Development and Management of Guizhou Convention and Exhibition Industry Based on Brand Vision

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Abstract. The Convention and Exhibition industry has become an important tool to improve regional economic growth, and plays an increasingly significant role in enhancing the city's visibility and competitiveness. However, Guizhou convention and exhibition industry started late due to many reasons including the unique unfavorable geographic positions, underdeveloped economy and deficiency of the professional talented persons. This paper focuses on the development and the management of industry, discusses the history and branding Stage of Guizhou convention and exhibition industry, analyzes the local advantages of cool climate, good ecological environment and big data in the province, which are attractive for the convention and exhibition industry, and make some suggestion for the development and management of Guizhou convention and exhibition industry.

Introduction

As an emerging service industry, the Convention and Exhibition industry will be important focused and researched for widely influence surface, highly correlation. Under the background of the new era, the convention and exhibition industry of the first-tier cities in China has been developing continuously in scale, internationalization and brand [1]. For this reason, the host city of large-scale exhibitions has leaped from the well-known cities in China to the well-known cities in the world.

Due to inconvenient traffic, underdeveloped economy and other reasons, Guizhou convention and exhibition industry started late and developed backwardly. However, during the 12th Five-Year Plan period, relying on the advantages of climate, ecological environment and big data of Guizhou Province, the "Eco Forum Global Annual Conference Guiyang ", "China (Guizhou) International Alcoholic Beverages Expo", "The International Big Data Industry Expo", "China-ASEAN Education Cooperation Week" were fostered. These projects above are large-scale and with certain influence, and which be hosted for promoting Guizhou's economic growth and enhancing the city's visibility [2].

Evolution Stage of Branding Development of Guizhou Convention and Exhibition Industry

Convention and Exhibition with a certain scale and influence, which developed from scratch to focus on building brand in Guizhou Province.

The Initial Stage of Guizhou Convention and Exhibition Industry Development

Through searching the related data of Guizhou's convention and exhibition industry development, we have found that the statistics of the number of exhibitions held, the area of exhibitions, the audiences attended and the economic benefits generated by convention and exhibition in Guizhou Province are basically from 2010 onwards, and the Guiyang International Convention and Exhibition Center as the carrier of exhibition activities, was also built in 2010 and put into operation in 2011.

At this stage, some large-scale conferences were held in Guizhou Province, such as the first China-ASEAN Education Cooperation Week, which was jointly sponsored by the Ministry of Foreign Affairs, the Ministry of Education and the Guizhou Provincial Government, officially opened.
on July 26, 2008, and held once a year thereafter. The first Eco Forum Global Annual Conference Guiyang opened in Guiyang in 2009, and since then, it has been held once a year [3].

**The Rapid Growth Stage of Guizhou Convention and Exhibition Industry**

After Guiyang International Convention and Exhibition Center was built and put into use, Guizhou's exhibition industry has maintained a steady growth in general, which shown as in Table 1. The number of convention and exhibition reached its peak in 2016 and began to decline in 2017, but the convention and exhibition area has been steadily increasing, which shows that more attention should be paid to the scale of convention and exhibition [4].

According to the data in Table 1, we found that comparing with the booming national exhibition industry, there is still a big gap in the Guizhou convention and exhibition industry.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Convention and exhibitions</th>
<th>National proportions</th>
<th>Exhibition area (10,000 square meters)</th>
<th>National proportions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>56</td>
<td>0.7</td>
<td>65.7</td>
<td>0.64</td>
</tr>
<tr>
<td>2015</td>
<td>136</td>
<td>1.47</td>
<td>128</td>
<td>1.11</td>
</tr>
<tr>
<td>2016</td>
<td>150</td>
<td>1.52</td>
<td>146.2</td>
<td>1.12</td>
</tr>
<tr>
<td>2017</td>
<td>114</td>
<td>0.63</td>
<td>150.6</td>
<td>0.44</td>
</tr>
<tr>
<td>2018</td>
<td>137</td>
<td>1.26</td>
<td>158.46</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Note: Data from China Conference and Exhibition Economic Research Association

At the same time, according to the statistics of China Conference on Exhibition Economy, the city of Guiyang's (provincial capital of Guizhou) exhibition industry rose from 37th place in 140 cities in 2014 to 25th place in 164 cities in 2015 from the ranking of "China Urban Exhibition Industry Development Comprehensive Index", as shown in Fig. 1.

![Figure 1. Exhibition Area Ranking Map of Guiyang City in China from 2011 to 2015.](image)

**The Branding Stage of Guizhou Convention and Exhibition Industry**

The period of 2011-2015 is a stage which the convention and exhibition industry all-round development in Guizhou Province, and in this time, the hardware facilities have been effectively improved. So, the influence of the convention and exhibition industry has been significantly enhanced [5].

During the 13th Five-Year Plan of Guizhou Convention and Exhibition Industry, around the strategic positioning of "China Summer Convention and Exhibition City" and "National
Eco-Exhibition City”, we actively cultivate and create a number of brand convention and exhibition projects with distinctive features, large scale and sustainable development.

At present, we have completed some large-scale convention and exhibition projects in Guizhou Province, which shown in Table 2. These large-scale convention and exhibition projects have certain scale and influence.

Table 2. Table of Brand convention and Exhibition Projects in Guizhou Province.

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Convention and exhibition</th>
<th>First Held Time</th>
<th>Organizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>China (Guizhou) International Alcoholic Beverages Expo</td>
<td>2011.08</td>
<td>Ministry of Commerce, People's Government of Guizhou Province</td>
</tr>
</tbody>
</table>

Restrictive Factors of Branding Development of Guizhou Convention and Exhibition Industry

Bad natural conditions and backward economy are the main factors that restrict the brand development of Guizhou's convention and exhibition industry [6].

The Rapid Growth Stage of Guizhou Convention and Exhibition Industry

Guizhou Province is located in the hinterland of Southwest in China, and it consists of mainly mountainous and hilly areas. Because of the special topographic conditions, so the transportation infrastructure of Guizhou Province is backward, and the logistics cost is very high.

Economic Backwardness

The inconvenient traffic conditions restrict the economic development of Guizhou Province. In all provinces and cities in the China, the economy of Guizhou Province lags behind the national average level, and also lags behind other provinces in southwest China [7].

Lack of advantageous industries
An important function of the convention and exhibition is to provide a display platform for product and service trading. Because the dominant industries in Guizhou Province are not obvious, there is no fertile soil for training the convention exhibition industry.

**Constructing the Motive Mechanism of the Brand Construction of Guizhou Convention and Exhibition Industry**

The motive mechanism of building Guizhou Convention and Exhibition Brand is embodied in the following four aspects, as shown in Fig. 2.

![Figure 2. The schematic diagram of the dynamic mechanism of Guizhou Convention and Exhibition Brand Construction.](image)

**Policy Guarantee**

Since 2011, in order to promote the sustainable development of Guizhou's convention and exhibition industry, create a good policy environment and improve the level of its management, the administrative departments of relevant government departments have issued a series of policies and regulations, such as the Interim Measures for the “Management of Guiyang's Convention and Exhibition Industry” issued in 2011, and the “Regulations on the Management of Festival Activities in Guiyang City (Trial Implementation)” established in 2014. In accordance with the spirit of document No.15 of Guofa (2015), "Opinions of the People's Government of Guiyang City on Implementing the Promotion of the Development of the Convention and Exhibition Industry", "Measures for the Management of the Fund for Guiyang City's Convention and Exhibition Industry", "Interim Measures for the Management of Guiyang City's Convention and Exhibition Industry", "Measures for the Verification of Guiyang's Convention and Exhibition Activities" have been revised, that create a good environment for the development of the convention and exhibition industry to provide adequate policy and institutional guarantees for the development of the exhibition industry [8].

**Resource Advantage**

The special geographical location has created a pleasant living environment and good ecological advantages.

Because of the unique climate advantages, the three major telecom operators, Huawei, Tencent, Apple and other business giants have laid out data centers in Guizhou, promoting the economic and social development of Guizhou, and also upgrading the level and height of the annual big data exposition.

To build Guizhou's convention and exhibition industry brand, we should make further use of local climate, ecological and industrial advantages, after consolidating the city image of "Summer Famous Convention and Exhibition City", then continuing to build the "National Famous Eco-Exhibition City" [9].
Make Good Use of the Media to Publicize

Through the national or local mainstream media publicity, we will intensify the publicity and reporting of key convention and exhibition projects, actively participate in important international, domestic and regional events in the convention and exhibition industry, for the purposes of establishing an important image of the "National Ecological Exhibition city" [10].

Scientific and Technological Innovation Promotes the Shaping of Brand Convention and Exhibition Image

Scientific and technological innovation has accelerated the formation and development of new products, new technologies and new formats. Nowadays, the competition of convention and exhibition industry is not only the competition of hardware, but also the competition of scientific and technological innovation means.

With the support of technology such as Internet plus, big data, exhibition venues should actively apply information technology such as mobile Internet, Internet of things, cloud computing, etc. to improve the technology content and information level of venues, exhibition services and other links, so as to achieve Internet + convention and exhibition, intelligent exhibition, exhibition of wisdom and so on [11].

Conclusion

Guizhou convention and exhibition industry has its own advantages. How to rely on its own advantages to develop convention and exhibition projects with certain influence and brand is the focus of this paper. Besides, policy guarantee and resource advantage make good use of the media to publicize, and scientific and technological innovation are constructed as the methods to motive the development of convention and exhibition industry.

References


