Investigation and Study on the Two Largest Exhibition Venues in Macao and Shenzhen

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Abstract. In Macau, galaxy international Convention and Exhibition Center and Venetian Macao Convention and Exhibition Center are the two largest convention and exhibition centers. galaxy international Convention and Exhibition Center is located near the city center, with advanced facilities and excellent services, and is suitable for holding large-scale international exhibitions and conferences. The Venetian Macao Convention and Exhibition Center is famous for its unique theme and luxurious environment, attracting many exhibitors and visitors. In Shenzhen, Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center are the two largest convention and exhibition centers. With modern buildings and facilities, Shenzhen International Convention and Exhibition Center is the first choice for holding large-scale international exhibitions and conferences. Shenzhen Convention and Exhibition Center is highly praised for its versatility and flexibility, and can accommodate activities of all sizes and types. These two convention and exhibition centers are located near the city center, with convenient transportation and complete surrounding facilities. Through the investigation and discussion of these four convention and exhibition centers, we know their differences and advantages in geographical location, supporting facilities, scale and holding activities. The exhibition centers in Macao and Shenzhen have an important position in the exhibition industry, and each has its own unique advantages and characteristics. Through the analysis of galaxy international Convention and Exhibition Center, Venetian Convention and Exhibition Center, Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center, we can better understand the development and attraction of these convention and exhibition centers and promote the further development of the exhibition industry.

Keywords: conference and exhibition center, Macao, Shenzhen

1 Introduction

As an international tourist destination, Macao's convention and exhibition industry is an important part of its economy. Macao holds various international exhibitions and conferences, attracting many exhibitors and visitors from home and abroad. These ac-
tivities not only brought business opportunities to hotels, restaurants and retail industries in Macao, but also promoted the development of tourism and related service industries, increasing market demand and employment opportunities.

On August 24, 2023, the Statistics and Census Bureau of the Macao SAR Government released data. In the second quarter of this year, there were 263 exhibition activities held in Macao, a year-on-year increase of 1.9 times. Due to the increase in the number of large-scale exhibitions, the number of participants and visitors increased significantly by 66.4%, reaching 509,000. In addition, the income and expenditure of the exhibition organizers were 48.7 million patacas and 65.87 million patacas, respectively, up 6 times and 9.2 times compared with the same quarter in 2022 [1].

Data show that in the first half of this year, 493 exhibition activities were held in Macao, which exceeded the total amount of last year, with more than 700,000 participants. In the first half of this year, more than 40,000 merchants came to Macao for exhibitions, a 15-fold year-on-year increase.

According to the network survey data, the convention and exhibition industry in Macao has an important influence on the local economic development. According to the statistics and census bureau of the Macao Special Administrative Region Government, Macao's convention and exhibition industry directly contributed about 7.82 billion patacas to the total output value in 2019, accounting for 4.7% of the total local industry value in that year.

The exhibition industry has created a large number of employment opportunities. According to the statistics of the Labor Affairs Bureau of the Macao Special Administrative Region, in 2019, Macao's convention and exhibition industry provided more than 16,000 direct jobs, including exhibition organization, venue management, hotel services, transportation and other related jobs. This has a positive effect on Macao's employment rate and labor market.

Convention and exhibition industry can promote the development of other related industries, and then promote the growth of the whole economy. A study conducted by the Social and Economic Research Center of the University of Macau shows that the development of convention and exhibition industry in Macau has played a positive role in promoting the growth of tourism, hotels, restaurants, retail and other related industries, forming a good economic cycle effect.

Convention and exhibition industry provides Macao with a platform for exchanges and cooperation with domestic and foreign enterprises, organizations and professionals. Various international conferences, exhibitions and forums have attracted a large number of exhibitors and audiences, and promoted industry exchanges, technological achievements sharing and business cooperation. This kind of international exchange and cooperation will help promote Macao's industrial upgrading and innovative development.

As an exhibition destination, Macao has enhanced its popularity and image by holding international exhibitions and conferences. The development of convention and exhibition industry has strengthened Macao's position as an international conference and exhibition center, attracting more domestic and foreign enterprises and organizations to choose Macao as the venue for convention and exhibition activities.
Exhibition industry plays a very important role in Macao's economy. It has made a direct contribution to economic development, created a large number of employment opportunities, promoted the growth of related industries and promoted international exchanges and cooperation. In addition, the convention and exhibition industry will also help to enhance the local image and promote the industrial upgrading of Macao. Therefore, the development of convention and exhibition industry in Macao is of great significance for promoting economic growth and diversified development.

As an innovative city in China, Shenzhen also attaches great importance to the exhibition industry. Many large-scale exhibitions and conferences at home and abroad have been held in Shenzhen, such as the China International Hi-tech Fair. These exhibitions attracted a large number of enterprises, investors and professionals to participate, which injected great impetus into the economic growth of Shenzhen and its surrounding areas. In addition, the exhibition will also help promote the technological innovation and international exchanges of Shenzhen enterprises, and enhance their competitiveness and market influence.

The development of convention and exhibition industry has also promoted the prosperity of related industries in Macao and Shenzhen, such as hotels, restaurants, logistics, culture and entertainment. At the same time, the exhibition industry can also enhance the visibility and image of the city, attract more tourists and investors, and promote the sustainable development of the economy.

The purpose of this study is to investigate and study the two largest exhibition venues in Macau and Shenzhen, including galaxy international Exhibition Center in Macau, Venetian Exhibition Center in Macau, Shenzhen International Exhibition Center and Shenzhen Exhibition Center. Through the comparison and analysis of these four venues, this study focuses on the advantages and disadvantages of each venue and its position and influence in the convention and exhibition industry, as shown in Fig. 1.

Fig. 1. Macau galaxy international Convention and Exhibition Center (Source: https://www.10design.co/work/architecture/selected/galaxy-international-convention-center).
2 Discussion

2.1 Macau galaxy international Convention and Exhibition Center

Galaxy international Convention and Exhibition Center in Macau is a comprehensive resort with hotels, casinos, shopping, entertainment, conferences and exhibitions. The following is some background and historical information about galaxy international Convention and Exhibition Center in Macau.

Macau galaxy international Convention and Exhibition Center is located in Luchao City, Macau Special Administrative Region, China, which is one of the main passages connecting Macau Peninsula and Luchao. It is located at the intersection of the Cotai continuous highway and the Cotai City Avenue, and is one of the landmark buildings in Macao Cotai area. Galaxy international Convention and Exhibition Center in Macau was completed in 2011 and officially opened. This large-scale comprehensive resort was invested and built by Melco International Development Limited [1].

Galaxy international Convention and Exhibition Center in Macau covers an area of 550,000 square meters, with nearly 1,500 luxury rooms and suites, many top restaurants, shopping centers, entertainment venues and other facilities. Its casino covers an area of over 55,000 square meters and offers a variety of gambling game options. There are also large-scale conference and exhibition facilities, including many conference halls, exhibition spaces and conference rooms. These facilities are widely used to hold various commercial, cultural and entertainment activities, attracting a large number of international and regional conferences. Apart from casinos and conference facilities, galaxy international Convention and Exhibition Center in Macau also provides a variety of entertainment activities, such as concerts, concerts, cultural and artistic performances, etc. In addition, it has also cooperated with international brands and introduced a number of well-known catering, shopping and entertainment brands [2].

As a comprehensive resort project, galaxy international Convention and Exhibition Center in Macau has attracted many investors, who expect to get returns through investment. Melco International Development Limited is an investor and operator of galaxy international Convention and Exhibition Center in Macau, and they have important interests in the operation and management of the resort. The employees of galaxy international Convention and Exhibition Center in Macau are an important part of its operation. They provide services and support to ensure the smooth operation of the resort and get corresponding benefits and rewards. One of the main target stakeholders is tourists and customers, who have a pleasant experience by spending their holidays, playing, shopping and enjoying entertainment activities at galaxy international Convention and Exhibition Center in Macau.
2.2 Venetian Macao Convention and Exhibition Center

The history of Venetian Macao Convention and Exhibition Center can be traced back to the construction and development of Venetian Resort. Venetian Resort is a comprehensive holiday project developed and built in Macau by American company Las Vegas Sands Corp, which opened in 2007. The theme of the resort is Venice, which combines the architectural style and cultural elements of Venice, including the Canal, Venice Square and St. Kyle's Church.

The conference and exhibition center in the Venetian Resort is an important part of it. The Convention and Exhibition Center was opened simultaneously at the opening ceremony, providing an advanced and multifunctional conference and exhibition venue for Macao. The design of the center fully takes into account the needs of various business activities and cultural performances, and provides flexible space for meetings, exhibitions and performances. Among them, as the largest indoor activity venue in Macao, Golden Art Complex can accommodate large-scale performances and entertainment activities.

Since its opening, Venetian Macao Convention and Exhibition Center has attracted many domestic and foreign business activities and large-scale exhibitions. It has not only injected vitality into the development of convention and exhibition industry in Macao, but also made important contributions to Macao's economy and tourism. In addition, Venetian Convention and Exhibition Center actively cooperates with international convention associations and exhibition industry associations, participates in international exchanges and cooperation, and enhances the international influence of Macao's exhibitions.

The background of Venetian Macao Convention and Exhibition Center can be summarized as follows. As a part of Venetian Resort, it is a comprehensive holiday project with the theme of Venice, which opened in 2007. As an important part of the resort, the Convention and Exhibition Center provides an advanced and multifunctional conference and exhibition venue for Macao. Its construction and development are of great significance to Macao's exhibition industry, economy and tourism.

As the parent company and operator of the convention and exhibition center, Venetian Macao Resort is one of the main stakeholders. Through the services and facilities provided by the convention and exhibition center, the resort attracts more business and leisure customers and obtains economic benefits from them. Various enterprises, institutions, associations, etc. choose to hold conferences, exhibitions and activities in the Venetian Macao Convention and Exhibition Center, hoping to achieve marketing promotion, knowledge sharing, business cooperation and other goals through these activities, and enhance their brand image and business benefits.

2.3 Shenzhen International Convention and Exhibition Center

Shenzhen International Convention and Exhibition Center is a major project invested and constructed by Shenzhen Municipal Party Committee and Municipal Government, which is constructed and operated by China Merchants Shekou and OCT Consortium.
As a comprehensive exhibition center integrating exhibition, conference, activity, catering, shopping, office and service, the construction of this project marks the important development of Shenzhen in the field of exhibition industry. The planning and positioning of Shenzhen International Convention and Exhibition Center is driven by convention and exhibition, combined with regional transportation hubs such as airports and railways, to develop functional formats and industrial clusters related to convention and exhibition commerce, innovative research and development, international logistics and airport economy, and promote the development of Shenzhen Airport New Town [3].

The first phase of the project started construction in September 2016 and was fully completed and put into use in July 2019. The whole project covers a total area of about 1.48 million square meters, and the total indoor exhibition area reaches 500,000 square meters. The first phase of construction land is about 1,214,200 square meters, with a total construction area of 1,605,000 square meters.

Shenzhen International Convention and Exhibition Center adopts a "fishbone" layout, including 19 indoor exhibition halls and 1 outdoor exhibition hall. Exhibition facilities include 16 standard exhibition halls, 1 oversized exhibition hall and 2 multifunctional exhibition halls, and the outdoor exhibition venue is South Square. In addition, there are comprehensive supporting facilities such as conference facilities, activity facilities and catering facilities [4].

The construction of this convention and exhibition center is of great significance for enhancing the function and image of Shenzhen and building the core area of Guangdong-Hong Kong-Macao Greater Bay Area. It is not only a landmark building project, but also an important measure for Shenzhen to develop in the international exhibition field, which is helpful to promote the prosperity and economic development of Shenzhen's exhibition industry.

As a project invested by Shenzhen Municipal Government, the government is one of the most important stakeholders. Through this project, the government hopes to enhance the city image and international influence of Shenzhen, promote the development of convention and exhibition industry in this region, promote economic growth and employment opportunities, and attract more domestic and foreign investment and merchants. Shenzhen International Convention and Exhibition Center provides a platform for enterprises and businesses to display and promote their products and services. The holding of various exhibitions, conferences, activities and other activities provides business opportunities for enterprises and businesses, increasing their exposure and sales opportunities.

Shenzhen International Convention and Exhibition Center is located in the center of the city, and the surrounding communities and residents are also stakeholders. Although it will face some negative effects, such as traffic congestion, noise and environmental pressure, the construction and operation of the convention and exhibition center will also bring business prosperity, employment opportunities and economic growth to the surrounding communities.
2.4 Shenzhen Convention and Exhibition Center

Shenzhen Convention and Exhibition Center is a multi-functional comprehensive exhibition venue invested and built by Shenzhen Municipal Government. Its history can be traced back to 1980s, when Shenzhen was rapidly developing into one of the China Special Economic Zones, with strong economic vitality and the spirit of opening to the outside world. In order to promote economic development and attract domestic and foreign capital and technology, the Shenzhen Municipal Government has decided to build a modern convention and exhibition center.

The construction of Shenzhen Convention and Exhibition Center began in 1997 and was designed by German GMP architectural design company, and was completed in 2004. The total investment of the whole project has reached about 3.2 billion RMB [5].

As a super-large public building, Shenzhen Convention and Exhibition Center integrates many functions such as exhibition, conference, business, catering and entertainment. Its design concept is innovation, modernity and openness, which embodies the image of Shenzhen as an international city.

Shenzhen Convention and Exhibition Center is located in Futian Central District, Shenzhen, with convenient transportation. It covers an area of about 220,000 square meters, with a total construction area of 280,000 square meters. It has six floors above ground and three floors underground.

Over the years, Shenzhen Convention and Exhibition Center has become the first choice for holding various exhibitions, conferences, celebrations and performing arts activities in Shenzhen. It has a large number of exhibition halls and conference halls, and has the ability to hold large-scale exhibitions and conferences. At the same time, it provides perfect supporting services to facilitate exhibitors and visitors.

By holding various exhibitions and conferences, Shenzhen Convention and Exhibition Center has provided impetus for Shenzhen's economic development. It not only enhances the popularity of Shenzhen as an international city, but also provides a platform for exchanges and cooperation among various industries.

The history of Shenzhen Convention and Exhibition Center can be traced back to 1980s. It is a modern convention and exhibition venue built by Shenzhen Municipal Government to promote economic development. Through years of development and holding various exhibitions and conferences, Shenzhen Convention and Exhibition Center has become one of the important centers of the exhibition industry in Shenzhen and even in the world.

As the investor and manager of Shenzhen Convention and Exhibition Center, Shenzhen Municipal Government is one of the most important stakeholders. The construction and operation of this project is of great significance to Shenzhen's economic development, image building and urban promotion. Shenzhen Municipal Government hopes to attract domestic and foreign investment, business cooperation and talents by holding various exhibitions and conferences in the Convention and Exhibition Center.

As exhibitors and exhibitors, various enterprises and institutions use the venue of Shenzhen Convention and Exhibition Center to display and promote their products, services and brands. By participating in exhibitions and conferences, they can conduct
business negotiations and establish cooperative relations with potential customers, expand market share and enhance brand awareness. For exhibitors and exhibitors, Shenzhen Convention and Exhibition Center provides an important commercial platform.

As a modern and high-level exhibition venue, Shenzhen Convention and Exhibition Center is also an important part of Shenzhen's city image. All kinds of exhibitions, conferences and activities held in the convention and exhibition center can show Shenzhen's economic strength, innovation ability and international influence, and make contributions to Shenzhen's urban promotion and brand building.

3  Analysis

3.1  Macau galaxy international Convention and Exhibition Center

Main advantages.
1. Location advantage. Galaxy international Convention & Exhibition Center in Macau is located at the convenient location in Macau, which is connected with the Macau Peninsula, providing convenient access conditions for tourists and conference participants.
2. Comprehensive facilities. Galaxy international Convention and Exhibition Center in Macau is a comprehensive resort with many luxury hotels, casinos, shopping centers, restaurants and entertainment facilities. Such comprehensive facilities can meet the needs of different tourists and provide all-round entertainment and leisure experience [6].
3. High quality service. As an upscale resort and convention center, galaxy international Convention Center in Macau provides guests with comfortable and pleasant accommodation and experience by providing excellent customer service and facilities.
4. Large-scale exhibition facilities. Galaxy international Convention and Exhibition Center in Macau has large conference and exhibition facilities, equipped with modern equipment and technical support. This facility can hold conferences, exhibitions, speeches and activities of all sizes, attracting international and regional conference participants.
5. Rich recreational activities. Apart from casinos and shopping centers, galaxy international Convention and Exhibition Center in Macau also provides a variety of entertainment activities, such as concerts, cultural and artistic performances, concerts and so on. These activities enrich the entertainment options of the resort and attract tourists' interest.

Major disadvantage.
1. Highly competitive. Macao is a famous tourist and entertainment destination with many luxury resorts and casinos. Macau galaxy international Convention and Exhibition Center needs to compete with other competitors for tourists and conference participants. This kind of competition exerts certain pressure on its attractiveness and market share.
2. Rely on the development of tourism. The business of galaxy international Convention and Exhibition Center in Macau mainly depends on the development of tourism and the number of tourists. Unpredictable economic and political environment, travel restrictions and epidemic situation have a negative impact on tourism, thus affecting the operation and income of the resort.

3. Geographical limitations. Although Macau has geographical advantages, its geographical limitations also have an impact on Macau galaxy international Convention and Exhibition Center. Macao's relatively small land area and limited land resources limit its expansion and development.

4. Human resources. Macau galaxy international Convention and Exhibition Center needs a lot of human resources to support its operation and management. However, due to Macao's relatively small population, it sometimes faces the problems of insufficient supply of human resources and personnel mobility.

5. Challenges of sustainable development. As a large-scale comprehensive resort, galaxy international Convention and Exhibition Center in Macau needs to manage and meet the challenges of sustainable development in environment, society and culture. This includes resource management, environmental protection, social responsibility and cultural respect.

3.2 Venetian Macao Convention and Exhibition Center

Main advantages.

1. Geographical advantage. The Venetian Macao Convention and Exhibition Center is located in Macao, located in the Pearl River Delta region, with convenient transportation. It is close to Hong Kong and Guangdong Province, and can easily attract exhibitors and visitors from home and abroad. This makes the Convention and Exhibition Center a convenient exhibition destination, attracting more enterprises and individuals to choose to hold conferences and exhibitions here.

2. Large venues and diverse spaces. The Venetian Macao Convention and Exhibition Center has a large number of indoor and outdoor venues, providing a variety of space for exhibitions, conferences and activities. These spaces can meet the needs of different scales and types of exhibitions, providing organizers with more choices and flexibility.

3. Advanced facilities and technical support. The Convention and Exhibition Center is equipped with modern facilities and technical support, including high-speed Internet, audio and video equipment, lighting control, etc., which meets the needs of conferences and exhibitions. This enables participants to display, exchange and share information with the help of advanced scientific and technological facilities, thus enhancing the participation experience and improving the efficiency and quality of conferences and exhibitions.

4. Comprehensive services and professional teams. The Venetian Macao Convention and Exhibition Center provides all-round comprehensive services, including venue leasing, conference organization and logistics coordination. It has an experienced professional team, which can provide customized solutions according to customers' needs to ensure the smooth progress of conferences and exhibitions.
5. Cultural and tourism resources. As one of the landmark buildings in Macao, the Venetian Macao Convention and Exhibition Center incorporates Venetian-style architecture and cultural elements. This provides a unique background and atmosphere for conferences and exhibitions, and increases the interest and attraction of participants. In addition, Macao itself is also a tourist attraction, and participants can enjoy Macao's culture, entertainment and food after meetings and exhibitions, thus enhancing the overall participation experience.

**Major disadvantage.**

1. Limited site capacity. Although the Venetian Macao Convention and Exhibition Center has a large venue, its venue capacity is relatively limited compared with other international convention and exhibition centers. This means that in some large-scale conferences and exhibitions, it is impossible to meet the needs of all exhibitors and visitors, resulting in some companies unable to participate in or display their products and services.

2. High cost. The Venetian Macao Convention and Exhibition Center is located in Macau, which means that when holding a conference or exhibition, participants need to pay higher costs, including venue rental fees, travel expenses, accommodation expenses and so on. This is a challenge for some small and medium-sized enterprises or organizations with limited budgets, because they cannot afford to participate in exhibition activities in such a high-cost environment.

3. Limited international air routes and convenient transportation. Although Macao enjoys a superior geographical position, compared with other big cities such as Hong Kong or Shanghai, its international air routes and transportation network are relatively limited. This makes it more difficult for international participants to reach Macao, and increases the threshold for them to participate in the activities of the Venetian Macao Convention and Exhibition Center.

4. Relatively small market size. Macao is a relatively small area. Compared with some big cities with developed convention and exhibition industry in the world, such as Shanghai, Hong Kong and Singapore, its local market is relatively small. This means that the Venetian Macao Convention and Exhibition Center has some challenges in attracting international exhibitors and global conference organizers, because they prefer to choose areas with larger market and more business opportunities to hold activities.

3.3 Shenzhen International Convention and Exhibition Center

**Main advantages.**

1. Geographical advantage. Shenzhen is located in the southern coastal area of China, adjacent to Hong Kong, with convenient geographical location. As an important special economic zone in China, Shenzhen has a developed transportation network and advanced infrastructure, which is convenient for exhibitors and visitors to arrive. At the same time, Shenzhen International Convention and Exhibition Center is close to Shenzhen Futian Central District and Commercial Center, with complete supporting facilities around it, which provides convenience for exhibitors and visitors.
2. Large-scale exhibition space. Shenzhen International Convention and Exhibition Center covers a vast area, with an indoor exhibition area of 500,000 square meters and numerous indoor exhibition halls and multifunctional exhibition halls. This enables the Convention and Exhibition Center to undertake exhibitions, conferences and activities of various scales, not only to accommodate large-scale international exhibitions, but also to meet the needs of holding multiple exhibitions and activities at the same time.

3. Advanced facilities and services. Shenzhen International Convention and Exhibition Center is equipped with advanced exhibition and conference facilities, including modern exhibition equipment, conference equipment and multimedia technology. The center has high-standard exhibition halls and booths, providing professional exhibition services, logistics support and conference organization support, providing exhibitors and visitors with high-quality exhibition experience.

4. Diversified exhibitions and activities. Shenzhen International Convention and Exhibition Center has held a large number of exhibitions, conferences and activities, covering many industries, such as electronics, science and technology, medical care, culture and art, food, automobiles and so on. Various exhibitions and activities have enriched the cultural life of citizens and professionals and promoted exchanges and cooperation in different industries.

5. Supported by Shenzhen Municipal Government. Shenzhen International Convention and Exhibition Center is a project invested and constructed by Shenzhen Municipal Party Committee and Municipal Government. The government attaches great importance to the development of convention and exhibition industry and gives strong support and management to the construction and operation of the center. The government's support guarantees the scale and influence of the center, and also creates a better development environment for all stakeholders.

**Major disadvantage.**

1. Competitive pressure

   The competition in the exhibition industry where Shenzhen International Convention and Exhibition Center is located is fierce. All parts of China have their own large-scale exhibition centers and activities, and local governments are also actively developing the exhibition industry. Under this kind of competition, Shenzhen International Convention and Exhibition Center needs to constantly improve its attraction and service quality, and increase its attraction and competitiveness.

2. Operating expenses of facilities

   Shenzhen International Convention and Exhibition Center has large-scale exhibition space and advanced facilities, and its operation and maintenance costs are high. This includes the cost of keeping facilities in good condition, upgrading equipment, power supply and energy consumption. In order to maintain good facilities and service quality, the center needs to bear certain operating costs.

3. High rental fees

   As a special economic zone in China, Shenzhen has a high land price and rental fee. Shenzhen International Convention and Exhibition Center is located in the downtown area, and the rental cost is relatively high, which increases the operating cost of the
center. At the same time, the high rental fee leads to the rising cost of exhibitions and activities, which puts some pressure on exhibitors and visitors.

4. Depend on the fluctuation of market demand

The demand of convention and exhibition industry is affected by market economy and industry development, and there is fluctuation. In the period of economic depression or industry depression, the exhibition center encountered some problems, such as the decrease in the number of exhibitors and visitors and the unsatisfactory exhibition effect. This will bring some challenges to the economic benefits and sustainable development of the convention and exhibition center.

5. Social impact

The operation of large-scale convention and exhibition centers will have a certain social impact on surrounding communities and residents. For example, traffic congestion, noise, environmental pressure and other issues affect the quality of life of surrounding communities and residents. At the same time, the local community will also pay attention to the impact of the convention and exhibition center on urban planning, environmental protection and social order, and need to take effective measures to solve these problems.

3.4 Shenzhen Convention and Exhibition Center

Main advantages.

1. Excellent geographical location. Shenzhen Convention and Exhibition Center is located in Futian Central District, Shenzhen, with convenient transportation. It is close to railway stations, airports and other transportation hubs, which is convenient for exhibitors and visitors at home and abroad to enter and leave. At the same time, the surrounding facilities are complete, including hotels, business centers, restaurants, etc., to provide convenience for exhibitors and visitors.

2. Large venues and facilities. The total construction area of Shenzhen Convention and Exhibition Center is about 280,000 square meters, with 8 exhibition halls and 25 conference halls. Among them, the largest exhibition hall covers an area of 30,000 square meters, and the largest venue can accommodate 3,000 people. These large-scale venues and facilities can meet the needs of holding various large-scale exhibitions, conferences and activities, and provide sufficient space for exhibitors and visitors.

3. Multifunctional comprehensive places. Shenzhen Convention and Exhibition Center integrates exhibition, conference, business, catering, entertainment and other functions. In addition to holding various exhibitions and conferences, there are also catering areas, business centers and leisure areas to provide all-round services for exhibitors and visitors. This multifunctional and comprehensive design makes Shenzhen Convention and Exhibition Center a comprehensive place integrating business communication, exhibition promotion and leisure and entertainment.

4. Internationalization level. Shenzhen Convention and Exhibition Center has adopted modern architectural design and supporting facilities, which meet international standards and show the image and strength of Shenzhen as an international city. At the same time, it is also one of the venues for international large-scale exhibitions and con-
ferences, attracting famous exhibitions and activities at home and abroad. This international standard has enhanced the attraction and competitiveness of Shenzhen Convention and Exhibition Center.

5. Rich exhibition and conference resources. Shenzhen Convention and Exhibition Center has held many exhibitions and conferences, covering various industries and fields. These exhibitions and conferences provide broad opportunities for all kinds of exhibitors and visitors, and promote industry exchanges and cooperation. At the same time, it also provided impetus for Shenzhen's economic development and industrial upgrading.

Major disadvantage.

1. Competitive pressure. With the rapid development of China convention and exhibition market, many other cities have also built large-scale convention and exhibition centers, forming a fierce competition situation. These cities, including Shanghai, Beijing and Guangzhou, are rich in resources and experience, attracting many large-scale exhibitions and conferences at home and abroad. Shenzhen Convention and Exhibition Center needs to actively compete with these competitors in the market and strive for more exhibitions and activities.

2. Space constraints. Although the venue of Shenzhen Convention and Exhibition Center is relatively large, it still faces the space limitation. With the increasing market demand, some large-scale exhibitions and conferences need larger venues to meet the demand. In addition, the number of booths in the convention and exhibition center is also limited, which can not meet all the exhibition needs of exhibitors.

3. Brand awareness and professionalism. Compared with internationally renowned convention and exhibition centers, such as Shanghai National Convention and Exhibition Center and Hong Kong Asia International Expo, Shenzhen Convention and Exhibition Center still has a certain gap in brand awareness and professionalism. Although Shenzhen Convention and Exhibition Center has held many important exhibitions and conferences, there is still room for improvement in its recognition and influence in the international convention and exhibition industry. It is necessary to further strengthen brand building and professional operation.

4. Infrastructure and supporting services. Although the infrastructure and service facilities around Shenzhen Convention and Exhibition Center are relatively perfect, there are still some shortcomings. For example, the shortage of hotels, especially during large-scale exhibitions and conferences, will lead to tight accommodation. In addition, the service quality and level need to be constantly improved to meet the needs of exhibitors and visitors.

5. Environmental impact. As a large building, Shenzhen Convention and Exhibition Center has a certain impact on the environment during its construction and operation. For example, noise, traffic congestion, wastewater discharge and other issues will cause concern and protest from surrounding residents and environmental protection organizations. Therefore, the exhibition center needs to take corresponding environmental protection measures to protect the surrounding ecological environment.
4 Conclusion

Through the investigation and study of galaxy international Convention and Exhibition Center, Venetian Macao Convention and Exhibition Center, Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center, we can draw the following conclusions: galaxy international Convention and Exhibition Center and Venetian Macao Convention and Exhibition Center are the two largest convention and exhibition centers in Macao. With its excellent facilities and services, galaxy international Convention and Exhibition Center in Macau has become an ideal place to host large-scale international exhibitions and conferences. The Venetian Macao Convention and Exhibition Center has attracted much attention because of its unique theme and luxurious environment. The two convention and exhibition centers are strategically located, close to major tourist attractions and hotels, providing convenience for exhibitors and visitors.

Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center are the two largest convention and exhibition centers in Shenzhen. Shenzhen International Convention and Exhibition Center, characterized by its modern buildings and facilities, has become the first choice for holding large-scale international exhibitions and conferences. Shenzhen Convention and Exhibition Center is highly praised for its versatility and flexibility, and can accommodate activities of all sizes and types. The two convention and exhibition centers are strategically located, close to the city center and transportation hub, providing convenient transportation and surrounding facilities for exhibitors and visitors.

Among the four convention and exhibition centers, Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center are relatively more competitive and attractive. As an innovative and developing city in China, Shenzhen's exhibition industry is booming here, attracting more exhibitors and visitors at home and abroad. Shenzhen Convention and Exhibition Center has large venues and a variety of exhibition activities, providing more opportunities for cross-border exchanges and business cooperation.

Macao's convention and exhibition center can not be ignored. As a tourist hotspot in Asia, Macao has attracted a large number of international exhibitions and conferences. Galaxy international Convention and Exhibition Center and Venetian Macao Convention and Exhibition Center, with their unique geographical location and luxurious environment, have become ideal choices for holding large-scale international events.

As two important cities of convention and exhibition center, Macau and Shenzhen play an important role in the convention and exhibition industry. Galaxy international Convention and Exhibition Center, Venetian Macao Convention and Exhibition Center, Shenzhen International Convention and Exhibition Center and Shenzhen Convention and Exhibition Center all have their own advantages and characteristics, which provide different choices and experiences for exhibitors and visitors. By further strengthening the development and improvement, these convention and exhibition centers will continue to play their important role in promoting economic development and industry exchanges.
References


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