

[This document was translated by an external third party for UFI.  
Please note, it is not an official translation from the State Council of the PRC.]

**Document issued by:** State Council of the People's Republic of China

**The document written date:** 29<sup>th</sup> March 2015

**Title:** Several Suggestions by the State Council on Further Promoting Reform and Development of the Exhibition industry

**Date of issue:** 19<sup>th</sup> April 2015

**URL:** [http://www.gov.cn/zhengce/content/2015-04/19/content\\_9621.htm?from=timeline](http://www.gov.cn/zhengce/content/2015-04/19/content_9621.htm?from=timeline)

---

## **Several Suggestions by the State Council on Further Promoting Reform and Development of the Exhibition Industry**

Provinces, Autonomous Regions, People's Governments of Municipalities, ministries and commissions of and organizations directly under the State Council:

In recent years, the exhibition industry in our country has experienced rapid development, becoming an important platform that constitutes modern market system and opened economic system and playing an increasingly important role in social and economic development of our country. Meanwhile, the reform of system and mechanism of the exhibition industry in our country is still lagged behind and the degree of marketing develops slowly. There are problems such as unreasonable structure, underdeveloped policy and weak international competitiveness, etc. The following suggestions are proposed in order to promote reform and development of the exhibition industry and better play its roles of stabilizing growth, promoting reform, adjusting structure and benefiting livelihood:

### **I. General requirement.**

(I) Guiding ideology. We will comprehensively implement spirits of the 18<sup>th</sup> CPC National Congress as well as the 2<sup>nd</sup>, the 3<sup>rd</sup> and the 4<sup>th</sup> plenary sessions of the 18<sup>th</sup> CPC Central Committee, implement and carry out various decisions and arrangements made by the Party Central Committee and the State Council. We will continue to deepen reform, carry out innovation, make full use of the decisive role of market in resource allocation, play the role of government in a better way and positively promote progress of marketization of the exhibition industry. We will follow the directions of professionalization, internationalization, brand name and informatization, advocate concepts of low carbon, environmental protection, green ideas, cultivate and expand the main market, accelerate transformation and upgrading of the exhibition industry

and spend great efforts in promoting the development of our country from a large exhibition country to a powerful exhibition country in order to serve the national economy and social development panorama in a better way.

## (II) Basic principles.

We will continue to deepen reform. We will comprehensively deepen reform on management and system of the exhibition industry, confirm functional positions of economy, society, culture and ecology of the exhibition industry, accelerate transformation of government functions and streamline administration and delegate power, open market entry of the exhibition industry in a steady and orderly fashion, improve industrial management level and inspire vitality and creativity of the market with institutional innovation.

We will continue scientific development. We will coordinate allocation of exhibition centers and expositions nationwide as well as development of regional exhibition industry, scientifically define public welfare and competitiveness of exhibition centers and expositions, fully motivate enthusiasm of different parities and establish a coordinated, mutual complementary and mutual beneficial development environment.

We will continue market orientation. We will follow the law of development of the exhibition industry, learn from beneficial international experiences, establish an open, fair and transparent market regulation and realize sustainable and sound development of the industry. We will encourage and support marketization of the exhibition industry by comprehensively adopting tax, financial and industrial policies.

(III) Development objective. By 2020, we will have basically completed an exhibition industry system, which is optimized in structure, well developed in function, solid in foundation, reasonable in allocation and balanced in development.

—Optimized development environment. We will develop laws and policies, rationalize management system, delegate administration and approval authority, gradually reduce system and mechanism obstacles that affect market fair competition and sound industrial development and form a market environment with fair participation and orderly competition.

—Obvious improvement of marketization level. We will rationalize the relationship between government and market, regulate and reduce government exhibitions, encourage enterprises of different ownerships to hold exhibitions according to market demand, largely increase the number of marketized and professionalized exhibitions and greatly improve the degree of marketization among investment in exhibition venue construction as well as management and operation.

—Constant improvement of internationalization. We will follow international market regulations of the exhibition industry, make use of the comparative advantages of our country in solid industrial foundation and huge market demands and gradually improve scale and level of international business and exhibition attraction. We will

accelerate the steps of “going global” and greatly enhance the capability of holding exhibitions overseas. We will greatly improve our discourse power and influence in international exhibition industry and cultivate a series of exhibitions with famous brand names and international competitiveness.

## II. Management system reform

(IV) Accelerating streamlining administration and delegating power. We will reform management model on administrative examination and approval, based on the principle of territoriality, gradually delegate appropriate administrative examination and approval rights of foreign economic and technical exhibitions to provincial commercial authorities of the hosting regions after implementing legal procedures and timely change examination and approval system into the filing system. By applying modern information technology, such as internet, we will promote on-line filing approval, and improve administrative permit efficiency and convenience level.

(V) Rationalizing management system. We will establish a ministerial joint meeting system, which is led by commercial authority and jointly participated by departments of development and reform, education, science and technology, public security, finance, tax, business administration, custom, quality inspection, statistics, intellectual property rights and trade promotion, etc., plan coordination and carry out cooperation based on division of labor. We will strengthen formulation and implementation of development strategy, planning, policy and standard of the exhibition industry, strengthen supervision during and after the event and develop public service system.

(VI) Promoting marketization progress. We will strictly regulate exhibition behaviors of governments of different levels, reduce fiscal investment and administrative participation, gradually strengthen the degree of service purchase from society by the government and establish an exit mechanism for exhibitions held by government. We will loosen conditions for market entry, spend great efforts in cultivating market entity, strengthen specification of work and expand market space for the exhibition industry.

(VII) Playing the role of intermediary agency. According to the principles of socialization, marketization and professionalization, we will positively develop professionalized industrial organizations, which are regulated in operation as well as independent and just. We will encourage industrial organizations to carry out research on development law and trend of the exhibition industry, make full use of the function and role of economic and trade organizations, such as trade promotion agencies, provide to enterprises with service, such as economic information, market prediction, technical guidance, legal consultation and personnel training, etc, and improve self-discipline level of the industry.

### III. Promoting innovation development

(VIII) Accelerating informatization progress. We will guide enterprises to apply modern information technology, carry out service innovation, management innovation, market innovation and business model innovation and develop newly emerged exhibition industry business. We will hold virtual on-line exhibitions and form a new model of organic integration between on-line and off-line. We will promote the application of cloud calculation, large data, internet of things and mobile internet, etc. in the exhibition industry.

(IX) Improving level of organization. We will encourage fair participation and competition by enterprises of different ownerships and guide large leading enterprises to establish international exhibition groups through the forms of purchase, merge, holding company, share participation and business combination. We will strengthen policy guidance and support, build leading enterprises with advanced concepts of exhibition, management experience and professional skills, make full use of the roles of demonstration and guidance and improve industrial core competitiveness.

(X) Developing exhibition industrial chain. With the exhibition enterprises as lead, we will develop an industrial cluster, together with the support of transportation, logistics, telecommunication, finance, tourism, food and accommodation as well as planning, advertisement, printing, design, installation, leasing and on-site service, etc., form an exhibition service system with complementary industries, interactive industries and highly efficient operation, strengthen coordinated capability of upstream and downstream enterprises of the industrial chain and guide exhibition and service enterprises of different types to develop and prosper.

(XI) Developing management and operation mechanism of exhibition venues. We will balance public welfare and market principle, promote reform on exhibition venue management system and operation mechanism innovation, formulate open and transparent as well as non-biased venue utilization regulations. We will encourage venue operators to improve operation effectiveness through brand name output, management output and capital output, etc. We will strengthen information management among venues nationwide, promote venue interaction, information communication and improve utilization rate of venue facility.

(XII) Deepening international exchange and cooperation. We will promote exhibition organizations and organizations of the exhibition industry, industrial associations and exhibition enterprises with international reputation to establish cooperation mechanism, introduce exhibition brand names with international reputation to carry out exhibition in China and improve quality and benefit of exhibitions in China. By working with the implementation of important strategy of “one belt and one road” by the nation as well as multi and bilateral and regional economic and trade cooperation, we will make full use of international exhibition platform, such as World Expo, to

cultivate overseas exhibition projects, improve overseas exhibition structure and construct a diversified, extended and high-end new pattern for participating and holding overseas exhibitions.

#### IV. Optimizing market environment

(XIII) Developing standard system for the exhibition industry. According to the principles of general planning and step-by-step implementation, we will accelerate formulating and promoting standards of venue management, operation service, energy conservation and environmental protection and safety operation, etc, gradually form a standardized framework system of the exhibition industry, which is market orientation, serving industry, clear differentiation and very scientific and reasonable.

(XIV) Developing industrial integrity system. We will accelerate establishing exhibition integrity system that covers exhibition venues, exhibition organizations and participating enterprises, promote application of integrity service and products, advocate sincere exhibition and service regulation. We will establish integrity files and information disclosure system among violating organizations, promote sharing and disclosure of supervision information among departments, praise integrity and punish insincerity and realize supervision on categorizing information.

(XV) Strengthening protection on intellectual property rights. We will accelerate formulating protection methods for exhibition intellectual property rights and strengthen protection work for exhibition intellectual property rights. We will support and encourage exhibition enterprises to develop and utilize intangible assets, such as exhibition names, logos and commercial reputation by the ways of patent application and trademark registration, and improve levels of creation, application and protection for exhibition intellectual property rights. We will expand basic resource sharing scope of exhibition intellectual property rights, establish information platform and serve exhibition enterprises.

(XVI) Striking infringement and counterfeit and inferior products. We will innovate supervision methods and enlist striking infringement and counterfeit and inferior products into general plan and emergency plan of exhibition. We will develop tracing system for crucial exhibition products, promote implementation of quality commitment system made by participating enterprises and practically carry out main responsibility. We will accelerate information capability building, such as aid for exhibition legal rights protection, report and complaint and report disposal and develop disposal mechanism of report and complaint.

#### V. Strengthening policy guidance

(XVII) Optimizing layout of the exhibition industry. According to strategic requirement of structure adjustment of national economy and coordinated regional development, we will scientifically plan regional layout of the industry and promote

construction of a series of international exhibition cities and exhibition venues with international influence. We will regularly publish catalogues for guiding and supporting exhibitions, scientifically confirm key exhibitions orientation, encourage the development of important exhibitions with obvious industrial characteristics and regional characteristics, and cultivate a number of brand name exhibitions.

(XVIII) Implementing tax policy. According to the principles of government guidance and marketing operation, we will, through optimizing public service, support SMEs to participate in important exhibitions and encourage exhibition organizations to hold exhibitions overseas. We will implement favorable policies of added value tax and operation tax for small and micro businesses, carry out pre-tax deduction policy on creation and designing fees within the taxation policy of *Several Suggestions by the State Council on Promoting Cultural Creation and Designing Service as well as Integrated Development of Relevant Industries (Guofa 2014 No. 10)*, and promote sound development of exhibition enterprises as well as relevant auxiliary service enterprises.

(XIX) Improving financial and insurance service. We will encourage financial institutions, such as commercial banks, insurance and trusts, within their business scope and based on the principles of controllable risk and commercial sustainability, to create financial products and credit model appropriate for development of the exhibition industry, promote various ways of financing, such as carrying out pledge on exhibition intellectual property rights and further extend financing channels of exhibition organizations, exhibition service enterprises and participating enterprises. We will develop financing guarantee system and strengthen degree of support of guarantee organizations on financing guarantee for exhibition enterprises.

(XX) Improving level of convenience. We will further optimize supervision fashion and method for border exit and entry of exhibition products and improve clearance efficiency for border exit and entry of exhibition products. We will guide and cultivate key enterprises of the exhibition industry to become high credit enterprises of the custom, which are appropriate for convenient measures of custom clearance. We will streamline custom clearance procedure of exhibition products that conform to quarantine requirement of border exit and entry of our country, and legally regulate management on exhibition products that are not approved for entry.

(XXI) Developing industrial statistic system. Based on division of industries among national economy, we will establish and develop a monitoring and analysis system for statistics of the exhibition industry, establish a statistical index system with main contents on exhibition number, exhibition area and operation situation of the exhibition industry, establish a statistical investigation channel with major targets as exhibition venues, exhibition organizations and exhibition service enterprises, comprehensively apply many ways of data collection, such as statistical investigation and administrative record, etc., develop monitoring and analysis system and establish a comprehensive information issuing platform.

(XXII) Strengthening establishment of talent system. We will encourage vocational schools and higher education institutions to establish specialized courses according to market demands, deepen reform on education and teaching and train skillful, practical and compound specific talents appropriate for development of the exhibition industry. We will innovate talents cultivation mechanism, encourage intermediary agencies, industrial associations as well as relevant higher education institutions and training institutions to carry out joint cultivation and training on specific talents. We will explore category management system for exhibition employees, study measures and methods for promoting talent teambuilding of the exhibition industry, encourage exhibition talent development and comprehensively improve total level of exhibition employees.

Different regions and different departments should fully recognize the important significance of further promoting reform and development of the exhibition industry, strengthen organization and guidance, develop working mechanism and enhance coordinated cooperation. According to this suggestion, different regions, by combining practice of their own economic and social development, should establish specific implementation plans, specify policies and measures in order to ensure various tasks implemented. Different relevant departments should swiftly study and formulate auxiliary policies and specific measures in order to build a good environment for sound development of the exhibition industry. The Ministry of Commerce should provide guidance, supervision and summary work by working with relevant departments, jointly implement the work and timely report major events to the State Council.

State Council of the PRC

29<sup>th</sup> March 2015