



Handbook Event Market China

Helmut Schwagermann

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Events, such as trade fairs, conferences and corporate events, are effective communication tools, which have positive effects for the regions they are held in. China realised this fact years ago and has invested massively in the event infrastructure, becoming one of the global hotspots of the event business. This publication highlights the development of China's event industry as well as the changing role of China in the global event market."

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