

Tea Industry in the Exhibition Economy

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Abstract

China is a big country especially in the tea industry. As the new growth point of the tea industry economy, the tea exhibition economy is increasingly understood by people. The pulling effect of the tea industry exhibition economy on the development of the tea industry is mainly reflected in promoting product sales, promoting new development and its research, promoting tea brands; The market of the tea economy demand has led to the prosperity of the convention and exhibition market and the trade of specialty products. The development of the tea industry, which promoted the professionalism of the exhibition, enriched the content of the tea industry exhibition. The convention economy and the tea industry develop together in mutual promotion. This article proposes that the development of the convention economy and the tea industry should play the role of unity and coordination of industry associations, the leading role of the government and other factors.

Keywords

Exhibition Economy; Tea Industry; Relationship.

1. Introduction

The convention and exhibition economy is known as "the booster of the urban economy" and "the window to the world." It is accepted by more and more operators for its strong industrial linkage and economic radiation functions. It is an important part of the modern marketing system. Since the ancient times, China has been a major tea industry country.[1] The market potential for tea at home and abroad is huge. Faced with new development opportunities and new international competition pressure, the tea industry exhibition economy, as a new growth point of the tea industry, is increasingly understood by people.

Development status of tea industry exhibition economy

This form of exhibition originated in Europe in the 19th century. Due to its significant industry-driven effect, it has been valued by countries around the world and has developed rapidly. It has become an indispensable and important part of the industrial structure of various countries. At the same time, with the ever-increasing relationship between conventions and industries, the degree of professionalism of the exhibitions continues to increase, and a series of professional exhibitions have emerged in large numbers. The tea industry exhibition is one of them. With the development of the tea industry, the attention and support of the establishment of the tea industry association, and the participation of tea academic groups, the tea industry expositions, exhibitions, trade fairs, academic cultural festivals, and academic seminars have gradually formed. And then developed into the tea industry exhibition economy.

According to incomplete statistics, China currently holds hundreds of tea-related exhibitions each year, and most provinces have experience in holding tea industry exhibitions or tea-related exhibitions, although the scale and level of these tea industry exhibitions vary.[2] Themes and names are different, but the main content is still around the theme of the era of "green, health, life".

At present, many tea companies in China have already participated in various tea industry exhibitions as part of their product marketing system. Domestically, the exhibitions held by tea companies in various cities and cities in China each year are attended by thousands of businessmen, and they are still growing. However, due to the immature development of China's convention and exhibition economy, there are still some shortcomings in the rapid development of the tea industry exhibition economy. For example, there are many tea industry exhibitions, but the management is chaotic, and there is no self-discipline standards for this industry and no legal regulations to restrict and guide, the grades of exhibitions, The level needs to be improved.

Development of the tea industry

For many years, tea has been one of the main agricultural products for earning foreign exchange for Chinese government. China has abundant tea resources, large tea production and many types of tea. According to statistics, currently there are 19 provinces, municipalities, and autonomous regions producing tea in the country, with nearly a thousand tea brands. The area and output of tea plantations in the 21st century have increased slightly from the beginning of the 20th century. Green, organic, low-carbon, and standardized tea gardens has been paid Increasing attention, tea consumption has become more diversified, consumption has also increased steadily, and the prices of all teas have increased slightly.[3]

In the macro situation of China's tea industry, there are still many factors that bother and restrict the development of the tea industry. For example, China 's tea has low industry concentration, and problem of homogenization. So far, there is no tea brand that has swept the world. Although the foreign trade of tea has maintained a trend of rising prices, the supply of raw materials still appears to be exceeding supply, which puts forward higher requirements for the in-depth development and horizontal expansion of the tea industry. The small and scattered traditional tea business organization has been very unsuited to the requirements of the market situation.

Research on Mutual Promotion of Tea Industry Exhibition Economy and Tea Industry

In the current era of economic globalization, the development of China's tea companies cannot be separated from the exchange of market trend and the international market. The holding of the tea industry exhibition provides a dual development strategy for China's tea industry to achieve strategy of "going out".

Through the tea industry exhibition, various enterprises can focus on the promotion of tea specialty products, and can assist tea farmers and tea companies to understand the market situation. It has the characteristics of large amount of information, fast speed, and timely feedback. During the exhibition, we provided opportunities for partners, distributors, and consumers in the tea industry to communicate with each other. Through the exhibition, they were allowed to increase their understanding and more accurately capture the latest research results and future developments of the entire industry.[4] The tea market has been activated, driving the development of the tea industry and injecting new vitality into the standardization, industrialization and internationalization of the tea industry. At the same time, the rapid development of the tea industry in recent years has also enriched the content and theme of the tea industry exhibition, and better promoted the development and prosperity of the tea industry exhibition economy.

For a long time, an important reason for the slow development of China's tea industry is the lack of inter-regional and international exchanges and cooperation among tea farmers and tea companies, resulting in market scarcity and product complementary. Successful tea industry exhibitions can not only bring direct economic benefits to tea companies, but also generate indirect pulling benefits to the industries related to the tea industry. This article believes that

the pulling effect of the exhibition economy on the tea industry economy is mainly reflected in several aspects:

Promote product sales

One of the purposes of the Tea Fair is to timely and accurately transmit the supply and demand information of the tea industry and tea products to all parties participating in the exhibition in order to promote the smooth sales of the products. The tea companies participating in the exhibition obtained a lot of information in terms of developing and expanding marketing channels, constructing a perfect marketing network, and finding reliable partners, which provided a strong guarantee for the expansion of product sales.[5] Therefore, the tea industry exhibition can provide many tea-related development business opportunities, directly or indirectly, create huge economic benefits for tea farmers and tea companies, thereby effectively promoting the sales of tea products and the economic development of the tea industry.

Promote new product development and technological innovation

Innovation is the intrinsic driving force and foundation for the survival and development of tea companies. However, for most tea companies in China, their scale is generally small, and the limited resources obstruct their ability to innovate. Under the traditional transaction model, there is relatively little communication within the industry, which is a relatively occluded state, and corporate innovation capabilities are weak. There are two main ways for enterprise innovation. The first is independent innovation. The enterprise has to bear the cost of innovation and the risk of innovation failure. The second is to learn from other companies in the same industry and carry out innovation, although from the perspective of innovation costs, imitation innovation is much lower than the cost of independent innovation. Individual companies that were in a decentralized state gathered together through the platform of the exhibition, creating a platform for exhibiting, exchanging and cooperating for each exhibiting enterprise.[6] They can understand the most advanced technology and products in the industry, market demand and development direction. This opportunity is even more important in large-scale tea industry exhibitions. It saves time and costs for enterprises, reduces innovation costs, and is conducive to developing new products for tea companies.

Conducive to international effects and promote the construction of Chinese tea brands

Global economic integration and international development trends are the needs of the times, and agriculture, including the tea industry, is no exception. The agriculture of each country or region is based on the comparative advantage and performs effective regional division of labor and reasonable allocation of resources to achieve the purpose of two-way flow of products, information and resources in domestic and international markets. To achieve international exchange and trading of excellent tea products and production factors with other tea-producing or consuming countries on management, technology, marketing and future development strategies, publicity is particularly important. "Yunnan Dayi Tea Industry Group Company", as a leading Pu'er tea company, exhibited the "Dayi" brand produced in Yunnan at the meeting. International and domestic tea merchants continued to visit the booth, achieving a demonstration effect.[7] Dayi Tea Products and tea culture were promoted. The holding of large-scale international tea industry exhibitions will help accelerate the internationalization of China's tea industry, enhance the competitiveness of enterprises and the industry, and also help the construction of China's tea brands.

Prospects for Mutual Promotion of Tea Industry Exhibition Economy and Tea Industry

The development of the tea industry exhibition economy will become a huge driving force for the development of China's tea industry in the new era. It is expected that the development of China's tea industry exhibition economy will become more standardized and systematic, and it is necessary to promote the development of the tea industry exhibition economy and improve the quality of exhibitions. The author believes that it is not only necessary to rely on exhibiting

companies, but also to play the leading role of the government and the organization and coordination role of industry associations. "Convention marketing" is a systematic project that requires the coordination and cooperation of all parties concerned to work together. Through relevant government departments to increase support for the tea industry exhibition economy, speed up legislation and regulate market operations; the government moderately delegated power, carefully organized, centralized management and approval; incorporated exhibition marketing into the corporate marketing system for systematic planning, and the purpose of the exhibition is correct.[8] Select exhibitions; carefully arrange participating exhibitions, and guide companies to participate scientifically and effectively; the tea industry associations play a good role in coordination and management, do well in the construction of exhibition information, guide companies to participate scientifically, and promote faster development of the tea industry exhibition economy; At the same time, it attaches importance to the beneficial resources brought by scientific and technological progress, organically combines the Internet with the exhibition industry, and further promotes the development of tea industry exhibitions such as internationalization, market-oriented, and brand development.

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