

RESEARCH ON SUSTAINABLE DEVELOPMENT OF ECONOMY ECOLOGICAL AREA EMBRACE POYANG LAKE BASED ON CONFERENCE AND EXHIBITION

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Abstract: Building an integrated system from the urban agglomeration embrace Poyang Lake to start position to develop economy of conference and exhibition, the paper studies and explores the economic development strategy of economy ecological area embrace Poyang Lake. It puts forward a plan of making full use of its regional advantages ,industry advantages and ecological advantages. It stresses characteristics of the area, makes every effort to innovate it, builds a base of conference and exhibition in the central country and promotes the sustainable development of the economy ecological area embrace Poyang Lake.

Key words : Embrace Poyang Lake ; Economy Ecological Area ; Sustainable development ; Economy of Conference and Exhibition

1 Introduction

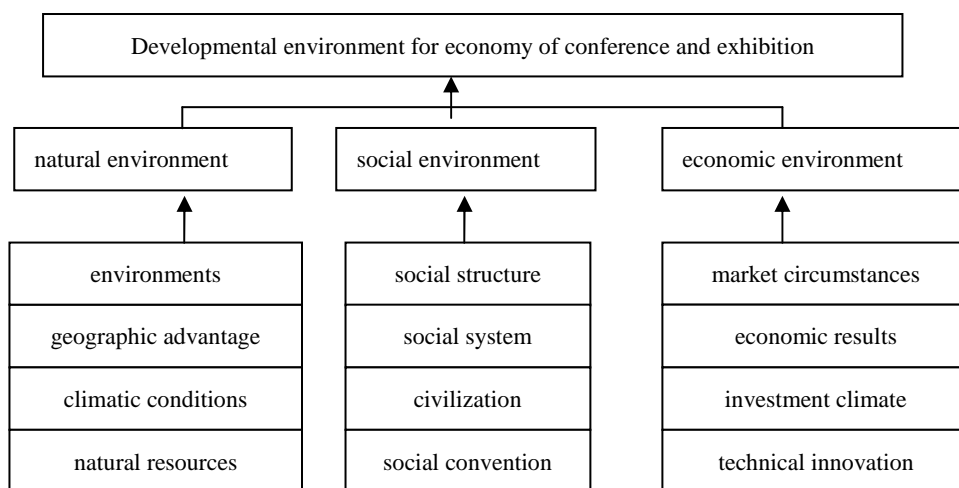
Conference and exhibition industry is a new industry which exhibits the trade of commodity, disseminates economic information, cooperates in the technology and business, integrates scientific and cultural exchange as a whole, and displays information consulting, trade and investment promotion, modern logistics, urban construction, marketing management, tourist services and many other features. After 20 years of the gradual growth of China's conference and exhibition industry, during the "10th five years" period, the average increment of the industry had been over 14%, which has become one of the most dynamic industries in recent years.

In December 2006, Jiangxi Province put forward the plan to develop "the urban agglomeration embrace Poyang Lake ", taking China's largest freshwater lake Poyang Lake as the core, which is surrounded by a total of five municipalities and districts include Nanchang, Jingdezhen, Jiujiang, Yingtan, Shangrao. The percentage of GDP and government receipts of this economic circle in the province arrived at 49.2% and 52.3% separately, and the economic circle is the region which has the best industrial base, the highest level of scientific and technological literacy, the top level of urbanization, and the most closely connected economy in the province. As the collection and distribution centre of resources, traffic, and commerce in east China and the province, and as the central region adjacent to the Yangtze River Delta, Fujian Delta, the Pearl River Delta, it has unique urban location advantages which connects tightly with Guangdong, Fujian and Zhejiang and deep extends to Hong Kong, Macao and Taiwan, directly through the Yangtze and connects to Shanghai, which is the metropolis of China, and it plays the role of connecting east and west region. Meanwhile, railways, highways, waterways, civil aviation and other transportation are very convenient, and it has formed the "5-hour Economic Circle" around Anhui, Hubei, Hunan, Zhejiang, and other nearby provincial capitals.

2 The Integrated System of economy of conference and exhibition on developmental

environment

The developmental environment for the economy of conference and exhibition is mainly composed of the natural environment, social environment and economic environment. It is propitious for the economic development to sponsor or undertake large-scale exhibition in virtue of the unique natural conditions and favorable social environment by combining local economic and cultural characteristics. The urban agglomeration embrace Poyang Lake has an excellent ecological environment, which also has provided favorable conditions to found Eco-Industrial Expo, Economic Forum embrace Poyang Lake and Economic Expo embrace Poyang Lake.



Pic. 1 The Integrated System of economy of conference and exhibition on developmental environment

The conference and exhibition in the economy ecological area embrace Poyang Lake takes full advantage of its location advantages, industry advantages, and ecological advantages to set up a pageant to display its superiority on environments and resources, and elevates the conference and exhibition to be a characteristic, brands, scale, cultural and effective pageant .

3 Using the urban agglomeration embrace Poyang Lake to locate the economic system of conference and exhibition

3.1 Making full use of existing tourism resources, making great efforts to cultivate economic system of conference and exhibition on tourism

We must put our advantages of tourism resources into practice, develop red tourism and green tourism industry, cultivate and develop the economic system of conference and exhibition on tourism. We must speed up the development of tourism industry and the economy of conference and exhibition, integrate tourism resources and the resources of conference and exhibition, create more tourist routes and tourist attractions and accelerate the investigation on hardware facilities and infrastructure of tourism. We must bring the function of tourism trade group into active play , bring the guiding and coordinating function of government-led development of the industry into full play and constantly enhance the tourism service standards and service quality.

3.2 The economy of conference and exhibition is a high-efficiency, non-polluting source of the green economy

Since the ancient days, the transportation of Poyang Lake Plain is very convenient both in the waterway and by the land. It is a fortress close contacted with the eastern coastal, inland and western

regions, It also has inherent advantages as a regional conference and exhibition center. With the formation of economic integration, the conference and exhibition has become an important platform for foreign investment.

3.3 Focus on eco-environmental protection, in order to win the brand features of conference and exhibition

(1) **Red tourism and historical and cultural folk exposition.** Nanchang is the birthplace of the people's army and the "Hero City" of Chinese revolution. It is a famous city which has 2200 years of history and culture. The restoration of the temple fair of Shengjin Tower in Nanchang in 2002 has brought new feeling of "exciting, vibrant, dynamic, delicious, exotic" things for the tourists, has reappeared the historical accumulation and folk culture, and has promoted a rapid development on trade, tourism, catering and other related industry.

(2) **Jingdezhen international porcelain exposition.** Jingdezhen, the city of porcelain, holds the international porcelain exposition taking the theme of "appreciate the world's rare porcelain products, carry forward Millennium Porcelain civilization", which has been listed in the activities disseminated by the Ministry of Commerce. In the year of 2008 in China, more than 600 well-known porcelain enterprises from all around the world and more than 2,000 people from abroad participated in Jingdezhen International porcelain exposition. Three major Exhibition Halls with 2810 exhibition booths attracted nearly 35 million people to visit and negotiate.

(3) **Lushan Trading Fair.** Scenic Spots and Historic Sites of Lushan Mountain, which is a Natural and cultural heritage located in Jiujiang, is well known in the world. Taking use of the conference and exhibition in Lushan, the collaboration Annual Business of the Yangtze River basin and the high-level development forum of Trade circulation has been extended to the whole country and even around the world. In the economic and trade cooperation seminar between Jiangxi and Taiwan, many Taiwan celebrities of business communities take part in, which makes it be a brand activity in the central and western regions of the country, and even sets off "Jiangxi hot" in Taiwan.

(4) **Zhangshu Herbs Fair.** Zhangshu City is 80 kilometers away from Nanchang. As the old saying goes "Drugs are not complete until arriving at Zhangshu, drugs are ineffective until passing through Zhangshu ". So far, Zhangshu has successfully held 38th PHARMCHINA. In the year of 2008, the representatives of more than 6700 medicinal companies, pharmaceutical enterprise, health products manufacturer, processing and operating enterprise of traditional Chinese medicine, manufacturing companies of medical apparatus and instruments from all over the country and abroad took part in the PHARMCHINA in Zhangshu herbs. The number of participants reached more than six thousand and the amount of contracts reached 3.495 billion Yuan.

4 The sustainable development strategy of economy ecological area embrace Poyang Lake

4.1 Aim at the needs of conference and exhibition market and conference and exhibition enterprise to cultivate professional conference and exhibition economy talents

We should combine academic education with the training of professional skills, beginning from various links of conference and exhibition, providing focused guiding for the students, strengthening the student's professionalism and using simulative experiments, to cultivate the student to be a man with the management capabilities about the project, themes, investment, exhibition, budget, management and resources of the conference and exhibition.

4.2 Build nests to attract phoenixes, attract the headquarters of multinational companies to

station in

We should learn from foreign advanced management concept to build central business district, serve for attracting a number of multinational companies stationing in and introducing in investigation and stay of the internationally renowned companies in the economy ecological area embrace Poyang Lake. Aiming at the regular and occasional national exhibitions and expositions, we should make full use of resource advantages to carefully nurture a conference and exhibition brands embrace Poyang Lake, and to vigorously promote the "conference and exhibition economy."

4.3 Take use of logistics parks and college ground to extend economy of conference and exhibition

In the recent years, economy ecological area embrace Poyang Lake has been deluged with projects of conference and exhibition, involving trade, tourism, business, food, home design, building materials, agriculture, real estate, advertising, medicine, clothing, information industry and other aspects, and most of these were held in Jiangxi exhibition hall and Nanchang international exhibition center. East China International Industry Fair uses Qingyunpu industrial and logistics park in Nanchang to alleviate the shortage of exhibition space. Taking use of sports venues and other facilities in the College Park, it allows colleges and universities close to the community, and makes the resources of ground fully utilized.

4.4 Push the conference and exhibition to the market to enhance the viability of conference and exhibition enterprises

Nowadays, the number of enterprises dealing with conference and exhibition in the economy area embrace Poyang Lake is less than one hundred, so there is critical shortage of conference and exhibition talents. The conference and exhibition industry needs to be improved in the organization, management, service, planning level and operational level of the exhibition invitation, design, lay booth and exhibition period.

Taking the mode of market operation, guiding and providing chances for the conference and exhibition of exhibition, the government utilizes the operation of social capital to advance economic development of conference and exhibition to promote the business of conference and exhibition, raises the level of management and build brands of conference and exhibition.

4.5 Protect intellectual property rights of conference and exhibition to attract more high-tech companies to station in

We should pay attention to protect the intellectual property rights of conference and exhibition, and its protection should also be protected. We should require all exhibitors to sign a statement about the respect of the intellectual property rights, and also including that the government departments establish a rapid response mechanism to investigate and deal with infringement. We should strengthen the protection consciousness of intellectual property, cracking down on violations of conference and exhibition on intellectual property rights to assure exhibitors. For overseas manufacturers, once weak intellectual property protection on the conference and exhibition happens, it may lead to great negative impact.

4.6 Make joint effort to build a base of conference and exhibition in the central region to bid for hosting national and international well-known conference and exhibition

There are still some problems in the economy ecological area embrace Poyang Lake, such as the quality is not satisfied, most are medium exhibitions, brand and large-scale conference and exhibitions are few. We should strive to hold the international project of conference and exhibition in virtue of the International brand of conference and Exhibition Center. In this regard, we should take distinctive conference and exhibition as the goal, relying on the industrial advantages and characterized location, and regarding various forms of meetings, exhibitions and large-scale events, concerts and festivals as carrier,

further optimize the environment of development, standardize the running order, expand the overall economy, vigorously promote the branding, internationalization, specialization, market-oriented and standardized processes of conference and exhibition, promote all-round economic and social progress, on the premise of ensuring that quality and efficiency are improved.

5 Conclusion

In this century, accompanied by the rapid economic development of Jiangxi Province, industry of conference and exhibition has entered an active period of market and the fast lane of development. However, compared with economy of conference and exhibition in the other province, industry of conference and exhibition in Jiangxi is on a small scale with poor quality. Many conferences and exhibitions are in the low level. Some have a title of "international conference and exhibition", but actually are nominal. At present, there are more than 30 companies of conference and exhibition in Nanchang. Among them there are few companies with the capacity of holding independent exhibition and the number of exhibition booth is less than 100 . We must cultivate and the introduce professionals especially versatile personnel, upgrade the scale and the level of professional exhibition company to improve the overall level of conference and exhibition.

Exhibition hall, is the basis of economic development for conference and exhibition. If there is no considerable scale and supporting facilities of the exhibition hall, it would be very difficult to create influential exhibition brands. The location and layout of Exhibition hall has great significance on exhibition efficiency, exhibition effect, which brings economic benefit into play after conference and exhibition, and coordinating development of conference and exhibition. In the aspect of facilities in economy ecological area embrace Poyang Lake, there exists big gap not only in comparing with "Big Three" --Shanghai, Beijing, Guangzhou, but also in comparison with the neighboring provinces and cities,

Nanchang International Exhibition Center, which is the only modern, professional and international exhibition center, completed in Jiangxi Province in 2006. It has a total area of 180,000 square meters, including 77,000 square meters building area, 10 million square meters of outdoor exhibition space and 5 million square meters of indoor exhibition hall and conference area which are in use. But there is still no International conference and exhibition Center in the real sense, so it is very urgently to build a regional conference center. In Jiangxi Province, "Eleventh Five-Year" Plan proposed: following the accelerated trend of people, logistics, information flow, we should accelerate to develop economy of conference and exhibition, advertising display services, actively develop content services of information, technology services of information, network services of information, and other modern information service industry. Under the supervision of government departments, we should improve the trade law, avoid duplication of exhibition, waste of resources, and vicious competition, and strengthen the supervision of conference and exhibition in order to provide a good environment for the development of conference and exhibition in the economy ecological area embrace Poyang Lake.

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