

# 1. Asia-Pacific trade fair dynamics: an introduction

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## AGENDA

When considering the importance of political and economic changes in the Asia-Pacific region and the decisive role of trade fairs in supporting and enabling such developments, it is surprising how little research exists about the rise, nature and dynamics of such events. Trade fairs provide the basis for wider trade flows and exchanges of goods between local/regional, national and international firms and thus contribute to the economic globalization of regions and national states. Given the lack of related research, the agenda behind this book is to bridge important knowledge gaps regarding the trade fair business in the Asia-Pacific region. Specifically, the goals of this book project are as follows: First, we aim to provide an overview of trade fair developments in the Asia-Pacific region and identify which factors impact these processes. Second, we aim to show how the evolution of trade fair activities differs between the countries and sub-regions of the Asia-Pacific region and in which way political and economic changes impact these varied development trajectories. Third, we synthesize these developments to conceptualize more broadly the rise of Asia-Pacific trade fairs and discuss their implications. Although a distinction could be made between ‘trade fairs’ and ‘trade shows’ (Bathelt et al. 2014), we follow many studies in the field that use both terms more or less synonymously.

This book project is conceptualized as an edited volume focusing on understanding, investigating and theorizing the rise and development of Asia-Pacific trade fairs. The strong growth of Asia-Pacific economies since the 1990s has resulted in the manifestation of new production spaces in different countries and regions. Following the examples of Japan, South Korea, Taiwan, Hong Kong and Singapore, other economies have followed, and India and Mainland China have developed into powerful players in the world economy (World Bank 1993; Bertrand 2013). In conjunction with the rise of Asian economies, trade fairs have

grown quickly from export-promoting platforms to knowledge-sharing spaces. In less-developed and developing contexts in Asia, new trade fair activities have rapidly spread and received increasing attention, while events in Europe and North America have grown at a much slower pace or even stagnated (UFI 2012; Bathelt et al. 2014). To catch up with the recent trade fair boom in many of the major urban centers of the Asia-Pacific region, especially in China (Bathelt and Zeng 2014), new large convention and exhibition centers have been built, and new venues have been established for the exchange of goods, innovations and knowledge.

These dynamic processes of trade fair development in the Asia-Pacific region will likely have a strong impact on the spatial structure of the global trade fair business and correspondingly on the development of regional and national industries. Potentially, they will also influence global knowledge transfer patterns and generate new global linkages between the Asia-Pacific region, Europe and North America. Within the landscape of Asian trade fairs, a remarkable feature is that developments of trade fairs are extremely heterogeneous and have been shaped by specific national economic conditions and respective state policies. These strong regional and national differences require a differentiated exploration of trade fairs in the Asia-Pacific region. Following this requirement, the chapters in this edited volume investigate and analyze the present structures and trends of trade fairs in specific Asia-Pacific economies and develop conceptions to understand these trends and formulate conclusions from a broad social science perspective.

This book has unique characteristics that set it apart from previous published work on related issues. First, it provides an innovative view of trade fairs by combining knowledge and trade perspectives and transferring them to the Asia-Pacific region. Second, the book presents information about recent trends in the Asia-Pacific trade fair business that have not yet been intensively studied. Third, it presents a comparative perspective in analyzing the developments of trade fairs in different countries and regions. Fourth, the book is interdisciplinary in nature as it draws on views and perspectives from economic geography, management/marketing, hospitality management and political economy. Fifth, it integrates both conceptual and empirical findings from leading international scholars in the field, who have in-depth knowledge about the local/national circumstances of trade fair developments in the Asia-Pacific region.

## CONCEPTUAL FOUNDATIONS

This book draws on a number of related novel conceptualizations of trade fairs and examines these against the context of the heterogeneous landscape of Asia-Pacific economies. Trade shows have long been seen as marketing or sales events where firms from a specific industrial field showcase their products to existing and potential customers. Alternatively, they have been considered in their role as events that bring business tourists to certain trade fair cities and provide jobs and incomes to a segment of the local/national economy that has specialized in servicing these events (for an overview, see Golfetto 1991). Conventional conceptualizations of trade fairs are, however, sometimes shortsighted and neglect the significant role of such events in the circulation of new ideas and knowledge and on the formation of networks in the context of the global knowledge economy. Little research has focused on analyzing trade fairs as places where international networks are created and maintained, where inputs for innovations are discussed, and where important knowledge is circulated and acquired that feeds into strategic decision-making processes. And few studies have investigated trade fairs in the context of the Asia-Pacific region or asked whether a knowledge perspective of trade fairs is useful to understanding the diverse regional and national economies (Bathelt and Zeng 2014; Li 2014). However, it is clear from the nature of these events that the largest trade fairs, in particular, connect firms, clusters and cities that are located in different parts of the world. As such, we can expect that trade fairs play a significant role in the economic development of the Asia-Pacific region (Bathelt et al. 2014).

Based on similar considerations, a new conceptualization of trade fairs was developed during the 2000s based on the work of Maskell et al. (2006) on 'temporary clusters' and Borghini et al. (2004) and Rinallo and Golfetto (2011) on 'temporary markets'. This conceptualization investigates trade fairs from a comprehensive knowledge perspective (Bathelt et al. 2014). Accordingly, studies in economic geography, business management and other disciplines have begun to conceptualize and explore the role of trade fairs as nodes in the global learning economy that contribute to the generation and dissemination of decisive knowledge flows between agents (firms), sometimes at a global scale. In this book, we focus on the analysis of business-to-business trade fairs and discuss whether and in which ways a knowledge perspective can be applied to the Asia-Pacific region that is characterized by large disparities in economic development between highly developed, developing and less-developed countries. The chapters in this book investigate how trade fairs stimulate trade and economic development in diverse institutional contexts, how trade fair

activities have changed over time, and why and under which conditions knowledge flows become drivers of trade fair development along with regional/national economic growth. In the context of rising and developing trade fair activities in the Asia-Pacific region, we wish to emphasize four perspectives that go beyond conventional conceptualizations: (i) trade fairs and the developmental state, (ii) trade fairs as temporary markets, (iii) trade fairs as temporary clusters and (iv) trade fairs as cyclical relational spaces. These perspectives are briefly discussed below.

### **(i) Trade Fairs and the Developmental State**

When studying trade fair developments in Asian economies (leaving Australia out of our considerations for a moment), one is faced with a political context of national states, which are not only extremely diverse but also fundamentally different from their European counterparts such as Germany and England (Gerschenkron 1962), in that industrialization and economic performance have been strongly influenced by ongoing systematic state intervention or what has been called the 'developmental state' (Johnson 1982; Wade 1990). Compared to Europe and North America, Asian economies are governed by a 'hard state' that is characterized by stronger hierarchies, control, centralization, authoritarian tendencies and weaker democratic traditions. A consequence of such structures is that states are more active – and have more capacity – in directly shaping, stimulating and, in many ways, interfering with economic development.

A key study in conceptualizing such state capacity was conducted by Johnson (1982), who investigated the factors underlying Japan's tremendous economic success in the post-World War II period. This study emphasized the key role of MITI, Japan's Ministry of International Trade and Industry, in triggering new industrial structures, supporting industrial and technological change and triggering economic catch-up processes through policies that supported systematic learning from developed economies, such as the US. Underlying Japan's success were also systematic market-conforming methods of state intervention and a specific elite state bureaucracy (Johnson 1982; 1995). As Freeman (1988) demonstrated in his comparative study of Japan and the US, the role of such state activity was crucial in the development of different national innovation systems.

The concept of the developmental state was developed to describe the enlarged potential and willingness of the state to direct economic development with the goal of increasing national productivity levels and achieving high economic growth, at the expense of social and welfare policies which had a lower priority (Wade 1990; Johnson 1995; Wong 2004). While

related state structures were very successful in driving economic development in East and Southeast Asian economies, such as Japan, South Korea and Taiwan (Wade 1990; Amsden 1992; Woo-Cumings 1999), the diverse trajectories of industrial development and heterogeneous institutional and political conditions, cultural influences and historical socio-economic contexts suggest that there is no single model of capitalist development in the Asia-Pacific region. East and Southeast Asian economies are characterized by a variety of institutional conditions and variations in the capitalist system and in market–state interactions (Pascha et al. 2011). In Japan and South Korea, for instance, economic development has been mostly shaped by unique state bureaucracies and their interactions with large diversified firm groups (Johnson 1982; Wade 1990).

The developmental state describes how state policies and institutional conditions for economic development have driven industrial specialization processes and trade flows in specific ways. While there is an abundance of literature about the developmental state, its diverse forms in the context of Asia, and how these have changed and been adapted over time due to internal and external pressures (Woo-Cumings 1999; Wong 2004; Bertrand 2013), contributions have generally not drawn connections between the specific role of the state, the development and specialization of trade fairs, and the path of industrialization. It can be assumed, however, that the specific form of the developmental state has a direct impact on the development of trade fairs, the nature of knowledge flows and interaction patterns during these events, the specialization processes in terms of trade fair type and industrial focus, and the impact of trade fairs on industrialization processes and regional/national developments (e.g. Bathelt et al. 2014; Gibson 2015). This will become clear in the various case studies of Asian economies presented in this edited volume.

With respect to the role of trade fairs in influencing economic development and the role of the state in shaping these events, it may be interesting to link the literature about the developmental state with recent conceptualizations of so-called field-configuring events (Meyer et al. 2005; Lampel and Meyer 2008). These are events that strongly impact their underlying organizational fields, for instance the technological development trajectory of an industry, in a targeted way. Since the capacity to exercise such wide-ranging influences depends on concerted and targeted efforts by trade fair organizations in planning and structuring the respective events, this conceptualization may be particularly relevant in the context of strong states that organize and control trade fairs as instruments of economic development to help shape and structure their industrial fields. They may, for instance, provide active support to help a country's industries access international markets and link up with global value/production

chains (Dicken et al. 2001; Gereffi et al. 2005). Since knowledge flows and interactions at trade fairs are highly decentralized and strongly depend on the rationales and interests of the participating firms, it is unlikely that many trade fairs could assume the form of such a field-configuring event (Möllering 2010; Bathelt et al. 2014). If anything, it could be expected that selected events, which are targeted to broadly mobilize national and international participation, impact the respective 'local field', rather than the global industry context altogether (Gibson and Bathelt 2014; Gibson 2015).

## **(ii) Trade Fairs as Temporary Markets**

In the Middle Ages in Europe, trade fairs prospered as places where traders, and later producers, brought their products in order to sell them to consumers or industrial users. Conversely, consumers, or later industrial users, attended these events to buy products, machines and other artifacts for their direct consumption or use (e.g. Rinallo 2011). While trade fairs were thus originally market places where sales were concluded and actual exchanges of products took place, these trade patterns changed toward the end of the 19th century with the introduction of so-called sample fairs. Sample fairs were events where exhibitors would only present samples of their products, engage in negotiations with potential buyers and take orders from them. This was possible through the development of national states that went along with the establishment of standardized and enforceable systems of institutional arrangements (for instance, regarding financial transactions), reducing the uncertainties associated with taking such orders, producing reliable products and securing deliveries of orders and payments (e.g. Bathelt et al. 2014). The respective events were still organized around their market function, focusing on present or future market exchanges of products between agents/firms that were vertically linked in the value chain as buyers and sellers or as producers and users. Based on these fundamental interaction patterns, trade fairs have been conceptualized as temporary markets (Rinallo and Golfetto 2011).

While the nature of interactions has changed over time, the focus on vertical exchanges is still the *raison d'être* for many trade fairs today even though direct sales, market exchanges and contract negotiations have lost in importance. In many events, so-called atypical visitors, who do not intend to buy products during trade fairs, have replaced typical visitors (potential buyers), and even typical visitors do not necessarily attend these events any longer with the intent to conclude transactions of goods (Borghini et al. 2006). The conceptualization of temporary markets has generated opportunities to analyze trade shows from a knowledge-based

perspective and distinguish various types of events according to the knowledge flows between different participant groups according to their origin.

This perspective is particularly useful when analyzing the development of specific types of trade fairs in relation to their underlying regional or national industry base. Depending on the competitive strengths or needs of regional industrial agglomerations, for instance, export or import trade fairs can develop that either provide wider market access for the specialized industrial firms in a region or help secure flows of required supplies that are not produced locally. Depending on the export or import functions of events, different types of interaction patterns and learning processes can be observed (Rinallo and Golfetto 2011). This perspective further helps to explain how rivalry and competition can develop between shows, venues, cities and countries for certain trade fairs, especially in the case of export events, and how trade show organizers can apply certain knowledge strategies to strengthen the competitive position of their events and underlying industries. This perspective of temporary markets is highly relevant in the context of Asia-Pacific trade fair developments in order to better understand different specialization patterns of trade fairs across the diversified national economies.

### **(iii) Trade Fairs as Temporary Clusters**

From the perspective of communication and interaction processes between the participants, trade fairs can be conceptualized as temporary clusters which are, like permanent clusters, characterized by various knowledge flows – across vertical, horizontal and institutional dimensions – that take place within and across the communities that get together during such events (Maskell et al. 2006). These knowledge flows are not just relevant for the immediate sales and marketing activities of firms but also have important consequences for adjustments and restructuring activities in production. The vertical knowledge flows that occur in interactions of exhibitors/producers with their suppliers/users, for instance, provide important feedback from which the firms can learn about technological opportunities and customer preferences. This stimulates new research and development activities later on and impacts the strategic focus of their production programs. The users, who visit such events, can also draw important conclusions with respect to their production settings as they receive an overview about trends in their supply and service sector.

Aside from these interactions, trade fairs establish an important horizontal dimension for knowledge exchanges as they provide opportunities for producers to observe other firms that produce similar products and

to compare the products and innovations of these firms with their own (Maskell et al. 2006). This is especially important during leading international business-to-business trade fairs that bring together the most important producers in an industry, as well as many small and medium-sized firms that operate in different market and institutional environments. Together, these agents generate a 'microcosm' of the respective industrial field (Rosson and Seringhaus 1995), which enables firms to receive a broad overview of the development of products and technologies. This process generates crucial benchmarks that enable firms to evaluate their own position against their competitors and the entire evolving field. It also provides important feedback and reduces uncertainties as firms, for instance, realize that they are still at the forefront of technological development, or that others have moved into new markets that may require timely adjustment of strategies (Bathelt and Schuldt 2010).

Firms showcasing their products during the events are both exhibitors – engaging in vertical interactions through myriads of short communications with users and suppliers – and at the same time visitors – scanning technological developments through dense horizontal observations. The multiplicity of knowledge flows during trade fairs is triggered by a unique mix of learning processes that involve various forms of learning by interaction and learning by observation at the vertical and the horizontal level. Firms observing their competitors may, for instance, directly approach the respective firms and engage in dialogues about their industrial field, or they may choose to stay anonymous and walk through the exhibits, inspect new developments and observe how visitors react to their rivals' exhibits. Depending on the industrial field and common practices of interaction, it may even be possible to get together with competitors at the end of the day and share a drink while reflecting upon the trade fair and developments in the industry (Bathelt et al. 2014).

The meetings, encounters and discoveries of firms that attend these events are sometimes planned and scheduled in advance and can involve systematic scanning, but they may also be less planned, spontaneous and shaped by random encounters that 'catch one's eye', or accidental meetings when bumping into former acquaintances (Bathelt and Schuldt 2010). Collectively, the short-term intensive interactions and observations generate a unique information and knowledge ecology (e.g. Grabher 2001; Bathelt and Gibson 2013) in the sense that many different, competing and complementary knowledge components are being constantly picked up and dropped by the participants, interpreted and reinterpreted individually and collectively, through conversations, interactions and observations. We use the term 'knowledge ecology' in the context of this book in a broad sense to refer to the manifold parallel and overlapping

communication and interaction processes that occur during trade fairs, which differ between different types of events in different economies in the Asia-Pacific region.

What makes trade fairs with broad national and international participation particularly important is that they generate plenty of opportunities for firms to make contact and initiate partnerships with users, suppliers and all sorts of potential partners that are located in other regions and countries. Therefore, these events play an important role for local/national industries in developing trans-local or global pipelines in production and trade (Maskell et al. 2006; Ramírez-Pasillas 2008). Altogether, these regular knowledge exchanges help stabilize regional industrial clusters and increase the competitiveness of national industries in the long term. Such network-generating processes are particularly interesting from the perspective of the developmental state that intends to establish events which strongly impact the development of the national industrial field.

#### **(iv) Trade Fairs as Cyclical Relational Spaces**

The institutional dimension of trade fairs is directly linked to the manifold face-to-face interactions that occur and their impacts on future activities of participating firms located in different regions and national states (Bathelt and Schuldt 2010). These exchanges and interactions are important in understanding the different conditions for production and trade in different national/regional contexts, interpreting new technological developments and making sense of them, and generating joint understandings, expectations and views between the participants. Trade fairs in a certain industrial field are cyclical in character, as they occur at regular intervals and related events take place sequentially in different places (Power and Jansson 2008). The cyclical nature of trade fairs constitutes a powerful institutional force that shapes the reproduction of the knowledge base underlying the industrial field. It promotes the development of complex knowing communities that consist of partly overlapping and partly specialized communities of practice, epistemic communities and virtual communities (Boland and Tenkasi 1995) based on relational contextual experiences.

These shared experiences and interactions between trade fair participants are not just characterized by price negotiations, observations of peers, speculations about market trends, assessments of new technological developments and so on; participants also enjoy having a break from regular work routines, expect to find something unexpected and to experience arts and show elements, and generally want 'to have a good time' in interacting with their community (e.g. Andreae et al. 2013). As such, trade

fairs can be viewed as relational spaces (Bathelt and Spigel 2012), which provide opportunities for agents from a specific industrial field to engage with each other intensively in combinations of rational or emotional and professional or private meetings over a short time period. By focusing on the nature of interactions during such events, the functions of trade fairs in specific cultural and institutional contexts, and how these roles change over time, the chapters of this book contribute to a broader discussion about the impact of trade fair ecologies on globalization processes in the knowledge economy, and their effects, on making connections between the Asia-Pacific region and other parts of the world.

The book thus links to relational and practice conceptions of economic action which pay particular attention to the context of socio-institutional relations, practices of economic interaction and their changes over time to understand how economic structures develop in a spatial perspective (Bathelt and Glückler 2003; Faulconbridge 2007; Jones and Murphy 2010). The overall conceptualization of the book is committed to a context perspective (Storper 2009) that takes into consideration the diverse political-institutional conditions for economic action in the Asia-Pacific region. It also draws on an evolutionary understanding of economic development, characterized by cumulative, experience-based technological change (Nelson and Winter 1982; Dosi 1982) and a social division of labor that requires intensive producer–user interaction (Lundvall 1988). While an evolutionary perspective is viewed as a core component to generate an adequate understanding of economic structures and their dynamics (Bathelt and Glückler 2003; Boschma and Frenken 2006; Martin and Sunley 2006), we do not view evolutionary analysis as an end in itself.

## STRUCTURE OF THE BOOK

This edited volume systematically discusses recent empirical and conceptual findings about the rise and development of trade fairs in the Asia-Pacific region. It is the first time that a systematic discussion of the characteristics and developments of trade fair ecologies across the highly diverse economies of the Asia-Pacific region is presented. This is surprising because it appears that trade fairs are not just a reflection and result of economic growth and trade; they are, as argued in Bathelt et al. (2014), also the triggers of such developments. This is discussed in 15 chapters that are organized into four parts.

Part I develops the conceptual foundations of the book and discusses ways of how experiences and concepts of trade fairs can be transferred from Europe to the Asia-Pacific region. Chapter 2 contextualizes trade

fairs in a broader framework of how firms access new knowledge and competencies when they extend their reach beyond the local/national scale. Maskell (*this volume*) suggests that such knowledge acquisition can be associated with substantial uncertainties, especially regarding questions as to what kind of knowledge is required and where (from whom) to access it. The framework presented in the chapter suggests that trade fairs become especially important to access remote knowledge when uncertainty is high with respect to both the type of knowledge that is needed and where and with whom it resides. While this is particularly relevant for young single-site firms, it also applies to larger established firms, especially in combination with other means of knowledge acquisition. Chapter 3 develops a knowledge-based perspective of trade fairs by suggesting that different types of international trade fairs are needed to support economic development. Depending on the specialization, competencies and needs of the industries located in the local/national catchment basin of the events, trade shows can develop into import or export fairs that generate different types of knowledge flows and have varying consequences for economic development. Golfetto and Rinallo (*this volume*) suggest that European experiences may be quite valuable in the organization of new trade fair ecologies in the Asia-Pacific region. Chapter 4 on internationalization activities of trade fair organizations is directly linked to this knowledge-based perspective. In the chapter, Rinallo and Golfetto (*this volume*) investigate the expansion of Messe Frankfurt's activities to the Asia-Pacific region. The study uses the case of Interstoff Asia to illustrate how trade fair organizers have transferred knowledge-based strategies to the Asia-Pacific region and how this has supported upgrading processes in the local textile industry. The case also shows how organizer strategies can systematically trigger changes in the trade fair type over time. Chapter 5 transfers this perspective of trade fair ecologies to learning processes in industrial production and suggests that trade fairs in developing contexts generate the largest learning potential for local/national firms if they are characterized by broad participation of both local/national and international participants on the visitor and the exhibitor side. Li (*this volume*) suggests that, although trade fairs in the Asia-Pacific region are extremely diversified, we can generally observe a development from local/national marketplaces to learning spaces with increasing international participation.

Part II applies these foundations to the rise of trade fair ecologies in China. Chapters 6 and 7 present empirical data to investigate which regions and cities are particularly attractive for trade fair participants and support the growth of related events. Jin and Weber (*this volume*) suggest that the attractiveness of trade fair destinations varies between visitors and exhibitors. They identify what they refer to as a clustering effect

which indicates that a link between local/regional industry clustering and trade fair specialization may have a positive impact on trade fair development (see Chapter 6). It is concluded that this could be relevant for policy makers when organizing trade fairs in second-tier cities. While Zhu and Zeng (*this volume*) find that city size is a crucial factor in the growth of trade fair activity in China, giving large cities an advantage over small and medium-sized cities, they also suggest that transportation infrastructure, a high level of economic development and a well-developed service economy are important influences on the development of trade fair ecologies (see Chapter 7). Chapter 8 suggests that it is necessary to exercise care to avoid underestimating or over-generalizing the state of trade fair activity in China. Bathelt and Zeng (*this volume*) argue that the existing literature does not present an up-to-date view of trade fair ecologies in China. It is illustrated that common criticisms about the nature of trade fair developments are incomplete. While some events emerge as strong temporary markets with important sales activities, others are evolving into temporary clusters with a focus on innovation and knowledge generation or on relationship building and networking, similar to events in Europe and North America. The increasing differentiation of trade fair functions seems to coincide with the economic capabilities and specialization processes in the surrounding city-regions. Chapter 9 supports this perspective with an analysis of the Shanghai International Automobile Show. While not yet comparable with leading events in Europe and North America, Kong and Zhang (*this volume*) suggest that the event is well on its way to developing into an important temporary cluster of knowledge flows in the industry.

Part III extends the analytical frame to investigate trade fair developments in industrialized Asia-Pacific economies and establishes a comparative political economy perspective that links national state policies and trade fair dynamics with economic development. In this part, developments in Japan, Australia, Taiwan and South Korea are linked to globalization processes. Chapter 10 suggests that trade fairs in Japan are characterized by a limited degree of internationalization, favoring interaction between domestic firms with a focus on forming longer-term relations. The analysis of Yokura (*this volume*) particularly shows how local trade fairs strengthen the marketing capabilities of small and medium-sized firms and thus become important tools in supporting regional economic development. Chapter 11 about experiences in Australia argues that a small 'peripheral' country in the world economy cannot easily generate knowledge-intensive international events with fundamental impacts on learning, innovation and economic development. Using the example of fashion events, Weller (*this volume*) concludes that, from a policy

perspective, it may be more promising to support specific regional export shows to provide market access to the respective producers, rather than aiming to establish large flagship events targeted toward the international trade fair cycle. This may be particularly important when considering the potential of increased trade fair competition due to parallel developments in the other parts of the Asia-Pacific region. In contrast to this case, Chapter 12 presents a political context of trade fair development, in which trade fairs have been crucial in avoiding ‘peripheralization’ by enabling national industries to link up with global value chains. Chang et al. (*this volume*) demonstrate in the case of Taiwan how state support together with trade fair initiatives have played an active role in this process and have jointly supported industrial upgrading and place upscaling. Chapter 13 further supports this in the case of the Taiwanese machine tool industry, which illustrates how large export-oriented trade fairs have enabled national producers to integrate their activities into global value chains. Chen and Chu (*this volume*) show how international trade fair settings have also provided cluster producers with unique opportunities for technological learning and stimulated regional cluster-based collaboration and institution building. Referring to the same industry context, Chapter 14 argues in the context of South Korea that internationally oriented trade fairs have been especially important for national firms in developing export market intelligence. While national interaction patterns prevail during South Korean trade fairs, Kalafsky and Gress (*this volume*) argue that there is an increasing policy interest in utilizing such events for the promotion of export activities of small and medium-sized firms.

Finally, Part IV synthesizes the findings presented in the individual chapters and discusses policy implications. Building on the various investigations of trade shows in different regional/national contexts in the Asia-Pacific region, Chapter 15 discusses prospects of conceptualizing Asia-Pacific trade fair ecologies more broadly and presents ideas toward an integrated model of trade fair development in the region (Bathelt et al., *this volume*).

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