

# Analysis on the Comprehensive Development Trend of MICE System under the Background of Regional Cooperation and Blockchain

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**Abstract:** Analysis on the comprehensive development trend of MICE system under the background of regional cooperation and Blockchain is presented in this research. The target mechanism of regional cooperation is a set of target groups to be achieved by the various parties involved in regional cooperation. It is the basic motivation and pursuit of the main players to establish regional alliances. It consists of three levels: institutional goals, entity goals and ultimate goals. The operation mechanism is the operating rules of the regional cooperative alliance guided by the target mechanism, generally including market mechanism and local government consultation mechanism of two types, the two complement each other, on the one hand, the improvement and operation of market mechanisms in the cooperative region need local governments cooperation and consultation for support, on the other hand, local governments. Therefore, this paper proposes the novel ideas on the MICE system under the background of regional cooperation and Blockchain. In the future, we will furtherly test the applications under different scenarios.

**Keywords:** Comprehensive Development; MICE System; Regional Cooperation; Blockchain; Information Sciences

## I. INTRODUCTION

The exhibition industry is not only a commodity transaction, but also a gathering of the information flow, technology flow, commodity flow and talent flow. The role and significance of the exhibition industry is obvious, and its promotion and progress are promoted in many aspects. The exhibition activities can show the latest products to the audience at close range, and in recent years, China has held many large-scale exhibition activities, which has further promoted the rapid development of China's economy. Therefore, the article mainly introduces the new media to promote the important role of the exhibition activities, and how new media play an important role in the exhibition activities, and finally for the new media to promote the role of the exhibition activities were evaluated.

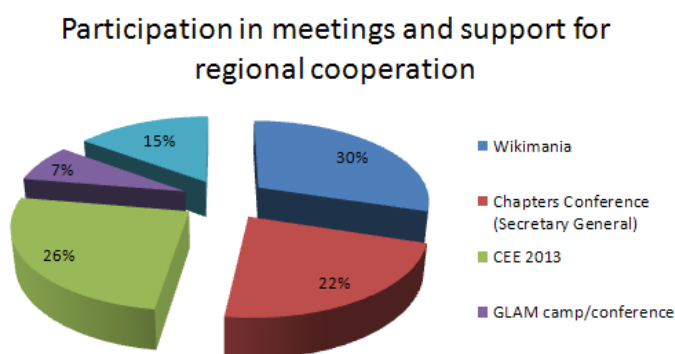


Figure 1: The MICE System under the Background of Regional Cooperation: Data Perspectives

The industrial colony has very many superiority and the characteristic, has the cost and the market superiority, the innovation and the expansion superiority compared with the obvious superiority and so on, when continually the industrial colony develops certain degree, in industrial colony region request all leading industry and connection industry and necessary facility comprehensive promotion. Among them, it can unfold industry is contains in service industry, but service industry is one of connection industries, simultaneously also obtains the promotion, then can unfold industry produces inevitably in the industrial colony region and develops. In the figure 1, we present the mentioned data perspectives.

The exhibition industry is in the process of market economy communication, integration and expansion of the rise that the exchange of goods to provide space and related services to gain benefits. As a special service industry, exhibition activities only continue to improve the quality of service, to be able to play their social and economic value. Modern service industry to provide private and more in line with the special needs of the customer service as one of the signs of quality services, exhibition industry to continue to develop, we need to pay attention to the necessity of human services, but also need to make the exhibitors from the reception service and consumers to experience the meticulous and caring service. The influence of exhibition industry on urban industrial cluster can be then summarized as the table 1.

Table 1. The Influence of Exhibition Industry on Urban Industrial Cluster

| Influence of exhibition industry on urban industrial cluster     | Details   |
|--|---|
| The promotion of exhibition industry to urban industrial cluster | The role of the convention and exhibition industry is embodied in expanding the marketing network and economies of scale, extending the industrial chain and spillover effects. The role that the exhibition industry brings to exhibitors in the industrial clusters is embodied in the marketing platform for the exhibitions and transactions, and the interaction between exhibitors and audiences. Two-way communication plays the role of advertising and publicity. The role of convention and exhibition industry for enterprises is technical exchange, intellectual property circulation, information collection, cooperation and market development. |
| The process of   | In order to better improve the impact   |

cooperation between media and exhibition activities

of convention and exhibition activities, so many convention and exhibition activities are propagated in the form of new media, which can attract more users to pay attention to convention and exhibition activities, and better play the role of convention and also the exhibition platform.

Service innovation capability

Core ability is in organization's accumulation knowledge, how specially about coordinates the knowledge which the different productive skill and organic synthesis many and varied technologies flow. Ability is the enterprise gains the competitive advantage main origin, the enterprise through the resources and ability which own has carries on the competition, and obtains the core competitive advantage.

gradually reduced. Only in this way can we enhance the competitive strength of the exhibition itself and cater to the trend of market oriented exhibition. (2) The number of local market-based organized, with a certain size, impact and high level of annual exhibition is an effective measure of the competitiveness of a city's exhibition industry strong standards. Only by following the industry market order, the hardware facilities and service guarantee system of the exhibition can be cultivated and built up that can truly have the ability to undertake more and more large-scale exhibition activities.

In summary, from the research methodology point of view, for the city exhibition brand research more focused on qualitative research; from the research point of view, most researchers tend to study individual cities, the study has a case-study, and thus for the city exhibition brand shaping the lack of a comprehensive system and evaluation. The city will be able to unfold the brand the globalization strategy request "to introduce" and "walks" unifies; The personalization is must manifest the distinctive quality and the influence which the city can unfold; The specialization is enhances its reliability and the standards, causes the city to be able to unfold the brand to have a higher well-knownness and the fine reputation; The high-quality goods are request the city to unify own characteristic, the mold remarkable quality can unfold the high-quality goods; The intellectualization is requests the city to be able to unfold the development to have with the science and technology information industries fusion, unfolds the high technology and new technology method using the meeting.

In the market economy, marketing is the core of satisfying consumer demand, so all the activities carried out by the company are based on satisfying the needs of consumers. That means that the demand for industrial clusters will have the supply of exhibition industry. When the market demand in industrial clusters increases sharply, more market resources are needed to meet the expansion of industrial clusters. This means that supply is needed to support the expansion of demand. The exhibition industry is undoubtedly the choice for maximizing the utility of industrial cluster demand expansion. Therefore, in the following sections, we will discuss in detail of the proposed ideas with the applications.

## II. THE PROPOSED METHODOLOGY

### A. MICE System Overview

The reception service in the exhibition is provided directly by the staff within the exhibition enterprise, which means that the staff responsible for the reception service's personal qualities and professional attitude that has an important influence on the rational development of humanized service. Only by clearly understanding the nature of the event, can we provide corresponding services in terms of exhibition layout and personnel allocation. For example, for a general trade fair, it is necessary to know what kind of commodities are traded, the scale of activities, the time of activities, and the number of merchants and buyers expected to participate in the fair. The exhibition industry is a complex industry that connects many peripheral cooperative industries and the talents and professional fields involved are also quite extensive. The service scope of the exhibition industry includes the provision of exhibition organizing services and venue resources for holding exhibition activities, and the companies involved include professional conference organizing companies, professional exhibition organizing companies and venue managers. Convention and exhibition activities need to step out of the government's infancy to compete and grow independently. Therefore, the market-oriented transformation of government-oriented exhibition is an inevitable trend and imperative. Therefore, we can obtain the following ideas. (1) With the establishment of the market economic system and the increasing standardization of government behavior, coupled with the improvement of the restriction of public financial system on government expenditure, such expenditure must be

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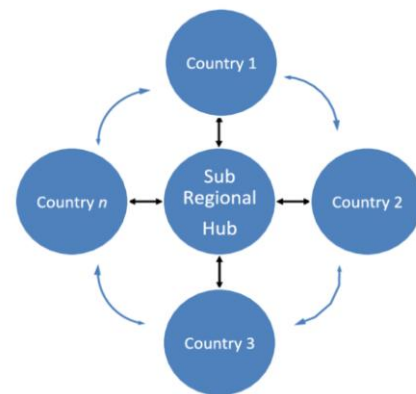


Figure 2. The MICE System and the Cooperation Pattern

Functional positioning requires system integration of the eight functions of the exhibition, strengthening and highlighting certain functional elements; project positioning determines the grade and quality of the project, and the service quality must be improved to improve the project level; the market positioning must grasp the market frontier and discover the market potential, highlighting brand characteristics; value orientation is to meet the value demands of various stakeholders of the city exhibition brand. Therefore, we should face with the following major concerns.

- 1) Business activities in the exhibition itself have the strong interpersonal skills. The effects of such interpersonal activities cannot be revealed in the short term, even in the long term. In addition, from the purpose of participating in the exhibition activities, in order to enhance the product market visibility and make friends that cannot give a refined effect evaluation index, which would appear to be more

utilitarian, is not conducive to the establishment of long-term benign interaction between manufacturers and business ecology.

- 2) With the rise of exhibition economy in recent years, more and more manufacturers are using exhibition as a platform to improve their business image in the industry. Many manufacturers blindly pursue this kind of activity that has the effect of brand building, and even do not have a clear marketing goal when they participate in the exhibition activity.

### B. MICE and the Blockchain

Through the conference center and exhibition hall, the exhibition industry provides channels and platforms for the exchange of information for groups with commercial or non-commercial purposes or for other purposes, so that the information is fully communicated. The organization on each chain of exhibition industry can bring huge economic and social benefits through some way of integration. It can be said that the shared economic development model is an important product of the Internet economy era. It is a new business model based on shared idle goods or services in the era of mobile Internet. Its concept and development model have penetrated into various industries. Each node stores the same information and has the same rights while working independently. If this cannot be guaranteed, it cannot be called a blockchain. For example, a node on the chain has special rights and can even change the data on the chain, which is far from the true meaning of the blockchain. Unlike existing distributed storage, blockchain distributed ledgers are synchronized, rather than being made into multiple backups after a single ledgers has been formed. The fusion can unfold the connection industry service, the construction interaction development industrial mechanism, the realization can unfold the industrial chain gearing management, the creation service can unfold "the united fleets". By the related organization coordination, in can unfold in the affiliated enterprise to choose the partial enterprises, the union media, the bank took the main shareholder, the realization trans-departmental strategic reorganization and the capital expand, speed up the creation and the cultivation have the proprietary intellectual property rights, core ability strong can unfold the group company, forms the market behavior main body, enhances the enterprise to organize the scale, the enhancement enterprise competitive power, the leadership and the participation can unfold industry the development competition. The construction government can unfold the department responsible for the work macroeconomic regulation and control, can unfold the profession association to instruct, to be able to unfold the enterprise to operate independently can unfold industry the management system.

Therefore, we propose the parallel blockchain to deal with the mentioned challenges. The block chain system forms a consensus among nodes through mathematical algorithm. New data must be verified by all or most nodes before it can be written into the block chain ledger jointly maintained by all nodes, so it is extremely difficult to tamper and forge. This makes the blockchain a system that automatically generates trust by consensus mechanism and cryptography algorithm, which can realize the disintermediation free flow of information flow, capital flow and material flow. It can be seen that the block "chain" itself is only the objective carrier and expression form of data access. More essential and complex is the complex ecosystem consisting of deep coupling and mutual feedback of each node and each element behind the

blockchain. . Therefore, the parallel blockchain is not a simple superposition and interaction of multiple independent blockchains, but a "human-machine combination, virtual reality" approach, through the artificial blockchain system and the actual blockchain system as the collaborative evolution and parallel feedback to achieve a new research framework for modeling, predicting and guiding blockchain systems.

### C. MICE and Regional Cooperation

In the process of professionalization, internationalization and group development of the world convention and exhibition industry, the multinational exhibition group of developed countries gradually transplanted their famous exhibitions to developing countries. Although many developing countries also have some large and high-level exhibitions, they generally have the participation, management and even direct control of the exhibition companies in developed countries. This is the overall situation of the development of the global exhibition economy. As a part of regional cooperation, the theory of regional cooperation and the theory of regional cooperation in exhibition industry have both similarities and differences, which is determined by the nature of exhibition as a new service industry, taking activity as the carrier and providing various economic subjects with the platform for product exhibition and consultation and exchange. Under the trend of "new regionalism", modern exhibitions are more than just a kind of enterprise marketing. The existence of network and the characteristics of platform functions make exhibitions an important way of regional cooperation and coordination, and realize "new regionalism". An effective way of thinking and in the above three regional cooperation networks, the convention and exhibition industry has played a role as a bridge and a link, and has become an effective platform for regional cooperation. In the normal competition, following the mutual dependence, giving full play to resource aggregation, industrial division of labor and knowledge spillover effects, forming a development community has become the cognitive basis for regional cooperation in the exhibition industry. Accordingly, in the figure 3, we present the finalized framework.

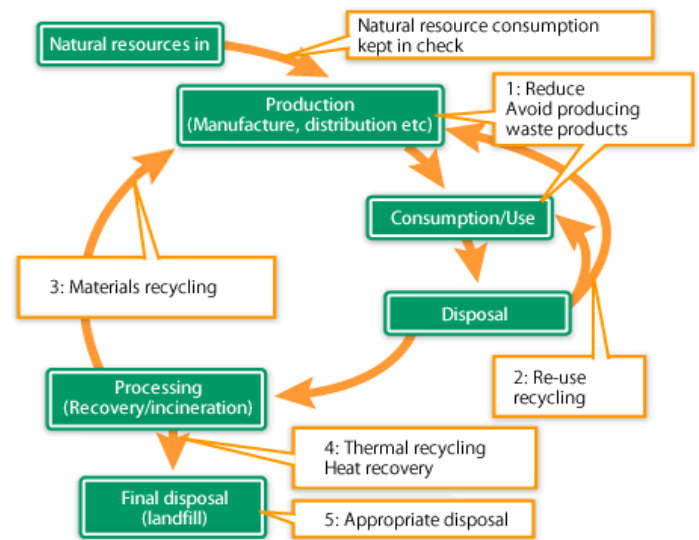


Figure 3. The MICE and Regional Cooperation Framework

### CONCLUSION

Analysis on the comprehensive development trend of MICE system under the background of regional cooperation and Blockchain is presented in this research. In recent years, the development of China's exhibition economy has shown

sustained growth. The determination of the convention and exhibition city to develop the convention and exhibition industry is firm, various measures are gradually implemented, policies and regulations are further improved, and the means and methods for the government to manage the exhibition economy have also changed. The development of the exhibition industry Promote mutual economic cooperation with China. This paper proposes the novel perspectives of understanding the development trend of MICE system under the background of regional cooperation and Blockchain. Our future research will be focused on the applications.

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