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NATIONAL STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

GB/T 46966-2026

Exhibition projects - Guidelines for risk management

展览会项目 风险管理指南

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of the Exhibition Industry (SAC/TC348). This document was drafted by: Reed Exhibitions Huabo Exhibitions (Shenzhen) Co., Ltd., Xiamen Convention & Exhibition Jinhongxin Exhibition Co., Ltd., and China Council for the Promotion of International Trade. Textile Industry Branch of the China Textile Industry Association, China Post and Telecommunications Equipment Group Co., Ltd., China Machine Tool & Tool Builders' Association, Beijing Huayi Oriental Exhibition Co., Ltd. The company, Beijing Desibi Image Planning Co., Ltd., Shanghai Council for the Promotion of International Trade, and National Exhibition and Convention Center (Shanghai) Co., Ltd. The company, Shanghai New International Expo Centre Co., Ltd., Donghao Lansheng Industrial Expo (Shanghai) Business Service Co., Ltd., China Foreign Trade Centre Group Limited Liability Company, Shenzhen Caston Exhibition Co., Ltd., Lingtong Exhibition Systems Co., Ltd., China Convention and Exhibition Economy Research Association, Shenzhen The China Convention and Exhibition Association, Chengdu Inman Exhibition Service Co., Ltd., Changchun Agricultural Expo Park, and Beijing Dianyi Space Exhibition & Display Co., Ltd. The main drafters of this document are. Jiang Chengwen, Huang Zhihua, Lai Guoxiang, Xu Yingxin, Liang Pengcheng, Pan Zhen, Zhang Jianwei, Chen Feng, Wang Liming, and An Xiang. He Chunsheng, Gu Chunting, Wang Lei, Wang Chen, Zhang Yao, Zhou Wei, Xu Jiansheng, Qu Huiping, Liu Yuguang, Yuan Zaiqing, Wang Yuanbin, Zheng Xi, Li Yong, Zhang Hui Lü Yugui and Mou Yanyan.

Exhibitions are important platforms for promoting domestic and international economic, trade, scientific, technological, and cultural exchanges. As the scale and complexity of exhibitions continue to expand... As the event grows larger, the organizers face more risk factors. To ensure the successful execution of the exhibition and guarantee its quality and effectiveness, [further measures are needed]. It is necessary to establish a scientific, comprehensive, and applicable risk management system for exhibition projects. This document is based on relevant standards such as GB/T 24353-2022, GB/T 20032-2024, and ISO 31000.2018, and is combined with exhibition items. This document is compiled based on the characteristics and practical experience of the exhibition organizers. It aims to provide exhibition organizers with a unified, standardized, and effective risk management methodology and process. The process guides participants to systematically identify, assess, respond to, and monitor various risks during the exhibition process, thereby improving their risk management level and capabilities and promoting the exhibition. Promote the healthy development of the exhibition industry and enhance the international competitiveness of my country's exhibition industry. Exhibition Project Risk Management Guide

1 Scope

GB/T 46966-2026 is the Chinese national standard covering the risks of running an exhibition - crowd safety and evacuation, stand construction and rigging, fire, the exhibits themselves, the contracts and cancellation, and the reputational and financial exposure of an event that exists for four days a year. First edition, in force since 1 March 2026, and it belongs with the trade fair carbon footprint standard GB/T 47951-2026. It was issued on 28 January 2026 and has been in force since 1 March 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document establishes the general principles for risk management in exhibition projects, and provides guidelines for risk management organization, risk factor classification, and risk management processes. Recommendations for process and risk management records. This document applies to risk management for various exhibition projects by exhibition organizers, and also to other relevant parties involved in exhibition project risk management. For reference only.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 23694-2024 Risk Management Terminology

GB/T 24353-2022 Risk Management Guidelines

GB/T 26165-2021 Terminology for Economic and Trade Exhibitions

3 Terms and Definitions

The terms and definitions defined in GB/T 23694-2024, GB/T 24353-2022, and GB/T 26165-2021, as well as the following terms and definitions, apply. This document.

3.1 Factors that may occur throughout the entire lifecycle of an exhibition project and negatively impact the project's objectives.

Note. Project objectives include, but are not limited to, economic benefits, social benefits, brand reputation, and safety.

3.2 Risk management Coordinated activities to identify and control risks. [Source: GB/T 24353-2022, 3.2, with modifications]

3.3 Risk management policy The exhibition organizer's overall intention, direction, and attitude toward risk management. [Source: GB/T 23694-2024, 3.2.2, with modifications]

4 General Principles

4.1 Persistence Risk management is a crucial aspect of exhibition project management, permeating all stages from project initiation, preparation, marketing, implementation, and closing. It should be tailored to the specific circumstances of each stage. The project progress and internal and external environment risks are continuously and timely identified, assessed, addressed, and monitored.