

## **FORUM PROCEEDINGS PUBLISHED EXHIBITION IN YEARS 2.0 BETWEEN INTERNATIONALIZATION AND LOCAL DEVELOPMENT**

“Exhibition in Years 2.0 between internationalization and local development” is the title of a publication containing insights into this event which was organized by Fondazione Fiera Milano for the exhibition industry. This international forum was held on 26 March 2012 at MiCo-Milano Congressi in Milan and offered a professional, comparative assessment of actions in progress in the main areas worldwide to strengthen and maintain the leadership of exhibitions in a vastly different global scenario.

The volume analyzes the exhibition and congress industry by examining three topics:

- Exhibitions are the main driver behind international development for entire segments of the industrial and service sectors as well as being an effective tool in a country's industrial policy. The most forward-looking governments have added the international development of their exhibition system to their traditional export promotion activity.
- Public stakeholders, often exhibition owners or managers, have very different expectations from country to country of the exhibition business. What is the impact of globalization on local expectations?
- In Italy, the successful exhibitions were set up as excellent showcases of Italian production and were represented by the business associations. The Anglo-Saxon countries produce a multinational model that integrates specialist exhibitions and media. New players from China are hitting the market, Internet marketplaces are becoming true exhibitions. A growing number of countries are developing television formats that become exhibitions – events. How are business models evolving within the exhibition sector?

The above are three scientific papers on the subject by leading experts who provide an in-depth analysis of three topics: internationalization, local governance, and the cross-fertilization between exhibitions, live and digital events.

A professional assessment of the international situation can spur the exhibition industry to identify winning strategies.

“Exhibition in Years 2.0 between internationalization and local development”



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