



**Shanghai New International Expo Centre**  
上海新国际博览中心

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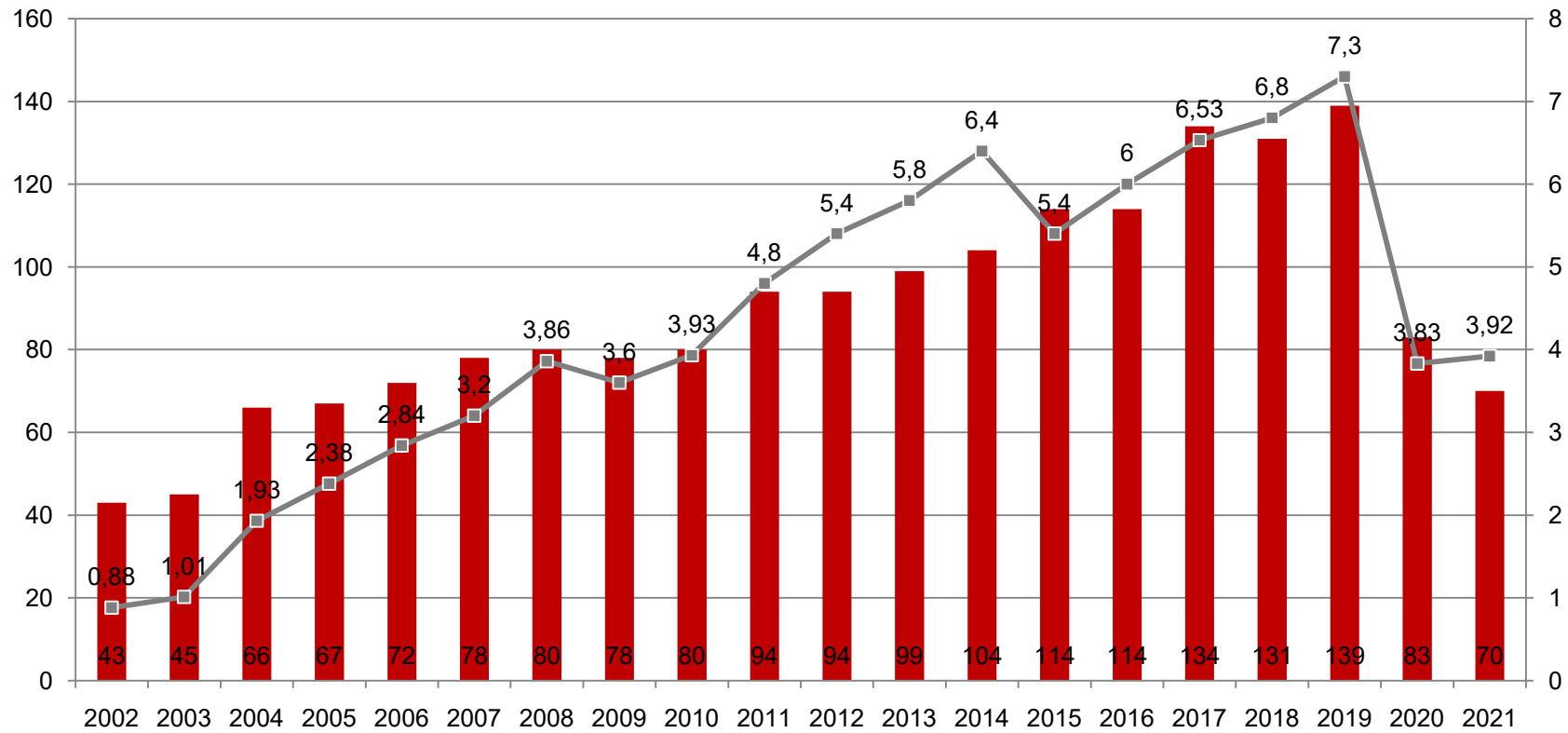
# Shanghai New International Expo Centre 上海新国际博览中心全景





## 展会数量和出租面积 2002-2021

### Show No. and Sold Space



## General Situation China -1

- As of January 2023 basically all exhibitions and meetings are allowed again with 95pct being local, almost same as before covid. Shanghai, Guangzhou, Beijing and Shenzhen being the top cities
- SNIEC, our customers and related associations have done a lot of lobby work with government to reach this target
- Situation for government was very difficult so we are thankful for their support
- Mayor Gong even mentioned in a speech that exhibitions are very important for the stable development of Shanghai's economy
- Also there will be a financial support for show organizers

## General Situation China -2      Summary for stakeholders

### Venues and organizers

- Need to coop better and deeper due to much tougher control from gvt
- Big influential shows like Furniture, Pet, bauma, KBC or PV/Solar will face increasing costs

### Exhibitors

- More demand for playful designs to attract an increasing b2b2c crowd.
- Need to overproportionally invest in safety

### Service provider

- Must adapt quickly to situation and find cost optimized solutions

### Hybrid

- trend not sustainable. No profit model. More and more organizers reduce focus but may keep a share of 5pct

## TOP 3 Measures

### 1. 3S strategy = Safety, Safety and Safety

we will continue as before to focus on a safe environment and safe operations. However the 3S strategy will be adjusted to make sure the customers and consumers also will be happy

### 2. So the new 3S = Service, Safety and Satisfaction

This will help to build what we need most:

**TRUST**

3. SNIEC will offer more services, like VIP lounge, new restaurants, Hi-Tech corners, optimized operational procedures, etc

## Focus on service

- With more and more shows adding consumer elements, it is important that venues over emphasize on service
- Also traditional b2b visitors and professional buyers look for more entertainment and excitement during show time
- Competition, fashion shows, car racing, flight simulator, drone services
- Venues need closer communication with organizers to understand the real demand from exhibitors and visitors

## Focus net carbon zero

-Governments around the world especially in China will push our industry to develop action plans

- Venues need to set up strategies and allocate staff to handle this topic

-Venues also need to communicate tightly with organizers to develop action plans

-In order to start the journey venues in cooperation with organizers need to

a)Set off quotas

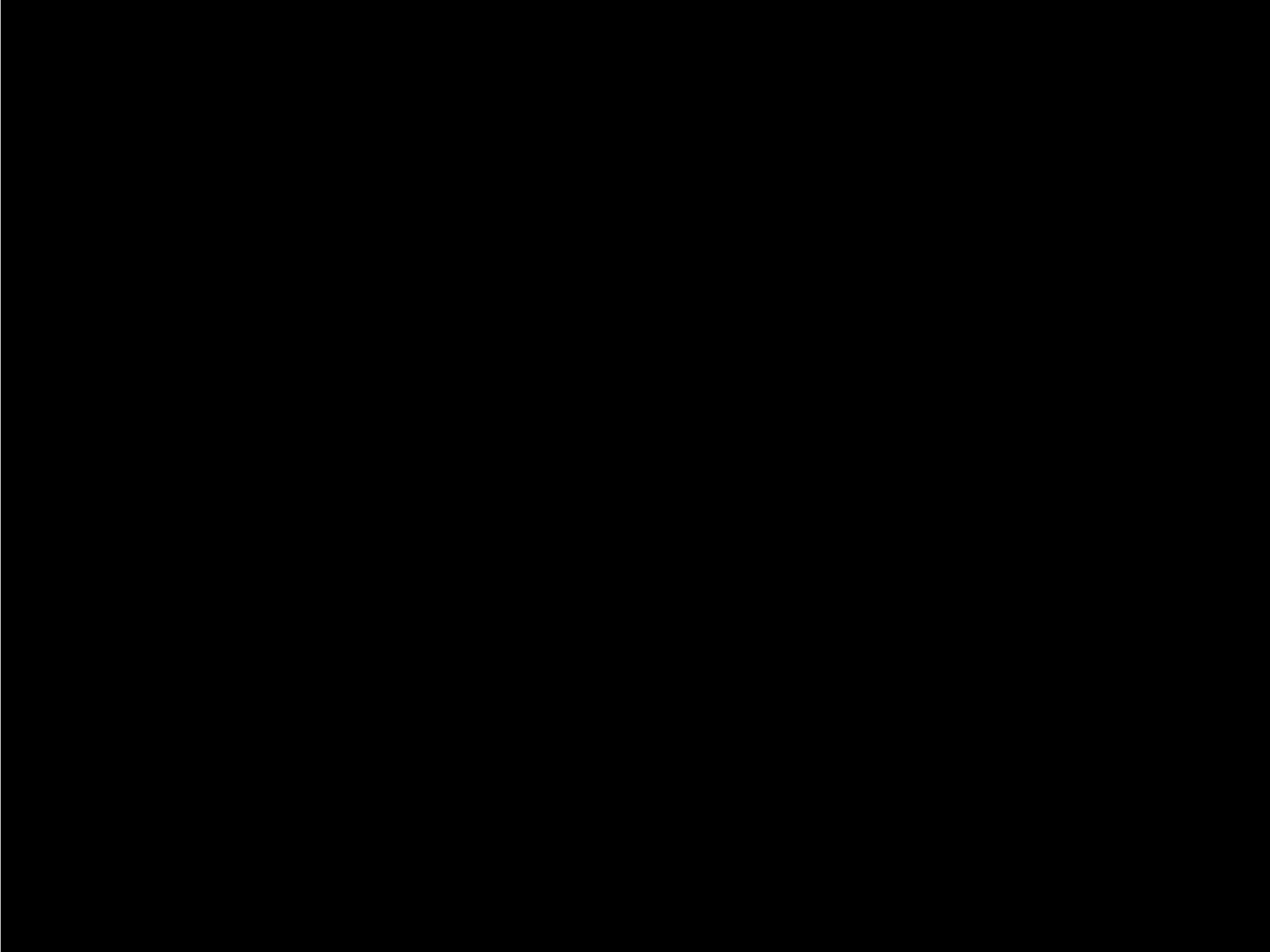
b)Adjust operational procedures, waste, lighting, traffic, power, green energy, etc

# NET ZERO CARBON EVENTS

零碳会展

**Face to Face....nothing can replace face to face**

Keep in mind industry's main purpose



The background features abstract geometric shapes. A large red triangle is positioned on the left side, pointing towards the bottom right. Below it, a grey trapezoidal shape is visible, extending from the left edge towards the right. The overall composition is minimalist and modern.

**THANK YOU!**  
**谢谢!**