

Analysis on the development trend of China's exhibition economy in the world

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Abstract: Experts in the industry pointed out that large-scale exhibition centers all over the country have surpassed the level of China's economic development, and there is blindness and waste of investment. Therefore, it is imperative to plan and manage. Generally speaking, the exhibition economy is still a sunrise industry in China. Through continuous efforts and improvement, it will surely move from the primary stage to the mature stage, which will definitely play a powerful role in promoting the country's economic development and social progress. Many central cities and provincial capital cities have built large-scale modern exhibition halls to focus on cultivating the "convention economy".

Keywords: exhibition economy, trends and development

1.The exhibition economy refers to the economic category consisting of exhibitions and related industries. It refers to an economic phenomenon and economic behavior that brings direct or indirect economic and social benefits through various forms of conferences and exhibitions and exhibitions. That is, by holding large-scale conferences and exhibitions, with a steady stream of business flow, logistics, people flow, capital flow, and information flow, it directly promotes the development of commerce and tourism, and continuously creates business opportunities, attracts investment, and then drives the development of other industries. And form an economic group with the core of the exhibition activities.

2.The scale and level of the Asian convention and exhibition economy were last in Europe and the United States. Japan, Singapore, and Hong Kong, China, have a place in the world's convention and exhibition economy with other geographical advantages, high international openness and broad market prospects. In other regions, such as Oceania, the convention and exhibition economy is mainly concentrated in Australia; the exhibition economy in Central and South America is mainly concentrated in Brazil, Argentina and Mexico, where the situation is stable and the economy is relatively developed; the exhibition economy of the African continent is basically similar to that of Latin America. Mainly concentrated in the more developed economies of South Africa and Egypt.

3.With the development of the commodity economy and the progress of the society, the exhibition activities have evolved from the simplest direct transactions to the current exhibitions (boss), trade fairs, fairs, etc., and become bridges and links in the production and

consumption fields. The functions of the exhibition are also more and more, not only limited to trade and economy, but also related to the development of society, culture, diplomacy and politics. The influence of the influence and industry is enhanced, which promotes the exhibition and conference. The development of a comprehensive and comprehensive economic form in the industry has resulted in the formation of a convention and exhibition industry. The convention and exhibition industry refers to an industry that can bring about economic and social benefits with obvious economic and social benefits by holding various gatherings and exhibitions. In the macroeconomic sector, the convention and exhibition industry belongs to the service industry. Since the exhibition industry itself is a non-polluting industry and has a greater driving and promoting effect on the economic development of the entire city, it is a country with a narrow geographical area but a great advantage in terms of transportation, communication and openness. In terms of regions, the development of convention and exhibition industry has often become one of the preferred development strategies for urban economic development. After a century and a half of development, the modern exhibition industry has become a powerful new force for economic growth and social development.

4.China's exhibition economy is in a period of transition, and many aspects are not mature enough. There is still a certain gap with the foreign convention and exhibition industry. The exhibition economy is a new economic form of the new world. The emergence and development of the exhibition economy conforms to the law of industrial structure evolution and industrial optimization and upgrading. From the empirical analysis of the German exhibition industry, it can be seen that the exhibition industry is accompanied by nationals. The process of economic growth and technological progress has continued to grow and develop, showing good adaptability, which shows that the exhibition economy is an emerging industry with great development potential.

As a regional economic concept characterized by urbanization, urban economy itself is not only a product of the evolution of industrial structure, but also optimized with the upgrading of industrial structure.

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