



Exploring the Mechanism of Synergistic Development of Convention and Exhibition Economy and Digital Economy — From the Perspective of Digital Expo

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Abstract: This research explores the synergistic development mechanisms between the exhibition economy and the digital economy, focusing on the perspective of the World Internet Conference (WIC). The exhibition economy, vital for showcasing industry advancements, converges with the dynamic digital economy, marked by technological innovation. The WIC, as a global platform, plays a pivotal role in this convergence. It facilitates information exchange and sharing, fostering connections between diverse sectors. Additionally, the WIC propels technological innovation, talent cultivation, and industry upgrading. Through this lens, the exhibition economy, represented by the WIC, serves as a catalyst for market expansion and collaboration opportunities in the digital economy. This study contributes insights into the interconnected growth of these two economic paradigms, providing a nuanced understanding of their collaborative dynamics.

Keywords: synergistic development, education design, adaptive learning

1. Introduction

The exhibition economy, characterized by events showcasing industry innovations and advancements, is a pivotal driver of economic growth and networking. Simultaneously, the digital economy, marked by the pervasive influence of technology, underpins modern economic structures, emphasizing the importance of digitization, data, and technological innovation.

The selection of the WIC as the focal point for investigation stems from its unique position as a global platform that converges various sectors of the digital economy. As a renowned event, the WIC provides a dynamic space for the exchange of ideas, innovations, and collaborations across the digital landscape. Its significance lies not only in its global reach but also in its ability to catalyze advancements in technology and digital solutions, making it an ideal case study for exploring the interplay between the exhibition and digital economies.

The central research question driving this inquiry is: How do the exhibition economy and digital economy synergistically develop within the context of the WIC? This question sets the stage for a comprehensive examination of the mechanisms and dynamics that enable these two economic paradigms to collaborate and flourish in tandem within the unique ecosystem of the WIC. Through this exploration, we aim to uncover the intricate ways in which the exhibition and digital economies mutually reinforce and contribute to each other's growth in the dynamic landscape of the World Internet Conference.

2. Related Works

2.1 Introduction to Exhibition Economy

The exhibition economy is a vibrant and integral component of the modern economic fabric, encompassing events and trade shows designed to showcase industry innovations and foster business interactions. Defined by its capacity to bring together diverse stakeholders, the exhibition economy serves as a dynamic platform for networking, knowledge exchange, and commercial collaborations.

At its core, the exhibition economy is characterized by the physical presentation of products, services, and ideas in a dedicated space. These events offer a unique opportunity for businesses to display their offerings, engage with potential clients, and stay abreast of industry trends. The interactive nature of exhibitions promotes face-to-face interactions, enabling businesses to forge valuable connections and partnerships. Additionally, the exhibition economy is known for its versatility, accommodating various industries and providing a level playing field for both established enterprises and emerging players.

The exhibition economy plays a pivotal role in driving economic development by serving as a catalyst for innovation, trade, and market expansion. These events create a conducive environment for industry players to showcase their latest advancements, fostering a culture of continuous improvement and competitiveness. Moreover, exhibitions stimulate

economic growth by facilitating trade interactions, attracting investments, and promoting the export of goods and services.

By acting as a hub for the exchange of ideas and technologies, the exhibition economy contributes to knowledge dissemination and industry-wide learning. This, in turn, enhances the overall productivity and efficiency of participating businesses. The economic impact of the exhibition sector extends beyond the event itself, influencing sectors such as hospitality, logistics, and tourism. (Figure 1)

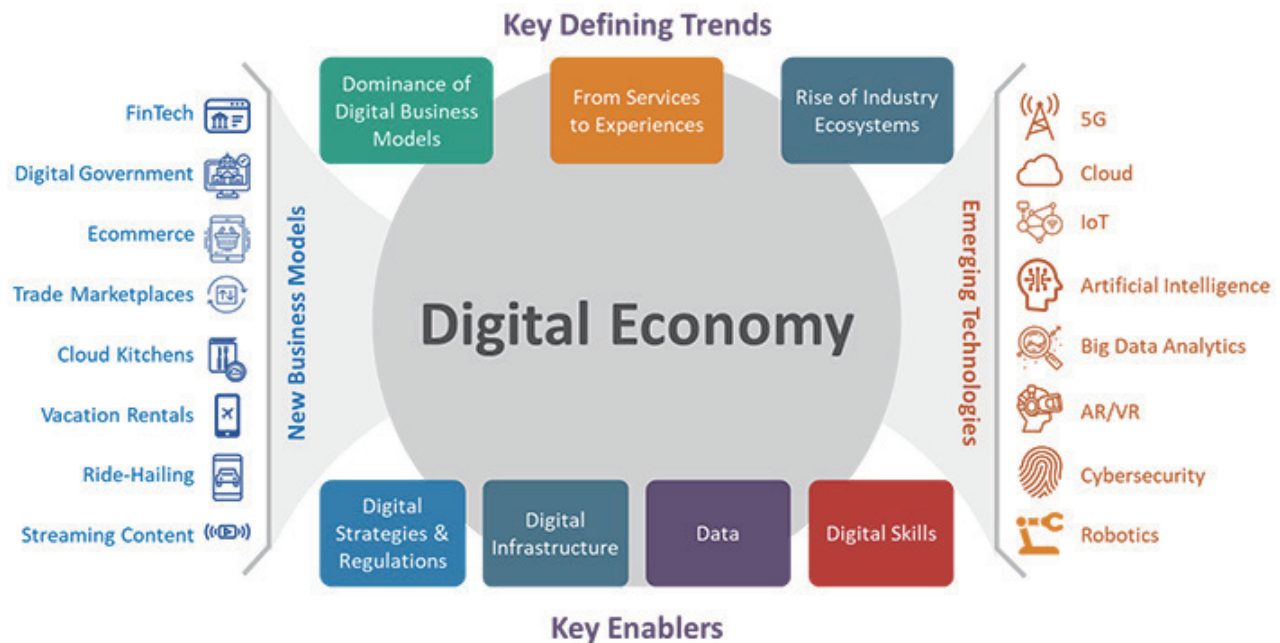


Figure 1. Accelerating the digital economy

2.2 Connotation of the digital economy

The digital economy encompasses the use of digital technologies and data-driven processes in economic activities. It has evolved through distinct phases, from early adoption to widespread digitization, revolutionizing traditional business models. In its essence, the digital economy relies on information and communication technologies, artificial intelligence, and digital platforms to enhance efficiency and connectivity. Its impact on the economy is transformative, offering unprecedented opportunities and challenges. The digital economy has streamlined operations, facilitating real-time decision-making and global connectivity. It has spurred innovation, giving rise to new business models and services. Moreover, the digital economy fosters entrepreneurship and job creation, contributing significantly to economic development. As a dynamic force shaping industries worldwide, its influence is pervasive, fundamentally altering how businesses operate, compete, and contribute to the broader economic landscape.

2.3 Convention and Exhibition Economy and Digital Economy

The intrinsic connection between the exhibition and digital economies lies in their shared pursuit of innovation and growth. The exhibition economy serves as a tangible showcase of the advancements propelled by the digital economy, providing a physical space for the presentation of cutting-edge technologies. Simultaneously, the digital economy influences the landscape of exhibitions by introducing new formats, virtual experiences, and interactive platforms. This interplay creates a symbiotic relationship where the exhibition economy becomes a dynamic expression of the transformative forces set in motion by the digital economy. The convergence of these two economic paradigms not only reflects industry progress but also opens avenues for synergies, collaboration, and mutual reinforcement. This foundational understanding establishes the groundwork for our subsequent exploration, wherein we delve into the intricate dynamics that define their interconnected development within the unique ecosystem of the World Internet Conference.

3. Characteristics and Roles of the World Internet Conference

3.1 Evolution and Significance

The World Internet Conference (WIC) has undergone a transformative evolution, solidifying its pivotal role within the

digital economy. From its inception, the WIC has grown into a global stage where digital pioneers converge to shape the future of technology. Its significance lies in its ability to serve as a barometer of digital trends, reflecting the progression of the digital economy. As a premier event, the WIC sets the stage for unveiling advancements, positioning itself as a critical player in influencing the trajectory of the digital landscape.

3.2 Catalyst for Digital Innovation and Industrial Upgrades

At the heart of the WIC's impact is its role as a catalyst for digital innovation and industrial upgrades. The conference acts as a dynamic showcase, unveiling the latest digital technologies and solutions. By providing a platform for industry leaders to present groundbreaking innovations, the WIC fuels a culture of continuous improvement. Moreover, its comprehensive overview of emerging trends guides industries towards technological advancements, fostering industrial upgrades that enhance competitiveness and efficiency.

3.3 Hub for Talent Cultivation and Market Expansion

The WIC plays a pivotal role in talent cultivation by offering a vibrant platform for knowledge exchange and skill development. Through forums, workshops, and collaborative sessions, it nurtures a community of experts, contributing to the growth of a skilled digital workforce. Additionally, the conference functions as a hub for market expansion, offering businesses opportunities to connect, collaborate, and explore new ventures. This facet of the WIC enhances global economic interconnectedness, making it a strategic focal point for businesses seeking to expand their market presence and collaborations in the digital realm. (Figure 2)

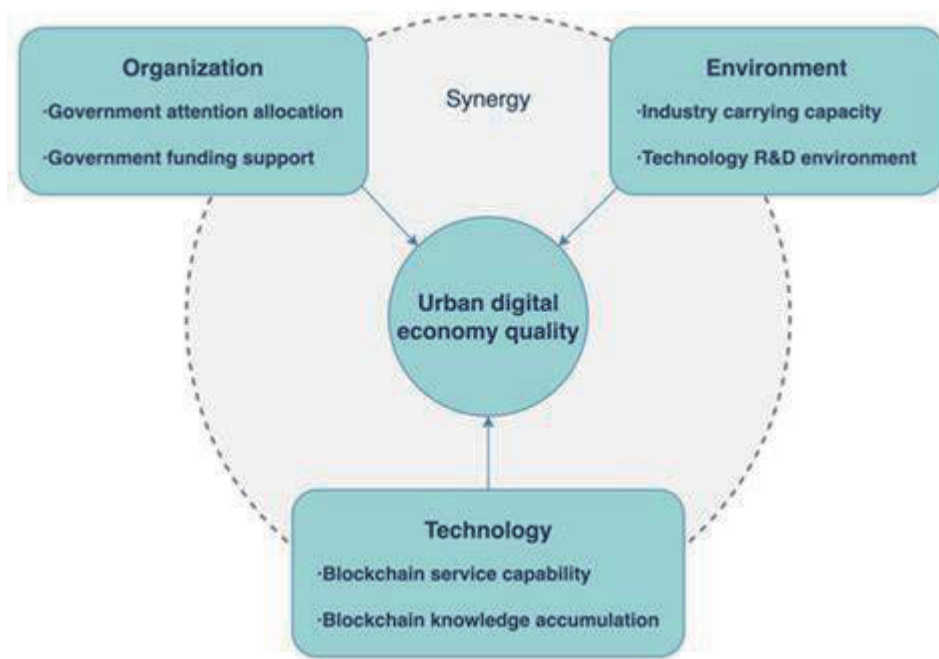


Figure 2. Configurational model of the quality-driven mechanism of the urban digital economy

4. Mechanisms of synergistic development

4.1 Information exchange and sharing mechanisms

In the digital economy, information is the currency that drives innovation, efficiency, and competitiveness. The seamless flow of data is crucial for informed decision-making, enabling businesses and industries to adapt to evolving market dynamics. The digital landscape thrives on timely, relevant, and accessible information, forming the backbone of technological advancements and strategic initiatives.

The WIC stands as a beacon for information exchange and sharing within the digital economy. Recognized globally, it serves as an influential platform where thought leaders, businesses, and policymakers converge to share insights, research findings, and technological breakthroughs. Through a myriad of forums, discussions, and presentations, the WIC facilitates the dissemination of cutting-edge information, fostering an environment conducive to collaborative learning and idea

exchange.

The exhibition economy, embodied by events such as the WIC, plays a strategic role in promoting information sharing across diverse industries. By congregating professionals, businesses, and innovators in a shared space, the WIC acts as a conduit for the exchange of knowledge, best practices, and market trends. This dynamic exchange not only enhances the collective understanding of digital advancements but also strengthens the interconnectedness of different sectors within the exhibition economy.

4.2 Innovation and science and technology exchange mechanisms

Technological innovation is the lifeblood of the digital economy, driving its evolution and propelling industries forward. In the realm of digital transformation, staying at the forefront of technological advancements is imperative for businesses and economies to thrive. A key driver of progress, technological innovation enhances efficiency, spurs economic growth, and fosters a culture of continuous improvement.

The WIC emerges as a dynamic force shaping technological innovation within the digital economy. Recognized globally, it serves as a platform where innovators, tech enthusiasts, and industry leaders converge to showcase breakthroughs and explore the latest digital advancements. Through keynote addresses, workshops, and exhibitions, the WIC fuels a culture of innovation by providing a stage for unveiling cutting-edge technologies. It not only highlights existing innovations but also incubates new ideas, creating an environment conducive to pushing the boundaries of what is technologically possible.

The exhibition economy, exemplified by the WIC, becomes a vehicle for promoting technology exchange and collaboration across diverse industries. By bringing together professionals and experts from various sectors, the WIC facilitates a rich ecosystem for the exchange of technological insights, best practices, and collaborative initiatives. This cross-industry exchange not only accelerates technological innovation within individual sectors but also sparks synergies, fostering an environment where industries can learn from each other, collaborate on research and development, and collectively contribute to the advancement of digital technologies.

4.3 Talent cultivation and industrial upgrading mechanism

In the era of the digital economy, the demand for skilled talent is paramount. The rapid evolution of technology necessitates a workforce equipped with the knowledge and expertise to navigate and leverage digital tools effectively. The ability to cultivate and nurture a pool of skilled professionals is integral to sustaining innovation, fostering competitiveness, and driving economic growth in the digital age.

The WIC emerges as a key player in addressing the talent needs of the digital economy. This global platform serves as a nexus for knowledge exchange, learning, and skill development. Through curated forums, workshops, and educational initiatives, the WIC contributes significantly to nurturing a digitally adept workforce. It provides an environment where professionals can enhance their skills, stay abreast of industry trends, and acquire the expertise required to thrive in the dynamic landscape of the digital era.

Within the exhibition economy, the WIC becomes an instrumental force in promoting talent cultivation and catalyzing industrial upgrades. By showcasing advancements in technology and fostering a collaborative environment, the WIC not only attracts skilled professionals but also facilitates the transfer of knowledge and expertise across industries. This cross-pollination of talent and ideas accelerates the pace of industrial upgrades, creating a ripple effect that enhances the overall competitiveness and innovation capacity of diverse sectors within the exhibition economy.

4.4 Mechanisms for market expansion and cooperation opportunities

Digital economy enterprises operate in an environment where market expansion and collaboration are vital for sustained growth and competitiveness. In the rapidly evolving digital landscape, companies seek avenues to explore new markets, forge strategic partnerships, and capitalize on collaborative ventures to enhance their market presence and capitalize on emerging opportunities.

The World Internet Conference (WIC) serves as a dynamic platform that caters to the needs of digital economy enterprises seeking market expansion and collaboration opportunities. Globally recognized, the WIC provides a unique space for businesses to showcase their products and services, attracting a diverse audience of potential clients, investors, and collaborators. Through forums, networking events, and dedicated sessions, the WIC offers enterprises a strategic opportunity to explore new markets, establish global partnerships, and navigate the intricacies of the digital business landscape.

Within the exhibition economy, the WIC acts as a catalyst for market expansion and collaboration among enterprises. By bringing together businesses, innovators, and investors, the WIC facilitates a dynamic ecosystem where companies can engage in meaningful discussions, explore synergies, and forge collaborations that transcend industry boundaries. This collaborative environment not only opens doors for market expansion but also sparks innovation through the cross-

pollination of ideas, contributing to the overall dynamism of the exhibition economy.

5. Summary

The World Internet Conference (WIC) emerges as a transformative nexus, catalyzing innovation, talent cultivation, and collaboration. Bridging the digital and exhibition economies, WIC not only addresses the demands of the digital era but also propels global market expansion and strategic partnerships. In its multifaceted role, WIC stands as a beacon, fostering a dynamic landscape where ideas converge, technologies thrive, and industries evolve, shaping the trajectory of the interconnected digital and exhibition economies.

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