

Contents

<i>List of contributors</i>	vii
<i>Preface</i>	ix
1 Asia-Pacific trade fair dynamics: an introduction <i>Gang Zeng and Harald Bathelt</i>	1
PART I CONCEPTUALIZING TRADE FAIR ECOLOGIES IN THE ASIA-PACIFIC REGION	
2 Accessing remote knowledge – the roles of trade fairs, pipelines, crowdsourcing and listening posts <i>Peter Maskell</i>	19
3 The evolution of trade show systems: lessons from Europe <i>Francesca Golfetto and Diego Rinallo</i>	42
4 Internationalization and knowledge-based strategies of European trade show organizers in Asia: the case of Messe Frankfurt <i>Diego Rinallo and Francesca Golfetto</i>	67
5 Temporary clustering in developing economies: trade fairs in South and Southeast Asia <i>Peng-Fei Li</i>	93
PART II THE RISE OF CHINESE TRADE FAIR ECOLOGIES	
6 Exhibition destination attractiveness: dimensions and perceptual differences between exhibitors and visitors of China's exhibitions <i>Xin Jin and Karin Weber</i>	115
7 The spatial distribution of China's exhibition industry <i>Yi-Wen Zhu and Gang Zeng</i>	133

8	Trade, knowledge circulation and diverse trade fair ecologies in China <i>Harald Bathelt and Gang Zeng</i>	154
9	Local industry structure and the formation of temporary clusters: the case of the Shanghai International Auto Show (SIAS) <i>Xiang Kong and Yu-Fei Zhang</i>	175
PART III TRADE FAIR DEVELOPMENT IN INDUSTRIALIZED ECONOMIES IN THE ASIA-PACIFIC REGION		
10	Building relationships at local trade fairs in Japan: a case study of the Suwa Area Industrial Messe <i>Yutaka Yokura</i>	197
11	Trade fairs in peripheral places: towards a political economy of Australian fashion events <i>Sally A. Weller</i>	217
12	State strategy and industrial socio-economic practices in Taipei's international trade fairs <i>Jung-Ying Chang, Jinn-Yuh Hsu and Tsu-Lung Chou</i>	234
13	Upgrading of latecomer industries in Taiwan and the case of the Taipei International Machine Tool Show <i>Liang-Chih Chen and Ling-I Chu</i>	254
14	How and where tigers roam: the role of Korean trade fairs in supporting firms' export activities <i>Ronald V. Kalafsky and Douglas R. Gress</i>	273
PART IV SYNTHESIS AND IMPLICATIONS		
15	Towards temporary knowledge ecologies in the Asia-Pacific region: a synthesis <i>Harald Bathelt, Peng-Fei Li and Gang Zeng</i>	293
	<i>Index</i>	311