



Study on the improvement strategies for evaluation and management capabilities of China-ASEAN Expo

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Abstract

China-ASEAN Expo was established in 2003 and has been held for 15 sessions so far. In the context of China's comprehensive implementation of the "Belt and Road" strategy and the integration and upgrading of China-ASEAN international cooperation, it has made outstanding contributions to the economic and trade development of Nanning and Guangxi, as well as friendly political, economic and cultural exchanges with ASEAN countries.

Based on the CIPP evaluation model, this article explores the improvement of the management capabilities of the China-ASEAN Expo by evaluating the background, input, process management and results of the China-ASEAN Expo, and attempts to provide effective improvement plans for the future.

Keywords: China-ASEAN Expo, CIPP evaluation model, improvement of the management capabilities

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INTRODUCTION

As a service platform for the upgrading and development of China-ASEAN Free Trade Area, a public platform for multi-field exchanges between China and ASEAN's community of shared future, and a core platform for cooperation on the 21st Century Maritime Silk Road, China-ASEAN Expo not only serves as a general exhibition, but also It has undertaken major missions in politics, economy, society, and diplomacy. Although the China-ASEAN Expo has been in place for 15 years, whether it can be better sustained and successfully held, and form the China-ASEAN Expo model, then promote it as a model of the exhibition is worthy of further consideration (McDonnell I, Allen J, O Toole W. 1999). This conference can improve the overall level and influence of China's convention and exhibition industry, and bring real benefits to the exhibition host city and exhibitors. Therefore, it is necessary to conduct a systematic and scientific evaluation of the background, investment, process management and results of the CAEXPO project (Bonoma T V. 1983).

THE ORIGIN OF THE PROBLEM

Exhibition is an important activity to promote economic development and trade exchanges

The convention and exhibition industry, tourism, and real estate are collectively referred to as "the world's three largest smoke-free industries" (Braunb M. 1992;

Paul A, Hanly. 2012). With the rapid development of economic globalization and increasingly frequent international exchanges, exhibitions, as an important activity to promote economic development and trade exchanges, have received more and more attention from countries all over the world (Girish Prayag, Sameer Hosany, Robin Nunkoo, Taila Alders. 2012). The economic effect brought by the exhibition industry to the host city is very significant. It can promote the development of related industries such as logistics, tourism, catering, hotels, real estate, advertising, communications, and urban construction (Rydell & Gwinn 1944; Oppermann 1996).

The China-ASEAN Expo will play an increasingly important role in the cooperation between China and ASEAN

At the same time, China and ASEAN and non-regional economies will also play an increasingly important role in mutual cooperation (Smith T M, Hama K, Smith P M. 2001).

In November 2002, at the Sixth China-ASEAN (10+1) Leaders' Meeting in Phnom Penh, the capital of Cambodia, Zhu Rongji, then Premier of the State Council of China, and the leaders of the ten ASEAN countries signed the China-ASEAN Comprehensive

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Economic Cooperation Framework Agreement “. This agreement officially started the process of establishing a China-ASEAN free trade area. This process requires the establishment of a platform for the implementation of specific measures. Therefore, the “China-ASEAN Expo” platform is ready to emerge.

In October 2003, at the Seventh China-ASEAN (10+1) Leaders’ Meeting in Bali, the then Premier Wen Jiabao of the State Council of China who attended the meeting proposed: “To promote business cooperation between the two sides, China proposes: Since 2004, the China-ASEAN Expo will be held every year in Nanning, Guangxi, China. This initiative received a positive response from the leaders of the participating countries. Therefore, the China-ASEAN Expo (hereinafter referred to as the China-ASEAN Expo) officially began in November 2004. It is an international economic and trade event co-sponsored by the economic and trade authorities of the governments of China and the 10 ASEAN countries and the ASEAN Secretariat. As of 2018, 15 sessions have been successfully held, and Nanning, Guangxi, China has become the permanent venue of the China-ASEAN Expo.

In February 2014, the Chinese government listed the annual China-ASEAN Expo as a “key foreign-related forum and exhibition held at the national level” and considered this conference to be a conference with “special international influence”. The forum and the Boao Forum for Asia are both the country’s first-class exhibitions.

“It is necessary to consolidate and upgrade the China-ASEAN open platform, to innovate regional cooperation mechanisms, to form a high-level dialogue platform with its own focus, distinctive themes, and outstanding characteristics, as well as a professional cooperation platform to unblock the ‘Nanning channel’.” This is the assessment of the CAEXPO during an inspection by Chinese President Xi Jinping in April 2017. The CAEXPO has been successfully held for 15 years and has played an increasingly important role in “China-ASEAN Cooperation” and “China-ASEAN Cooperation with Extra-regional Economies”. It is an important platform to gather the consensus of various partners, closely follow the national development strategy, implement the construction of the China-ASEAN Free Trade Area, promote multi-field cooperation, and finally integrate into the global value chain (Gursoy D, Kim K, Uysal M2004).

The China-ASEAN Expo is also open to the world. Each China-ASEAN Expo invites enterprises from countries outside the China-ASEAN region to participate. The China-ASEAN Expo also set up a special exhibition area for the “Belt and Road”, expanding from serving “10+1” to serving “10+6” and the “Belt and Road”. The CAEXPO promotes exchanges and cooperation between China-ASEAN and other countries along the “Belt and Road”, creating a vast

market and huge business opportunities beyond 11 countries.

Research purpose

Evaluate the background of the CAEXPO project to analyze the importance and rationality of the CAEXPO project.

Evaluate the various capabilities and resource inputs of the China-ASEAN Expo project to analyze the feasibility and economics of the implementation of the China-ASEAN Expo project.

Evaluate the process management of the China-ASEAN Expo project to adjust and improve the deficiencies in the implementation process of the China-ASEAN Expo project.

Evaluate the process management of the China-ASEAN Expo project to adjust and improve the deficiencies in the implementation process of the China-ASEAN Expo project (Cavanaugh S. 1976).

LITERATURE REVIEW

One of Braunb’s (1992) academic contributions to the economic impact assessment of exhibitions was the first to apply the input-output model to the economic impact assessment of exhibitions. The researcher conducted a study on the economic impact of the convention and exhibition industry in Orlando. He pointed out that the main source of the convention and exhibition economic income is the expenses of the organizers, participants, and exhibitors.

Kim, Chon & Chung (2003) studied the impact of output, income, taxation, employment and imports, and applied the input-output model to calculate and analyze. The results show that the exhibition industry is a high-output industry, and the exhibition industry can promote the local economy. development of.

Paul and Hanly (2012) believes that it can promote the development of hotel accommodation industry, catering industry, retail industry, air transportation and machinery and equipment leasing services, which can bring considerable national income and foreign exchange income.

Oppermann (1996) deeply studied the important role of the exhibition industry in the tourism industry, pointed out that exhibition activities are one of the most popular activities in the current tourism industry, and analyzed the important relationship between the exhibition industry and the tourism industry.

The methods used by Getz (1994) to evaluate the economic benefits of exhibition activities are financial methods represented by the “break-even method” and “remuneration analysis”, and economics such as “total consumption expenditure”, “economic effects”, and cost-benefit analysis. There are two types of assessment methods. The source of local income brought by tourism development is the consumption of tourists. Therefore,

the basis of tourism economic impact assessment is usually the measurement of tourist expenditure.

Boggs, Wall Gitelson et al. Yardley (1985) believes that holding conventions and exhibitions can attract foreigners, attract tourists, and increase the consumption income of the venue.

Woosoon Kima and Matthew Walker (2012) mainly analyzed the non-economic impact of large-scale exhibition activities. The analysis includes the following five aspects: ① Improving the pride of community infrastructure; ② Strengthening the sense of belonging in the community; ③ Strengthening The pride of the community; ④ The exhibition event is stimulated; ⑤ The community is excited.

Gursoy (2004) found in research that holding exhibitions can enhance social cohesion and create social rewards for local communities. Atkinson D & Laurier E (1998) took the International Ocean Festival as the research object, and pointed out that the festival has an impact on the culture and economy of the place where it is held, but also has other impacts on the social level.

Guan (2001) explored its special religious, social and political characteristics based on Malaysian Hindu festivals. Vahed (2002) studied the impact of holding festivals on Indian communities, humanities, culture, and local identity. Boissevain (1996) found in his research that one of the important factors that attract tourists to Malta is the folk culture festival held every year in Malta.

Researchers such as Girish (2012) used the 2012 London Olympics as an example, using social exchange theory and rational action theory, to comprehensively evaluate and analyze the positive and negative effects of the 2012 London Olympics on the economy, social culture, and environment.

RESEARCH METHOD

Research on performance evaluation of exhibitions by foreign scholars started very early. Discussions began in the 1960s. Gavanaugh (1976) pointed out the conceptual framework for performance evaluation of exhibitors participating in exhibitions, taking how to obtain target customers and obtain purchasing information as this Framework considerations. Bonoma (1983) divides the performance objectives of exhibitors into two categories, one is selling objectives, and the other is nonselling objectives.

In order to achieve the completeness and comprehensiveness of the assessment content, this research uses a combination of qualitative and quantitative research methods. In addition to selecting the "literature reference method", "interview method" and "questionnaire method" to collect data, the appropriate method is selected according to the characteristics of the four different dimensions of the

"CIPP evaluation model", and strives to be able to objectively and comprehensively reflect evaluation result (Kerin R A, Cron W L. 1987).

Literature reference method Gopalakrishna S. Williams J D (1992).

The basic method of this research is the literature review research method, which is also the starting point of this research. Collect and organize relevant official documents and information by referring to the existing literature. In addition to collecting a series of original materials such as project materials, planning plans, statistical reports, and management files of the China-ASEAN Expo over the years, the researchers also summarized and analyzed the literature materials in accordance with the actual situation of the research. These collected documents play a more important role in the background, input and process evaluation of the project.

In-depth interview method

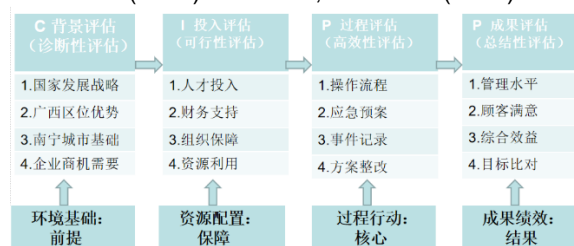
This research uses the semi-structured interview method in the interview method. According to the purpose of this research and the research framework listed above, the researcher pre-designed the interview outline as a reference during the interview, but was not completely constrained to the interview outline, and appropriately questioned the important information in the answer. Semi-structured interviews can not only collect data along the researcher's research ideas, but also give interviewees the opportunity to provide other clues, help researchers dig out more useful information, and increase the completeness and richness of the research content.

Questionnaire survey method

In order to collect objective data and conduct a quantitative analysis of the results, this study uses a questionnaire survey method.

Research Framework

According to the characteristics of the four dimensions of the CIPP evaluation model, it is combined with the "China-ASEAN Expo" project itself. On the premise of establishing the composition of "China-ASEAN Expo Evaluation and Management Capability Improvement" that matches the CIPP evaluation model, a "China-ASEAN Expo Evaluation and Management Capability Improvement Strategy Model" based on the CIPP evaluation model was constructed., As shown in (1) Andrea Collins, Calvin Jones, Max Munday(2009). Guan Y S (2001). Breiter D, Milman A (2006).



RESEARCH RESULTS

This research sorts out and analyzes the collected documents, interviews and questionnaires. According to the CIPP evaluation model, a systematic evaluation is made from the four aspects of project background, input, process and results. The following is to analyze one by one. Kare Hansen (2004). Lee C H, Kim S Y (2008).

Background assessment of CIPP evaluation model

The first is the assessment of China-ASEAN Expo's environmental infrastructure capabilities. The background assessment of the China-ASEAN Expo is "China-ASEAN Expo Planning Decision Service", which is a diagnostic assessment of the goals of the China-ASEAN Expo. This evaluation element defines "the holding environment related to the plan", describes "the context of the environment of the China-ASEAN Expo", sets "the demand target of the China-ASEAN Expo", and diagnoses the "constraints The issue of the development of China-ASEAN Expo". Therefore, the "Background Assessment" of the China-ASEAN Expo focuses on "enhancing the basic environmental capabilities of the China-ASEAN Expo". The improvement of China-ASEAN Expo's environmental basic capabilities is the result of the combined effects of external and internal environments. As far as the external environment is concerned, the basic environmental capability of the China-ASEAN Expo is characterized by the "national development strategy"; as far as the internal environment is concerned, the basic environmental capability of the China-ASEAN Expo is characterized by "Guangxi Location Advantage" and "Nanning City Foundation" and "Characterization of business demand for business opportunities. Shoham A(1992). Tanner J F(2002).

National Development Strategy Vahed G (2002) Kim S, Chon K, K Y Chung (2003)

The establishment of the China-ASEAN Free Trade Area is an important result of China's opening up. Guangxi is at the forefront of opening up to ASEAN, an important strategic fulcrum for the opening and cooperation of the Southwest and Central South regions, and an important gateway for linking the "Belt and Road" strategy. Through the platform of China-ASEAN Expo, allowing Guangxi to participate in the construction of China-ASEAN free trade has important theoretical and practical significance for promoting the implementation of China's "One Belt and One Road" strategy in the ASEAN region and promoting the deepening of Guangxi's opening up.

Guangxi's location advantage Crouch G, Louviere J (2004).

As we all know, Guangxi, as a key zone linking China's southwest inland and east coast, has unique geographical advantages in the development of the

north-south, connecting the east and the west, which is unmatched by other regions.

As the capital of Guangxi, Nanning is the permanent host city of the China-ASEAN Expo. It is located in the southern part of Guangxi, facing the ASEAN countries across the sea. It presents a good geographical advantage in hosting the China-ASEAN Expo. That is to say, it is unimpeded in terms of sea, land and air, and has a natural good port. It is also a major international channel from China to the ten ASEAN countries. Nanning takes advantage of its unique geographical location to provide superior conditions for the transportation of the China-ASEAN Expo, becoming a vital logistics center and commodity distribution center for the trade between the China-ASEAN Expo and ASEAN.

Foundation of Nanning City

The China-ASEAN Expo and the China-ASEAN Business and Investment Summit have been successfully held for 15 sessions. As an important platform for China-ASEAN investment cooperation, the China-ASEAN Expo will build a direct image display, trade, investment cooperation, discussion and dialogue, and cultural exchange platform for entrepreneurs and investors in Guangxi and ASEAN countries. The China-ASEAN Expo also serves as a bridge for enterprises from ASEAN countries to enter Guangxi and Guangxi enterprises to "go out" and promote the development of trade in goods and services between the two sides.

In order to further strengthen the friendly cooperation, economic and trade exchanges and cultural exchanges between Guangxi and Nanning and ASEAN countries, Nanning City has been planning and constructing the China-ASEAN International Business District in Qingxiu District since 2005. At present, among the ten ASEAN countries, Cambodia, Six countries including Vietnam, Thailand, Laos, Myanmar and Malaysia have established consulates in Nanning.

With the upgrade of the China-ASEAN Free Trade Area in 2015, more and more powerful Guangxi enterprises have begun to implement the "going out" strategy in ASEAN countries. There are currently approximately 30 million overseas Chinese in the world, and more than 70% of them live in ASEAN countries. The cultural origins of Guangxi and ASEAN countries are of great significance for increasing the host country's recognition of Guangxi enterprises.

Business Opportunity Demand

With the completion and upgrading of the China-ASEAN Free Trade Area, more and more powerful Guangxi enterprises have begun to implement the "going out" strategy in ASEAN countries. However, compared with other provinces in China, the influence of Guangxi enterprises in ASEAN countries is still relatively small. It is far behind Guangdong, Jiangsu, Zhejiang and other provinces, and even has a tendency to be

overtaken by Yunnan Province, which is also economically backward. Therefore, it is necessary for Guangxi enterprises to take advantage of the great opportunities in politics, economy, social culture, etc., to give full play to their own advantages, improve their corporate image and brand awareness in ASEAN countries, and lay a solid foundation for better implementation of the “going out” strategy.

China’s exports to ASEAN also started late, leading to a higher recognition of companies from Japan, South Korea, Europe and the United States in ASEAN countries; in many product areas, consumers in ASEAN countries prefer to buy products from Japan, South Korea, Europe and the United States. On the one hand, China is still a developing country. Many consumers in ASEAN countries think that China cannot produce high-quality products. On the other hand, the reputation of “Made in China” in the world is also relatively poor. The authors regard “Made in China” as fake and inferior products.

A 2017 survey of consumers in ASEAN countries showed that although the overall image of Chinese companies in the ASEAN region is higher than that of Russian and Indian companies, it is still lower than that of Japanese and American companies. Due to the relatively backward economy in Guangxi, the brand awareness of enterprises is weaker than that of enterprises in other developed provinces. In 2017, China had nearly 1,000 well-known trademarks, while Guangxi had only 31 well-known trademarks, which is less than the number of well-known trademarks in Quanzhou City, Fujian Province. The lack of brand awareness of Guangxi enterprises has caused them not to pay much attention to build their reputation in the ASEAN market when developing economic and trade business with ASEAN.

Investment evaluation of CIPP evaluation model

First, carry out “China-ASEAN Expo Resource Allocation Capability Investment Evaluation”. First, carry out “China-ASEAN Expo Resource Allocation Capability Investment Evaluation”. “China-ASEAN Expo Investment Evaluation” is “China-ASEAN Expo Organization Decision Service”, which is a feasibility evaluation of the China-ASEAN Expo plan. This evaluation element examines and decides how to use the resources of the China-ASEAN Expo to achieve the goals of the China-ASEAN Expo, thereby pointing out the direction for optimizing the China-ASEAN Expo program. Therefore, “China-ASEAN Expo Investment Evaluation” focuses on improving “China-ASEAN Expo Resource Allocation Ability”. This process needs to consider the investment in, allocation and resettlement of relevant resources such as human, property and material for the China-ASEAN Expo. Under the combined effect of the “talent investment”, “financial

support”, “organizational guarantee” and “resource utilization” of the China-ASEAN Expo, the ability to allocate resources for the China-ASEAN Expo will be improved.

Talent investment Dekimpe M G, Fancois P, Gopalakrishna S, Lilien G L, Bulte C V B (1997)

Guangxi International Expo Affairs Bureau (China-ASEAN Expo Secretariat) is the permanent working organization of China-ASEAN Expo. At present, there are 9 divisions in the Expo Affairs Bureau (which may be called “departments” when working externally): Comprehensive Coordination Division, Research and Development Division, Exhibition Office, External Liaison Office, Investment and Trade Office, Promotion Office, Conference Reception Office, Human Resources Office, Financial Accounting Office. Directly related to exhibition work are the six departments: Research and Development Office, Investment and Trade Office, Exhibition Office, External Liaison Office, Promotion Office, and Conference Reception Office.

The total number of staff in the Expo Bureau is 156, of which 45 are on staff, 106 are not on staff, and 5 are on secondment.

There are 39 people at the deputy division level/deputy minister and above. According to the classification of academic qualifications, there are 20 graduate students, 19 undergraduates, and 10 of them have overseas education. According to the age structure, there are 10 people under 40, 21 people between 40 and 50 years old, and 8 people over 50 years old, with an average age of 46. There are a total of 117 people at the deputy division level/deputy director level. According to the classification of academic qualifications, there are 1 doctoral degree, 47 graduate degree, 53 undergraduate degree, 16 college degree or below, 22 of whom have overseas education. According to the age structure, there are 31 people under 30, 72 people between 30 and 40 years old, 8 people between 40 and 50 years old, and 6 people over 50 years old, with an average age of 35.

According to majors, there are 28 majors in economics and management, 25 majors in English and ASEAN minorities, 10 majors in art and design, 2 majors in exhibitions, and 91 majors in other majors.

The staff structure of the Expo Bureau has more than 70% employees under 40, showing a younger age. Nearly 90% of the staff with undergraduate and postgraduate qualifications are highly qualified. From a professional point of view, there are only two personnel from the exhibition major, but the proportion of economic management, language, and art design personnel with a strong connection with the exhibition industry is not low. New employees are still being recruited every year and training is being done.

Financial Support

Since the China-ASEAN Expo was held, the secretariat of the China-ASEAN Expo has actively raised funds through various channels such as central financial support and market operations, providing a solid financial guarantee for the sustainable development of the Expo. National financial support includes: central fiscal import promotion funds. The annual subsidy of 5 million yuan is used to encourage the successful holding of the International Import Exhibition, and nearly 4 million yuan of national foreign aid funds are used to help underdeveloped countries in ASEAN participate in the exhibition. The annual training fund of 100,000 US dollars is used for exhibition project training. The central government's subsidies to the Expo every year indicate that the Expo has adopted a government procurement subsidy mechanism for booth preferences for exhibitors from ASEAN countries, reflecting the key national strategic support direction. This move has won unanimous praise from ASEAN countries and is conducive to the sustainable development of the Expo.

In addition, the China-ASEAN Expo Secretariat actively explored market operation models and conducted market development, which achieved good results. The annual booth fee and on-site advertising income of the Expo exceeded 15 million yuan, and sponsorship fees and other market development income continued to increase. These funds have provided an important guarantee for the continuous development of the Expo. The Expo has established a "combination of government leadership and market operation" as a model for organizing meetings. Baloglu S, Love C (2005).

Process evaluation of CIPP evaluation model

The first is "China-ASEAN Expo Process Action Capability Evaluation". The process assessment of the China-ASEAN Expo serves as a decision-making service for the implementation of the China-ASEAN Expo and is an efficient assessment of the actions of the China-ASEAN Expo. This evaluation element is to conduct research and judgment on whether the "China-ASEAN Expo Plan" effectively utilizes existing resources, and obtain corresponding feedback information. As a result, "China-ASEAN Expo Process Assessment" focused on improving "China-ASEAN Expo Process Action Ability". The "operation procedures", "emergency plans", "plan rectification" and "event records" of the China-ASEAN Expo are the consideration factors of the "China-ASEAN Expo Process Evaluation" in order to enhance the ability of the China-ASEAN Expo to process actions.

1. Operation process
2. Emergency plan
3. Plan rectification
4. Event Log

Results evaluation of CIPP evaluation model:

Camarero C, Garrido M J, Vicente E (2010). Boggs, P. and Walls, G (1985)

The first is the evaluation of China-ASEAN Expo performance. "China-ASEAN Expo Outcome Evaluation" is "China-ASEAN Expo Repeated Decision Service", which is a formative evaluation of "China-ASEAN Expo Outcome". This evaluation element provides corresponding information on the degree of achievement of the goals of the China-ASEAN Expo and the negative effects of actions, so as to improve the decision-making of the China-ASEAN Expo and produce more satisfactory results. As a result, the China-ASEAN Expo Achievement Evaluation focuses on improving the performance capabilities of the China-ASEAN Expo. The improvement of the "management level" of the managers of the China-ASEAN Expo, the "customer satisfaction" and the "comprehensive benefits" achieved by the China-ASEAN Expo, and the "target comparison" with the objectives of the China-ASEAN Expo are the China-ASEAN Expo. Factors considered in the evaluation of results to enhance the performance capability of the China-ASEAN Expo.

Management level and Customer satisfaction

Yuan J, Jang S (2008). Atkinson D. Laurier E (1998). Baker D D, Crompton J L (2000). Li LY (2007)

This research uses the data obtained to analyze the field questionnaire survey of the China-ASEAN Expo to determine the weight of each observation variable of the customer satisfaction measurement index, and then calculate the customer comprehensive satisfaction score and the score of each structural variable, and then compare the analysis. This study found that customers are satisfied with the tangibility, assurance, and responsiveness of the China-ASEAN Expo customer satisfaction indicators, but they are less satisfied with the ability of the exposition executive to provide customer services and the personalized services provided. There are relatively large customer complaints, high customer expectations, and relatively low customer satisfaction and customer loyalty.

Comprehensive benefits Carmen Berne, M. E. García-Uceda (2008). Severt D, Wang Y, Chen P J, Breiter D (2007). Whitfield J, Webber D J (2011)

The previous China-ASEAN Expos have attracted domestic and foreign companies to actively participate in the exhibition. The number of participating companies and merchants has increased steadily. The trade turnover and economic cooperation project signings have increased year by year. The enthusiasm of ASEAN countries to participate in the exhibition has been increasing, and the professionalism of the exhibition has increased significantly. Significant economic and trade results have been achieved.

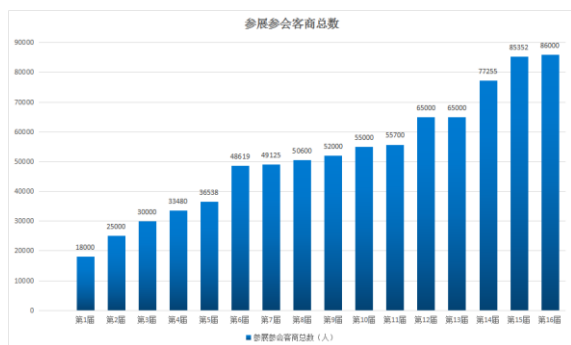


Fig. 1. Total number of exhibitors

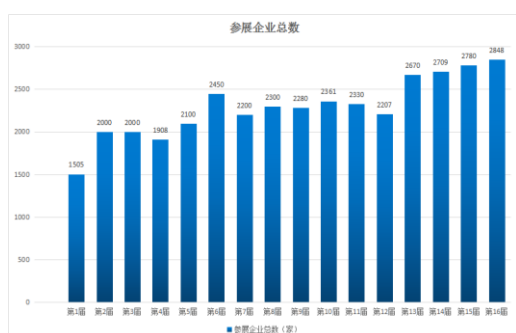


Fig. 2. Total number of exhibitors

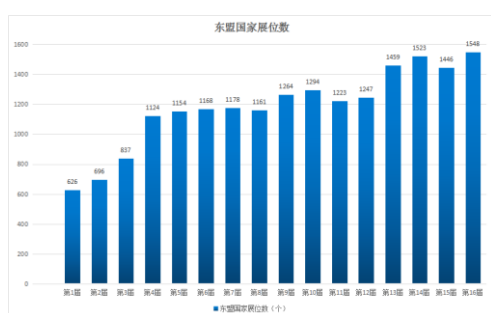


Fig. 3. Booth number of ASEAN countries

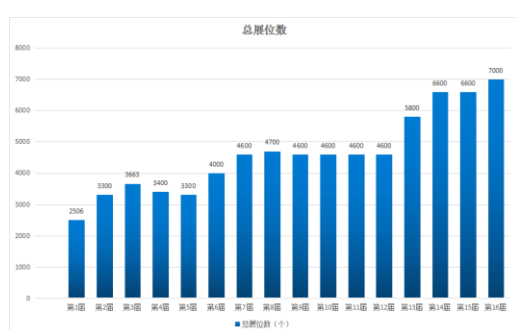


Fig. 4. Total number of booths

Table 1. Economic and Trade Achievements of Previous China-ASEAN Expos

project	Total number of booths (pieces)	Exhibition area (Ten thousand square meters)	Number of ASEAN booths (pieces)	Total number of exhibitors (units)	Number of exhibitors and merchants (person)
1 st	2506	5	626	1505	18000
2 nd	3300	7.6	696	2000	25000
3 rd	3663	8	837	2000	30000
4 th	3400	8	1124	1908	33480
5 th	3300	8	1154	2100	36538
6 th	4000	8.9	1168	2450	48619
7 th	4600	8.9	1178	2200	49125
8 th	4700	9.5	1161	2300	50600
9 th	4600	9.5	1264	2280	52000
10 th	4600	8	1294	2361	55000
11 th	4600	11	1223	2330	55700
12 th	4600	10	1247	2207	65000
13 th	5800	11	1459	2670	65000
14 th	6600	12.4	1523	2709	77255
15 th	6600	12.4	1446	2780	85352
16 th	7000	13.4	1548	2848	86000
total	73869	138.2	18948	36648	832669

CONCLUSION

This study sorts out the past data of the China-ASEAN Expo from the past data and compares its development trends. It can be seen from the results that the China-ASEAN Expo has indeed played a leading role and exerted a positive influence on both China and ASEAN.

To evaluate the various capabilities and resource inputs of the China-ASEAN Expo project to analyze the feasibility and economics of the implementation of the China-ASEAN Expo project. We found that the China-ASEAN Expo has achieved greater results than expected with effective resource input, which shows that its function is very successful.

From the analysis of the holding process of the China-ASEAN Expo, the organizer can handle the quality of the event process and customer response well. Therefore, this is also the main reason for the annual increase in the number of participating manufacturers of the China-ASEAN Expo.

As far as the overall effect of the China-ASEAN Expo is concerned, this exhibition already has innate advantages in terms of location, and the increasing number of participants every year means that this exhibition can bring a great deal to participants in terms of content and format. Satisfaction, so there can be motivation to participate again.

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