

Market Analysis and Development Prospect of Exhibition Industry in China2015-2020Proposal

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Abstracts

1. INTRODUCTION

Exhibition industry is an important part of modern service market. It drives the development of related and supporting industries and contributes to the communication and cooperation among different sectors and regions.

In 2014, exhibition industry continued the growing trend in the past few years, but the growth has slowed down. It was estimated that 2423 economic and trade exhibitions were held in 30 provinces or municipalities in China in 2014, increased by 4.2% compared with 2013. Meanwhile, the gap among Eastern, Middle and Western regions in the exhibition market is narrowing down. China has become the fastest-growing exhibition market in the world, and the direct output value of exhibition industry is expected to reach RMB680 billion in 2020.

In this report, AskCI will further disclose market potential and commercial opportunities for exhibition industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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