

OF MICE AND TRENDS

会展奖励旅游及大趋势

MICE operators should be aware of key trends in China's economy, says Jason Inch, managing director of InChina Event Management and co-author of *Supertrends of Future China*

会展奖励旅游业应意识到中国经济的关键趋势，上海InChina Event Management公司董事总经理、《未来中国大趋势》(Supertrends of Future China)的联合作者杰森·英奇(Jason Inch)表示

This year may prove unique in China's recent history for its normalcy. Living in China since 2003, I've become accustomed to the hype and fanfare surrounding mega-events – the Beijing Olympics in 2008, the 60th anniversary of the founding of the People's Republic of China in 2009, and the Shanghai World Expo in 2010, to name only the most prominent examples.

There have also been large exhibitions, trade shows and conferences. I've seen more and larger exhibition centers open across the country, a proliferation of five-star hotels setting up further and further away from the first-tier cities, and a growing number of local event organizers competing with international players.

I am often asked what changes are in store for China's MICE industry in 2011. Despite a lack of mega-events, I believe this year will be interesting one.

Numerous economic, social, demographic and technological trends underpin the ongoing transformation in China's investment, trade and consumption environment. The pace of change is fast and often unexpected, but three key "supertrends" provide insight into the country's strategic direction: reverse globalization, the 12th Five-Year Plan and the rise of the western regions.

Defining trends

These three trends will have a crucial impact on the country's MICE industry.

Some pundits, such as Thomas Friedman, have hitherto argued that China's trade flows primarily from West to East: Western firms outsource low-value production to China, while exporting the end goods – such as technology, culture, fashion, movies and music – back to the country.



Now the flow is shifting in the opposite direction, creating a trend of "reverse globalization." China is increasingly becoming the origin, rather than the destination, of these end products. This has important implications for the MICE industry and MICE operators.

Consider overseas travel, education, and investment. In 2010, I saw first-hand at the Shanghai World Expo how developing countries were using investment seminars, trade shows and tours to draw Chinese interest – and investment – to their shores. These investment sites include the emerging markets of Africa, Eastern Europe and Southeast Asia.

Data from China's Ministry of Educa-

相 对中国近期历史的常态，今年或许显得与众不同。自2003年定居中国，我已经习惯了围绕各类重大事件的大肆宣传——北京2008年奥运、中华人民共和国建国60周年以及上海2010世博会，是其中几个最突出的几例。

这里还有大型的会展、贸易展和会议。我看到越来越多、规模越来越大的会展中心在全国遍地开花，五星级酒店在距离一线城市越来越远的地方生根发芽，而本地的活动组织者数量也不断增加，与国际参与者共同竞争。

我常常被问到2011的中国会展奖励旅游业蕴藏着怎样的变数、尽管缺乏重大事件，我相信今年将是有趣的一年。

大量经济、社会、人口及技术趋势支撑着中国投资、贸易和消费领域的转型。变革的速度迅猛，常常出乎意料之外，但3个关键的“超级趋势”提供了对中国战略方向的深刻理解：反向全球化、十二五规划和西部崛起。

这三个趋势将给中国会展奖励旅游业带来重大影响。

托马斯·弗里德曼(Thomas Friedman)等大师级人物一直以来辩称，中国的贸易流主要是从西方流向东方：西方公司外包低价值生产给中国，同时出口终端产品——如技术、文化、时尚、电影和音乐——给中国。

如今，流向出现了方向性转变，造就了“反向全球化”的潮流。中国越来越成为那些最终产品的源头而非终点。这些对会展奖励旅游业有着重要的意义。

而如今，中国正在日益成为向其它国家投资的发源地。考虑到海外旅游、教育和投资。2010年，我亲眼见证了在上海世博会上，发展中国家如何利用投资研讨会、贸易展和旅游吸引中国人的兴趣并对其国家投资。这些投资地点包括非洲、东欧和东南亚的新兴市场。

来自中国教育部的数据显示，自2003年以来，赴海外留学的中国学生数量逐年递增，在2010年预计达到30万。因此，会 >>>

tion show that the number of students going overseas has increased every year since 2003, reaching estimated 300,000 in 2010. As a result, MICE companies can expect the biggest overseas education trade fairs to come to China.

China's leisure travel is on the rise as well. Jets packed full of Chinese are flying around the world thanks to easier tourist visa policies. Nearly 57 million Chinese citizens went overseas in 2010, spending over US\$48 billion.

China's National Tourism Administration expects there to be 100 million outbound Chinese tourists by 2015, spending a combined US\$100 billion. This means many more outbound tourism road shows in the near future.

The 12th Five Year Plan – the second supertrend – was officially unveiled in March, and should be required reading for the country's MICE industry.

Although nothing will be directly mentioned about MICE – the industry comes under the broader services industry, which is being promoted to spur job creation in the cities – the plan's economic focus is of immense relevance.

The government is keen to close China's



wealth gap, which goes hand-in-hand with narrowing the east-west development divide. Eastern coastal regions have received far more investment and witnessed more economic development in the past three decades, but as attention shifts to boosting consumption in western regions, brands will follow.

With this comes more MICE activity – there will be plenty of roadshows and other marketing events. MICE operators' ability to support events in tertiary cities will be critical to their success.

The push to develop China's western regions will also cause labor flows to reverse, with migrant workers increas- ➤➤



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ingly settling closer to home as better jobs and higher salaries effectively come to them. The threat to MICE operators is that this shift will increase costs in first-tier cities for everything from construction workers to hotel service staff and white-collar office workers.

Is there a silver lining in this labor shift for MICE? I think it is a safe bet that job fairs will be on the increase in 2011 and beyond.

These supertrends shaping China's future can provide some guidance for the MICE industry. But just as importantly, MICE operators need to remember that their industry is not evolving in a vacuum. These same forces are affecting their clients in new and sometimes unpredictable ways.

Savvy industry participants should be nimble, and prepare for many changes in years to come. ◆

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展奖励旅游公司可以期盼，最大的教育贸易会展将会登陆中国。

中国的休闲旅游也在崛起。得益于更加方便的旅游签证政策，满载着中国人的喷气式飞机飞行在全世界的上空。2010年有将近5700万中国公民出国，花费掉超过480亿美元。

中国国家旅游局预期，到2015年，将有1亿中国人出国旅游，花费总计1000亿美元。这意味着在不久的将来将有更多的境外旅游路演。

《第十二个五年规划》（超级趋势之二）于3月份正式公布，全国的会展奖励旅游业都应研读此文件。

尽管没有直接提到会展奖励旅游业（该行业属于更广义的服务业，将得到推动，以促进城市创造更多的就业机会），但它的发展与该计划更大范围的经济重点有着极大关联。

政府急于缩小中国的贫富差距，这与缩小东西部的发展差距是相伴相生的。在过去30年中，东部沿海地区接受了更多的投资并见证了更多发展，但随着重心向促进西部地区消费转移，品牌也将跟进。

这将带来更多会展奖励旅游活动——将会有大量的路演和其它市场营销活动。会展奖励旅游运营商在三线城市支持活动的的能力对其成功至关重要。

推动中国西部地区开发还将引发劳动力回流，随着更好的工作和更高的薪酬实际上向他们靠拢，农民工将在离家乡越来越远的地方安顿下来。会展奖励旅游运作者面临的威胁是这一转变将增加他们在一线城市的全部成本，从建筑工人到酒店服务人员和白领工人。

劳动力的这一转变是否会给会展奖励旅游业带来一线光明？我想比较安全的预测是2011年及以后，人才招聘会将有所增加。

这些将深刻影响中国未来的大趋势能为会展奖励旅游业提供某些指导。但同样重要的是，会展奖励旅游业运营商需要牢记，行业的演变不是在一个真空的环境中。同样的力量将以新的或某些不可预见的方式影响其客户。

明智的行业参与者应当保持敏锐，为今后几年将会发生的众多变化做好准备。◆
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