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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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Trade exhibition-Guidelines for domestic organization

经济贸易展览会 境内举办指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Guidelines for Holding Economic and Trade Exhibitions in China

1 Scope

This document sets out the general principles for holding economic and trade exhibitions in China, and provides the basic framework, organization and management, evaluation and improvement methods. Surface guidance.

This document applies to the organization and management of domestic economic and trade exhibitions by exhibition organizers.

2 Normative references

GB/T 19012

GB/T 26165

GB/T 30521

GB/T 33170

GB/T 33489

GB/T 33490

GB/T 41129

GB/T 42496

3 Terms and Definitions

The terms and definitions defined in GB/T 26165 apply to this document.

4.1 Systematicity

It is advisable to establish a sound organizational management and quality management

system, cultivate a professional team, focus on the needs of exhibitors and visitors, and Plan exhibition positioning and brand strategy.

4.2 Foresight

It is advisable to follow the green environmental protection and information development concept, conform to the innovative development trend of each service link of the exhibition, and use advanced technology to achieve The current exhibition project is sustainable.

5 Basic Framework

The basic framework for holding economic and trade exhibitions in the country is shown in Figure 1.