

# Analyze the Exhibition Industry in the Post-Epidemic Era-Taking the 5th Erdos International Cashmere and Wool Exposition as an Example

Yunhan Gong

Design Management, Winchester School of Art, University of Southampton, Southampton, United Kingdom

yg1u22@soton.ac.uk

**Abstract.** In the post-epidemic era, the economy of all walks of life is recovering, and the exhibition industry is an industry with a strong driving effect in the short term. Inner Mongolia has local characteristics, and as a province with an immature exhibition industry, it has great potential. In holding exhibitions here, Inner Mongolia will gradually develop exhibitions, so that everyone could see the feasibility of building a convention and exhibition capital in central and western China. This paper analyzes the 5th Erdos International Cashmere and Wool Exposition. Through case analysis and literature research, the paper found that this exhibition combines online and offline exhibitions, with an online cloud exhibition pavilion, cashmere live broadcast competitions, and a distinctive ethnic minority commodity exhibition. This exhibition can provide a reference for the holding of exhibitions in other regions and provide direction and theoretical support for subsequent exhibitions. It provides a feasible solution for promoting economic recovery in the post-epidemic environment.

**Keywords:** Post-epidemic period; Inner Mongolia; Exhibition Economy; Online and Offline Exhibitions.

## 1. Introduction

The exhibition industry in China is still in its infancy, and its growth is currently concentrated in a small number of major cities or well-known tourist destinations, where it has little influence and produces little economic radiation. It hasn't yet established a scale or become the primary driver of an area's economy. Offline exhibitions are continually transitioning toward digitalization and aggressively seeking new directions for exhibition development in the post-epidemic period. Digital goods and services have been added by the development trend of networking, intelligence, and combining online and offline interactions. To the north, Inner Mongolia is bordered by Mongolia, Russia, and other nations. Since ancient times, the excellent geographic location has played a significant role in the Grassland Silk Road. Inner Mongolia has maximized the benefits of its geographic location to increase its overseas trade as part of the Belt and Road Initiative. Exchanges of cultures and regional cooperation have been promoted. Erdos is one of the key cities in the construction of the Belt and Road, with rich natural resources, and is an important cooperation city for China towards Mongolia and other neighboring countries, as well as a central and western city with potential for the development of the exhibition. This paper takes the 5th Erdos International Cashmere and Wool Exposition as an example to analyze the development of the exhibition industry in the post-epidemic era. The 5th Erdos International Cashmere and Wool Exposition is a significant event in Inner Mongolia in the post-epidemic age. This show exposition serves as a prime illustration of how to successfully organize a sizable display while also implementing an effective pandemic prevention strategy.

## 2. The 5th Erdos International Cashmere and Wool Exposition

The 5th Erdos International Cashmere and Wool Exposition were held in Erdos, Inner Mongolia Autonomous Region, from the 19th to the 21st of August 2022.

Erdos is in the remote area of China, in the middle portion of Inner Mongolia, and has a distinctive continental climate and a long history of animal husbandry, with high-quality livestock resources

such as Alpa's goat and Erdos sheep. This exposition primarily consists of an opening ceremony, a summit forum, a hall tour, a visit, an exhibition and sale, the promotion of enterprise products, business negotiations, and signing. It is an enormous, high-quality exhibition that has the support of the government. To allow exhibitors, attendees, and businesses that were unable to attend owing to the outbreak to do so, a variety of online and offline exhibition methods were used. The exhibit also exemplifies the contemporary exhibition concept, which has evolved to include online pavilions, live webcam competitions, and video conference sales to capitalize on the internet and self-media dividend. It helps foster the growth of the digital economy and virtual exhibitions. The Erdos cashmere and wool raw materials and handicrafts on show were perfectly merged with ethnic minority style traits. The exhibition space was designed entirely in white, with several minorities carved features incorporated. The exposition shows the Mongolian spirit of daring and desire.

The theme of the exhibition is "Velvet Full of China - Warm the World", which is held through a combination of online and offline methods and consists of nine exhibition areas, including the original velvet exhibition area, yarn exhibition area, brand exhibition area, online cloud exhibition area, and online live platform area. The exhibition lasted for three days, with an area of 20,000 square meters, 384 booths, 190 exhibitors, and about 12,000 visitors on site. In line with the country's new development pattern of double circulation, boosting foreign circulation while developing the home economy actively and achieving domestic and worldwide economic interconnection. The exhibition seizes the powerful moment of economic recovery following the epidemic. There are some innovative means of exhibition and sales "cashmere products net red live" marketing model; organizing 'love to buy cashmere brand plan' and other net red anchor marketing competitions; online cloud exhibition hall, display of cashmere wool products, Inner Mongolia distinctive ethnic items. There are booths for Mongolian handicrafts, intangible cultural heritage items, and unique cultural and creative products. This exposition contributed to the sustainable development of China's wool industry and promoted the high-quality development of the cashmere textile industry.

### **3. Features of the Exhibition**

#### **3.1 Offline Exhibition**

The 5th Erdos International Cashmere and Wool Exposition were held at the National Fitness Activity Centre in Dongsheng District, the Ordos, which is a comprehensive cultural building. The building incorporates the shape of the Inner Mongolian grassland bow and arrow, fully reflecting the qualities of the Mongolian people's rigidity and flexibility. The guests who came here to attend the exposition felt the grassland style [1].

The exhibition is based on the characteristic and advantageous industries of the Inner Mongolia Autonomous Region, with many special merchandise exhibitions and introduction sessions for minority goods. The forum allowed the industry professionals to exchange experiences and provide a new direction for the future development of the wool industry, to make the world aware of Erdos cashmere, attract investments, and assemble industry skills, all of which contribute to the long-term development of the Erdos wool business and market. The Erdos Cashmere Auction, in the form of an auction, enhances the interaction with exhibitors and is conducive to making cashmere products more competitive and increasing the added value. Exhibition and sale, project signing ceremony, and Erdos Light Textile Industry Chain Investment Promotion Conference, all bring business opportunities for Erdos. The Velvet Glow brand launch and fashion show featured models wearing local brands and walking down a catwalk to demonstrate the meanings of the garments. Buyers were helped to better understand the brand concept, and the world was made aware of the Erdos brand through media coverage. This is the combination of dynamic art to enrich the form of the exhibition, to achieve a combination of conference, auction, exhibition and sale, signing, fashion show, and integration into one exhibition [2].

## **3.2 Online Activities**

### **3.2.1 Online pavilion**

The outbreak caused a significant change in people's habits, and it also had a significant impact on the exhibition and marketing industries. More images, films, and the usage of filming techniques were required as the shift from traditional displays of goods to sales into online displays. A secondary creation for the show form of heritage innovation makes this exposition more engaging and meaningful [3].

More individuals will be able to view the exhibits thanks to the online exhibition, which will expand its audience. The thorough explanation of the cashmere wool exhibitions has educational value and may increase people's knowledge of the material. The online cloud pavilion, which transcends time and place, opens the online market, aids in the consolidation of online clientele, and develops digital exhibitions and digital products, is truly open all year round. This is consistent with how the digital economy is growing. The online cloud pavilion promotes a two-tier development by integrating the actual economy with the digital economy.

### **3.2.2 Cashmere products, netflix, and live competition**

The first Cashmere Products, Netflix, and Live Competition were held. There are many online celebrities from the clothing category attending, attracting many fans. Webcasting on social media platforms such as Tiktok and WeChat video is popular in China. This is the new way to sell goods online in the internet age, combined with technology that allows consumers to watch live from anywhere. The webcast marketing is based on cashmere clothing and more local brands from Inner Mongolia. Online sales have the benefit of allowing people to conduct more thorough market research and identify user wants and product competitiveness. A deeper understanding of the cashmere apparel industry. To precisely locate the live stream, the live streaming platform employs big data to analyze user behavior and target the user's affinity for cashmere. Users could learn about the company's brand culture and the real-time performance of its items through the anchor's explanation. The pop-up capability enables the anchor to interact with the viewers in real-time to learn about their preferences and solicit comments on the products to improve the products and marketing materials. The webcast marketing plan is continuously optimized and updated to improve the success of the live marketing, based on the data feedback from the webcast, which includes a detailed analysis of each live marketing's effective conversion rate and any associated issues [4]. With the popularity of modern information technology and digital media, traditional marketing techniques have gradually changed. Companies are simultaneously carrying out online pushing and releasing different types of product marketing activities to give consumers a better understanding of their products. Back offline, consumers can combine online marketing to get a more realistic experience and feel [5].

### **3.2.3 Ethnic product display**

This exhibition set up a special ethnic exhibition area online. A 365-day exhibition was realized. There were cashmere and wool raw materials, cashmere and wool products, craft and technology demonstrations, and cultural and creative products with ethnic characteristics. Local cashmere products from Inner Mongolia, such as Erdos cashmere were displayed, as well as cashmere products from overseas, such as Pakistani country wool, Iranian country wool, Mongolian country wool, etc. The promotion of own brands, combined with products from the same type of brands, is an exchange and collision of diverse markets under different cultures. Through such a fusion of exhibition halls, a unique cultural linkage approach is created, bringing regional culture out of the country, so that the cashmere culture of China's Erdos can be seen around the world. The exhibition of ethnic crafts is a product with culture as a carrier, with value not only in the commodity but also in the social and cultural dimension based on regional culture, promoting regional exchanges and having significant regional cultural value. It also has a socio-cultural dimension that is based on regional culture. It is useful for cultural communication. It contributes to increasing public awareness of ethnic products, stimulating national sentiment, and indirectly promoting cultural exchange and integration. It also

draws a large number of inheritors, enthusiasts, and practitioners dedicated to the preservation of ethnic culture [3].

## **4. Impact**

### **4.1 Stimulus Post-pandemic Economic Recovery**

The successful staging of the Erdos Cashmere Fair has aided the economic recovery in the post-epidemic era. The exhibition is transforming enterprises, industry associations, chambers of commerce, and governments into service targets, attracting a large number of interested parties, generating a high demand in catering, lodging, transportation, hotels, and communication, and stimulating consumption. The beautiful natural grassland scenery and human cultural heritage of Erdos, combined with the exhibition, stimulate the development of local tourism [6]. The exhibits from around the world raised the awareness of Inner Mongolian residents about the cultural creative products, increased the diversified consumption level of Erdos citizens, and changed the consumption structure of Erdos city, raising the consumption level of residents in general [7].

### **4.2 Accumulate Experience in Local Exhibitions**

Large-scale exhibitions necessitate extensive planning and are, to some extent, a conglomeration of people, goods, capital, and information flows. As a result, a comprehensive transportation network is required to ensure the transportation of exhibits as well as the gathering and dispersal of people. A comprehensive energy supply system is required to ensure the smooth operation of the exhibition. A scientific disaster prevention system is required to ensure the exhibition's safety, and adequate reception facilities are required to ensure the exhibition's food, accommodation, transportation, sightseeing, shopping, and entertainment needs [6]. The successful holding of the exhibition promoted the optimization of the exhibition record management process, the development of new opportunities, and innovative forms of exhibition. The preparation process has promoted the improvement of the approval process and accumulated experience in organizing large-scale exhibitions. It has promoted the improvement of the voluntary and service management system and improved the capacity of the government. Erdos now has the venues and capacity to host international exhibition projects with the functions of large-scale exhibitions, conferences, festivals, events, and performing arts activities, enhancing Erdos' capacity to host major events.

### **4.3 Create Erdos City Card**

In a short amount of time, Erdos' cashmere resources received significant online and offline advertising, as well as media attention. Indirectly, Erdos' tourism and natural scenery resources also received a promotion. For simultaneous forums, conferences, auctions, pavilions, and other events, Erdos offers a large venue. It satisfies the requirements for staging sizable exhibitions and aids in the development of a new Erdos exposition landmark. More international events are being developed thanks to the operation of these facilities. The world will be able to learn more about Erdos thanks to it [8]. Holding such a large-scale exhibition will help more people understand Erdos, promote local industrial structure optimization, and gather talents, information, and funds in the exhibition industry. The exhibition can expand the social influence of Inner Mongolia's central cities, better play the role of radiation and drive, better benefit development achievements to other regions in the central and western regions, construct a convention and exhibition city in the central and western regions, and promote the coordinated development of the central and western regions in Inner Mongolia. This is consistent with the Belt and Road Initiative's development. At the same time, the city card of Erdos will be created. Scholar Li Zongcheng pointed out that festivals are a collection of urban material and spiritual culture and are an excellent platform for displaying and disseminating the image of the city [6]. The exhibition itself is a news event, which will attract much media attention and reports to produce a media gathering effect, let the broad media audience know about the exhibition and the

exhibition venue, and enhance the popularity of the city where it is held. When mentioning cashmere products, Erdos comes to mind [9].

#### 4.4 Online Exhibits Broaden Their Audience

The construction of a virtual network exhibition hall and the establishment of an online exhibition information management system, or the creation of an exhibition in the cloud, are made possible with the help of the 5G network. Online exhibitions overcome the time and space constraints of offline exhibitions and make up for their geographical limitations. The demand for brand product promotion and market expansion of businesses can be maximally met by online exhibitions, which is beyond the scope of traditional offline exhibitions. The communication of online exhibitions also overcomes the barrier of communication circles, and its communication influence is significant [10].

### 5. Conclusion

The exposition provided Erdos with expertise in staging large-scale exhibitions, increased local transportation and cultural tourist capability, and boosted exhibition-related industries. The show featured fresh approaches to innovate and enhance the current exhibition form, as well as specific directions for regions where the exhibition sector has yet to build a scale. The exhibition effectively promoted the Inner Mongolia region and regional economic development. It has aided in the development of related industries and technology, providing a positive direction for the overall development of China's exhibition industry. It has supported the growth of related industries and technology, offering a positive path for the overall development of China's exhibition sector. This exhibition still has some flaws, though, and there are a lot of things that could be done better. Although the online exhibition saves the audience time and money, the experience cannot be compared to that of an offline exhibition. Emotions are difficult to convey online. There are relevant forums and seminars in offline exhibitions, which can communicate the industry's development trend face-to-face, making mutual trust easier to build. Because online exhibitions are still in their infancy, technology is limited, products are displayed singly, and the interactive experience is poor. The online audience is unenthusiastic. The public continues to pay insufficient attention to national products, there is a lack of publicity and promotion, and there is a shortage of professional talents to innovate. As a result, this exhibition offers some solutions for the development of the current exhibition industry in Inner Mongolia and China.

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