



AZƏRBAYCAN RESPUBLİKASI
TƏHSİL NAZİRLİYİ

The Ministry of Education of Azerbaijan
Republic

International fairs as a strategy for
industrialization in 21th century: An example of
EXPO's

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CONTENTS

Acknowledgements

Abstract

1 Introduction

1.1 History of EXPO

1.2 Essence and content industrialization

1.3 Advantages international fairs

1.4 Evaluating international fairs

2 Application fairs in industry

2.1 Fair types

2.2 Preparing for international fairs

2.3 EXPO in countries

2.4 The success of EXPO

3 Problems of international fairs

4 Empirical results

5 References

Acknowledgements

I would like to give special and sincere thanks to my supervisor Seymour Aliyev for his useful comments and remarks and for his engagement with me for this thesis, as well as helping me in doing the research which taught me so many new things.

I would also like to thank my parents for their wise counseling and sympathetic ears.

I would like to thank my friends for accepting nothing less than excellence from me.

Abstract

The main purpose of this paper is to explore the possibilities of industrialization and International fairs' role in the 21st century. This study is planned as three sections and the subject is taken in hand by being detailed with subtitles.

In the first section general concepts of international fairs are emphasized and necessary definitions are done. International fairs are also mentioned accordingly, international fairs strategies and history in the industry are tried to explain.

In the second section the detailed definition of fair and exhibition which are the main working fields, is done. The situation of fairs and exhibitions are expressed by comparing with the other countries. The importance of fairs and exhibitions are emphasized in terms of industry.

In the third and the last section, about Azerbaijan, the importance of fairs and exhibitions in terms of Azerbaijan are highlighted by mentioning the statistical analysis and the previous studies concerning this issue.

Introduction

International fair is an exhibition ordered so that companies in a exact industry can showcase and establish their latest products and services, happen with industry partners and customers, study activities of rivals, and examine current market trends and opportunities.

Modern trade fairs survey in the tradition of trade fairs recognized in late medieval Europe, in the era of merchant capitalism.

In this era, create and craft producers visited towns for trading fairs, to sell and showcase products. From the late eighteenth century, industrial exhibitions in Europe and North America became more common reproducing the technological dynamism of the Industrial Revolution.

In the late 19th century, the concept of yearly industry-wide trade shows added traction, dispersal from European manufacturing centers to North America.

By the 20th century, specialized companies came into reality simply to manage the trade-show industry, and permanent trade show grounds or settlement centers were established as scenes that featured a revolving calendar of trade shows.

In the 21st century, with the fast industrialization of Asia, trade shows and exhibitions are now ordinary throughout the Asian continent, with China leading the exhibitions manufacturing in Asia, accounting for more than 55 per cent of all universe sold in the region in 2011.

Generally, relations between agriculture and industry exist in a outline either of an industrialization tactic with an internal dynamic focused toward economic self-development, or a strategy with an external dynamic, tending to assimilate the economy into the international industrial system.

Industrial strategy disruptions the broad goal into components and then looks at how alternative strategies of industrialization might perform for a developing country that is concerned about reducing its dependence on the industrial world.

Five types of dependence are measured as possible targets of such a program:

- market dependence
- technological dependence
- managerial and entrepreneurial dependence
- foreign capital dependence
- economic inflexibility

One of the topics that entered into the globalization movement that has been showing its effect rapidly over the last 20 years in the world is trade. Globalization

Companies have been struggling to find new markets in order to increase their profitability, to keep their current market share in their hands and to develop them.

It is not as easy as it is supposed to be in new markets, particularly in the context of global competition.

More over, not only to enter the market but also to be permanent in the market, the implementation of some of the promotional activities.

Fairs are the mediums that provide the opportunity for companies to carry out their commercial activities both domestically and abroad. In this respect, have new partnerships, have information about the market to enter to be able to follow technological innovations and they have the opportunity to see their situation.

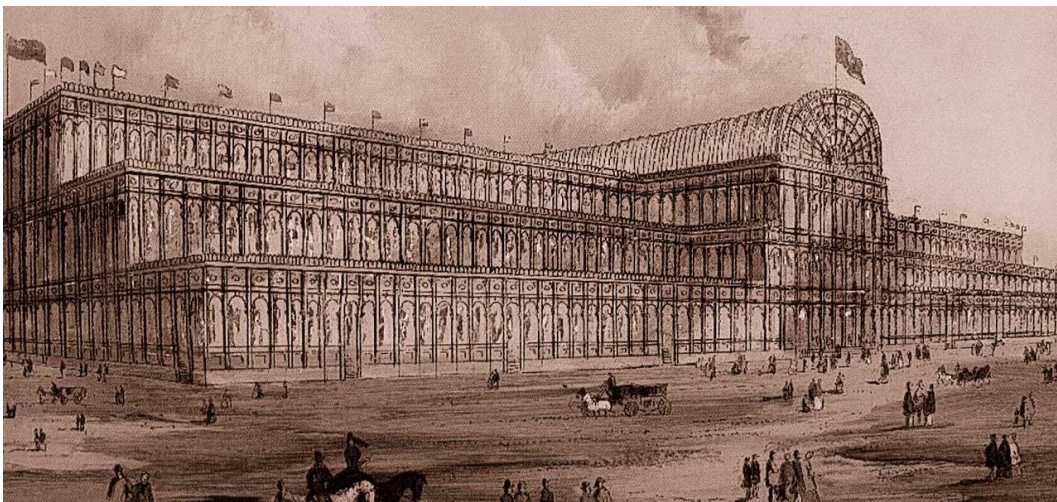
1.1 History of EXPO

The previously Expos from 1851 to the medium of the XXth century were strongly prejudiced by the industrial revolution and the royal determination of the time.

Material progress founded on technological modernization was at the heart of the exhibitions; and expatriate pavilions where countries could platform the exoticism of their groups and the ethnographic characteristics of the pretended "original people" were great entertainment charms of Expos.

During this "period of progress" the Expos were - as the great German academic and cultural censor Walter Benjamin said - "the sites of the excursion to the commodity fetish" and possibly the most important event of cultural argument.

The First and the Second World Wars totally changed the idea of technology as a source of improvement: technology could be damaging and its use should be sited under social and political obligation.



After World War II, the captivation for material progress gave way to the upgrade of human progress and global dialogue. Technology was stagnant at the centre of Expos, but not by way of an end in itself, as a revenues for human progression.

Expo 1958 Brussels was committed to "Progress and Mankind"; Expo 1962 Seattle was around "Man in the Space Age"; Expo 1967 Montreal was committed to "Man and his world."

By creating a peaceable discussion platform, Expos in progress funding to the global dialogue and nurturing cooperation, specifically with Expo 1967 Montreal and Expo 1970 Osaka that simplified the "détente" of the primary 1970s during the Cold War.

At the equal time, the progress of decolonisation permitted the making of new countries that developed new players of Expos.

The number of joining countries improved year after year: 39 in Brussels, 109 in Seville, 78 in Osaka, 62 in Montreal 1992, 155 in Hannover 2000, 193 in Shanghai 2010. Currently, Expos have become a platform for cultural variety based on equality and respect for all cultures.

Later the year 2000, Expos have occupied on a significant role of hovering awareness on the importance of workable development and addressing the decisive challenges of our time. Expo 2000 Hannover encouraged sustainable development and ranged itself explicitly with Agenda 21.

Expo 2005 Aichi directed at demonstrating that there was a clear inexpensive advantage in combining technology in harmony with nature.

Expo 2010 Shanghai was another revolutionary, as it showcased explanations for sustainable built-up development, in a world where partial of the population lives in cities.

By provided that a unique space for conversation and cooperation, Expos goal at being efficient devices of progress in all areas related to sustainable and human improvement such as the situation, energy, health or education.

Starting from 1933 B.I.E. officially recognizes many Universal and Specialized Expositions, some of them became really famous in the past and contributed to make history.

The World Expo have ancient origins, they just started in Paris in 1798 with the "Exposition publique des produits de l'industrie Française".

But the first historical World Expo as we approximately intend it today, dates back to 1851 in London, capital of England and worldwide industrial centre.

London Universal Exposition in 1851 – "the Great Exhibition of the Works of Industry of all Nations" – with its 25 guest countries and a 6 million visitors, represented a unique event of such kind and it deeply influenced the history of such exhibitions while guaranteeing its success and that of the future World Expo.

After that of London in fact, during the years lots of Universal Expositions were organized that touched the most famous capitals of the world: Paris, Vienna, Melbourne and Paris again with the extraordinary Expo in 1889 – from May 5th to October 31st 1889 – entitled "Celebration of the Centennial of the French revolution", that had the theme of French Revolution's 100th anniversary as a protagonist and left us the Tour Eiffel, the steel tower 300 mt high, especially built on this occasion.

The word "fair" was used for the first time in the medieval period, although it was a phenomenon that traders traveled around the region, faced with local producers in shopping centers and markets, and bought products, which began to be observed during the Ancient Egyptian and Roman Empire periods.

The word "fair" comes from the Latin word "Feria". Feria, usually religious festivals established near monasteries or churches.

There is also a similar meaning in German, "Messe", which is used as a counterpart of fairs. It was derived from the Latin word "Missa", which is used in worship.

The first fair was held by King Dagobert near Paris. In the suburb of Denis Founded in 629, "Foire de Saint Denis" is. In the 18th and 19th centuries, along with the industrial revolution, fairs have turned into markets where goods are only exhibited from markets sold.

The aim was not to bring them in copiousness from the same products and sell them during the fair but to take the first step of the shopping, showing only one sample from a wide range of products.

During this revolution in fairs, The fairs were called Sample Fairs.

Fairs, although fast progress in electronic communication, sales and As one of the most dynamic and effective elements of marketing, it continues to develop today. In today's modern economy, personal and fairs provide the most suitable environments for establishing long-term commercial contacts.

The only places that offer full capacity utilization of the five sensory organs in a face-to-face interaction environment are the fairs. No matter how advanced the technology in communication and trade, the fashion of fairs will never pass.

1.2 Essence and content industrialization

Industrialization is the process by which an economy is converted from mainly agricultural to one founded on the manufacturing of goods. Individual manual labor is often changed by automated [mass production](#) and craftsmen are changed by [assembly lines](#).

Characteristics of industrialization consist of economic growth, more effectual division of labor, and the usage technological innovation to explain problems as opposed to addiction on conditions external human control.

The Industrial Revolution drops its origins to the late 19th century in Britain. Prior to the explosion of industrial manufacturing facilities, gathering and processing were generally passed out by hand in people's homes.

The steam machine was a key creation, as it certified for many different types of machinery. Growth of the metals and textiles industries indorsed for the mass production of basic personal and marketable goods.

As manufacturing actions grew, transportation, finance and communications manufacturing expanded to provision the new productive measurements.

The Industrial Revolution directed to unprecedented development in wealth and financial comfort for some. It also led to enlarged labor specialization and tolerable cities to support larger populations, encouraging a rapid demographic shift.

People left rural areas in large numbers, in search of potential prosperities in budding industries. The insurrection quickly spread outside Britain, with manufacturing insides being recognized in continental Europe and the United States.

World War II created unmatched demand for certain industrial goods, leading to a accumulation of productive capacity. After the war, renovation in Europe occurred along with a massive population extension in North America.

This provided added catalysts that saved capacity application high and stimulated future growing of industrial activity. Innovation, specialism and wealth creation were reasons and special effects of industrialization in this period.

The late 20th century was remarkable for rapid industrialization in other shares of the world, particularly East Asia. The Asian Tigers of Singapore, Hong Kong, South Korea and Taiwan are well known for financial growth that changed those economies.

China famously qualified its own industrial revolution after affecting toward a more diverse economy and away from impenetrable central planning.

1.3 Advantages and disadvantages of international fairs

Advantages:

Raise awareness – exhibiting at industry events is a good tactic to advance your profiles and produce brand awareness. As well as pleasing a stand at an event, there are generally other promotion and sponsorship opportunities.

- **Meet in person** – meeting face-to-face with possible customers is a great way to start structure relationships.
- **Networking** - trade demonstrations are a great way to meet possible new customers, suppliers and to study more about your competitors.
- **Launch new product** – trade shows are a respectable place to introduce a new product or service. Being able to describe your proposing in person and answer questions is perfect if your product is innovative.
- **Build your database** – meeting with possible customers at an exhibition benefits you to start building your marketing lists and create qualified sales leads.

Trade fairs are usually targeted at an industry, those involved in the industry or those interested in the industry. Taking part in a fuard is a great way to advertise to a specific target audience and create brand awareness. Fairs are big organizations.

In other words, before you join there, you are promoting a fairly wide audience with the relevant exhibition managers, advertising channels and government, municipal and public promotion areas.

This allows you to promote even those who do not have information about your products or services.

Depending on the industry, product or market tests can be carried out at trade fairs and exhibitions to have industry or general opinion about your presentation. If you want to participate in sector fairs and you are in the same sector is a great advantage for you. Because the participant knows the content clearly and you reach the right audience.

Participating in a fair or show can bring you a different point of business. At an unexpected moment, you may be attentive to a person or institution with a high population of your products or services.

Sales, advertisements, analyzes are an excellent venue for gathering more data. In these cases, updating your database, your donations, what you know will be healthier.

- Gain new customers
- Compilation of new customer databases
- Strengthening relationships with customers Introducing new products and services
- Demonstration and promotion
- Creating a corporate image
- Brand creation and empowerment
- Attention to the media
- Correcting customer misinformation
- Share ideas instantly about products

Advantages for company (percent)

- To show the company's presence on the market (83% of participants)
- New product presentation (79%)
- Contacting existing customers (78%)
- Replacement and information acquisition (78%)
- Winning new customers (77.6%)
- Increasing knowledge and improving company image (76%)
- Increasing product knowledge (75%)
- Determination of customer needs (70%)
- Achieving sales contracts (64%)
- Influencing customers' decisions (63%)
- Increasing awareness of the product (58% of companies)
- Exchange information about the market (50% of companies)
- Determining customer needs (50% of companies)
- Influencing customers' decisions (33% of companies)
- Achieving sales contracts (29% of companies)

Advantages for visitors (percent)

- Complex, synthetic and neutral information
- Excellent comparability of offers
- Possibility of objective evaluation
- 54% of visitors visit the show to see new products or services
- 48% of visitors are conducting information surveys
- 40% want to update what they know with new technology
- 15% participate in fairs to establish business connections

1.4 Evaluating international fairs

- By bringing the "domino effect" of the fairs to the sector, contributing to the co-operation between cities;
- Vitalization of the economic life of the region where the fairs are held to give;
- The fair organizations, enterprises and individuals in the global market to help them learn about trends and demands for employment;
- Strengthening product and business image and information on competing entities giving the possibility of collecting;
- In the development of social, cultural and political relations, especially tourism the emergence of life in terms of;
- Contributing to the urban development of the region where the fairs are organized;
- Fairs, cooperation between public and private institutions in the process of regulation and penetration of communication enhancement;

The contributions of the fairs, both domestic and foreign trade, are too high to be denied. We can collect them in two groups.

Firstly, we can examine them in three fields:

a) Selection of the right fair; As in the other channels of marketing, it is necessary to target a specific audience, not all customers, at the fairs. On the contrary, joining all the fairs organized in the related sector is a big marketing failure.

In order to prevent this, it is necessary to determine the visitor profile by using the past statistics of the fair to be attended, to determine the estimated sales increase to be provided by the fair, and also to determine at the cost of the fair.

b) A good promotion process; After the identification of the fair to be attended, the promotion process should be activated. Within this scope, it is necessary to provide dozens of visits to the fair stand by sending free fair invitations to current customers. In addition to this, it is necessary to carry out advertisement work related to the participation of the fair.

c) determination of targets for the measurement of effectiveness;

It is important to determine the post-exhibition sales figure by developing a plan to evaluate the effect of the fair on sales. For this process, interviews, number of visitors, etc.

Statistical notes should be taken into account. Thus, after the exhibition both business connection and sales potential can be estimated.

Issues related to the structure of the exhibition organization can also be examined in three articles;

a) Not frequent meetings of fair organizations; It is one of the most intense critics of fairs in recent years. It is the arrangement of fairs which are very frequent and numerous. For this reason, it is sometimes difficult for companies to follow up. The organization of fairs in such a short period of time slows down the creation of new products or innovations. For this reason, timing is very important in trade fairs.

Fairs arranged in non-short intervals help to create long memory structure. In other words, the effect of the fair (s) in question can be observed more clearly than short-term fairs.

b) The highlight of the fair site selection; It is at the forefront of the most complex and hardest service sectors due to its structure that also includes other service tools within the fair organization. In this respect, it is necessary to pay attention to the following points in the selection of exhibition places:

The fact that the exhibition center has a certain potential in the relevant areas, lack of transport and accommodation problems, technological infrastructure in a closed area where the exhibition organization can accommodate.

c) Optimal scale exhibition; We can discuss the concept of an optimal scale exhibition in two different qualities and quantities. In terms of quality, the participation of open firms in different scales and technological innovations in the field intensively. As a matter of quantity, it is possible to reach the maximum number of participants in order to provide opportunities for cooperation which will create synergy between participating companies.

Application fairs in industry

2.1 Fair types

Fairs, horizontal fairs, vertical fairs, consumer fairs, integrated fairs and it is possible to take it as fairs only.

Horizontal fairs;

Refers to activities that do not exceed fifteen days in duration, in which at least fifty participants are involved, in which various goods and services are exhibited together with their commercial promotions, social and cultural activities can be held, and so on, without reference to a specific sector or product group.

These exhibitions are usually accompanied by agriculture, industry and all kinds of consumer goods. It is organized according to the principle of promotion and sale of products and services.

Classification of fairs can be done in terms of participants as well as visibility. "If a trade fair is coming from different sectors, such fairs are called horizontal visitor fairs".

Vertical fairs;

Participants who are directly involved in a specific product or service group or industry and produce goods and services for the sector must have at least twenty participants taking part and time in order to increase the number of technological and applied information exchanges and create the information exchange environment for commercial cooperation, events with a maximum of ten days.

Vertical fairs according to another definition; for a specific industry or business line or for a part of a specific line of business.

Vertical Exhibitions will not be held responsible for any products or services produced in the which are allowed to be exhibited and visited by the target groups related to that sector

Consumer fairs

Consumer fairs are exhibitions where consumer goods are exhibited to attract more consumers. Consumer fairs are fairly productive in terms of promotional activities and sales promotion. Consumer fairs are open to all segments of the society and are important in terms of ensuring that visitors from both the central and neighboring countries can be reached. as well.

2.2 Preparing for international fairs

Effective study and proper planning in this process is very important for achieving the expected success from the fair.

The main questions that companies should ask themselves in evaluating participation in the fair include:

- What are the general marketing objectives of the firm?
- What is the positive contribution of any fair for the company to achieve these goals? could it be?
- Other than the existing customers of the company's products and services. Do you need people?
- Less cost to reach potential customers than fair participation Is there any method?
- Is this an important market for your products?
- Are your products suitable for market standards and consumer tastes?
- Does your company have sufficient production and export capacity?
- What are your problems in this market? • Participation in the foyer is the best way to solve your problems?
- What are your primary goals in the exhibition?
- Is this fair the best among your alternatives?
- What is the cost of effective participation?
- What is the benefit / cost analysis of participation in the fairs?
- Investment of time and money required to develop this market after fairs Will it be possible?

First of all, the target market that the company wants to achieve must be determined correctly and other criteria should be examined in this direction. Criteria such as region selection, target group selection, selection of the organizing organization is of great importance. When making a decision to attend the fair, basic questions that need to be answered need to be reviewed. These questions can be listed as follows:

- What are the geographical results that the firm would like to achieve with participation in the fair?
- Which franchises are likely to participate and which distribution points and what kind of consumers do they want to reach?
- Is a horizontal or vertical visitor mass for the firm is more important?
- Are the statistics and databases used by the company in analyzing the fair?

When the firm decides to participate in a fair, the following four main criteria stand out:

- Is the firm's operating objectives compliant with the specialization fair?
- Is the product group of the firm listed on the list where the fair was announced?
- Are there any existing consumer groups in the fair visitors?
- Is it possible for potential customers to reach this fair?

In addition to all these, it is necessary to consider the differences which fairs are attracted to.

For example; The presence of sectoral side events (participation of congresses, exhibitions, professional chambers and associations) within the fair organization will make the fair sector a strong platform and direct wide group of visitors to this activity.

Some of the information that needs to be gained about the fair that is considered to be included in order to be able to make all these are evaluations.

- Fair name, sub-sector groups included
- Regulated city and country
- Name and address of the organizer
- How many and in many years
- Total number of participants and change according to years
- Number of foreign participants and distribution according to countries
- Participants' sectors and product groups
- Organizations and organizations supporting the fair
- Total net stand area area
- Total number of visitors and change according to years
- Profiles and occupational distributions of visitors
- Distribution of visitors according to countries
- Fair plan, place of stand
- Place rental and payment, deadline for booking
- Stand construction, decoration, technical facilities and cost
- The layout and cost of local staff
- Insurance and safety regulations
- Promotional facilities, advertising fees, press service
- Reception facilities, accommodation facilities, etc.
- Existing incentive opportunities

2.3 EXPO in countries

**15 countries
account for 80%
of the global indoor
exhibition space**

	TOTAL (in sqm)	WORLD %
USA	6 712 342	21%
China	4 755 102	15%
Germany	3 377 821	10%
Italy	2 227 304	7%
France	2 094 554	6%
Spain	1 548 057	5%
The Netherlands	960 530	3%
Brazil	701 882	2%
United Kingdom	701 857	2%
Canada	684 175	2%
Russia	566 777	2%
Switzerland	500 570	2%
Belgium	448 265	1%
Turkey	433 904	1%
Mexico	431 761	1%

06/2017 – 09/2017	Expo 2017	 Kazakhstan	Astana	Specialised Expo	Future Energy
05/2015 – 10/2015	Expo 2015	 Italy	Milan	World Expo	Feeding the planet, Energy for life
05/2012 – 08/2012	Expo 2012	 South Korea	Yeosu	Specialised Expo	The Living Ocean and Coast
05/2010 – 10/2010	Expo 2010	 China	Shanghai	World Expo	Better City, Better Life
06/2008 – 09/2008	Expo 2008	 Spain	Zaragoza	Specialised Expo	Water and Sustainable development
03/2005 –	Expo	 Japan	Aichi	Specialised	Nature's Wisdom

09/2005	2005			Expo	
06/2000 – 10/2000	Expo 2000	 Germany	Hanover	World Expo	Man, Nature , Technology
05/1998 – 09/1998	Expo '98	 Portugal	Lisbon	Specialised Expo	The Oceans: A Heritage for the Future
08/1993 – 11/1993	Expo '93	 South Korea	Daejeon	Specialised Expo	The Challenge of a New Road of Development
05/1992 – 08/1992	Expo Colombo '92	 Italy	Genoa	Specialised Expo	Christopher Columbus, The Ship and the Sea
04/1992 – 10/1992	Expo '92	 Spain	Seville	World Expo	The Era of Discovery
06/1991 – 07/1991	Expo 91	 Bulgaria	Plovdiv	Specialised Expo	The activity of young people in the service of a World of Peace
04/1988 – 10/1988	Expo '88	 Australia	Brisbane	Specialised Expo	Leisure in the Age of Technology
05/1986 – 10/1986	Expo '86	 Canada	Vancouver	Specialised Expo	Transportation and Communication : World in Motion - World in Touch
11/1985 – 11/1985	Expo 85	 Bulgaria	Plovdiv	Specialised Expo	Inventions
03/1985 – 09/1985	1985 World's Fair	 Japan	Tsukuba	Specialised Expo	Dwellings and Surroundings – Science and Technology for Man at Home
05/1984 – 11/1984	1984 World's Fair	 United States	New Orleans	Specialised Expo	The World of Rivers– Fresh Water as a source of life
05/1982 –	1982 World's	 United States	Knoxville	Specialised Expo	Energy Turns the World

10/1982	Fair				
06/1981 – 07/1981	Expo 81	 Bulgaria	Plovdiv	Specialised Expo	Hunting
07/1975 – 01/1976	Expo '75	 Japan	Okinawa	Specialised Expo	The Sea We would like to See
05/1974 – 11/1974	Expo '74	 United States	Spokane	Specialised Expo	Celebrating Tomorrow's Fresh New Environment
08/1971 – 09/1971	Expo 71	 Hungary	Budapest	Specialised Expo	The Hunt through the World
03/1970 – 09/1970	Expo '70	 Japan	Osaka	World Expo	Progress and Harmony for Mankind
04/1968 – 10/1968	HemisFair '68	 United States	San Antonio	Specialised Expo	Confluence of Civilizations in the Americas
04/1967 – 10/1967	Expo '67	 Canada	Montreal	World Expo	Man and His World

In Germany

Following the global diminution in 2003, especially in Germany, world fairs, the fairs started to get out again. The number of participants in the 141 international fairs held in 2005 increased by 2.6% compared to the previous year.

It is believed that the main reason for the increase in 2005 in the number of exhibitors in Germany fairs, which suffered shrinkage in 2003 and started to get rid of this shrinkage in 2004, is the resurgence of revival in all sectors.

Looking at the size of the stand space leased, it is seen that the exhibitions organized in 2005 in Germany have experienced a small increase compared to previous years. It has been the first time in the stand area that has been leased since 2000. This rise of 0.6% implies indirectly that the German fair organizers have a slight increase in 2005 revenues. Stand area leased at international fairs held in 2005 in the country It is 6.240.000 m².

The only decline in the German fairs was the number of visitors to the fairs during 2005. The reason behind the visitor figure which decreased by 2.2% compared to 2004 visitor figures is not because of the decrease in the interest to the fairs but to the visitors' and that is why the same people are visiting the same fairs less often, is expressed by AUMA President Thomas H. Hagen¹⁰⁴. 141 international exhibitions held in 2005 in the country visited 9.590.000 people.

As mentioned before, Germany is the leading country in the world fair. Fairs are considered as a very serious sector in Germany and fairness a considerable amount of income is generated through its activities.

When we look at the fairs sector on the world scale, it is seen that Germany has many reasons for being the leader in the field of exhibition.

First of all, the services offered in fair the fact that the fair organized areas are equipped with sufficient infrastructure and technical possibilities and the works for various sectors in the field of exhibition are the basis of the achievements achieved by Germany.

The greatest demonstration of Germany's seriousness in terms of fairness is to establish a structure called the "Institut für Messewirtschaft und Distributionsforschung zu Köln (Cologne University Fair Sector and Distribution Research Institute)" affiliated to the University of Cologne, institution.

The last major fair is Paris Fair (in 1900). The special exhibition building next to the III was opened in Grand Palais with 83,000 participants.

Similar fairs were held in USA during these periods. One was held in Philadelphia in 1876 due to the 100th anniversary of the "War of Independence". But the most spectacular of these fairs was "the American trade fair in Chicago in 1893 due to the 400th anniversary of the discovery by Columbus".

In the 20th century many famous fairs were realized. 1902 Torino Fair, 1904 St. Luis Fair, 1908 London Fair, 1924-25 British Empire Fair in Wembley, 1937 Paris Fair, 1958 Brussels Fair, 1964-65 New York.

Fair, 1967 Montreal Fair is some of them. Similar fairs were organized under various names in various countries in the following years. These fairs, like their first pioneers, are aimed at the promotion of the regulating countries, the development of industry and commerce.

Trade fairs were taking place in trade as an activity aimed at exhibiting goods and services until recently. Now, however, fairness has become a sector by itself.

Professional organizer companies have begun to set up huge fairs in the countries on the other side of the world as well as organizing fairs in their own countries.

Germany is one of the most important exhibitions given to the fair, and the other one is about 1 billion euros investment. This investment is also Germany's leadership position is a big influence in maintaining.

In France

There are 22 fairgrounds over 20,000 m² in France. These areas the largest Paris Expo - Porte De Versailles has 220,000 m² closed area and 8 holes and is Europe's fifth largest exhibition area.

Following it, the Paris Nord Villepinte Exhibition Center has a covered area of 190,000 m² and houses more than 40 fairs annually. 70% of the fairs in the country are held in Paris.

For this reason, it would not be wrong to say that Paris is a fairs city. The reason why France is located in the middle of Europe, the prevalence of transportation system in the country, advanced fair culture, number of hotels and quality, high tourism potential for visitors, are important advantages. Approximately 7.5 million people visit the fairs organized in the country every year, 800.000 foreigners.

In England

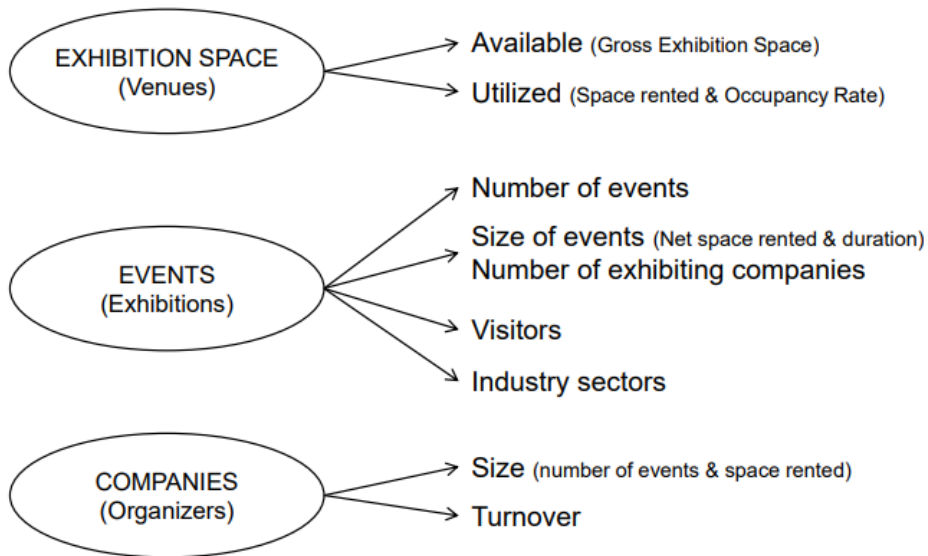
An average of 500 fairs are held in the UK each year. WTM "World among the biggest fairs in the world, especially in the tourism sector.

British fair organizers who have successfully organized gigantic events such as "Travel Market", EIBTM "Exhibition for Incentive, Business Travel and Meetings Industry" and ATM "Arabian Travel Market" have been organizing in England for many years, they work with low profit margins. In contrast, the UK fair sector with an average growth rate of around 10%.

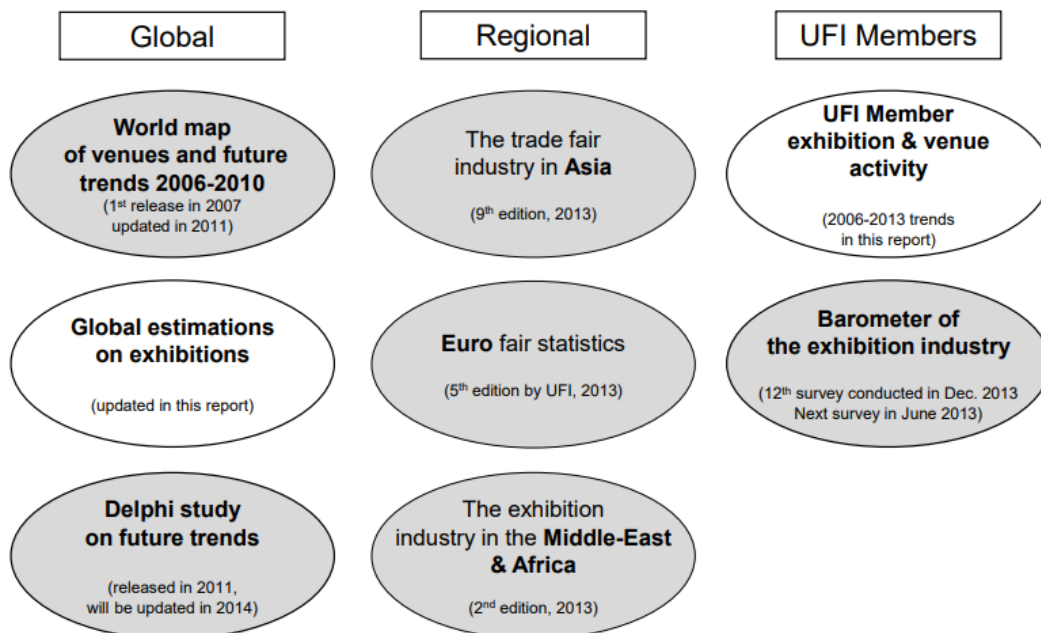
Having successfully attained successful fairs both at home and abroad, the UK attracts the attention of the international event center. Visit London named research company

According to a review by the 6 million people every year for trade fairs, conferences and business events goes to London. At present, there are worldwide trade fairs and business centers such as Earl's Court, Olympia, Excel and QEII Conference Center in London, and these centers are ineffective and London is suffering a loss of GBP 27 million each year.

The inadequacy of the fairgrounds of England and the competition among the organizers led to the fact that the exhibition in this country developed more slowly than in France.



The fairs, which have completed the historical change in thousands of years, have been the stage of development for the last quarter of a century with the developing technology and globalization, and even became the locomotive sector of some countries.



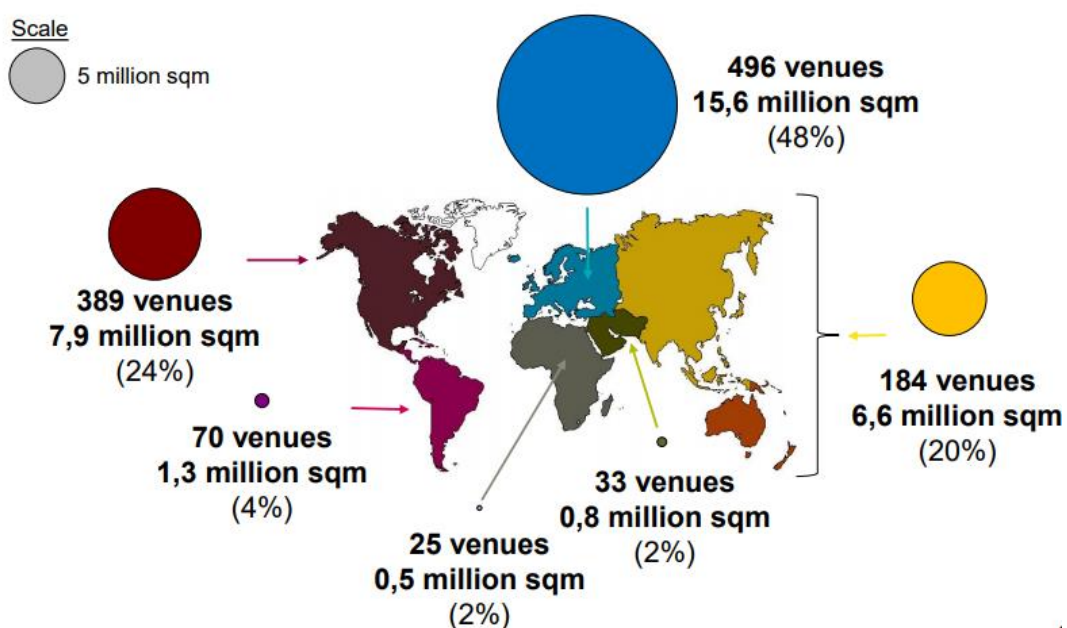
2.4 The success of EXPO

The exhibition industry in the world is a growing and expanding industry. About 9,000 fairs are held every year in an average of 120 countries around the world.

The world's largest and most modern fairgrounds are located in Europe. Germany is leading the fair in Europe and in the world. In Germany, about 400-450 fairs are held every year and as of 2003, 37 fairs the organizer company is operating.

These figures held in Turkey the number of exhibitions and the number of organizer firms is small but the turnover of Germany from the exhibition industry is 2.5 billion Euros as of 2003, the contribution to the German economy together with all the sub-sectors is 23 billion Euro. Turkey has been a mere turnover of 200 million Euros in 2003. This data is not an excess of the number of the fair, clearly emphasizes its importance.

Germany is followed by France, Italy and England in the exhibition industry in Europe. In 2003, 125 fairs were held in Italy, 122 in France and 121 in the UK. It is seen that Germany did not leave the leadership when it came in 2009. Table 2.5 shows the countries. The numbers of the fairs they planned for are seen.



	Number of venues	Total indoor exhibition space	
2011	1,197	32,6 million sqm	
Increase since 2006	+ 57	+ 3,4 million sqm (+12%)	+1,8 (54%): new venues +1,6 (46%): extensions
Average annual increase : +2,3% (against +3,1% per year anticipated in 2007 for the 2006-2010 period)			

EXPO REAL 2017 is very important fair for world.

International experts for the entire supply chain

At EXPO REAL you find possible business partners for the complete real domain life cycle: From the idea and the idea to investment and financing, comprehension and marketing as well as operation and use.

The members of EXPO REAL also reflect the complete supply chain:

Project inventors and project managers

Investors and financiers

Property mentors and agents

Architects and planners

Corporate real estate managers

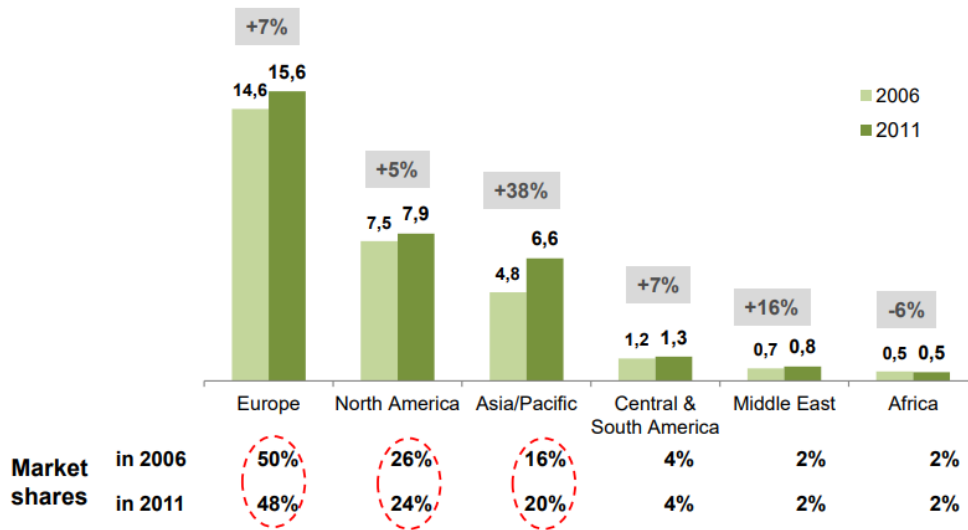
Expansion managers

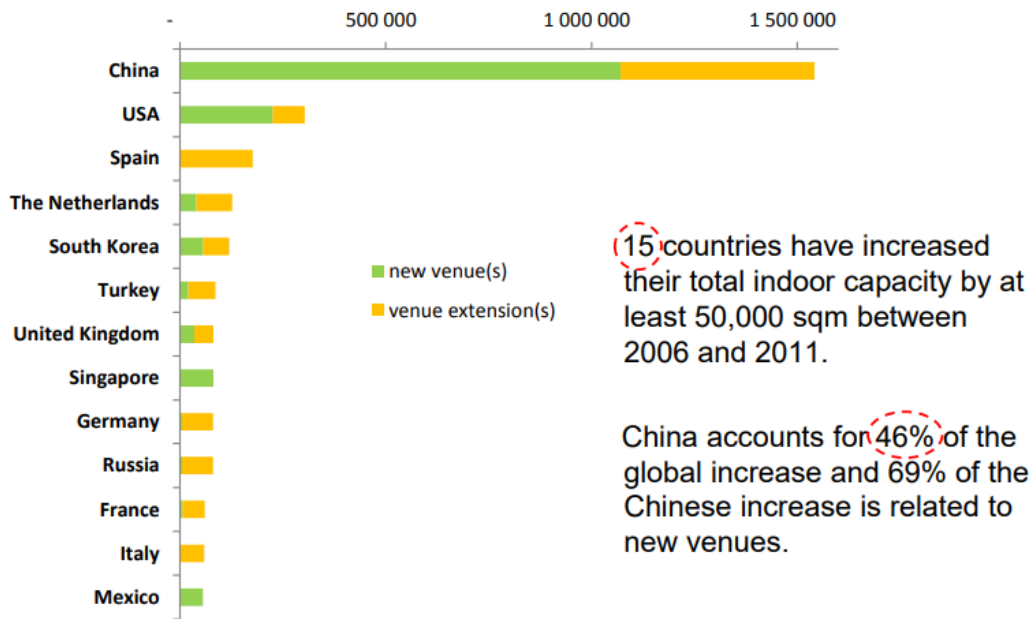
Economic regions and cities

The success of EXPO REAL 2017 in numbers.

- 2,003 exhibitors from 35 countries
- 41,775 participants from 75 countries
- 64,000 square meters of exhibition area
- 500 experts in the conference program
- 1,000 journalists and media representatives

Market shares in fair industry 2006-2011





Approximately **31 000 Exhibitions** per year

corresponding to **124 million sqm**
of total net exhibition space rented

and where **4,4 million exhibiting companies**

welcomed **260 million visitors**

Participation in fairs is an important activity for the firm's firm identity	99%
Participation in the fairs helps increase the prestige of the companies	94%
Thanks to the fairs, participating companies can learn their ideas about the companies from the first source by communicating face to face with the customers they are doing business with.	93%
Fairs help firms to directly introduce their products and services to professional visitors who are doing business with the sector	92%
Fairs are one of the most effective methods of reaching high quality and purposeful customers with a high chance of establishing a business connection.	91%
Materials used in stand decorations, colors, posters, brochures, etc. the visual material of the promotional materials can be brought together to make the visual identity stronger.	90%

3 Problems of international fairs

Some of the problems of taking a stand at an exhibition include:

- **Costs** – there are a number of budgets including; stand space, stand design and build, travel and place for staff.
- **Competition** – it is probable your competitors will also be exhibiting at the event. You'll need to stand out to get the devotion of potential customers.
- **Results aren't guaranteed** – even with the investment of exhibiting, you are not guaranteed any sales leads.
- **Potential low turnouts** – without big term speakers and exhibitors or the right publicity, trade demonstrations may not have enough envois to make your presence sensible.

4 Empirical results

The aim of the workshop is to highlight the contributions of international fairs and fairs to the country's economy and foreign trade companies.

For this purpose, firstly, the concepts of market and marketing are discussed in detail, the fairs have been defined in order to better understand the subject and then the advantages of the fairs under the heading of foreign trade companies are discussed.

This research focuses on the advantages that foreign trade companies will gain from fairs that are getting more and more important nowadays.

Nowadays fairs are becoming a marketing strategy rather than a sales development type. The number of fairs organized in the world increases day by day, the fairs spread to different geographies and the economic contributions of the fairs to the countries are also increasing.

Today, impartiality has become a big industry on its own, and in this work, the importance of foreign trade companies in fairs is emphasized.

Fairs are an artificial market where meet consumers and producers. Participants have become a preferred marketing tool by providing a lot of returns in short and long run.

Fairs provide participants with the opportunity to interact with good quality, reasonably priced and face-to-face with potential customers.

While helping participants to introduce themselves in a short time and effectively, they will be able to learn first-hand the customers' wishes, expectations, complaints and gratifications, allowing them to catch easily.

At the same time, the fairs also show that the effective sales graph of the participants increases with an individual marketing relationship mediated.

Since the fairs bring together companies serving in the same sector, companies that are considering creating new distribution channels will be able to improve their distribution channels and easily reach distributors and residents at a much lower cost.

Thanks to the fairs, it is also much easier for companies to reach new firms and establish new partnerships.

Fairs also provide direct contact with agents and distribution channels. Especially new international entrepreneurs; businesses that are obliged to use agents, agents or distributors can join the fairs and get the opportunity to pass themes with them.

Many companies that serve in the same line of business, fairs that allow close monitoring, competitors' products, technologies, distribution, sales, promotion, etc.

It is also important to learn about its activities and to allow for the development of new strategies related to competitors.

Fairs are the platforms where the company promotion can be done most efficiently It is one.

Firms, with their differences in stand design, with well-trained staff and careful service, with their impressive presentations they have prepared, to introduce themselves, identity and corporate image.

The companies that make the right planning work by using the advantages provided by the fairs and show the success of applying these plans effectively can move the name out of the fair area and meet the consumers and media by means of media and mass media.

Fair organizations also bring together many foreign visitors and exhibitors, contributing to the increase of exports and the development of the country's economy by increasing their business partnerships.

Participation in fairs and seeing that environment encourages businesses that do not export, while experienced exporters also increase their export activities. Since non-exporting entities will have knowledge of foreign opportunities, exports will start to think as a possible strategy

Exhibitions, which are one of the important means of using integrated marketing communication where all the efforts of marketing communication are used and all the communication functions of the businesses are combined, create a unique and strong image of the firm.

Fairs are an important part of the integrated marketing communication process and enhance the effectiveness of other communication efforts.

By summarizing the benefits that fair organizations can achieve with the participation of a company as well as the benefits mentioned above, sorting is possible;

- To participate in fairs, to strengthen the corporate identity of the companies. It is important.
- Participation in fairs increases the prestige of firms.
- Exhibitions are beneficial for participating companies to communicate face-to-face with their clients and learn about their business ideas.
- Fairs, develop existing customer relationships and acquire new customers. It offers an opportunity.

In addition to registration of the fair area, the application of the fairs to be organized in that area is also carried out by the operator of the fair area.

The fair organizers inform the field operator of the information about the fairs they wish to organize, and the operator reports a two-year list of fairs as required by the regional governor.

The announcement of the fair schedule will be made in the September of the previous year it has to be done until the end. The district governor sends an acknowledgment receipt to the area operator when the formal application is made, copy the receipt to the organizers. This, the organizers learn that they have official permission for their fairs.

Fairs are a good means of promoting both national and international markets. It is impossible to ignore that a well-planned, high-quality fair organization makes significant contributions to the economies of the countries.

Germany today is one of the leading countries of the world with its economy and technological progress. Of course, this development does not owe to fairs. However, as a result of organized fair organizations, in 2003, it achieved a turnover of 2.3 billion Euros. The fair planned to be organized in Germany this year.

The number of organizations is 1,104 and with this number, Germany is the most fairs in the world is the regulating country.

Fairs have played an active role in export marketing for the last 20 years. Each year around 9,000 international fairs around the world's four corners.

In spite of the fact that the development in information technologies provides remote communication opportunities for companies in terms of marketing, the promotion of fairs and marketing the use as a tool is increasing day by day.

The main benefits that fairs provide to participants include the ability to participate in the same chain of supply and demand, to learn about technical trends and developments, and to communicate face-to-face.

At the same time, these events are important economic indicators because they directly reflect the developments, diversity and size of the marketplace.

Exhibitions and exhibitions contribute to the economic development of the city and the country in which they are organized as well as the benefits they provide to businesses.

While participating in a fuora, besides the money paid to the subcontractors carrying out the subsidiary services related to the organizer and fair, both the participants and the traveler spend a large amount of money for accommodation, transportation, eating and drinking, entertainment and other services.

These expenditures do not only lead to a local increase in income, but also help to increase employment due to rising tax revenues.

The research shows that half of the average cost of 200 - 350 dollars per person made by the exhibitors is in the city and in the surrounding areas where the fair is organized.

It is also estimated that each fair leaves about six times as much as the earnings that the organizer provides to the city economy. This is called the indirect benefit of the fairs

The points to be considered in assessing the success achieved in the furrow are:

- Participation costs,
- Number of visitors and their qualities,
- The business contacts,
- Short-term (1-3 months) results follow from visitor
- Long term (3 months-1 year) expectations in visitor tracking,
- Number and quality of visitors provided by promotional activities conducted before the fair,
- Benefits provided by the stand application,
- Benefits provided by the exhibited product activity,
- Responses from the product to the product.

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