

The Synergetic Mechanism and Practical Paths of Exhibition Economy and Urban-Rural Regional Development under the Dual Background of Digital Economy and New Normal

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Abstract: Against the dual backdrop of in-depth empowerment by the digital economy and the new normal of economic development, the exhibition economy, with its core characteristics of agglomeration, efficiency, correlation and innovation, has become a vital engine for driving urban development and promoting the high-quality upgrading of regional economies. There exists a profound coupling and interactive relationship between the exhibition economy and urban as well as regional economies. It not only directly boosts the development of the service industry, builds a platform for “attracting investment and talents, and promotes industrial structure optimization, but also forms a positive cycle of “boosting urban development through exhibitions and integrating industries with cities” with regional economies. By integrating the mechanism of the exhibition economy's role in urban development and the logical framework of the coupled and coordinated development of urban exhibitions and regional economies, and combining the current reality of industrial development, this paper proposes practical paths for the coordinated progress of the exhibition economy and urban-rural regional development from multiple dimensions, including infrastructure construction, digital empowerment, brand building, international cooperation and talent cultivation . The research aims to provide theoretical reference and practical guidance for constructing a new exhibition economy ecosystem with improved systems, concentrated brands and excellent benefits, and for advancing the high-quality development of urban and regional economies.

Keywords: Exhibition Economy; Urban Development; Regional Economy; Digital Economy; New Economic Normal

1. Connotation, Characteristics and Development Status of the Exhibition Economy

The exhibition economy is a cross-industry and cross-regional comprehensive economic form that takes the exhibition industry as the core support, integrates multiple functions such as smoothing the channels of investment, trade and consumption, agglomerates the flow of people, logistics, capital and information by holding various exhibitions, conferences, events and other activities, drives the development of related industries in cities and regions, and generates remarkable economic and social benefits [1]. Its development is restricted by various factors such as human capital, technological innovation and physical capital, and at the same time, it has distinct core characteristics. Agglomeration is its primary feature, which enables the efficient gathering of industrial products, technologies, talents and other elements and spurs innovation momentum; economic efficiency is reflected in directly improving industrial benefits, expanding the value-added space of industries and promoting the growth of regional economic aggregate; efficiency is realized through the intensive integration of time and space elements for rapid information dissemination, and the development of the digital economy has further strengthened this feature through cloud computing, big data, the Internet of Things and other technologies, driving the exhibition industry to break through development bottlenecks [2].

Under the background of the new economic normal, China's urban exhibition industry has shifted from a stage of high-speed development to high-quality development, achieving remarkable results in industrial development. In 2024, a total of 3,844 economic and trade exhibitions were held in China, with a total exhibition area reaching 155 million square meters, a year-on-year increase of 10.1%,

showing a steady development trend of the industry. At present, China's exhibition formats are evolving towards diversification and specialization. Professional exhibitions themed on cultural relics and museums, agriculture, high and new technology are widely held in cities at all levels, and the exhibition forms have gradually extended from traditional offline to the integration of online and offline [3]. Meanwhile, empowered by digital technologies, new models such as smart exhibitions and immersive exhibitions are emerging one after another, injecting new vitality into the exhibition economy and enabling it to achieve good cultural and brand benefits while creating economic value [4]. In addition, as an important industrial organization form of the service platform economy, the exhibition industry features a long industrial chain, high product added value and high technological content. Its input-output ratio of 1:9 makes it an important new growth point for the development of urban and regional economies [5].

2. The Synergetic Mechanism of the Exhibition Economy and Urban-rural Regional Development

The relationship between the exhibition economy and urban development as well as regional economies is not a one-way drive, but a deeply coupled and two-way enabling synergetic development relationship. Its mechanism is reflected in the mutual traction and positive cycle in multiple dimensions. It is not only a "booster" for urban and regional development, but also realizes its own upgrading based on the development of cities and regions [6].

2.1 Boosting Industrial Development and Activating the Endogenous Driving Force of the Economy

The holding of exhibition activities can agglomerate a large number of exhibitors and visitors in a short time, directly driving the development of the service industry such as catering, accommodation, transportation, tourism and logistics in the host city, forming a significant economies of scale and bringing direct economic benefits to the city [7]. At the same time, the exhibition industry has a strong industrial correlation and radiation effect, which can effectively drive the development of the real economy, promote the in-depth processing of manufacturing, agriculture and other industries,

upgrade products and value chains, guide the upgrading of consumer demand, realize the rational allocation of production factors among industries, promote the transformation of industrial structure to service-oriented and high-end, and thus activate the endogenous development driving force of urban and regional economies[8].

2.2 Building a High-quality Platform to Facilitate the Attraction of Investment and Talents and Market expansion

Under the background of the development of new productive forces, the exhibition economy has become an important platform for cities and regions to "attract investment and talents", gathering entrepreneurs, investors, industry elites and high-quality enterprises at home and abroad, and promoting communication and exchanges between governments, enterprises and consumers at home and abroad. Through project negotiations, on-site inspections and other activities during exhibitions, the signing of sales contracts and investment cooperation intentions can be facilitated quickly, promoting project landing, and at the same time introducing high-quality talent and technical resources for the development of regional industries. In addition, the global high-quality resources and unlimited business opportunities gathered by the exhibition economy can help cities and regional economies break geographical restrictions, explore the dual domestic and international markets, and consolidate the position of regional industries in the global industrial and supply chains.

2.3 Forcing Urban Upgrading and Forming a Positive Cycle of Industry-Urban Integration

Known as the "barometer" of economic development and the "window" of urban image, the exhibition industry's development is highly dependent on the basic elements of a city such as economic structure, infrastructure, service level and industrial strength. Holding high-standard exhibition activities puts forward higher requirements for the supporting facilities of a city such as transportation, venues and public services, thus forcing cities to accelerate the improvement of infrastructure, enhance the level of refined construction and management, and promote the upgrading and optimization of catering, accommodation, commerce, urban lighting and greening. The continuous upgrading

of urban functions, in turn, can provide a broader space and a higher-quality development environment for the development of the exhibition economy, forming a two-way positive cycle of "boosting urban development through exhibitions, promoting exhibitions through urban development, and integrating industries with cities", and realizing the synchronous development of the exhibition economy and urban development.

2.4 Promoting Industrial Integration and Advancing the High-quality Development of Regional Economies

The exhibition economy has an endogenous effect of economic agglomeration and is an "accelerator" for the integrated development of industries. It can break the development barriers between industries, promote the in-depth integration of the service industry with manufacturing, agriculture, cultural and tourism industries, and realize the coordinated development of multiple industries. At the same time, the high-quality industrial products, cutting-edge technologies and frontier information gathered on the exhibition platform can improve the coordination degree between industries, accelerate the free flow of labor and capital, guide exhibitors to shift from pursuing short-term income to focusing on brand effects and long-term development, and promote the extension of industries towards high added value, low input and high return, thus advancing the high-quality development of regional economies.

3. Practical Paths for the Coordinated Progress of the Exhibition Economy and Urban-Rural Regional Development

To promote the in-depth coordination and high-quality integration of the exhibition economy with urban and regional development, it is necessary to base on the dual background of the digital economy and the new economic normal, closely follow the laws of industrial development, and make efforts in multiple dimensions including infrastructure construction, digital empowerment, policy support, publicity and promotion, brand building, international cooperation and talent cultivation to build a comprehensive and systematic development system.

3.1 Improving Infrastructure Construction and Creating an Integrated Exhibition

Service Ecosystem

Infrastructure is the fundamental support for the development of the exhibition economy, which requires high-starting point, high-standard and high-quality planning and construction to promote the in-depth integration of exhibition venues with urban development. On the one hand, plan and construct the "exhibition +" development zones with integrated industries and cities, promote the construction and upgrading of exhibition centers with the concept of low carbon, environmental protection and green development, build exhibition venues with both regional cultural characteristics and industrial development needs, and at the same time improve the transportation connection between airports, railways, public transport and other means of transportation with exhibition centers, realize full 5G coverage, introduce international standard exhibition equipment, and upgrade the hardware level of venues. On the other hand, strengthen the supporting service functions of exhibitions, smooth the connection between exhibition centers and surrounding commercial facilities, improve the supporting construction of catering, hotels, business and leisure, promote the cluster development of upstream and downstream enterprises in the exhibition industry chain around the venues, build a new urban communication space integrating shopping, tourism, business, art and other functions, and form a complete, high-quality and efficient exhibition service chain [9].

3.2 Deepening Digital and Technological Empowerment to Realize the Intelligent Upgrading of the Exhibition Industry

Taking the development of the digital economy as an opportunity, inject new productive forces into the entire process of exhibition economy development, and promote the digital, intelligent and green transformation of the exhibition industry. First, build smart venues. Comprehensively use the Internet of Things, big data, digital twin, 3D modeling and other technologies to build digital venues that map the physical and digital worlds, break the time and space constraints of exhibition activities, and enhance the utilization rate and international radiation of venues. Second, innovate exhibition display forms. Use immersive digital technologies such as naked-eye 3D, VR virtual roaming and somatosensory projection to create a unique viewing experience for exhibitors and

visitors, and improve the efficiency of transactions and industrial exchanges. Third, construct an integrated intelligent management and service system. Build a comprehensive intelligent management software for urban exhibitions to realize the intelligentization of the whole process of exhibition activity planning, online registration, booth management, data mining, on-site support and post-summary. At the same time, promote the connection between the intelligent management of exhibitions and the construction of smart cities, realize information sharing and business coordination with urban transportation, public security, cultural and tourism departments, and enhance the management and emergency response capabilities of exhibition activities.

3.3 Strengthening Policy Support and Guarantee to Optimize the Development Environment of the Exhibition Economy

Give play to the leading and overall role of the government, build a sound policy support system, and create a fair, open and orderly institutional environment for the development of the exhibition economy. First, innovate the management system. Establish a management mechanism led by the government and participated by associations, give play to the role of the joint meeting system for exhibition development, coordinate the cooperation of multiple departments such as commerce, public security, transportation and emergency management in a unified way, provide comprehensive service support and emergency response for major exhibition activities, and solve the problem of "multi-department management" in the market. Second, improve policy support measures. Set up a special fund for the exhibition industry and include it in the fiscal budget to support exhibition projects, brand cultivation, digital construction and talent training that are in line with the development of regional leading industries and characteristic industries. Provide tax reduction, tax refund and other policy preferences for qualified exhibition enterprises and activities, and at the same time simplify the exhibition approval process, increase financial support and the protection of intellectual property rights, and reduce the operating costs of enterprises.

3.4 Strengthening Publicity and Promotion to Enhance the Influence of Exhibition Brands

Deeply integrate exhibition publicity with urban image promotion, build a diversified online and offline publicity matrix, and improve the popularity and attractiveness of exhibitions. Online, strengthen cooperation with urban mainstream news media, social media and vertical media, create differentiated publicity content according to the communication characteristics of different platforms, and expand the publicity coverage through in-depth feature reports, promotional videos, pushes by online influencers and other forms [10]. Offline, rely on the urban cultural heritage and industrial characteristics, cultivate comprehensive characteristic activities of "exhibitions, festivals, performances and competitions", deeply tap the consumption potential in the fields of film and television, music, animation, fashion sports and so on, hold animation festivals, music festivals, professional design competitions, special forums and other activities, improve audience participation, realize word-of-mouth communication, and promote the in-depth integration of the exhibition economy with urban culture and urban economy.

3.5 Building an Exhibition Brand System to Promote Branded and International Development

Branding is the core direction for the high-quality development of the exhibition economy, and internationalization is the key path to expand the development space of exhibitions. It is necessary to gather the joint efforts of the government, enterprises and the market to build a multi-level exhibition brand system. On the one hand, cultivate local brand exhibitions. Adhere to the principle of "government providing the platform, enterprises playing the main role and market regulating", the government should do a good job in top-level planning and resource integration, guide various enterprises to widely participate in the construction and operation of local exhibition brands, give play to the decisive role of the market in resource allocation, and cultivate a number of local exhibition brands with professional standards, market influence and regional characteristics. On the other hand, cultivate exhibition brands serving international exchanges. Support the growth and strengthening of local exhibition enterprises through fiscal and taxation, financial and other policy support, guide enterprises to strengthen

cooperation with international exhibition organizations such as the Union of International Fairs (UFI) and the International Association of Expositions and Events (IAEE), and establish a long-term cooperation mechanism. At the same time, organize local exhibition enterprises to participate in well-known overseas exhibitions and forums in groups, learn advanced international experience and expand the overseas market.

3.6 Strengthening the Talent Support System to Cultivate Compound Professional Talents in the Exhibition Industry

The high-quality development of the exhibition economy is inseparable from the intellectual support of professional talents. It is necessary to closely follow the development needs of the industry and build a team of compound exhibition professionals with international vision, professional capabilities and innovative spirit. First, strengthen the construction of university majors. Regional relevant universities should align with the national strategy and industrial development needs, break disciplinary barriers, promote interdisciplinary integration, timely adjust the training programs of exhibition majors, set up courses in line with industrial development such as digital communication technology, exhibition design and digital exhibition production, and introduce project-driven teaching models to improve students' professional capabilities. Second, deepen the cooperation between universities, government, industries and enterprises. Build a "government-industry-university-research-application" cooperation platform, promote in-depth cooperation between universities and relevant government departments, exhibition industry associations and exhibition enterprises, jointly formulate talent training programs, develop characteristic courses, build off-campus practice and training bases, set up order-based classes for customized talent training, and build professional training platforms such as exhibition business simulation laboratories to enable students to accumulate practical experience and provide a steady stream of professional talents for the coordinated development of the exhibition economy and urban-rural regional development [11].

4. Conclusion

Under the dual background of the digital

economy and the new economic normal, the in-depth coordination between the exhibition economy and urban as well as regional development is an inevitable trend of industrial development. With its strong industrial driving, technological display and resource agglomeration effects, the exhibition economy plays an irreplaceable role in adjusting the industrial structure, exploring the market, promoting consumption, enhancing the urban image and driving the high-quality development of regional economies. Meanwhile, the development of urban and regional economies provides a solid foundation and broad development space for the exhibition economy. To promote their coordinated progress, it is necessary to abandon the single development thinking, base on the logical framework of the coupled and coordinated development of industries, and promote the branded, market-oriented, internationalized, intelligent and green development of the exhibition economy through comprehensive measures such as improving infrastructure, deepening digital empowerment, strengthening policy support, enhancing publicity and promotion, building a brand system and cultivating professional talents, so as to construct a new exhibition economy ecosystem with improved systems, concentrated brands and excellent benefits. In the future, with the implementation of various measures, the exhibition economy will further release its development vitality, form a deeper integration with urban development and regional economies, continuously inject strong impetus into the economic and social development of cities and regions, and help China's economy advance steadily on the road of high-quality development.

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