

Research Report on Exhibition Industry of China, 2018-2022

<https://marketpublishers.com/r/RFC0F75E149EN.html>

Date: April 2018

Pages: 70

Price: US\$ 2,600.00 (Single User License)

ID: RFC0F75E149EN

Abstracts

DESCRIPTION

Exhibitions can bring in visitors, material resources and capital to the host city, attract investment and fuel the development of tourism, catering hotel and other relevant industries. They are also beneficial for creating new jobs, increasing government revenue, improving infrastructure and enhancing city images. Therefore, governments at all levels give strong support to the exhibition industry by a series of policies.

According to incomplete statistics, in 2017, more than 10,000 exhibitions were hosted in China, with the overall area of more than 120 million square meters, direct revenues of approximately CNY 55 billion and indirect revenues of more than CNY 400 billion. The scale of exhibitions continues to grow. There are more than 100 large-scale exhibitions with an area of over 100,000 square meters.

According to CRI, the exhibition industry is mostly thriving in the economically developed regions, showing a strong correlation between exhibitions and regional economy. The exhibition industry is most mature in the Yangtze River Delta, the Pearl River Delta and the Bohai Rim. With the development of the exhibition industry, the construction of exhibition infrastructure is also accelerating. From 2010 to 2017, the number of major exhibition halls in China increased from 86 to 153, and the indoor rentable areas grew from 3.73 million square meters to 9.35 million square meters. As the National Convention and Exhibition Centre (Shanghai) was built up, the total areas of pavilions in the city leap to the first place in the world, having great impacts on the adjustment of global layout in exhibition industry.

On the whole, China is a big country of exhibitions, but not a strong powered one yet.

Most exhibitions cannot reach high quality especially for lack of internationalization and only a small number of overseas exhibitors and visitors come to participate.

CRI report shows that in the past 10 years, the economy of China has developed rapidly and the country has become one of the global major manufacturing bases and consumer countries. The development of the exhibition industry is closely linked to the hotspots of Chinese economy. For example, with the development of the automobile industry and other manufacturing industries as well as the rising purchasing power of residents, the exhibitions of automobiles, industries and consumption have achieved rapid growth. Global brands such as Reed exhibitions, Messe Frankfurt, Fiera Milano, Deutsche Messe and Messe München have already made inroads into the Chinese market and established joint ventures or private-funded enterprises as well as building up a series of well-known brands like Metalworking and CNC Machine Tool Show (MWCS), Industrial Automation Show (IAS), CeMAT, HOTELEX and Transport logistic China. The branch enterprises of the giants have hosted exhibitions in China and yielded great success after they introduced mature exhibition modes from abroad.

The native large expositions, such as China Import and Export Fair (Canton Fair), are mostly organized by the government or its affiliated institutions. Local exhibition enterprises are in great quantities but the average scale is small. Also, they are incompetent in attracting foreign exhibitors, thus far lagging behind the international counterparts.

China is a big country for International trade, which plays an irreplaceable role in the economic and social development. In recent years, with the rising income of residents and the consumption level, the demand is upgrading in China for the imported products such as food, agricultural products, furniture and luxury goods. In this background, foreign enterprises can better understand the Chinese market demands and obtain more trade opportunities by taking part in exhibitions in China.

On Nov. 5-10, 2018, the Chinese government will host the first CHINA INTERNATIONAL IMPORT EXPO in Shanghai. The expo is expected to attract a great number of Chinese visitors or buyers and foreign exporters. With the development of the internet, mobile internet in particular, live shows, social media and other internet tools will improve the growth of the exhibition industry and help draw more exhibitors and visitors.

Selling points:

The supportive policies on the exhibition industry from the Chinese government

The cost and revenue of the exhibition industry of China

Major exhibition Chinese enterprises

Key cities of the exhibition industry

Market competition in the exhibition industry

Analysis on the category of hot exhibitions in China

Driving forces and opportunities for the exhibition industry of China, 2018-2022

Threats and challenges of the exhibition industry of China, 2018-2022

Development trend in the exhibition industry of China, 2018-2022

Contents

1 OVERVIEW OF EXHIBITION INDUSTRY

- 1.1 Definition of Exhibition Industry
- 1.2 History of Exhibition Industry of China
- 1.3 Social and Economic Function of Exhibition Industry
 - 1.3.1 Economic Function
 - 1.3.2 Social Function
- 1.4 Methodology
 - 1.4.1 Parameters and Assumptions
 - 1.4.2 Data Sources
 - 1.4.3 About CRI

2 STATUS QUO OF EXHIBITION INDUSTRY OF CHINA, 2013-2017

- 2.1 Development Environment for Exhibition Industry of China
 - 2.1.1 Economic Environment
 - 2.1.2 Policy Environment
 - 2.1.3 Construction Status of Exhibition Pavilions
- 2.2 Analysis on Supply in Exhibition Industry of China
 - 2.2.1 Organizers
 - 2.2.2 Distribution of Organizers in China
 - 2.2.3 Government-sponsored Conventions and Exhibitions
 - 2.2.4 Commercial Conventions and Exhibitions
 - 2.2.5 Situation of Talents in Exhibition Industry
- 2.3 Analysis on Demand in Exhibition Industry of China
 - 2.3.1 Market Size
- 2.3 Segment Markets
- 2.4 Analysis on Market Competition in Exhibition Industry of China
 - 2.4.1 Barriers to Entry
 - 2.4.2 Competition Among Exhibition Enterprises
 - 2.4.3 Competition Among Exhibition Halls
- 2.5 Competition Structure in Exhibition Industry of China
 - 2.5.1 Bargaining Power of Upstream Suppliers
 - 2.5.2 Bargaining Power of Clients
 - 2.5.3 Competition Inside the Industry
 - 2.5.4 Potential Entrants
 - 2.5.5 Substitutes

3 EXHIBITION ECONOMY IN CHINA, 2013-2017

3.1 Overview of Exhibition Economy

3.1.1 Status Quo

3.1.2 Features

3.2 Analysis on Revenue in Exhibition Industry

3.2.1 Direct Revenue

3.2.2 Indirect Revenue

3.3 Analysis on Costs and Charging in Exhibition Industry of China

3.3.1 Analysis on Costs

3.3.2 Trend of Charging Standards

3.4 Analysis on Popular Exhibitions in China

3.4.1 Automobile Exhibition

3.4.2 Industry Exhibition

3.4.3 Consumer Goods Exhibition

3.4.4 Other Exhibitions

4 RELEVANT INDUSTRIES TO EXHIBITION INDUSTRY OF CHINA, 2013-2017

4.1 Overview of Relevant Industries to Exhibition Industry

4.2 Tourism Exhibition Industry

4.2.1 Status Quo

4.2.2 Features

4.2.3 Development Trend

4.3 Exhibition Hotel Industry

4.4 Exhibition Logistics Industry

4.5 Exhibition Insurance Industry

4.6 Other Relevant Industries

5 KEY AREAS OF EXHIBITION INDUSTRY OF CHINA, 2015-2018

5.1 Overview of Key Areas

5.2 Analysis on Key Areas

5.2.1 Exhibition Economic Belt in Yangtze River Delta

5.2.2 Exhibition Economic Belt in Pearl River Delta

5.2.3 Exhibition Economic Belt in Bohai Rim

5.2.4 Exhibition Industry in the Central and Middle Regions

5.3 Key Cities of Exhibition Industry

- 5.3.1 Shanghai
- 5.3.2 Guangzhou
- 5.3.3 Beijing
- 5.3.4 Chengdu
- 5.3.5 Shenzhen
- 5.3.6 Nanjing
- 5.3.7 Qingdao
- 5.3.8 Wuhan
- 5.3.9 Chongqing
- 5.3.10 Xi'an
- 5.3.11 Hangzhou
- 5.3.12 Dalian

6 MAJOR EXHIBITION ENTERPRISES OF CHINA IN 2017

- 6.1 Shanghai UBM Sinoexpo International Exhibition Co., Ltd.
- 6.2 China National Automotive Industry International Corporation
- 6.3 China International Exhibition Center Group Corporation
- 6.4 Chengdu Tianyi Exhibitions Service Co., Ltd.
- 6.5 China General Technology
- 6.6 VNU Exhibitions Asia
- 6.7 Reed Sinopharm Exhibitions
- 6.8 Haiming International Exhibition Group
- 6.9 Zhenwei Exhibition Group (head office)
- 6.11 Shanghai Modern International Exhibition Co., Ltd
- 6.12 Messe Frankfurt (Shanghai) Exhibition Co., Ltd.
- 6.13 MMI Co., Ltd.
- 6.14 Hannover Milano Fairs Shanghai Ltd.
- 6.15 Messe D?sseldorf China Ltd.
- 6.16 ITE China
- 6.17 Tarsus China Exhibition Co., Ltd.
- 6.18 Comexposium Shanghai Co., Ltd.
- 6.19 Messe Stuttgart Co., Ltd.

7 PROSPECT OF EXHIBITION INDUSTRY OF CHINA, 2018-2022

- 7.1 Influencing Factors in Development of Exhibition Industry
 - 7.1.1 Driving Forces and Opportunities
 - 7.1.2 Threats and Challenges

7.2 Forecast on Supply in Exhibition Industry of China, 2018-2022

7.2.1 Forecast on Supply

7.2.2 Forecast on Segment Markets

7.3 Forecast on Demand in Exhibition Industry of China, 2018-2022

7.3.1 Forecast on Market Size

7.3.2 Forecast on Sub-sectors

7.4 Forecast on Investment Opportunities in Exhibition Industry of China, 2018-2022

Selected Charts

SELECTED CHARTS

Chart Chinese GDP and Growth Rate, 2010-2017

Chart Major Policies on Exhibition Industry of China, 2000-2018

Chart Number and Indoor Rentable Area of Exhibition Pavilions in China, 2010-2017

Chart Number of Pavilions by Regions in 2017

Chart Regions with Pavilions of over 200,000-Square-Meters Indoor Rentable Areas in 2017

Chart Number of Pavilions and Cities with Indoor Rentable Areas of over 200,000 Square Meters

Chart Enterprises Hosting over 10 Exhibitions in China in 2017

Chart Enterprises Holding Exhibitions of Total Areas of over 500,000 Square Meters in 2017

Chart Category of Exhibitions of China by Organizers in 2017

Chart Number of Colleges and Universities Opening Exhibition Major and Number of Enrolled Students in China, 2011-2017

Chart Direct Revenue of Exhibition Industry of China, 2013-2017

Chart Number and Area of Exhibitions in China, 2011-2017

Chart Economic Indicators of Shanghai, 2013-2017

Chart Overview of Shanghai Exhibition Industry in 2017

Chart SWOT Analysis of Shanghai Exhibition Industry

Chart Economic Indicators of Guangzhou, 2013-2017

Chart Overview of Guangzhou Exhibition Industry in 2017

Chart Economic Indicators of Beijing, 2013-2017

Chart Overview of Beijing Exhibition Industry in 2017

Chart Economic Indicators of Chengdu, 2013-2017

Chart Forecast on Direct Income in Exhibition Industry, 2018-2022

COMPANIES MENTIONED

1 Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

2 China National Automotive Industry International Corporation

3 China International Exhibition Center Group Corporation

4 Chengdu Tianyi Exhibitions Service Co., Ltd.

5 China General Technology

6 VNU Exhibitions Asia

7 Reed Sinopharm Exhibitions

- 8 Haiming International Exhibition Group
- 9 Zhenwei Exhibition Group (head office)
- 11 Shanghai Modern International Exhibition Co., Ltd
- 12 Messe Frankfurt (Shanghai) Exhibition Co., Ltd.
- 13 MMI Co., Ltd.
- 14 Hannover Milano Fairs Shanghai Ltd.
- 15 Messe Düsseldorf China Ltd.
- 16 ITE China
- 17 Tarsus China Exhibition Co., Ltd.
- 18 Comexposium Shanghai Co., Ltd.
- 19 Messe Stuttgart Co., Ltd.

I would like to order

Product name: Research Report on Exhibition Industry of China, 2018-2022

Product link: <https://marketpublishers.com/r/RFC0F75E149EN.html>

Price: US\$ 2,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RFC0F75E149EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970