



An Introduction to the Development of MICE Industry and Its Education & Training in China



An Introduction to the Development of MICE Industry and Its Education & Training in China
Yingzhi Guo, Ph.D., Associate Professor., Fudan University, Shanghai

February 9, 2006, Hong Kong, China



Background

The economy in China has developed quickly in recent years.

MICE industry has promoted the local economic development in China.

Local governments in China pay more attention to MICE industry than before.

Foreigners regard China as potential & important market of MICE industry.





Background

Purposes





Purposes

MICE Industry in China

MICE Education & Training in China

Development Features and Marketing Policies





Background

Purposes

**Data
Sources**





**Data
Sources**

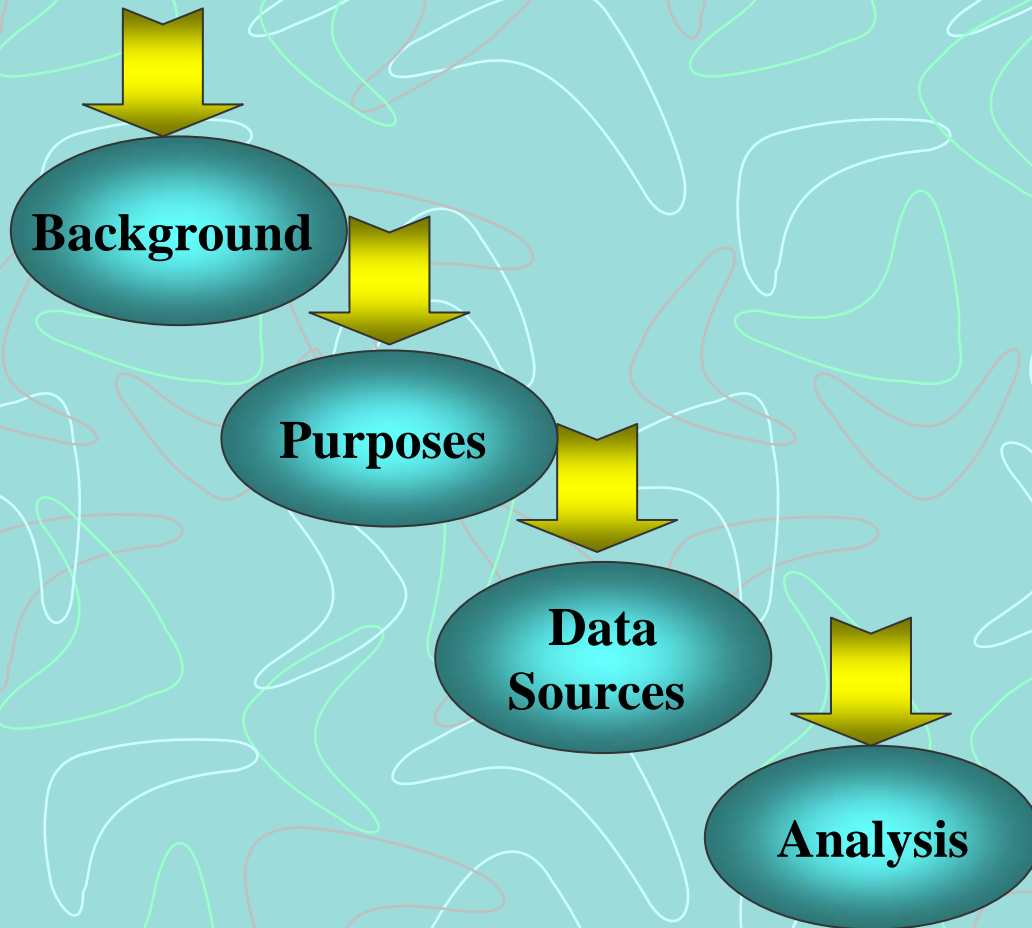
International data from ICCA, etc.

Yearbook of China Tourism Statistics

Sampling Survey Yearbook of China Inbound Tourism Market

Sampling Survey Yearbook of China Domestic Tourism Market







Development of MICE Industry in China

Analysis



Number of the International Meetings in Main Countries and Regions in the World (2000-2004)

Year	2000	2001	2002	2004
USA	264	208	225	243
Spain	161	140	177	165
G.B.	224	148	151	147
Japan	119	145	149	159
Germany	208	160		
Australia	166	121		
France	183			
Finland	91			
Swiss	87	68		75
Italy	146	142	101	107
China	53	36	44	60

Since 2000, the number of international meetings has been increased rapidly. At the end of 2004, the rank of international meetings for China had been in the 20th position in the world, or in the 10th position including Macao and Hong Kong.



The Top Five Countries with the Largest Numbers of International Meetings in Asia (2003-2004)

Rank	Country	Number of Meetings
1	Japan	68
2	China	36
3	Thailand	34
4	South Korea	28
5	Singapore	27

The rank of average number of international meetings in China from 2003 to 2004 had been 2nd position in Asia, only next to Japan.



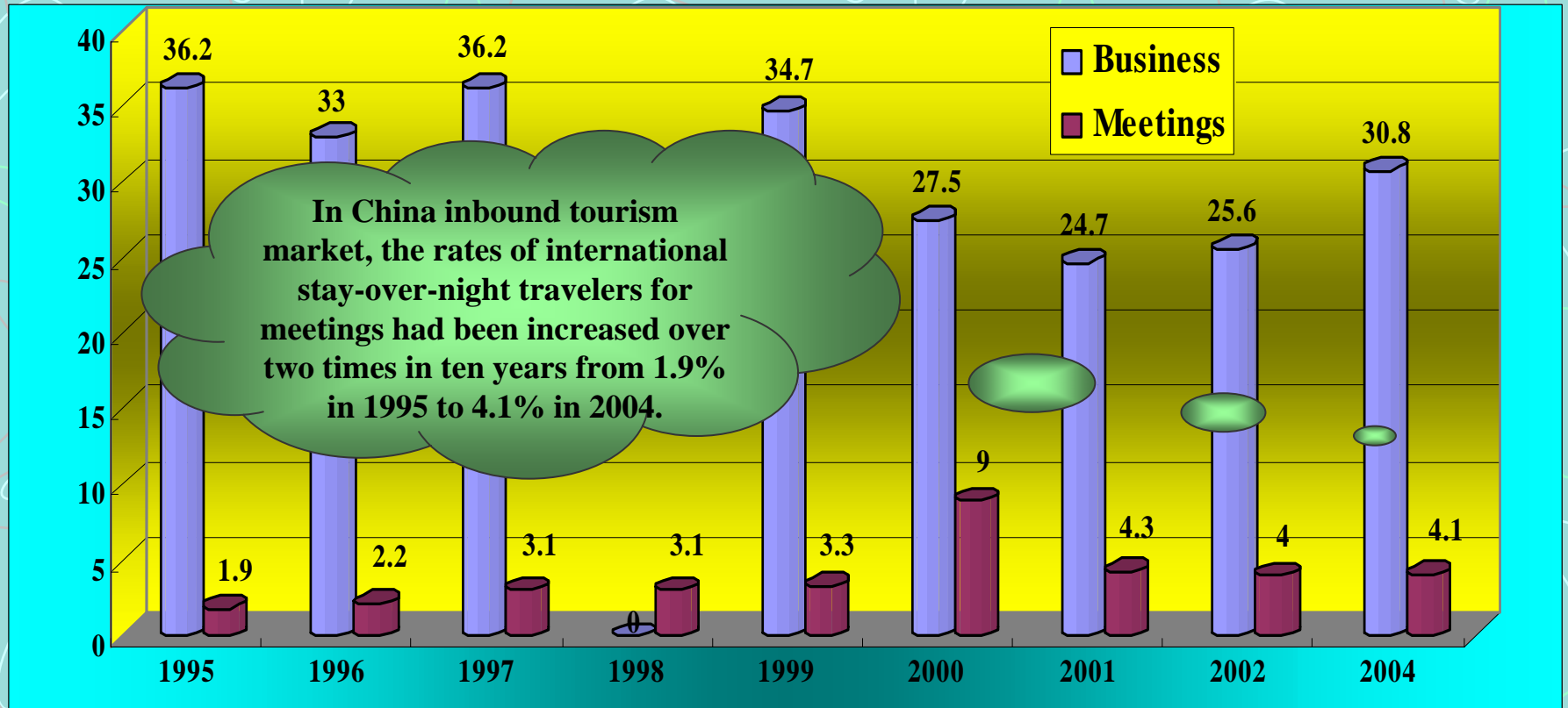
The Number Rank of International Meetings in Asian Cities (2004)

Rank	Asian cities	Number of international meetings
1	Singapore	30
2	Bangkok	25
3	Hong Kong	20
4	Seoul	15
5	Beijing	14
6	Taibei	12
7	Nagoya	10
8	Tokyo	9
9	Osaka	9
10	Shanghai	7

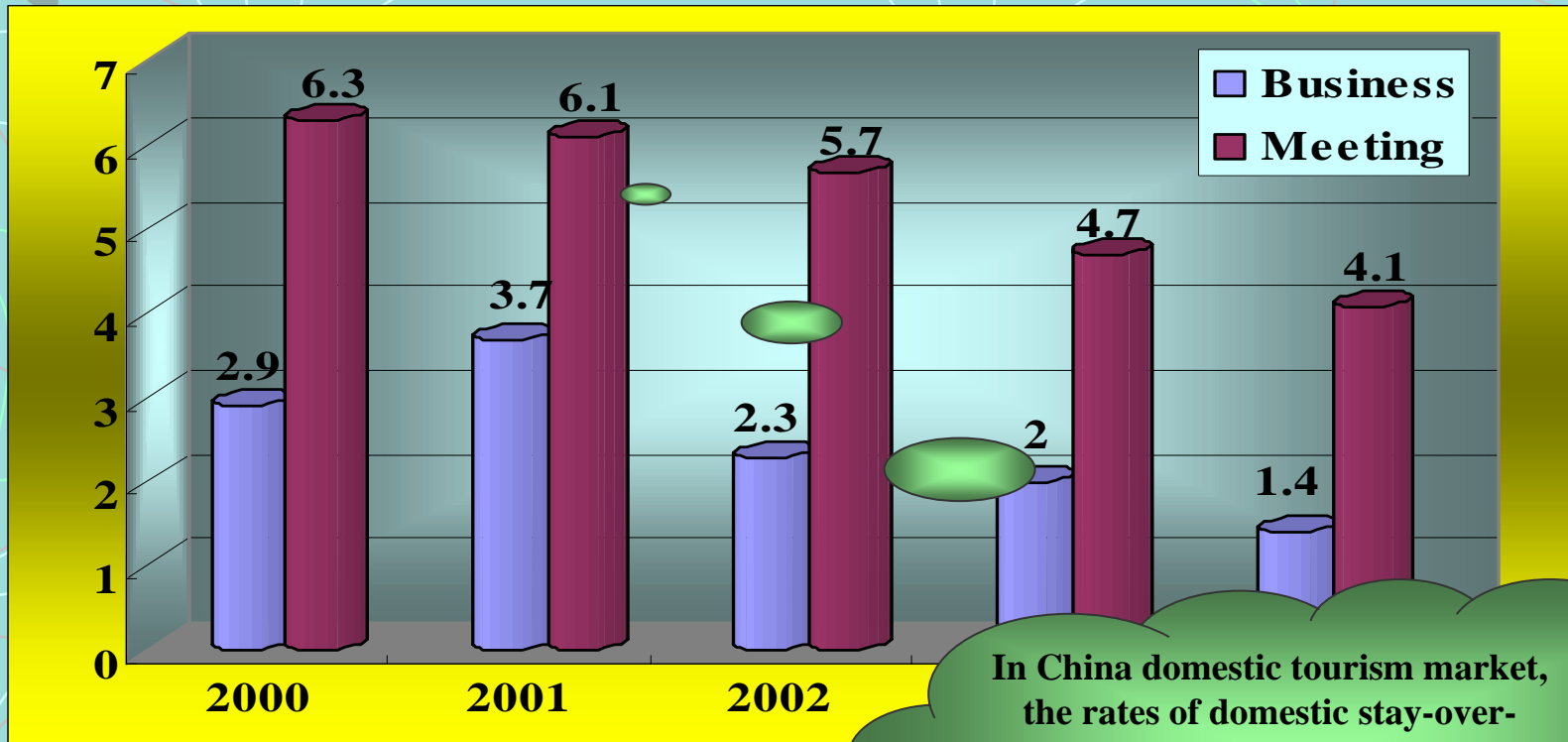
Beijing and Shanghai were respectively in the 5th and 10th position in the number rank of international meetings in Asian cities.



The Comparison Rates of Chinese Inbound Travelers in Purposes of Meeting and Business (Unit:%)



The Comparison Rates of Chinese Domestic Travelers in Purposes of Meeting and Business (Unit:%)



In China domestic tourism market, the rates of domestic stay-over-night travelers in purpose of meetings among urban travelers in China had been decreased from 2.9% in 2000 to 1.4% in 2004.



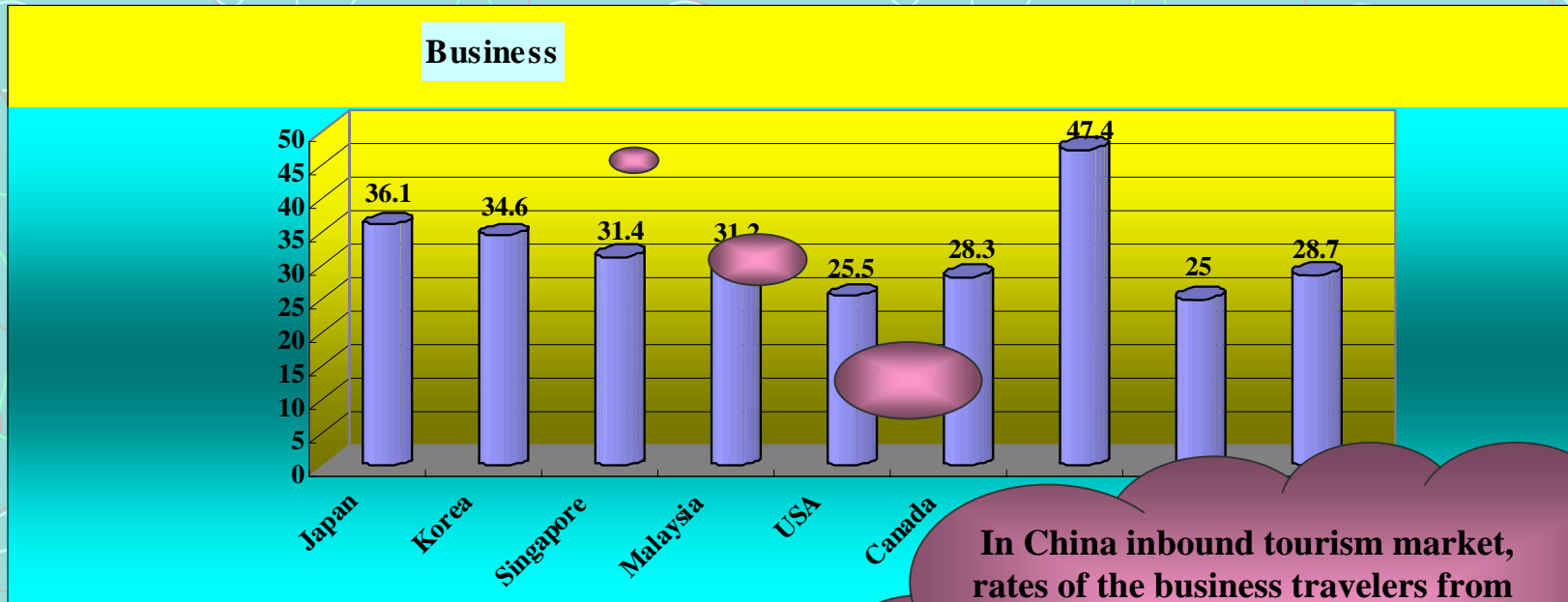
Comparison of Expenditure Per Inbound Traveler in Purpose of Meetings and Others (US dollars per traveler per day)

Items	Expenditure		Business		Meetings		Sightseeing		Leisure & Holidays	
	2002	2004	2002	2004	2002	2004	2002	2004	2002	2004
Total	140.09	152.90	158.34	172.95	172.38	192.38	134.43	151.70	131.32	140.72
HK Compatriot	111.19	120.41	122.77	126.23	170.24		126.89	130.23	103.59	121.70
Macao Compatriot	102.09	123.97	156.62	155.39	138.43	145.95				
Taiwan Compatriot	151.50	154.80	145.50	155.20	198.19					
Foreigners	147.72	165.87	170.71	192.38	171.61	200.76				

In China inbound tourism market, the expenditure per inbound travelers in purpose of business and meetings was apparently higher than that of average, or higher than that of sightseeing travelers and leisure and holidays.



The Rates of Business Travelers in China Inbound Tourism Origin Market (%)



In China inbound tourism market, rates of the business travelers from main origin countries, such as Japan, Korea, Singapore, USA, Canada, Germany, G.B. and France, are higher than those in the international tourism market.



The Distributions of Selection Locations for Association Meetings in China

Items	Annual/special meetings (%)	Forums (%)	Councils/committee (%)
Urban hotels/ restaurants	41	36	35
Rural hotels/restaurants	10	17	12
Landscapes	26	12	17
Conference centers	8	11	6
University campus	2	10	3
Corporation headquarters	1	7	17
Conference/Exhibi tion Centers	10	4	2
Others	2	3	8



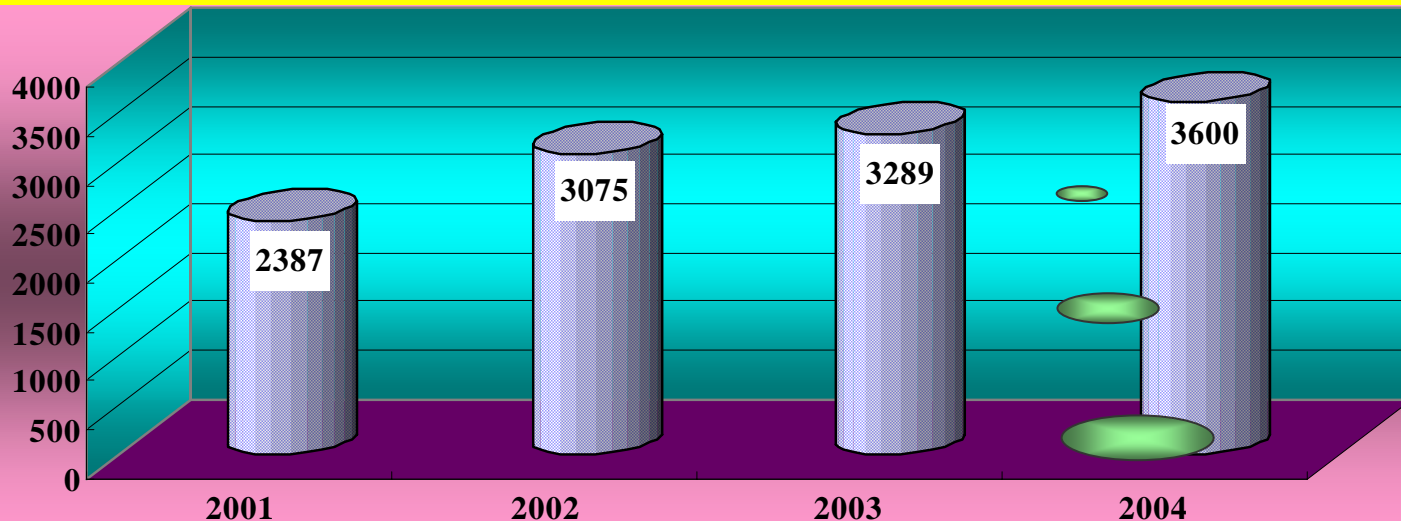
The Types of Company Meetings in China

Types of meetings	Average number of planned meetings	Average number of attendees	Average days of meeting duration	Average months of meeting preparation
for managers	5.0	34	2.3	3.5
for incentive	3.0	81	5.1	8.2
for training forums	7.6	38	2.9	3.7
for local sales	4.0	47	2.5	3.8
for national sales	1.9	141	3.5	6.8
for special/technique	5.0	79	2.6	5.3
for new products	3.6	57	2.0	3.7
for stockholders	1.6	95	1.6	5.2
for others	7.3	227	3.1	9.1



The Number of Exhibitions in China (2001-2004)

Number of exhibitions in Mainland China



The number of exhibitions had grown quickly from 2387 in 2001 to 3600 in 2004.



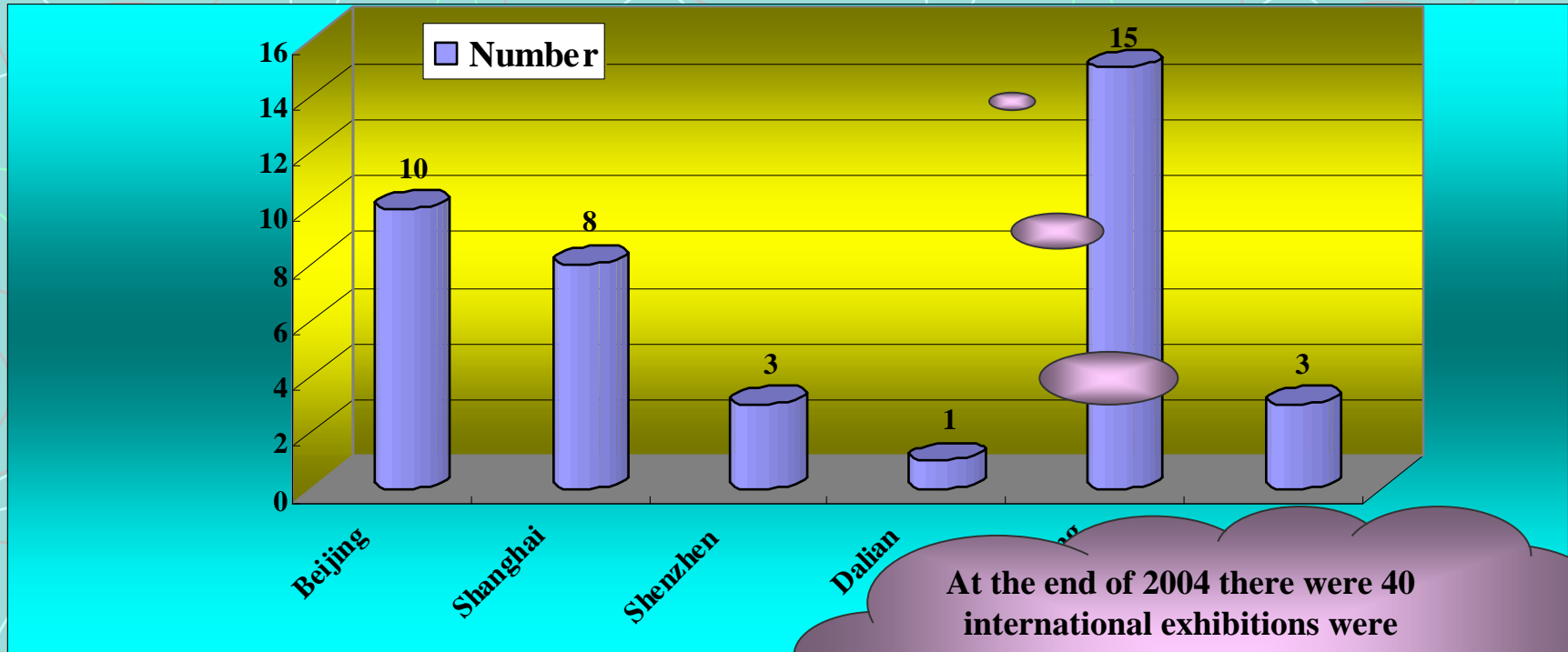
The Top Ten Numbers of Exhibitions in Different Provinces/cities of China

Provinces	2001	2002	2003	2004
Beijing	438	481	392	489
Shanghai	299	338	348	406
Zhejiang	102	221	298	119
Jiangsu	194	290	290	161
Xinjiang	200	230	250	200
Liaoning	153	180	178	115
Guangdong	100	132	173	242
Sichuan	130	160		
Shandong	104	135		
Fujian	84	112		

The largest exhibition number of China in 2004 was Beijing with 489. The second number was Shanghai with 406 and third was Guangdong with 242.



The Number of Exhibitions in China That Had Been Certificated by UFI



At the end of 2004 there were 40 international exhibitions were certificated by UFI (Union of International Fairs) in China.



The Number of Exhibitions in Different Areas of China

Middle South China		South-western China		North-eastern China	
Guangdong	12	Sichuan	3	Liaoning	3
Guangxi	2	Yunnan	2	Jiling	2
Hunan	2	Chongqing	2		
Hubei	2	Guizhou	1		
Henan	1				
Hainan	1				
Hong Kong	1				
North western China		Eastern China		Northern China	
Shaanxi	4	Jiangsu	8	Beijing	9
Gansu	2	Zhejiang	8	Tianjing	2
Xinjiang	1	Shanghai	7		
		Fujian			
		Shandong			
		Anhui			
		Jiangxi			

There were largest numbers of exhibitions in South-Eastern China such as Guangdong, Beijing, Jiangsu, Zhejiang, and Shanghai.



The Number of Exhibitions Abroad from China (2001-2004)

Year	2001	2002	2003	2004
Unit of exhibitions	73	95	100	92
Number of exhibitions	476	591	612	749
Number of countries/regions	64			

The number of exhibitions abroad from China had grown rapidly from 2001-2004. In 2004 there are 92 operational units of exhibitions in China by going abroad to 38 countries or regions and joining 749 economic and financial exhibitions.





The General Features of MICE Industry in China

The MICE industry had been developed fast in China, which has been a new economic increasing point.

Surround-Bo-Sea Areas with Beijing

Yangtse River Delta Areas with Shanghai

Pearl River Delta Areas with Guangdong





The General Features of MICE Industry in China

Local government in China has actively participated in the development of MICE industry.

Local government in Beijing, Shanghai and Hangzhou had established development plans and programs for local MICE industry.





The General Features of MICE Industry in China

**Local associations of MICE industry
have been set up in different areas of China.**

**The local association about MICE has been
founded in Beijing and Shanghai, etc.**



Number of The Areas of Some Exhibitions in China (M²)

Name of exhibitions	City	Construction areas (* indicates total areas)
Xihu International Convention Center	Hangzhou	490000
Shanghai New International Exhibition Center	Shanghai	250000*
Shanghai Guopada C&E Center	Shanghai	240000
Construction waves of convention and exhibitions has been raised in different cities of China.		
China Export Commodity Trade Exhibition	Beijing	160000*
Wuhan International C&E Center	Wuhan	128000*
Kunming International Exhibition Center	Kunming	120000*
Nanjing International Exhibition Center	Nanjing	105000*
Hunan International C&E Center	Changsha	91337*
Fuzhou International C&E Center	Fuzhou	80000
Shandong International C&E Center	Qingdao	80000*
Wuhan Science Technology C&E Center	Wuhan	67000*
Nanning International C&E Center	Nanning	65000
Guiling International C&E Center	Guilin	51000
Yanglin International C&E Center	Yanglin	46000
Shandong International Exhibition Center	Jinan	30000*
Yingguan International C&E Center	Chongqing	30000
Jinan International C&E Center	Jinan	18000
Dongguan International C&E Center	Dongguan	----





The General Features of MICE Industry in China

Some main reception units in China has joined international conference organizations, such as ICCA, IATA, ASTA, and PATA.

The service and training systems of MICE industry in China has formed their own PCO and DMC.

Various Media such as inter-net, TV, magazines and broadcast has been involved in the propaganda of MICE industry in China.





Development Policies for MICE Industry in China

To reduce the differences of MICE industry in the areas between south-eastern and middle western of China.

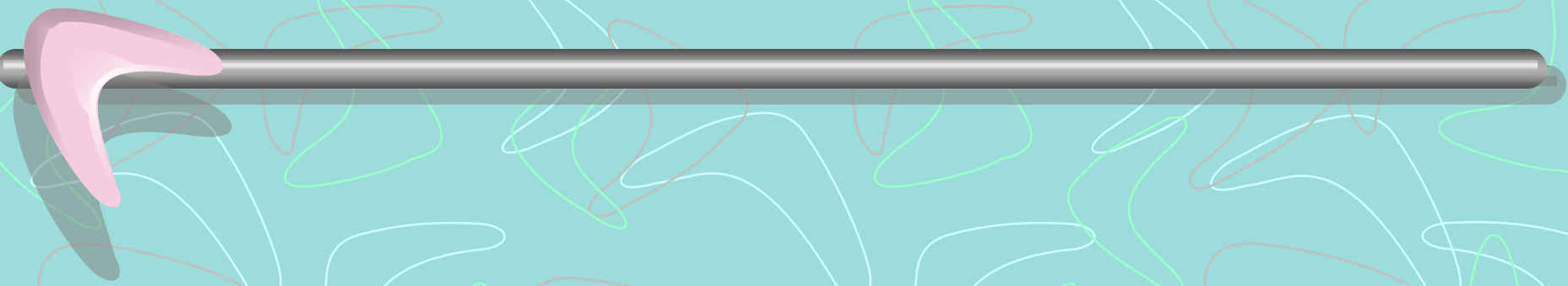
To set up corresponding laws and rules about MICE industry in China

To strengthen the commercialization and marketing for MICE industry with the guidance of central and local government

To improve the international competition power by means of improving conditions of hardware and software.

To try holding rights for international MICE so as to constitute brand marketing strategies





Analysis

Development of MICE Industry in China

MICE Education & Training in China



Some Public Universities and Colleges with MICE Specialty in China

Names	Specialty	Courses
Guangzhou University	会展与商务旅游; 会展经营管理	旅行和商务会议; 旅游目的地营销; 公共关系; 促销方法; 商务谈判; 会议组织; 大型会议管理; 交易会-展览-大型公关沙龙管理; 商务旅游实务; 场馆管理与服务; 商业展示设计; 会展策划与组织
Beijing Foreign Studies University	旅游管理 (会展策划)	大型活动组织与管理; 会展管理; 会议规划与管理; 会展经典案例分析; 展览策划与管理; 公司事件管理
Beijing City College	展示设计与经营管理; 会展经营与管理	展示设计概论; 展示设计制图; 展示信息传达; 展示环境与空间设计; 展示道具研究; 展示照明设计与工程; 展示项目管理与预算; 展示项目策划与组织; 会展项目概预算; 会展策划与组织; 会展管理与服务; 商务会议; 沟通; 旅游消费心理; 大型会议沙龙管理
Shanghai Normal University	旅游管理 (会展管理) 大型活动策划与经营课程	现代传播技巧; 市场营销; 活动策划写作; 策划实务; 传播心理学; 礼仪文化; 专业英语
Shanghai Foreign Language University	会议口译	交替传译; 视译; 同声传译和带稿同声传译
Shanghai Engineering Technique University	会展与空间设计	广告设计; 室内设计; 展示设计; 会展策划与设计
Zhongshan University	节事与会展管理	节事旅游与大型事件概论 会展策划
Shanghai Foreign Trade College	会展经济与管理专业	
Shanghai Jiaotong University	工商管理系旅游管理专业	
Zhuhai School of Jilin University	艺术设计专业	
Professional Technique School of Inner Mongolia University	办公自动化专业	

At the end of 2004, there were over 20 universities and colleges with MICE specialty/courses such as undergraduate and graduate. There were over 1600 students whose major were MICE from universities, colleges, and senior technique school.

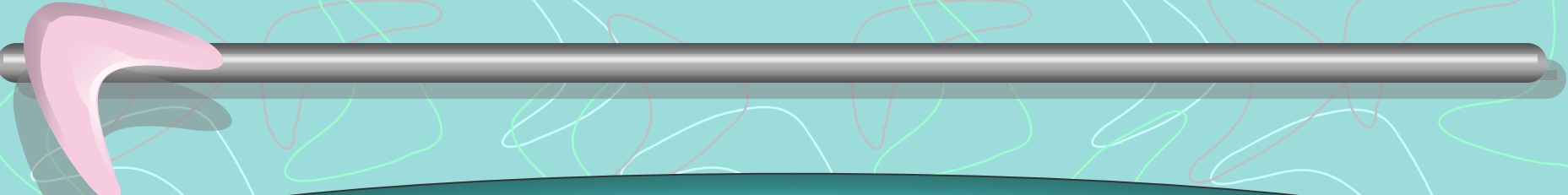


Some Private Universities and Colleges with MICE Specialty in China

Names	Specialty	Direction
Xiamen International MICE Professional College	国际会展、国际商务、旅游与酒店管理工 作	为中国第一所以“会展”为教学内容的私 立学院
Beijing Xinhua University	国际贸易专业	国际会展管理与服务
Beijing Nationality Professional Senior High School	会展服务与管理专业	
Shenyang Professional Technique College	商务管理	会展策划与管理方向
Guilin Tourism Higher Technological Academy	旅游管理系下设立了旅游会展策划与管理 专业	
Zhejiang Economic & Trade Professional Technique College	会展与广告	传播学；市场营销；构成学；广告学； 文案；灯光艺术；环境艺术；会展实 务；网络展业
Zhejiang Tourism Professional College	会展管理专业	
Shanghai Qunxin Professional Technique College	国际会展事务专业	
Shanghai Debang College	英语（旅游会展）专业	
Shanghai Television University	公共事业管理专业	旅游策划与实务方向
The Second Guangzhou Business College	市场营销专业	会展与营销专业

There also were some private colleges and universities with MICE specialty in China.





Teaching Materials about MICE Industry in China

**There are about 50 kinds of teaching textbooks/books
about MICE industry in China at present.**

**Only a few the teaching materials in universities and
colleges as well as professional senior high school
are from foreign origin editions, most of them are
from domestic framework of corresponding industries.**



The Names of Some Research Institutions about MICE Industry in China

Names	Organizations
Research Center of China MICE Industry	商务部国际贸易经济合作研究所 该中心还与香港展览业和清华大学等单位 合作开展各类会展实务与会展师资培训
Research Center of China MICE Economic Development by China Trade Promotion Association and Shanghai Jiaotong University	由中国贸促会和上海交通大学共同创建
Research Center of MICE and Service Economics of Fudan University	复旦大学会展与服务经济研究中心
Research Center of Shanghai World Expo	2010年上海世博会的思想库
Beijing Zhongshihang Research Center of MICE Economics	民间学术团体联合发起
Institute of China Chongqing Haina MICE Industry	长期与德国AUMA合作, 受德国卡尔杜伊斯堡基金会CDG“发展中国家会展经济” 促进基金支持, 与中国展览馆协会、德国杜塞尔多夫展览公司、上海新国际博览 中心等合作在上海和德国成功举办“中国会展管理-项目管理高级培训班”、“中国首 届会展设计”活动
Institute of MICE Industry of Guangzhou University	广州大学
Institute of MICE Industry of Wuhan University	武汉大学
Research Center of C & E of Zhejiang University	浙江大学
Institute of Zhejiang Oriental MICE Industry	
Institute of Ningbo MICE Economics	
Institute of Baik C & E by China and Germany	

**Currently there are over 20 research
institutions/center about MICE
Industry in China.**





The Features of Higher Education of MICE Specialty in China

**Most of universities and colleges with MICE specialty
are located in the economic developed cities**

**Most of MICE specialty are under departments of management,
economics, or arts with little relationship between them.**

MICE specialty mostly belongs to tourism department

**The synthetic knowledge about MICE has been
increased with less special knowledge**



Development Policies of MICE Education in China

**To set up MICE education
with dominant function**

**To have authorized and systematical
special teaching textbooks**

**To set up professional personnel & talents
in education and scientific research**

**To cooperate with universities, colleges,
associations, enterprises, and government together**

**To select suitable education modes
such as running by cooperation**



Training of MICE Industry in China

Names	Organizers
Training Class for Enrolled CEM	中国国际贸易促进会、澳门展协会协办，国际展览业协会任支持单位
Further Training Class for MICE Practice & Management	清华大学继续教育学院
Senior Training Class of International MICE Masterminding & Marketing	商务部培训中心
Series Training Classes of Exhibition Management to Germany	中国贸促会与德国国际培训和发展协会 (inwent)
Qualification Training Classes of MICE Professional Managers	华师大继续教育学院、上海市国际服务贸易行业协会、世博集团外经贸商务展览有限公司和凯睿特（上海）国际咨询服务有限公司
Training Classes of MICE Mastermind & Practice	上海市旅游委、上海市外经贸委
Practice Guides for MICE Manager	上海社科人文经济有限公司
Training Classes for mount guarding certificate of MICE	深圳市赣冠职业培训中心
Training Classes of MICE & Tourism Management in 2003	上海市旅游委、香港理工大学
Special Training Classes of Enterprise Attendees for MICE	上海市外经贸委
Training Classes of China MICE Designers	上海市外经贸委
Senior Training Class of China MICE Economy	中共中央党校对外培训中心、上海市外经贸委、上海市旅游委、上海市会展业工作协调领导小组办公室

There were over 60 training classes by national, local associations, enterprises in 2004 with over 8000 training attendees.





Authorized Certifications of MICE in China

**“Professional Training of MICE Industry”
by Center of Employment Training & Technique Instruction (CETTIC)
from China Labor & Social Guarantee Ministry**

**“Mastermind and Practice of MICE Industry”
by Shanghai Tourism Training Center, Shanghai Education & Training Center
of Economic & Trade, and Shanghai Training Center of Enterprises Management**





The Development Features of MICE Training in China

Many local organizations were involved in MICE training

Practice was an important part in MICE training

MICE training were only crowded in some regions





The Development Policies of MICE Training in China

To closely combine theory with practice

To choose suitable practical themes of MICE training with more time of training and discussion for key programs by pay more attentions to enterprises practically.

To specialize and standardize the training programs with six parts such as theme, practice, cases, discussion, investigations and training.

To strengthen the mutual communication between teachers and students such as problems-answering, and evaluate the training effects in time.





The Development Policies of MICE Training in China

To systematize MICE training

To invite the famous lecturer in MICE industry with open thought, active thinking, rich experiences, excellent achievement, favorable expression, and good communication.

To strengthen MICE training with unified teaching textbooks so as to have a large-scale and specialized personnel in MICE industry.



```
graph TD; A[Background] --> B[Purposes]; B --> C[Data Sources]; C --> D[Analysis]; D --> E[Further Study];
```

Background

Purposes

**Data
Sources**

Analysis

**Further
Study**





**Further
Study**

Further Case study about MICE industry in China

Quantity study about MICE industry in China

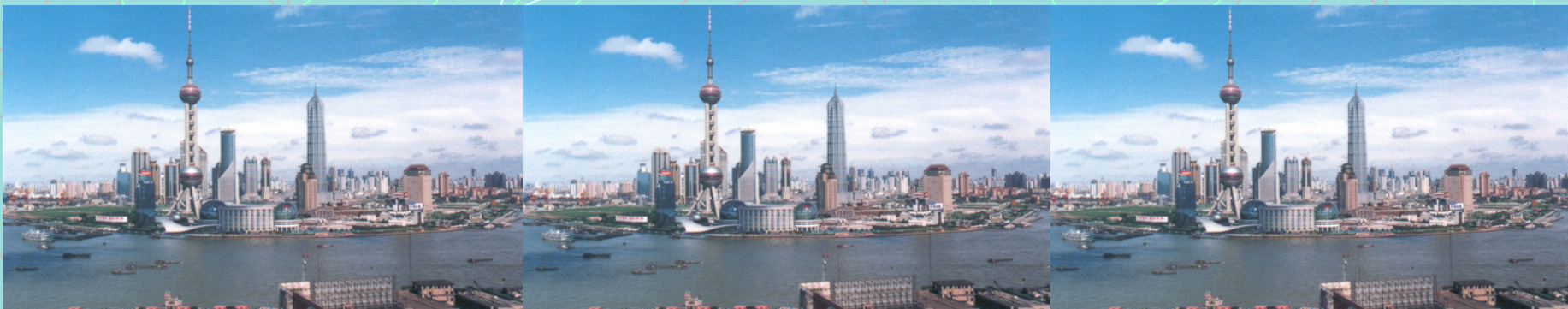




THANK YOU



yingzhig@sh163.net



An Introduction to the Development of MICE Industry and Its Education & Training in China
Yingzhi Guo, Ph.D., Associate Professor., Fudan University, Shanghai

February 9, 2006, Hong Kong, China