



**TECHNISCHE  
UNIVERSITÄT  
DRESDEN**

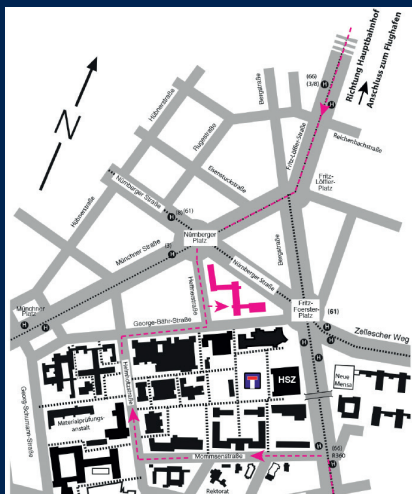
Faculty of Transportation and Traffic Sciences „Friedrich List“

Chair of Tourism Economics and Management

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### Site plan Potthoff-Bau



Date: 15 June, 2016 (Wednesday)  
Place: Hettnerstr.3, 01069 Dresden  
Potthoff-Bau, Room 161  
Time: 1 - 4 pm

### Imprint:

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TU Dresden  
Responsible: Prof. Dr. Walter Freyer

## International Symposium

**„Trends in the international  
exhibition industry“**

15 June, 2016, 1 - 4 pm POT 161



**Chair of Tourism Economics  
and Management**

## Trends in the international exhibition industry

Exhibitions are in general for both, visitors and exhibitors an important platform in order to transport useful information and marketing messages. When it comes to international exhibitions, Germany is the leading country worldwide. If you have a look at the development of Germany's tourism industry, political wise, the macroeconomic importance of international fairs will also play a decisive role.

The symposium "Development and trends in the international exhibition industry" of the chair of tourism at the TU Dresden is going to discuss recently explored theoretical and practical insights about the mentioned subject area. As guest speakers at this event we are happy to welcome: representatives of the association for the German exhibition industry as well as representatives of Korean universities and the Korean exhibition industry.

During this event, current topics will be discussed, e.g. the economic importance of exhibitions in cities and regions and the relevance of trade fairs in touristic companies. In addition, we will discuss the outlook for the future of exhibitions in a digitalised world.

### Specific research activities:

- Freyer, W./ Hocheim, H./ Kim, B.-S./ Penzkofer, H. (2015): „Berechnungen der Gesamtwirtschaftlichen Auswirkungen von Messen und Ausstellungen in Deutschland“, Koreanische Zeitschrift für Wirtschaftswissenschaften
- Freyer, W./ Kim, B.-S. et al. (2012): „Effects of Government International Fair Trade (ITF) Assistance Programs and Exhibitor's Internal Resources on ITF Performance“, Journal of Korea Trade
- Kim, B.-S. (2003): Management der Dienstleistungsqualität im Messewesen, Mensch & Buch Verlag, Berlin

## Programme

### **Tuesday, 14 June, 2016**

Welcome Dinner, Restaurant „Sophienkeller“  
(6 - 9 pm)

### **Wednesday, 15 June 2016**

International Symposium  
(1 - 4 pm)

#### **Welcome/Greetings**

- Annetrin Klepsch, mayor of culture and tourism of the state capital Dresden
- Representative TU Dresden (rectorate, dean)

#### **„Internationality of exhibition management at TU Dresden“**

Prof. Dr. Walter Freyer, Chair of Tourism Economics and Management, TU Dresden

#### **„The economic impact of trade fairs in Germany“**

Dipl.-Kfm. Hendrik Hochheim, Institute of German trade fair industry, AUMA Berlin

#### **„Effects of Exhibitor's Internal Characteristics of Trade Fair Performance and Market Performance“**

Prof. Dr. Bong-Seok Kim, Department of Convention Management, Kyung Hee University Seoul, Korea

#### **„Structural Effects of Convention Advertisement of Participation Attitude and Experiences“**

Prof. Dr. Yooshik Yoon, Department of Convention Management, Kyung Hee University Seoul, Korea

#### **„Internationalisation of the ITB as a reaction to the emerging market Asia“**

Representative of Messe Berlin

#### **Discussion: „The future of international exhibitions in a digital world“**

Including aforementioned representatives and participating guests

#### **Farewell Dinner/Closing Ceremony**

Restaurant „Italienisches Dörfchen“ at Theaterplatz  
(6 - 9 pm)

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