

Status and Perspective of China's Tradeshow and conference intelligence

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Abstracts

Tradeshow and conference intelligence has its very important and unique position in an enterprise's competitive intelligence system. Many companies in consulting business have rich experience and technical capability in this aspect, providing enterprises with professional tradeshow and conference intelligence in their home country and abroad.

But through this survey, SunFAITH found many Chinese local enterprises lack in either participation or expertise in tradeshow and conference intelligence, most of which are still at the primitive stage of gathering intelligence during tradeshow or conference as a by product, without extra effort or special plan. While as to functions of tradeshow and conference intelligence, they still superficially deem it helpful only to some operational and short-term decisions, but haven't realized how useful it could be to long-term strategies.

Of course, this also means China's tradeshow and conference intelligence service is a market of great potential. As the main drive force of application of competitive intelligence, consulting firms must shoulder the responsibility of raising the awareness of gathering business intelligence. Because immediate and efficient business intelligence, tradeshow information included, is an important factor for sound development of modern enterprises. Therefore what consulting firms, enterprises, and industry association need is enhance the usage of Tradeshow Intelligence for benefits of all parties.

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