

Accelerating the Development of the Exhibition Economy under the Background of New Quality Productivity

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Abstract: With the acceleration of a new round of technological revolution and industrial transformation, new quality productivity has become a key engine for promoting high-quality economic and social development. As an important component of modern service industry, the exhibition economy is facing unprecedented development opportunities and challenges. This article aims to explore how to accelerate the development of the exhibition economy under the background of new quality productivity. By analyzing the path of the transition of exhibition elements to higher levels, it provides theoretical support and practical guidance for the transformation and upgrading of the exhibition industry. The article first elaborates on the connotation of new quality productivity and its impact on the exhibition economy. Then, it explores the path of the transition of exhibition elements from digitalization, intelligence, branding, internationalization, and puts forward corresponding policy recommendations. Research has shown that strengthening technological innovation, promoting industrial upgrading, and deepening international cooperation are key to achieving high-quality development of the exhibition economy.

Keywords: New quality productivity, Exhibition economy, Exhibition elements, Digital transformation, High quality development.

1. Introduction

In the context of increasingly fierce global economic competition, new quality productivity, with its unique innovation and integration, is gradually becoming a new driving force for leading economic and social development. New quality productivity not only represents a breakthrough in technological innovation, but also signifies the innovative allocation of production factors and the deep transformation and upgrading of industries. As an important component of the modern service industry, the exhibition economy has become a significant force in promoting high-quality economic development due to its strong industrial linkage effects and resource integration capabilities. However, in the face of the booming development of new quality productivity, the exhibition economy also faces an urgent need for transformation and upgrading.

2. The Connotation of New Quality Productivity and Its Impact on The Exhibition Economy

2.1. Connotation of New Quality Productivity

New quality productivity is a contemporary advanced productivity that emerged based on revolutionary technological leaps, innovative layouts of production factors, and deep industrial transformation and upgrading. It takes the qualitative change of laborers, labor materials, labor objects, and their optimized combinations as its core connotation, and the significant improvement of total factor productivity as its prominent symbol. Scientific and technological innovation is the core driving force of new quality productivity, including the wide application of Internet, big data, cloud computing, artificial intelligence, blockchain and other emerging technologies, which has not only significantly improved

production efficiency, but also spawned a new business model and industrial ecology.

2.2. The Impact of New Quality Productivity on the Exhibition Economy

(1) Promote the digital transformation of the exhibition industry

The rapid development of new quality productivity, especially the wide application of Internet, big data, artificial intelligence and other technologies, has provided a strong impetus for the digital transformation of the exhibition industry. By using cloud computing technology to automate processes such as exhibitor registration and booth allocation, we aim to improve the organizational efficiency of exhibitions; Using big data analysis technology to collect behavioral data such as browsing and transactions of exhibitors, providing accurate market analysis and marketing strategies for exhibition organizers; By using technologies such as virtual reality and augmented reality, we can achieve 3D display and interactive experience of exhibits, enrich display methods, and provide viewers with a more vivid and intuitive viewing experience.

(2) Promote the intelligent upgrading of the exhibition industry

The widespread application of artificial intelligence technology has made significant progress in the intelligentization of the exhibition industry. The application of intelligent navigation, intelligent recommendation and other systems has improved the visitor experience; The application of IoT technologies such as intelligent parking and intelligent logistics provides more efficient services for exhibitors and visitors. In addition, advanced means such as digital twin technology are used to break the time and space limitations of traditional exhibitions, promote the integration of online and offline exhibitions, and provide a more

convenient and efficient communication platform.

(3) Enhance the brand influence of the exhibition industry

New quality productivity emphasizes brand development, and the exhibition industry is no exception. Brand is an important tool for market competitiveness and a crucial driving force for the sustainable development of the exhibition industry. By strengthening overall planning and following the principle of coordinated development, we encourage various regions to find the right exhibition positioning and professional value based on their own industrial advantages and resource endowments, develop distinctive national and regional exhibition businesses, build leading enterprises in the exhibition industry, avoid homogeneous competition, and strengthen a group of high-quality exhibitions that are in line with the development direction of the leading industry. At the same time, accelerate brand integration, explore the development model of the integration of the exhibition industry with local tourism, culture, sports and other related industries, better meet people's diversified and high-quality needs, and effectively enhance the influence of the exhibition industry.

(4) Promote the internationalization process of the exhibition industry

The development of new quality productivity has promoted the deep integration of the global economy and provided broad space for the internationalization of the exhibition industry. By strengthening cooperation with international exhibition organizations, introducing advanced international exhibition organization and management experience, integrating international elements into exhibition activities, attracting more international exhibitors, and enhancing the international influence of exhibitions. At the same time, we actively encourage local exhibition companies to apply for trademark registration and carry out international certification, creating conditions for Chinese enterprises to actively integrate into the global exhibition industry family, and expanding the recognition and attractiveness of Chinese enterprises and exhibitions internationally.

3. The Path of Three Exhibition Elements Transitioning to Higher Levels

(1) Strengthening technological innovation and promoting the digital transformation of the exhibition industry

Digital transformation is an inevitable choice for the exhibition industry to adapt to the development trend of the new round of technological revolution and seize new opportunities for industrial transformation. We should fully leverage the amplification, superposition, and multiplication effects of digital technology on the development of the exhibition industry, injecting new momentum into its innovative development. Through the widespread application of technologies such as cloud computing, big data, and artificial intelligence, the optimization of exhibition organization processes, precision in market analysis, diversification of display methods, and convenience of communication platforms can be achieved. At the same time, we will strengthen the integration and development of the exhibition industry with other industries such as tourism, culture, education, etc., forming a more complete industrial chain and making greater contributions to economic and social development.

(2) Enhance the level of intelligence and create a smart

exhibition

Intelligence is an important direction for the future development of the exhibition industry. By introducing advanced technologies such as artificial intelligence, the Internet of Things, and virtual reality, intelligent management and services for exhibition activities can be achieved. For example, using intelligent navigation systems to provide personalized tour routes for the audience; Utilize intelligent recommendation systems to provide accurate potential customer matching for exhibitors; Utilizing IoT technology to provide intelligent parking, logistics, and other services at the exhibition site. In addition, advanced means such as digital twin technology are used to break the time and space limitations of traditional exhibitions, promote the integration of online and offline exhibitions, and provide a more convenient and efficient communication platform.

(3) Strengthening brand building and enhancing the competitiveness of the exhibition industry

Brand is the core element of competitiveness in the exhibition industry market. We need to strengthen brand building and enhance the overall image and influence of the exhibition industry. On the one hand, we should encourage various regions to develop distinctive national and regional exhibition businesses based on their own industrial advantages and resource endowments, and build leading enterprises in the exhibition industry. On the other hand, it is necessary to strengthen cooperation and exchanges with international exhibition organizations, introduce advanced international exhibition organization and management experience, and enhance the internationalization level of the exhibition industry. At the same time, attention should be paid to the professionalism and innovation of exhibition activities, and high-level forums, seminars, and other activities should be held to enhance the professional influence and industry discourse power of the exhibition industry.

(4) Deepen international cooperation and expand the development space of the exhibition industry

Internationalization is an important way for the exhibition industry to enhance its competitiveness and influence. To strengthen cooperation and communication with international exhibition organizations, actively participate in the formulation of standards and rules in the international exhibition industry, and enhance the international status and influence of China's exhibition industry. At the same time, we should actively promote the "going global" of Chinese exhibitions, expand the development space of the exhibition industry through overseas exhibitions, international cooperation and other means. In addition, it is necessary to strengthen the training and introduction of talents in the exhibition industry, cultivate a group of exhibition industry talents with international vision and professional skills, and provide strong talent guarantee for the international development of the exhibition industry.

4. Policy Suggestions

(1) Intensify policy support to promote high-quality development of the exhibition industry

The government should increase policy support for the exhibition industry, formulate and improve relevant policy measures, and promote high-quality development of the exhibition industry. On the one hand, we need to increase financial investment and tax incentives in the exhibition industry to reduce the operating costs of exhibition enterprises; On the other hand, it is necessary to strengthen the

supervision and guidance of the exhibition industry, regulate market order, and improve the service quality and level of the exhibition industry.

(2) Strengthening technological innovation and talent cultivation to enhance the core competitiveness of the exhibition industry

Technological innovation and talent cultivation are the key to enhancing the core competitiveness of the exhibition industry. The government should strengthen support and guidance for technological innovation in the exhibition industry, encourage enterprises to increase research and development investment, and introduce and cultivate a group of internationally leading technological innovation enterprises. At the same time, it is necessary to strengthen the training and introduction of talents in the exhibition industry, cultivate a group of exhibition industry talents with international vision and professional skills, and provide strong talent guarantee for the innovative development of the exhibition industry.

(3) Deepen international cooperation and exchanges, enhance the internationalization level of the exhibition industry

International cooperation and exchange are important ways for the exhibition industry to enhance its internationalization level. The government should strengthen its support and guidance for international cooperation and exchanges in the exhibition industry, encourage enterprises to actively participate in the formulation of standards and rules in the international exhibition industry, and enhance the international status and influence of China's exhibition industry. At the same time, we should actively promote the "going global" of Chinese exhibitions, expand the development space of the exhibition industry through overseas exhibitions, international cooperation and other means.

5. Case Studies

(1) Practice of Developing New Quality Productivity in the Exhibition Industry of the Guangdong Hong Kong Macao Greater Bay Area

As one of the world's important innovation centers, the Guangdong Hong Kong Macao Greater Bay Area has played an important role in promoting the development of new quality productivity through the exhibition industry. Taking Guangzhou Design Week and Shenzhen Light Expo not only showcase the region's design and industrial innovation achievements, but also promote exchanges and cooperation with international advanced technologies and experiences. These exhibitions have improved the intelligence level and display effect of the exhibitions by introducing new quality productivity technologies such as artificial intelligence and big data, providing more convenient and efficient communication platforms for exhibitors and visitors.

(2) Practice of Digital Transformation in Shanghai's Convention and Exhibition Industry

As one of the most developed cities in China's economy,

Shanghai has made significant progress in the digital transformation of its exhibition industry. The Shanghai Municipal Government has introduced a series of policy measures to support the digital transformation and high-quality development of the exhibition industry. For example, Shanghai has created the "Shanghai Exhibition Manager" mini program to provide standardized and customized services for exhibition organizers, exhibitors, and visitors; At the same time, Shanghai has strengthened cooperation and exchanges with international exhibition organizations, introducing a few internationally renowned exhibition projects and management experience. These measures not only enhance the overall competitiveness of Shanghai's exhibition industry, but also provide useful references for the digital transformation of the national exhibition industry.

6. Conclusion

Under the background of new quality productivity, accelerating the development of the exhibition economy is an inevitable choice in line with the trend of the times. By strengthening technological innovation, promoting industrial upgrading, and deepening international cooperation, it is possible to achieve a higher-level transition of exhibition elements and promote the high-quality development of the exhibition industry. In the future, with the continuous development of new quality productivity, the exhibition industry will usher in broader development space and opportunities. The government, enterprises, industry associations and other parties should work together to strengthen cooperation and exchanges, promote continuous innovation and development of the exhibition industry, and make greater contributions to economic and social development.

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