

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

UDC 658.284:65(339)
JEL F19

DOI 10.26906/EiR.2020.3(78).1996

EXHIBITION AND TRADE FAIR ACTIVITIES IN THE SYSTEM OF SUPPORT FOR NATIONAL EXPORTERS

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Стаття отримана редакцією 14.09.2020р.

The article was received by editorial board on 14.09.2020

Introduction. The international exhibitions and fairs are not only an important communication tool, but also a mechanism for promoting new technologies and products in national and international markets. The strategic interests of the state, in particular technological development in priority areas, protection of its own economic interests in the international arena, increasing confidence in the national producer, forming a positive image of the country, improving quality of life through social development based on the most effective solutions, can be realized through the exhibitions and fairs. Therefore, the role of the state in supporting participants of national and foreign exhibitions and fairs and processes of development of exhibition infrastructure is extremely important.

Resent researches and publications review. The problem of organizing exhibition and fair activities in the system of international trade is paid attention to in the works by a number of domestic and foreign scientists: E.F. John, R. Artz, T.M. Tsyhankova, L.P. Petrashenko, T.V. Kalchenko, I.V. Popovichenko, A.A. Loban, N.V. Aleksandrova, I.K. Filonova, D.K. Ismayev, L.A. Ahieiev, S.N. Berdishchev, E.B. Gusev, V.A. Prokudin, A.G. Salashchenko, A.N. Isupova, A.V. Kovalenko, K.V. Novikova, L. Smorodova, A. Lapshin, S. Trofimov, L.P. Usmanov, O.V. Fedorova, O.V. Sereda, E.V. Vinogradova et al. The publications devoted to the development of exhibition activities cover only in some problematic aspects: planning and organization of exhibition events, selection and training, audit of exhibition statistics, improving the efficiency of exhibition events, etc. Issues of state regulation of exhibition activity in Ukraine are considered in the works of O. Boldin and N. Suprun. However, the system of support for national exporters in exhibition and fair activities in the scientific literature is presented descriptively and in fragments, without sufficient analytical justification.

Formulation of the problem. The purpose of the article is to determine the role of exhibition and fair activities in the system of support for national exporters.

Main body. Exhibitions and fairs occupy a special place in the arsenal of means of advertising influence. They also offer ample opportunities to demonstrate various advertised products to establish

contacts with direct customers.

The concepts of "fair" and "exhibition" are often identified, because sometimes it is very difficult to find a clear line between them, so it is advisable to clarify the understanding of their content. What is common is that these market events are organized to study the situation and promote the sale of goods and services.

The difference between fairs and exhibitions is observed in certain characteristics that make it possible to find real differences between them:

1. Exhibition as a marketing event exists relatively recently, and fairs have a long history and are known since the first half of the twentieth century [1].

2. Fairs are defined as a place of sale of goods, so they can be permanent, and exhibitions are held periodically in a specially built room for them [2].

3. Exhibitions are a specially organized business in which the state, its organizational structures, public organizations and groups, private investors participate, and fairs are held regularly, the level of their organization is lower [3].

4. Although both events provide information about the manufacturer and products, but at fairs there is a sale of goods, and at exhibitions the company's achievements are demonstrated, sales contracts are concluded on the basis of the submitted samples.

Exhibition activity in the modern world becomes an influential factor in the evolution of the world economy and a key area of international cooperation, which provides an opportunity to demonstrate national innovations and achievements in a particular field, the study of foreign samples of goods and services [1]. In the table 1 are shown the results of a study of the distribution of exhibition space in the world, conducted by the World Association of the Exhibition Industry (UFI) [4].

Table 1

Distribution of exhibition complexes by regions of the world

Region of the world	Number of complexes	Closed exhibition area, million	Share in the world (by area), %
Europe	496	1,6	46
North America	389	7,9	24
Asia and the Pacific	184	6,6	20
South America	70	1,3	4
Middle East	33	0,8	2
Africa	25	0,5	2

After analyzing the structure of the distribution of exhibition space, we claim that Europe has the largest number of exhibition complexes, the share of which is 46% of global indicators.

This is confirmed by Figure 1, as EU countries occupy a significant part of participation in Ukrainian exhibitions.

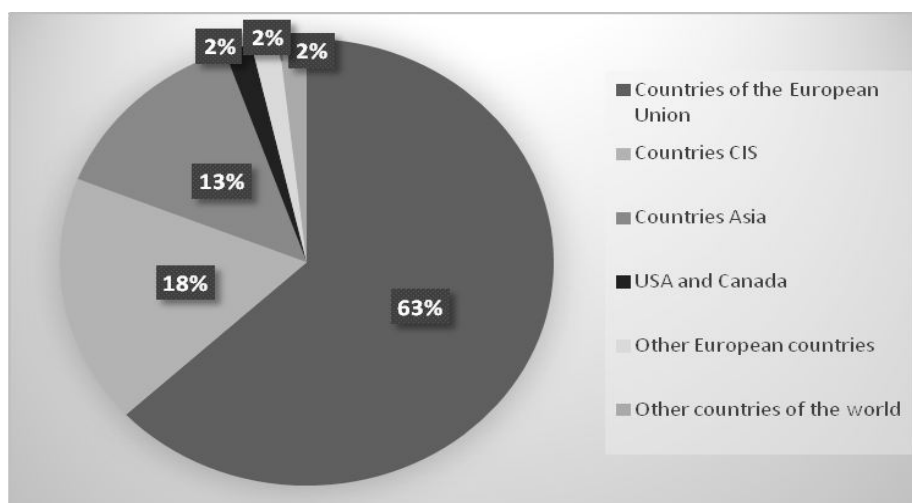


Fig. 1. Participation of foreign countries in exhibitions held in Ukraine in 2019, % [5]

Every year in Ukraine there are about 550 exhibition and fair events, of which 80% are specialized, i.e. related to certain activities, and the other 20% – universal, i.e. diversified.

Kyiv is the exhibition capital of Ukraine and ranks first in the number of exhibitions and the total area used for exhibition activities. The following places are presented by such cities as Lviv, Kharkiv, Odesa, Donetsk (where the specialized Expocenter is located) [6].

According to an analysis conducted by private statistical companies, the total volume of exhibitions in Ukraine is about 400 thousand square meters. meters, the number of enterprises engaged in this activity – more than 25 thousand, visitors – 5.5 million people [7].

The largest exhibitions in Ukraine are: construction, furniture, automotive, jewelry, clothing and footwear exhibitions (Ukrainian Fashion Week), exhibitions "business for business".

Considering the dynamics of the main characteristics of exhibition activity in Ukraine from 2015 to 2019 (Fig. 2), we say that in general the development of this area is stable, but there was a certain decline in 2018–2019 of some indicators, including attendance at these events.

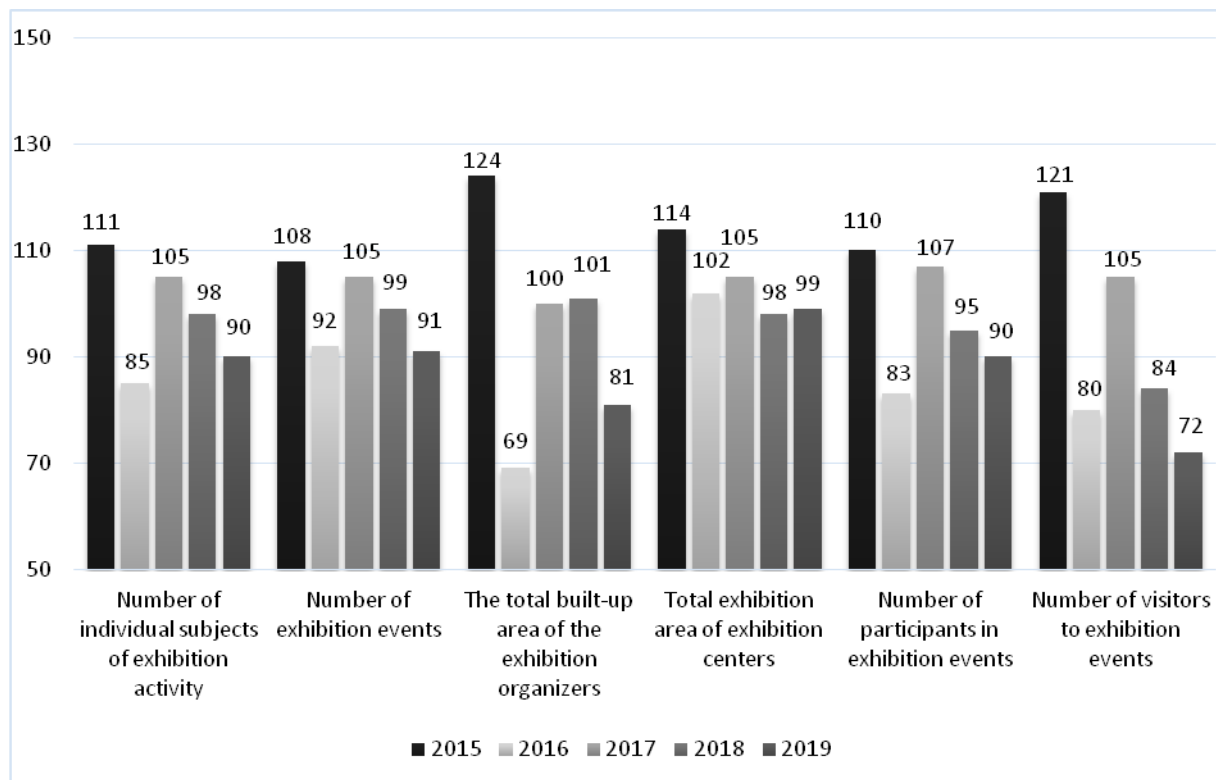


Fig.2. Dynamics of individual performance indicators of exhibition organizers and exhibition centers (in % compared to the previous year) [8]

Exhibition activity in Ukraine in 2019 was characterized by the following indicators (according to the Exhibition Federation of Ukraine) [9]:

1. Exhibition organizations of Ukraine held 1010 exhibition and fair events, including 480 exhibitions and 530 fairs.

2. The largest number of exhibition events (263, or 26%) was held by the organizers of exhibitions, which are registered in the city of Kyiv, 12% (122 events) – in Odesa region, 8% (76 events) – in Zhytomyr region [10].

3. Of the total number of events, 14% had the status of international, 22% – national, 62% – interregional, 2% – regional. Of the 223 national exhibitions, 132 were held with the participation of only domestic firms, and 91 – with domestic and foreign firms (Fig. 3).

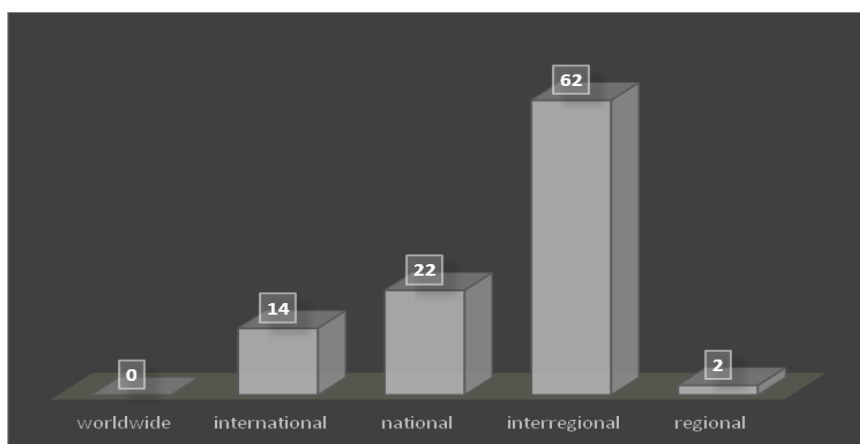


Fig. 3. Distribution of exhibition events in 2019, by status (%)

4. The sources of funding for the vast majority of exhibition events (990 or 98%) were commercial activities. At the same time, 16 events had mixed sources of funding (14 of them – with the participation of state or local budgets).

5. By subject: 43% of exhibition events were related to industry (specialized), 29% – to multi-industry, 28% – to universal (Fig. 4).

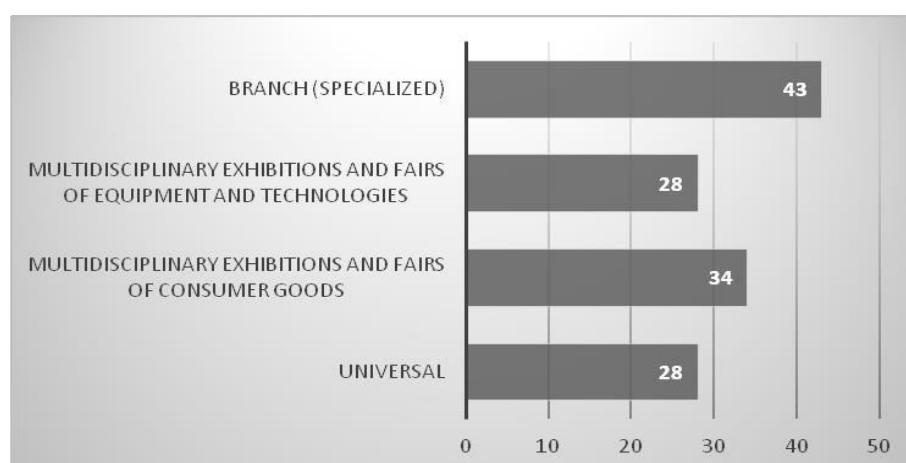


Fig. 4. Distribution of exhibition events in 2019 by topic, (%)

6. More than a third of the exhibition activities were related to the thematic area "Fairs of everyday goods", 18% – to the area "Textiles, clothing, footwear; leather goods; jewelry; jewelry and related equipment", 8% – to the area "Rural, forestry and park management, viticulture, horticulture and related equipment ", 7% – to the direction " Construction, reconstruction, decoration and materials and related equipment ".

7. 58% of events had annual frequency (585), 41% of seasonal events (417).

8. The total built-up area of the exhibition organizers was 1040 thous. sq. m., and the total exhibition area of the exhibition centers was 201 thous. sq. m [10].

9. 63 thousand organizations took part in the exhibition events, 3.1 thousand of them were foreign ones. Foreign participants represented 69 countries and participated in most of the exhibitions.

10. The work of exhibition organizers and exhibition centers was provided by 1.7 thousand full-time employees, of whom 1.2 thousand had higher education.

Equally important is the country's membership in the CENTREX [11] International Exhibition Union, which brings together representatives from countries such as Poland, the Czech Republic, Hungary, Slovakia, Ukraine and Romania. The main purpose and task of this organization is to introduce an audit according to world standards and conduct statistical analyzes of exhibitions and fairs [12].

Over the last decade, the role of international exhibitions and fairs in Ukraine has grown significantly, and with it, the number of organizers of exhibitions and fairs. Along with this there are a number of

problems, such as: shortage of exhibition space; legal issues; introduction of a simplified regime of international exhibition and fair trade; regulation of the system of "state support" of exhibitions by ministries and departments; improvement of state statistical observation; combating unfair competition and developing state standards.

In the conditions of transition to an innovative way of development the problem of education and advanced training of workers of exhibition and fair activity is important. In this regard, the issue of training and retraining, as well as the active participation of government agencies in the formation and development of international exhibitions and fairs becomes relevant [13].

It should be noted that the exhibition activity in the Poltava region takes an important place. The proper organization of events and modern creative approach, which is based on professionalism and responsibility to each client, create further prospects for development for Poltava region and position it as a budget-generating region and a region favorable for investment in general.

Conclusion. Today, the international exhibitions are an effective and high-quality tool of marketing communications, which contributes not only to effective international trade, but also the formation and development of fruitful international relations.

The exhibition and fair activity is an effective and developed type of economic activity and takes an important place in both the international and Ukrainian services market. The market of exhibition and fair services is under development, it depends on the favorable economic situation and political and legal measures in the country. Creating the image of exhibition events in Ukraine will not only promote domestic goods on world markets, but also allows to attract investment funds, accelerate the development of scientific, technical and technological renewal of domestic production.

Today, the absolute leaders of the exhibition industry are rightly considered to be the countries of Europe, the United States and Asia. The exhibition industry in these countries is one of the elements contributing to the economic development of the state. Enormous funds are spent on holding exhibition events, in addition, the state does not create obstacles for this activity, but, on the contrary, supports and subsidizes the industry in every possible way.

Thus, it should be noted that exhibition and fair activities can become an effective financial and economic mechanism for deepening interregional and international ties for Ukraine, increasing exports, intensifying international business tourism, a catalyst for intensive development of socio-economic processes (the emergence of new worker's places, new types of business, etc.).

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UDC 658.284:65(339)

JEL F19

Чичкало-Кондрацька Ірина Борисівна, доктор економічних наук, професор. **Житник Владислав Олександрович**, магістрант. **Баірамов Аапіс Шакір огли**, магістрант. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Виставково-ярмаркова діяльність у системі підтримки національних експортерів**. Міжнародні виставки та ярмарки є не тільки важливим інструментом комунікації, але й механізмом просування нових технологій і товарів на національні та міжнародні ринки. Обґрунтовано роль держави в підтримці учасників національних та зарубіжних виставок і ярмарків та процесів розвитку виставкової інфраструктури. Виконано порівняльну характеристику й визначено відмінності між ярмарками та виставками. Проаналізовано структуру розподілу виставкових площ у світі й виявлено, що у Європі знаходиться найбільша кількість виставкових комплексів, частка яких складає 46% від загальносвітових показників. Протягом останнього десятиліття в Україні роль міжнародних виставок та ярмарків значно зросла, а разом з нею і кількість організаторів виставково-ярмаркової діяльності. Як показав аналіз, значна частина участі в українських виставках припадає на країни Євросоюзу. Розглянуто динаміку основних характеристик виставкової діяльності в Україні з 2015 до 2019 року, що свідчить про розвиток цієї сфери, але у 2018 – 2019 рр. відбулося певне падіння окремих показників, зокрема відвідуваності цих заходів. Детально проаналізовано стан виставково-ярмаркової діяльності у 2019 р. Визначено перспективи виставково-ярмаркової діяльності в Україні. Особливо нагальним стає вирішення питання навчання, перепідготовки і підвищення кваліфікації працівників виставково-ярмаркової сфери, а також активної участі державних органів у становленні та розвитку міжнародних і національних виставок та ярмарків.

Ключові слова: виставка, ярмарок, виставково-ярмаркова діяльність, експортери, виставкові площі, державна підтримка.

UDC 658.284:65(339)

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Iryna Chychkalo-Kondratska, D.Sc. (Economics), Professor. **Vladyslav Zhytnyk**, Master-Student. **Aapis Bairamov**, Master-Student. National University «Yuri Kondratyuk Poltava Polytechnic». **Exhibition and Trade Fair Activities in the System of Support for National Exporters**. The article substantiates the role of the state in supporting participants of national and foreign exhibitions and fairs and processes of development of exhibition infrastructure. The international exhibitions and fairs are not only an important communication tool, but also a mechanism for promoting new technologies and products in national and international markets. A comparative description is made and the differences between fairs and exhibitions are determined. The structure of the distribution of exhibition areas in the world is analyzed and it is found that Europe has the largest number of exhibition complexes, the share of which is 46% of the global indicators. The dynamics of the main characteristics of exhibition activity in Ukraine from 2015 to 2019 is considered, which indicates the development of this area, but in 2018–2019 there was a certain decline in some indicators, including attendance at these events. The state of exhibition and fair activity in 2019 is analyzed in detail. The article identifies the prospects of exhibition and fair activities in Ukraine. Especially urgent is the solution of training, retraining and advanced training of employees of exhibition and fair activities, as well as the active participation of government agencies in the formation and development of international and national exhibitions and fairs.

Key words: exhibition, fair, exhibition-fair activity, exporters, exhibition areas, state support.