

Plekhanov Russian University of Economics

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CURRENT STATE OF THE EXHIBITION BUSINESS

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The main purpose of the textbook “Current state of the exhibition business in Russia” is to introduce students to the special significance of exhibition activities for the national economy, describe the general economic and financial effects of the exhibition business, and explain the features of the current development of the exhibition industry. The textbook describes the history, activities and objectives of the World Association of Exhibition Activities (UFI) and the Russian Union of Exhibitions and Fairs (RUEF), and shows the role of UFI and RUEF as indicators of trends, forecasts and patterns in the global and Russian exhibition industries. The textbook is prepared on the basis of the program of the discipline “Commerce in the sphere of circulation” and is intended for students studying in the specialty 38.03.06 “Trade business”.

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Introduction

At the present stage, the exhibition industry is one of the most dynamically developing branches of market infrastructure in the world, and the economic efficiency of exhibition and fair activities is evidenced by the rather noticeable financial flows generated by it, which leads to significant revenues to budgets of all levels (7). The overall economic effect of the exhibition business is expressed in the dynamics of economic infrastructure development, improvement of innovative investment climate of the country, expanding business contacts of entrepreneurs, attracting foreign investment, contributing to the industrial and social progress of society. The financial effect is expressed in contributions to budget revenues of both tax and non-tax revenues (5).

Exhibitions serve as a link between domestic and international markets and help attract foreign investment to implement promising areas of economic development. In terms of its complexity and versatility, the exhibition business is comparable to such sectors of the economy as industry, science, technology, and entrepreneurship.

A characteristic feature of the current stage of development of the exhibition industry is the need to improve the mechanism of integrated development of exhibition services, which is associated with general economic trends and the emergence of new market laws – tough competition, the need to find optimal contractors and form new ways to sell products (6).