and pre training, quarantine and freight

We've conducted these auctions successful two years in a row and covered some 75 purchases. Every year, our platform will keep improving. Hopefully we may be able to include sales from other jurisdictions of the world in the very near future.

Allow me to share with you a short video of this innovation.

(Play the Video)

Thank You.