

How Events Drive Local Economic Growth?

The Economic Impact of the Events Industry on Local Development

Dixi Zhong

Academic committee member, China Convention/ Exhibition/ Event Society (CCEES)

Associate Professor, School of Tourism Management, South China Normal University





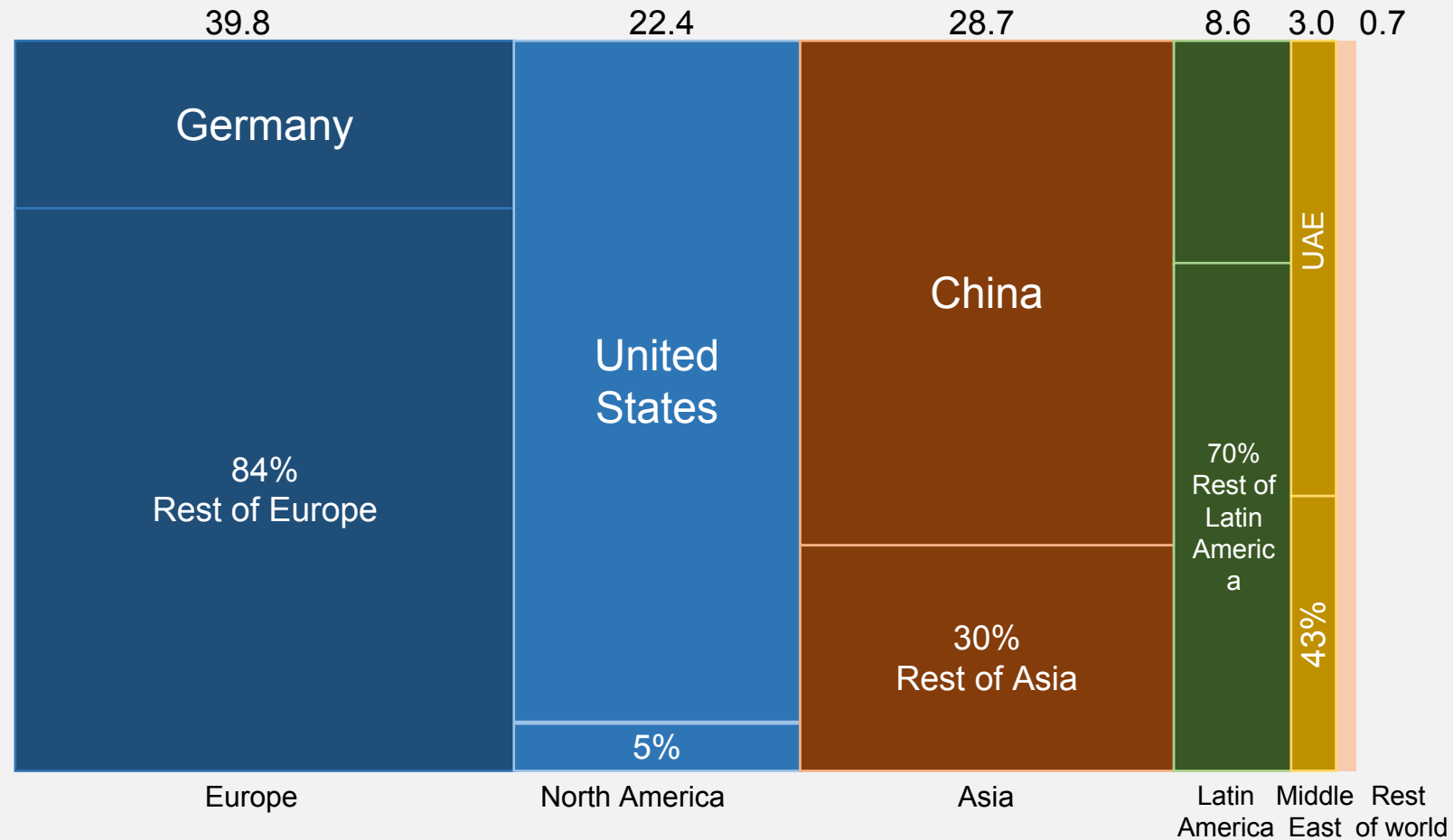
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Overview of exhibition industry in China



China has become one of the largest exhibition markets worldwide

Top countries by share of net rented space by region (2023)



Source: Global Industry Performance Review (2024), JWC.

China is also the country with the largest total indoor exhibition space worldwide

13,463,906 sqm

total indoor exhibition space

31.2%

of **Global venue**
Space available

China accounts for 7 out of the top 10 exhibition venues in the world by indoor exhibition space

No.	Name of the venue	City	Country	Total sqm
1	China Import &Export Fair Complex(Pazhou Complex)	Guangzhou	China	504,000
2	National Exhibition and Convention Center	Shanghai	China	470,000
3	Shenzhen World Exhibition &Convention Centre	Shenzhen	China	400,000
4	National Convention and Exhibition Center	Tianjin	China	400,000
5	Messe Hannover(Deutsche Messe)	Hannover	Germany	392,453
6	Messe Frankfurt	Frankfurt/Main	Germany	372,073
7	Fiera Milano(Rho Pero)	Milano	Italy	345,000
8	Kunming Dianchi Convention &Exhibition Center	Kunming	China	300,000
9	Xiamen International Expo Center	Xiamen	China	300,000
10	Koelnmesse	Cologne	Germany	285,000

Source: World Map of exhibition venue (2024), UFI.



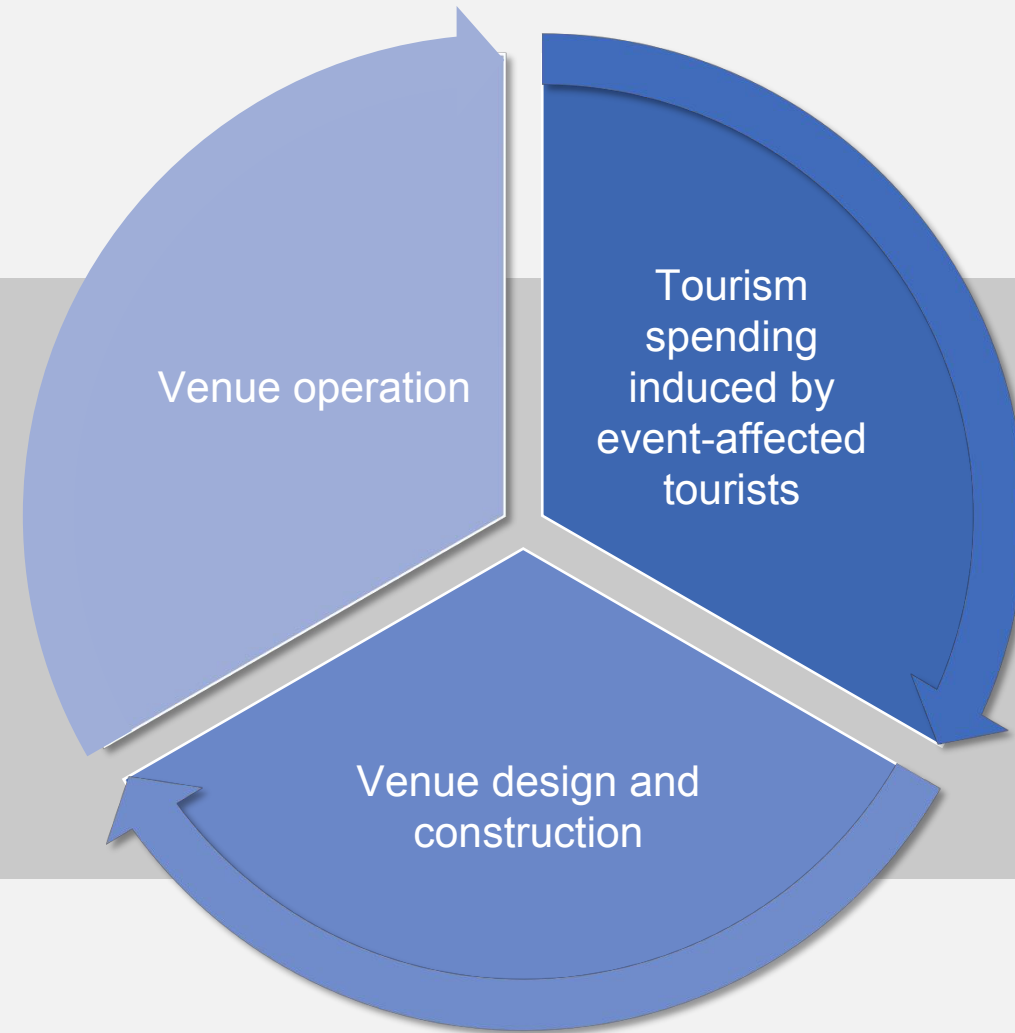
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The overall economic impact of exhibitions



A vibrant exhibition economy brings substantial economic benefits to local development.

The economic impact of events



Case study: The economic impact of the Canton Fair

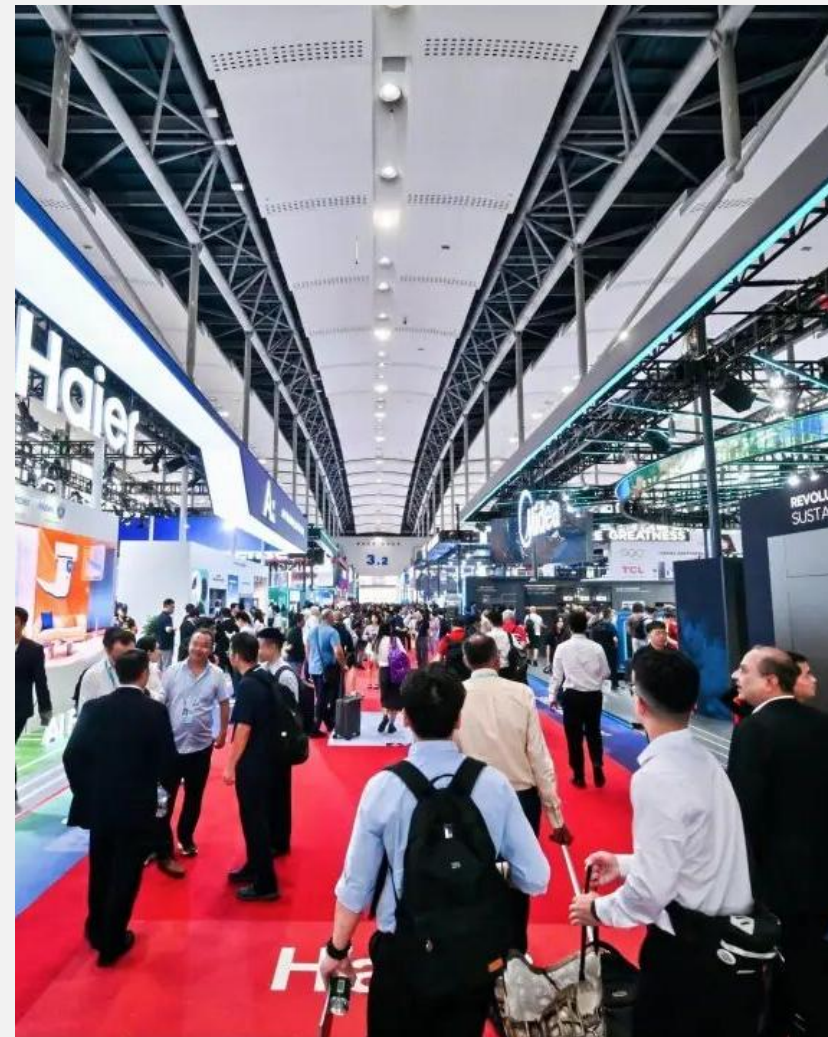


China Import and Export Fair (Canton Fair)

Located in Guangzhou, the Canton Fair is the world's leading trade fair in terms of scale, with an exhibition area of 1.554 million square meters and three phases held twice a year.

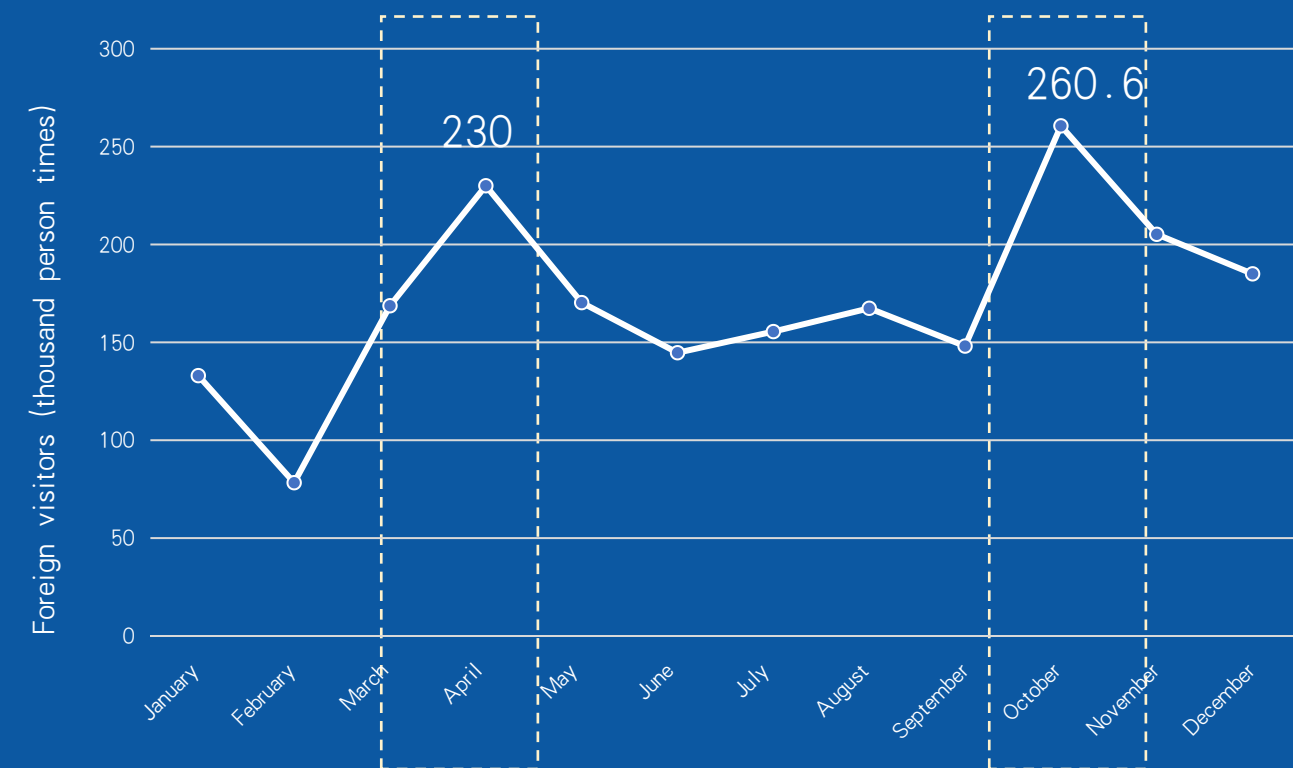
Case study: The economic impact of the Canton Fair

The first phase with the theme of advanced manufacturing (October 15-19, 2025)



Case study: The economic impact of the Canton Fair

Monthly number of international overnight visitors in Guangzhou in 2024



Canton Fair has created two peaks for international tourist arrivals in Guangzhou

The Canton Fair (October 2024)

253,000

Buyers

214

Countries and regions

Source: official website of the Canton Fair

Source: Guangzhou Municipal Bureau of Culture and Tourism

Case study: The economic impact of the Canton Fair



16.32 billion RMB
Gross economic impact

Accounting for **1.98% GDP**
in Guangzhou, 2008

● **5.53 billion RMB**
Direct economic impact

● **10.80 billion RMB**
Indirect economic impact

Source: Luo, Pang & Jin (2011)



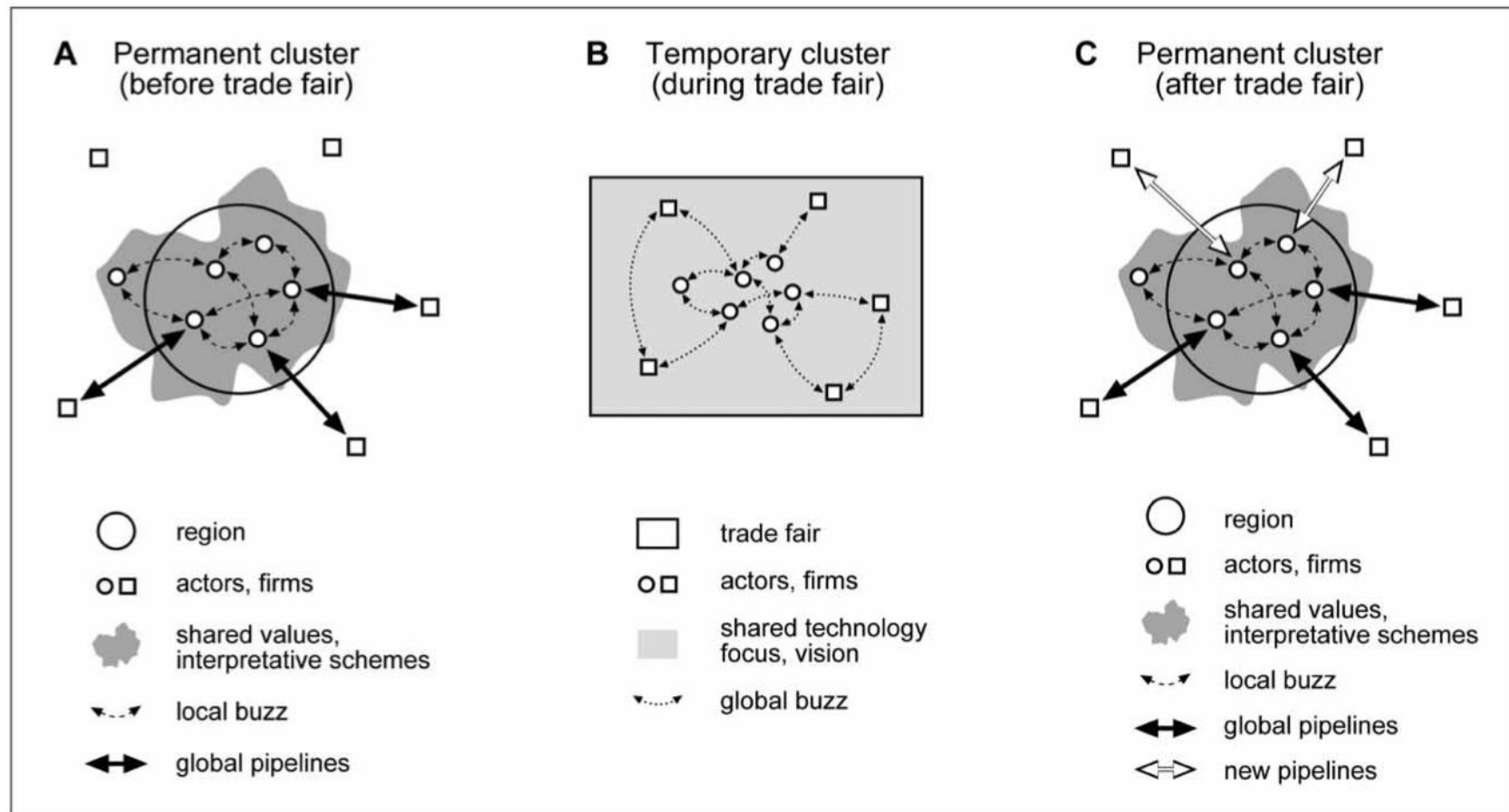
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Strategies to drive local economic growth



Strategy 1: Fully utilize the temporary cluster effect of the exhibition industry

Pipeline creation and the complementary relation between temporary and permanent clusters

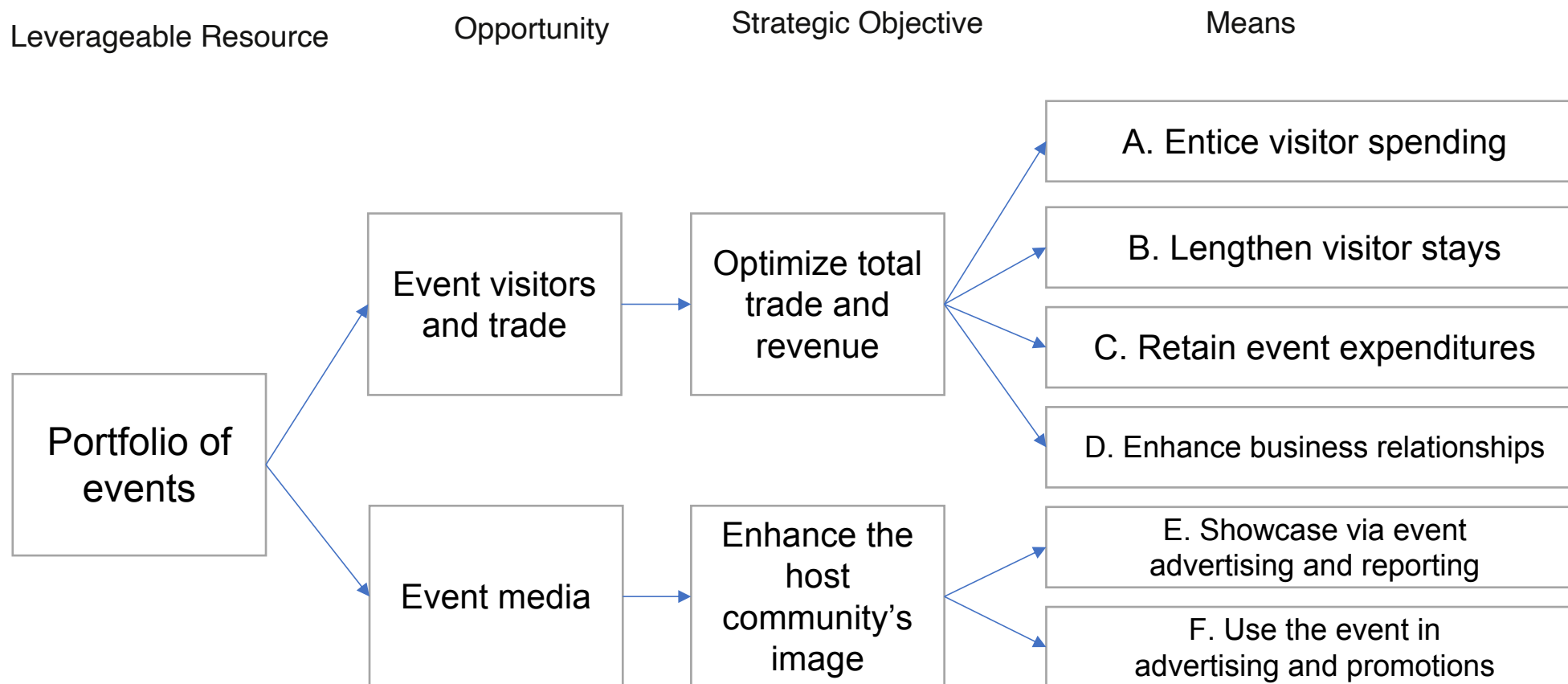


Source: Bathelt & Schuldt (2008)

Temporary proximity

Strategy 2: Shift from passively evaluating event impacts to proactively utilizing event leverage

Event leverage



Source: Chalip (2004)

Strategy 2: Shift from passively evaluating event impacts to proactively utilizing event leverage

Questions to consider for maximizing total trade and revenue:

- ✓ What types of consumption can be driven?
- ✓ What can attract participants of exhibition?
- ✓ Which merchants or enterprises can we cooperate with?
- ✓ What strategies should be used?
- ✓ How can activities be designed to extend tourists' stay?
- ✓ How can we design to enhance the atmosphere of the event (before and after the event, around the event, etc.)?
- ✓ How can we drive local enterprises and suppliers to avoid leakage?

Case: Guangzhou carries out consumption promotion activities in conjunction with the Canton Fair



Payment service



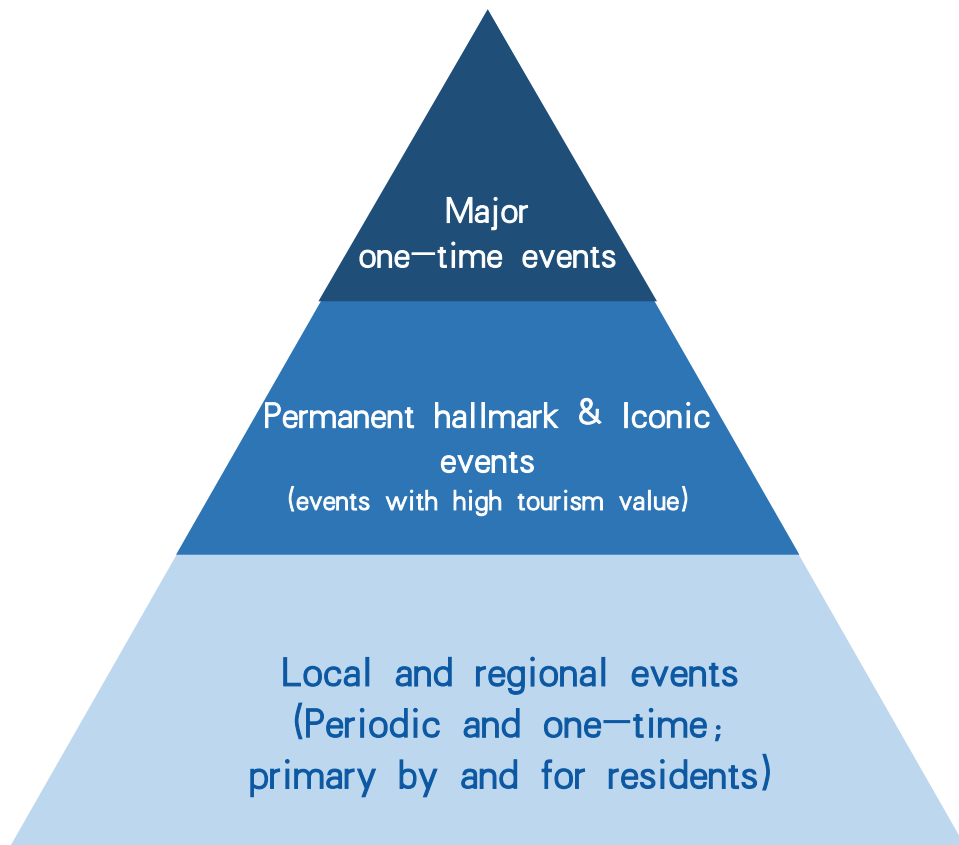
Concurrent festivals



Joint promotion

Strategy 3: Establish an event portfolio to form continuous stimulation throughout the year and maximize the event leverage

Revised event portfolio model



Source: Getz (2016)

Develop event portfolio

A strategic model that treats interconnected yet distinct events held throughout the year as a whole, and achieves different outputs or impacts by implementing the strategy of joint events.

Strategy 3: Establish an event portfolio to form continuous stimulation throughout the year and maximize the event leverage

Event Portfolio

Use a series of events for continuous stimulation to form a synergy.

Continuously gather resources, build an innovation ecosystem, and maximize the leverage of events.

Source: Ziakas, V. (2021). Event portfolio management: An emerging transdisciplinary field of theory and praxis. *Tourism Management*, 83, 104233.



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Thank you for your attention

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zhongdiq@foxmail.com