Analysis of the Development of Cultural Industry Exhibition in China

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Abstract—since cultural industry exhibition has the effects on stimulating the communication of cultural exchange, promoting cultural program trading and help to develop the cultural industry, even the economy of the host city, it is necessary to understand the section of its development and the problems it has. This article made it clear that what significance of cultural industry exhibition had to China, and tried to find the shortages and solutions of cultural industry exhibition by descriptive sample analysis.

Keywords—Cultural Industry Exhibition, Current situation, Solutions.

I. INTRODUCTION

CULTURAL industry exhibition in China has a short history, and there are fewer reasearches in this field. It was in 2004 that people started to pay attention to this concept because of the China (Shenzhen) International Cultural Industries Fair held in Shenzhen, Guangdong Province. So it is very important to clarify the role and the status this kind of exhibition has at the beginning.

II. THE ROLE AND SIGNIFICANCE OF THE CULTURAL INDUSTRY CATEGORY EXPO

The cultural industry exposition is generated after the cultural industry developed to a certain stage to meet the producers’ and consumers’ comprehensive and urgent demands for market, capital, information, technology, and other elements. Although the rise of China’s cultural industry exposition has a short history, its positive economic, social, cultural influences have become very obvious.

A. optimize the allocation of resources to promote industrial development

The most basic function of the cultural industry exposition is that in a short time the international and domestic professional exhibitors and professional visitors invited to the exhibition site visit to discuss marketing, capital flow, information communication and technology transfer purposes, in order to effectively promote the development of the industry. The 8th China(Shenzhen) International Cultural Industries Fair, for example, is a four-day exhibition that invited 16,081 overseas buyers from 95 countries and regions; 1928 government delegations and corporate institutions from 31 domestic provinces; 131,500 professional audience overseas and 627,100 domestic professional audience; cultural products export trade volume of 11.522 billion Yuan, exhibition contract turnover of 87.562 billion Yuan, attracted 221 investment and financing institutions to participate, solicited 3319 investment and financing projects covering 12 sectors of the cultural industry; additionally, the tech cultural industry turnover has reached 59.877 billion Yuan, the Ministry of Culture and the Ministry of Science and Technology also announced 16 national cultural and technological integration of demonstration bases during the exhibition. [1] With the ICIF platform, comprehensive communications and cooperation have been made between international and domestic, region and region, government and business, industry and industry, as well as large and medium-sized enterprises, small and micro enterprises, businesses and academics to grasp the forefront of the industry and broaden sales channels to attract investment financing, training professionals and efficient conduct of the optimal allocation of resources, thus contributing to the rationalization of the industry run.

B. Rely on emerging industries to create economic benefits

Cultural industries by the government as the emerging high-value-added industries and multi-favored, "12th Five-Year Plan" Outline "clearly put forward the development of the cultural industry into a pillar industry of the national economy in the" Twelfth Five-Year "period. Cultural industry in Beijing and Shanghai, have the proportion of total regional GDP in 2010 to 12.3% and 9.6%, respectively, to reach 169.22 billion Yuan and 163 billion Yuan. [2] Fair has a good ability to trade and environmental pollution as the market continues to mature and the expansion will bring substantial economic returns, embodied in the following three aspects: First, the turnover is increasing year by year and the amount is relatively large, since the ICIF from 2010 on turnover of 108.856 billion yuan made over one hundred billion economic 8th ICIF 2012 total turnover reached 143.29 billion Yuan, the first session of 2004 in Shenzhen ICIF turnover four times the amount. [3] Second, show the scale expanding, Exhibition increasing direct economic benefit, the first ICIF exhibition area of only 43,130 square meters and the eighth ICIF the main venue of the exhibition area of 105,000 square meters [4], the increase of the booth brings a the ICIF direct income increments. Third, the Fair will be held play a good role in promoting the city and regional economy, as a professional exhibitors and professional visitors while...
participating in the Fair to meet their own meals, lodging, entertainment and other aspects of travel purchase will inevitably The host city for consumption at the show, and thus boost the local and regional economy.

III. CURRENT SITUATION OF CHINA’S CULTURAL INDUSTRY EXPOSITION

A. Organizers of cultural industry exposition

China's cultural industry expo in early growth stages, and many other industries exhibition, the most comprehensive ICIF take the form of government-sponsored, industry associations and exhibition co-organized or hosted. National Fair and local Fair Fair sponsored by the government can be divided into two categories.

A total of six class exposition of our national culture industry are China (Shenzhen) International Cultural Industry Fair; China Beijing International Cultural and Creative Industry Expo; China Yiwu Cultural Products Trade Fair; Northeast China Cultural Industry Fair; China western cultural Industry Fair; Across the Taiwan Strait (Xiamen) cultural Industry Fair. Cross-Strait Cultural Industry Fair is officially a National Fair in September 2012. The National Fair organizers of the Ministry of Culture of the People's Republic of China, the National Radio and Television, the State Press and Publication Administration, and where the provincial and municipal People's Government.

In addition to the National Fair, many provinces and cities to attract investments by organizing the Fair, the development of local cultural and economic purposes. As can be seen from Table 1, 11 of our provincial have got Cultural Industry Fair, accounting for 34% of the administrative regions of the mainland. It is worth noting, Beijing, Guangdong and Zhejiang and Shanxi Province, the organizing National Fair is no longer held in the provincial Fair, to avoid the homogenization of the show and a waste of resources.

B. The cultural industry exposition geographical distribution

The regional distribution of the Fair in China is basically in line with the degree of development of the regions' cultural industries. Besides Beijing and Shanghai, the cultural industry share of GDP are close to 5% in Jiangsu, Zhejiang, Fujian, Anhui; Shandong, accounting for only 3.12%, but the average growth rate during "11th Five Year Plan" has reached 20%, the added value in 2010 reached 126 billion Yuan, to become the country's fourth region exceeded 100 billion Yuan. [10] Four of the six National Fairs settled in these areas.

Judging from the geographical distribution, integrated ICIF and professional Fair are mostly located in the more developed regions in eastern economic. Five of the National Integrated exhibitions are held in the eastern part of our country; professional exhibition mainly distributed in the east, north, and south-central region, accounted for 32%, 26% and 23% respectively. Among them, number of exhibitions in Beijing and Guangdong have accounted for 16% of the total number of exhibition, followed by Shanghai, accounting for 14% of the total number of the show. Beijing, Shanghai, Guangdong are China's more developed regions for exhibition industry, with rich experience in organizing exhibitions, well pavilion hardware and software facilities, which are conducive to the ICIF projects landing. Followed by Hebei and Shandong province, the number of exhibition reached 7% of the total, reflecting their attention of cultural industry exhibition.

IV. PROBLEMS OF CHINA’S CULTURAL INDUSTRY EXPOSITIONS

Most of the Fairs in China remain government-sponsored or government-led. Government support is quite necessary in the short term, but in the long term is not conducive to make cultural industry exposition take the market-oriented path. On one hand, the generation of cultural industries exposition is a result of the development of the cultural industry in the market environment, government can protect their healthy development through policy support and nurture the early formation, but as it matured, government intervention will affect the Fair of grasping and reflecting the market's sensitivity, thus resulting in the loss of the exhibitors and visitors, lost its significance. On the other hand, in the market conditions, the administration of government mechanisms and enterprise operational mechanism are essentially different. The government is likely to cause administrative inefficiencies, and do not pay attention to cost...
control, and formal phenomenon is not conducive to the operation of the Fair.

From the region of China's cultural industry exposition distribution and volume of transactions can be seen, the western region of the slow development of the cultural industry in the eastern and central regions. Judging from the objective conditions in the western region is relatively weak economic foundation, the cultural industry started relatively late, but the western region contains a wealth of cultural resources and characteristics of cultural products, China's cultural industry to be reckoned with better reasonable development and use of these resources.

V. COUNTERMEASURES AND SUGGESTIONS OF THE DEVELOPMENT OF CULTURAL INDUSTRIES EXPOSITION

A. Strengthen market analysis and market positioning

A series of rational analysis and argument should first be held before the Fair, understand the regional contractors Fair strengths, weaknesses, opportunities and risk, avoid economic losses caused by blindly follow the trend. Existing ICIF should be noted that a detailed market research to understand the needs of exhibitors and professional audience, accurate market positioning profitability of the Fair. Strengthen international exchanges, and establish their own brand of ICIF levels internationally renowned cultural industry expo there is a big gap, and therefore should strengthen communication and exchanges with international buyers and exhibitors, listen to their opinions and suggestions, and to enhance their own exhibition level. Also through cooperation with well-known international exhibition, on the one hand, learn from experience the other hand, spread to the world their own image, and brand marketing.

B. Emphasis on professional audience, strengthen buyer invitation

Fair in common with the other show is gathered within the industry in the short term, a large number of sellers and buyers. The quality of the professional audience directly affect the turnover of the Fair, also affect intention and confidence of exhibitors for the next show exhibitors, so the emphasis on professional audience, strengthen efforts to invite professional buyers will be conducive to the long-term development of the exhibition. Increase the application of technology to improve the level of marketing rapid technological means on the one hand to help ICIF to improve management efficiency, reduce operating costs, on the other hand, through the network reservation system on-line registration of exhibitors and visitors can easily and quickly communicate with foreign exhibitors and professional visitors.

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