

The Exhibition Industry, a Powerful Propeller for Economic Development

展览业是发展经济的强大推进器

—— Interview with Mr. Michael Kruppe, General Manager of Shanghai New International Expo Centre Co., Ltd. (SNIEC), and Deputy Chairman of Union of International Fairs (UFI) in Asia Pacific

—— 访上海新国际博览中心有限公司总经理、国际展览联盟亚太区副主席 Michael Kruppe 先生

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会展业作为一种特殊的服务业，已成为全球经济中的重要一环，成为不少国家服务业中最重要的经济部门之一。会展业特别是已经做出品牌的会展，为城市乃至整个国家带来了巨额利润和经济的空前繁荣。现今企业发展、品牌推广与产品营销，越来越重视现代化展会这个舞台。企业通过参加展览会拓展新市场可以收到事半功倍的效果。展会作为现代的商业手段之一，很多企业非常热衷于通过展示展览，让更多的人认识他们的产品。

适逢改革开放 40 周年之际，为进一步了解上海新国际博览中心的发展和取得的成就，记者专程采访了上海新国际博览中心有限公司总经理、国际展览联盟亚太区副主席 Michael Kruppe 先生。Michael 先生自 2014 出任上海新国际博览中心有限公司总经理一职。在任职中国区掌门人的 5 年里，带领公司取得了骄人的成绩。

上海新国际博览中心有限公司自 1999 年成立，是中德两国创造性合作的典范，“中国人民的老朋友”德国前总理施罗德为此特别亲临现场参加了中心开幕奠基仪式。Michael 总经理自豪地说：“2017 年是我们最成功的一年，圆满完成全年 134 场展览，销售额达到 10 亿人民币，场馆的出租率达到 70% 以上，远远超越市场标准出租率的 25-30%，这足以说明我们是一家成功的展览中心。我们在遇到越来越多的竞争对手的情况下，仍保持第一名是非常不容易的。”作为重大国际展会平台，上海新国际博览中心不仅促进了国内和国际经济贸易往来，同时有效地带动了本地区交通、旅游、



Mr. Michael Kruppe

商业、港口、餐饮、娱乐等相关产业的发展，为城市经济带来了活力和效益。

1989 年，中国改革开放刚刚开始时，Michael 总经理就来到中国上海，是一位名副其实的中国人通，说得一口流利的普通话，他见证了中国改革开放翻天覆地的变化和发展，对中国有着深厚的情感，对中国经济增长和上海未来发展一直充满信心。作为对上海市经济建设、社会发展和对外交流做出了杰出贡献的外国人，2017 年 Michael 总经理被授予上海白玉兰纪念奖的特别殊荣。作为中德两方的桥梁，Michael 总经理无论与股东、经销商、政府还是员工都能做到游刃有余的沟通。作为中国区掌门人，管理着 160 多个员工

和 1200 多个物业人员，他能够发现和挖掘每一个员工的优势，把合适的人放到合适的岗位，让每一个员工清楚知道自己的工作是什么，以最大限度地发挥其作用。

服务是会展业的生命和根本所在，没有一流的服务就不可能有一流的会展。上海新国际博览中心的成功正是源自于卓越的服务。成立近 20 年来，上海新国际博览中心始终坚持以客户为导向，不断提升场馆的服务水平，打造有国际影响力的展览场馆，已成为促进国内外经济往来的重大国际展会平台。这得益于一直为客户提供最优质的服务，将高品质的服务工作贯穿于展会活动之中，这正是其保持成功的秘诀。“我们成功的秘密，不是价格，而是服务。我们始终秉承优质服务，客户第一的理念，给客户id提供卓越、多元化展会配套服务。展览公司没有产品。服务就是我们的产品！”Michael 总经理铿锵有力地说。

As a special kind of service industry, the exhibition industry has become an important part of the global economy and has become one of the most important economic sectors in many countries' service industries. The exhibition industry, especially the exhibitions that have already made their brand names, has brought huge profits and unprecedented economic prosperity to the cities and even the whole country. Nowadays, business development, brand promotion and product marketing are paying more attention to the stage of modern exhibitions. Companies participating in exhibitions to expand its new markets can get twice the result with half the effort. As one of the modern business methods, exhibition is being concerned by many companies to show their products to more people.

At the time of the 40th anniversary of the China's reform and opening up, in order to learn more about the development and achievements of Shanghai New International Expo Centre Co., Ltd. (SNIEC), the reporters interviewed Mr. Michael Kruppe, general manager of SNIEC and deputy chairman of Union of International Fairs (UFI) in Asia Pacific. In this five years from his appointment as general manager of SNIEC in 2014, he led the company to remarkable results.

Established in 1999, Shanghai New International Expo Centre Co., Ltd. has become a model of creative cooperation between China and Germany. Former German Chancellor Schroeder, who was "an old friend of the Chinese people", personally attended the foundation stone laying ceremony. General manager Michael said proudly: "2017 is the most successful year for us. We successfully completed 134



exhibitions throughout the year with sales of 1 billion yuan and the occupancy rate of the venues over 70%, far exceeding the market average of 25-30%, which is enough to show that we are a successful exhibition center. It is not easy for us to remain in the first place in the face of more and more competitors." As a major international exhibition platform, Shanghai New International Expo Centre not only promotes domestic and international economic and trade exchanges, but also effectively stimulates the regional development of relevant



industries, e.g. transportation, tourism, commerce, ports, catering, entertainment, bringing vitality and efficiency to the urban economy.

In 1989, when China's reform and opening up had just begun, general manager Michael came to Shanghai, China, who is an old Chinese hand speaking Chinese fluently. He witnessed significant changes and developments in China's reform and opening up. He has profound experience in China and always full of confidence in China's economic growth and the future development of Shanghai. As a foreigner who has made outstanding contributions to economic construction, social development, and foreign exchanges of Shanghai, general manager Michael was awarded the Shanghai Magnolia Award in 2017. As a friendship bridge between China and Germany, general manager Michael is able to easily communicate with his shareholders, distributors, governments and employees. As the head of company in China, managing more than 160 employees and more than 1,200 property personnel, he can discover and excavate the advantages of each employee by putting the right people in the right place to let every employee clearly know their work so as to maximize their roles.

Service is the life and foundation of exhibition industry. Without first-class service, there can be no first-class exhibition. The success of Shanghai New International Expo Centre exactly stems from the excellent service. In the nearly 20 years since its establishment, Shanghai New International Expo Centre has always been customer-oriented, continuously improving the service level of its venues with international influence, which has become a major international exhibition platform for promoting economic exchanges at home and abroad. It is the fact that the company has always been providing customers with the best quality service and working with high quality services throughout the exhibition, which is the secret of its success. "The secret of our success is not the price but the service. We always uphold the concept of quality service and customer first, to provide our customers with excellent and diversified supporting services of exhibition. There is no product in exhibition company, but the service!" General manager Michael said decisively.