

A Study on the Marketing Optimization Strategy of Exhibition Industry in Dalian under the "Dual Circulation" Development Paradigm

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Abstract. The Chinese government stressed the need to build a new development pattern with the domestic big cycle as the main body and the domestic and international double cycles promoting each other. As a convention and exhibition center city in Northeast Asia, Dalian's exhibition industry has made brilliant achievements. However, in recent years, influenced by market competition, industrial policy adjustment and other factors, there are still some problems in the marketing strategy of Dalian exhibition industry, compared with the marketing strategy of exhibition industry in developed regions. Strengthening innovation leadership and optimizing marketing strategies will help promote industrial upgrading and transformation, and then improve the quality and efficiency of economic development. This study will provide reference value for the improvement and promotion of Dalian's exhibition industry.

1. Introduction

The exhibition industry is a multi-dimensional industry. The development of the exhibition economy is closely related to the industrial structure, regional advantages, openness and marketization, infrastructure construction and the development of service trade in the region^[1]. With the help of the exhibition industry, we can increase exchanges and cooperation with local and international organizations, enhance the city's popularity, and promote the development and improvement of the urban structure. The background of the "Dual Circulation" development paradigm urges the exhibition industry to continue to adhere to specialization, internationalization, branding and informatization, and promote high-quality development of its own and regional economy through new technologies, new models and new strategies^{[2][3]}.

2. Advantages of exhibition industry development in Dalian

As one of the important port cities in China, Dalian is the central city of exhibition in Northeast Asia. The exhibition industry in Dalian started in the "Seventh Five Year Plan" period. The Dalian International Fashion Festival and China International Fashion Fair are the symbols of the beginning of the exhibition industry in Dalian. Dalian's exhibition industry has achieved great development from holding exhibitions to exhibition area, from the number of exhibitors to the size of exhibitors from 1996 to 2007. The Guiding Objectives for the Development of Dalian's Convention and Exhibition

Industry during the "Eleven-Five Year Plan" issued in 2006 further clarified the direction of Dalian's exhibition industry. So far, it has become an important trend for the development of Dalian's exhibition industry to gradually realize the opening up and build international exhibition brand projects. During this period, Dalian has built a group of leading software development service providers in China, and successfully held eight sessions of the software fair. The World Economic Forum, known as the "Economic United Nations", was introduced. These large-scale international and national exhibition activities have led to the organic integration and rapid development of multiple industries related to Dalian's catering, accommodation, transportation, tourism, shopping, entertainment, etc., injecting new vitality into Dalian's investment promotion, project negotiation, talent introduction, and enhancing the city's core competitiveness, as well as promoting the economic development of Northeast Asia.

From the perspective of policy orientation, Dalian Municipal People's Government issued the 13th Five-Year Plan for the National Economic and Social Development of Dalian in 2016, proposing to promote the market-oriented, large-scale, professional, brand-based and information-based transformation and development of business exhibition services, and build a famous international business exhibition city in Northeast Asia. The the "14th Five-Year Plan" for the High-Quality Development of Foreign Trade made in 2021 pointed out that we should strengthen the participation and exhibition, build a domestic high-quality exhibition platform, and encourage enterprises to use new technologies and new channels to carry out

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foreign trade. In the same year, the “14th Five-Year Plan” for the development of Dalian’s foreign trade and trade circulation emphasized that Dalian should give full play to the advantages of the free trade pilot zone, actively develop international exhibitions, and promote the integrated and innovative development of multiple industries. The “14th Five-Year Plan” for the development of the exhibition industry in Dalian made in 2022 emphasized that the exhibition industry in Dalian should actively face new forms of development, and promote the high-quality development of the exhibition industry in Dalian.

From the perspective of industrial characteristics, Dalian is one of the few cities in the country with a financial factor market, the only futures exchange in Northeast China, and the largest trading market for oil, plastic, coal and iron ore futures in the world. According to the statistics of Dalian Development and Reform Commission, the growth rate of Dalian’s service industry showed good vitality and potential compared with other provinces and cities in 2022. In the first half of the year, the index of the city’s service industry continued to be higher than that of the whole country and the province. The proportion of the tertiary industry in the regional GDP was 50.2%, driving the economic growth of 2.1 percentage points. The UFI report points out that “if the infrastructure of a city or region is relatively complete, the per capita income is above the middle of the world, the proportion of the service industry in GDP exceeds that of the manufacturing industry by more than half, the share of foreign trade in GDP is close to or more than 10%, and the strength of industry associations is relatively strong, then the exhibition economy will grow strongly in the city or region and play a positive role”.

From the perspective of geographical advantages, Dalian is located at the southernmost corner of the Liaodong Peninsula in China. It is surrounded by mountains and the sea, with beautiful scenery, distinct four seasons, and a pleasant climate. In addition, as the “eldest son of the Republic”, Northeast China bears the start and take-off of China’s industry, while Dalian is also known as the “No.1 Economic City in Northeast China”, with a strong industrial foundation, rich tourism resources, and significant advantages in port trade. According to the 2021-2022 China Free Trade Pilot Zone Institutional Innovation Index, the Dalian Free Trade Zone ranks 12th among the 54 free trade zones in the country with a score of 80.94, ranking among the top in the country. The Dalian Free Trade Zone has firmly grasped the regional advantages in the economic landscape of Northeast Asia, closely combined institutional innovation with local characteristics, and continuously conducted differentiation exploration, achieving remarkable results.

3. Optimization strategy of exhibition marketing in Dalian

This article uses a questionnaire survey and regional economic theory to explain and analyze the data results. According to the survey data in table 1, 75% of

exhibition industry employees believe that exhibition marketing strategies are very important. This indicates that the research on optimization of exhibition marketing strategies in Dalian has important value.

Table 1. Survey results of the role of exhibition marketing strategy.

Option	Proportion
Extremely important	75%
More important	25%

3.1 Aim at regional exhibition marketing positioning

Urban exhibition marketing can be seen as a “eyeball marketing”. Clear marketing positioning is a strategic means for the scale and quality of exhibition activities. The report of the 20th National Congress of the Communist Party of China emphasized the importance of building a regional economic layout with complementary advantages and high-quality development as well as a new development pattern of double circulation. Regional economic development is the prerequisite for the development of exhibition activities^[4]. As a high-end service industry, the exhibition industry should highlight the core nature of its services, aim at its own market positioning, be demand-oriented, and highlight the key direction, so as to remain invincible in the new pattern. In practice, exhibition activities involve different participants such as governments, enterprises, industry associations, etc.. Regional production resources are limited, and it is extremely difficult for any city to hold all kinds of exhibition activities in the whole industry and from multiple angles^[5]. Therefore, it is very important to carry out the exhibition marketing positioning matching with the target market by taking the reasonable allocation of resources in the region as the leading factor, subdivide the market, and rely on the focus of urban and regional strategic development.

The “14th Five Year Plan” for the Development of the Exhibition Industry in Dalian clearly states that during “the 14th Five Year Plan” period, the exhibition industry in Dalian should adhere to the general tone of seeking progress while maintaining stability, with promoting high-quality development as the theme, deepening supply side structural reform as the main line, and taking reform and innovation as the fundamental driving force. Adhere to the development direction of “strategic, ecological, professional, branded, internationalized, market-oriented, intelligent, convenient, sustainable, and safe”, accelerate the transformation and upgrading of the exhibition industry, promote the high-quality development of the exhibition industry in the new era, achieve new breakthroughs, and strive to build Dalian into an influential international exhibition city in Northeast Asia.

3.2 Continue to build exhibition brand effect

Branding is one of the main trends in the development of the exhibition industry under the current dual cycle new pattern. Currently, many cities are moving towards an

international metropolis, so the characteristics and advantages of regional exhibition branding are becoming increasingly prominent. The holding of large-scale, authoritative^[6], and highly professional sports events such as the 2008 Olympic Games and the 2022 Winter Olympics has promoted the sustainable development of Beijing's ice and snow industry. In addition, after ten years of unremitting efforts, the Service Trade Association has promoted the integrated development of Beijing's service trade, while also improving the level of international cooperation in the city's related industries. While Beijing's exhibition economy has entered the fast development track, its powerful regional radiation function has driven the development of the exhibition economy in neighboring provinces and cities such as Tianjin and Hebei. The successful hosting of the 2010 World Expo has brought enormous opportunities for Shanghai's urban construction, economic development, and urban upgrading. Since 2017, the China International Fair has played a leading role as a creative platform, promoting high-quality development of China's and even global trade.

Although there is a certain distance compared to Beijing and Shanghai, Dalian has obvious advantages in location and economy and trade as a port city. According to the survey in table 2, 79.17% of people believe that branding is one of the most important directions for the future development of exhibition marketing innovation in Dalian. While continuing to play the role of Dalian International Clothing Festival and Carnival and China International Clothing and Textile Expo, Dalian should strengthen the existing brand effects such as the Summer Davos Forum, Dalian International Industrial Expo, and Dalian International Marathon, and improve the development goals of exhibition brands based on industrial development planning and market demand.

Table 2. Survey results of innovative development direction of exhibition marketing in Dalian.

Option	Proportion
Specialization	70.83%
Branding	79.17%
Individualization	20.83%
Intelligence	50%
Platformization	50%
Diversify	20.83%

3.3 Build a diversified exhibition structure model

In the development process of the exhibition industry, building a diversified exhibition structure and development model is also a measure. The development of the exhibition industry needs to be combined with the advantageous industries of regions and cities, fully understand the characteristics of different industries in regions and cities, rationally allocate resources, and formulate policies and management systems for the development of the exhibition industry^[7]. The "Pearl River Delta South China Exhibition Economic Industrial Belt", composed of cities such as Guangzhou, Shenzhen, and Hong Kong, has planned, organized, and organized a number of standardized exhibition activities for specific

industries such as clocks, building materials, and information, centering on the advantages of high-tech directions such as electronic information, biological information, and new materials. In addition, Hong Kong and Macao are both famous international exhibition capitals, providing opportunities for the region's industries to enter the international market and enhance the level of exhibitions. Even in the face of the impact of the epidemic, the exhibition industry in Guangdong Province is still recovering faster than in the country, which is due to the formulation and implementation of relevant policies and the construction of a diversified exhibition structure model, creating a brand of exhibition.

Our survey in table 3 found that industrial ecology is one of the main directions that Dalian needs to pay more attention to. Guide the coordinated development of various exhibitions at different levels and gradients, refine the management system and methods of exhibition marketing, and implement them in practice. In terms of exhibition design, exhibition process, exhibition services, etc., it is necessary to form characteristics so as to form a complete industrial chain development structure with surrounding industries.

Table 3. Survey results of the future development direction of exhibition marketing innovation in Dalian.

Option	Proportion
Long-term goal	41.67%
Diversified forms	45.83%
Service intelligence	58.33%
Ecological industry	58.33%
Project platformization	29.17%
Operation digitization	45.83%

3.4 Innovative exhibition marketing communication strategy

With the rapid development of the economy and the gradual improvement of network technology, the exhibition industry has entered a critical period of transformation and upgrading. In the new era of 5G live broadcasting economy, the marketing and communication methods of the exhibition industry have also undergone changes^[8]. As a mega-city in western China, Chengdu put forward the idea of "running a good exhibition activity, focusing on an industrial cluster, linking a group of high-quality enterprises, attracting a group of outstanding talents, and negotiating a number of high-end projects", actively using digital, intelligent and intelligent means to give full play to the magnetic field effect of exhibition activities and promote the development of exhibition industry. The marketing strategies adopted by the 2020 Chengdu Construction Expo include online promotion of industry merchants, new product release, business promotion, release of supply and demand information, online exhibition, business matching, customer appointment and other appeals, and the exhibition effect is very prominent. In addition, many museums and art galleries in Chengdu have launched "Cloud Viewing Exhibition", which enables visitors to watch the exhibition online without leaving home, enriching the spiritual life of the people.

According to the current situation of marketing communication in the exhibition industry in Dalian in table 4, we need to optimize and innovate the communication methods and strategies of exhibition marketing. Using the digital event process, interactive projection, special effects projection, virtual reality, electronic interaction, and other display technologies are effectively integrated into the entire process of the event, and the exhibition process and information are continuously exposed. In addition, integrate various resources, establish an information sharing platform for exhibitions and leading industries, and ensure smooth connection and circulation between the industrial chain and the supply chain.

Table 4. Survey results of marketing channels of exhibition industry in Dalian.

Option	Proportion
Television	37.5%
Broadcast	20.83%
Newspaper	0%
Magazine	29.17%
Telephone	37.5%
Network	91.67%
Other forms	20.83%

3.5 Cultivate professional exhibition marketing talents

In the fierce market competition, in order to maintain advantages and lead competitors in the development of the exhibition industry, it is also necessary to make more efforts in the cultivation of exhibition practitioners, create an innovative mechanism for professional exhibition marketing talents to stand out, and serve the healthy and rapid development of the exhibition industry through talent introduction and cultivation, avoiding talent gaps becoming difficult and painful points in the industry's advancement^[9]. For example, the "Hangzhou Convention and Exhibition Industry Promotion Regulations" clearly require the establishment of a talent cultivation, introduction, and incentive mechanism for the exhibition industry, and incorporate it into the city's talent development plan; Encourage universities, scientific research institutions, vocational training institutions, and exhibition enterprises to establish teaching, research, and training bases for the exhibition industry, and jointly cultivate talents in the exhibition industry. The "Hangzhou Three Year Action Plan for Accelerating the Development of the Exhibition Industry (2018-2020)" also emphasizes the incentive methods for encouraging and guiding exhibition practitioners to participate in international exhibition professional training. Chengdu is the first city in the country to issue the "Implementation Measures for the Chengdu Industrial Ecosystem Talent Plan". Each year, it selects 10 exhibition leading talents, each of whom can receive a subsidy of 300000 yuan, and provides support for talents in terms of housing security, children's enrollment, and job title application. Through talent cultivation and industrial development, Chengdu is constantly on the high quality development fast track of building an international exhibition capital.

According to the survey, 66.67% of people believe that one of the main problems currently existing in the exhibition industry in Dalian is the lack of professional marketing talents. Dalian needs to optimize the incentive mechanism and training mechanism for professional talents. While attracting outstanding professional exhibition talents to settle in Dalian, encourage and support local universities offering exhibition majors to strengthen industry-university-research cooperation, maximize the function of school-enterprise cooperation, and make the students majoring in exhibition more grounded.

4. Conclusion

Under the guidance of regional economic theory, the development of Dalian's exhibition industry under the dual cycle strategy should effectively optimize and improve exhibition marketing strategies from all aspects. While recognizing the advantages of industrial development and the long-term development planning objectives of the region, it is also necessary to conduct market research and analysis based on the actual situation, conduct reasonable allocation of effective resources^[10], fully utilize the strategies of exhibition marketing and communication, formulate relevant policies that are conducive to the cultivation of exhibition professionals, create the radiation effect of regional exhibition brands, and assist in the high-quality development of the exhibition economy.

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