



A Trip Around the World:

**MUST KNOWS
FOR GLOBAL
EXHIBITING**

A PUBLICATION OF EXHIBIT CONCEPTS, INC.



exhibitconcepts.com

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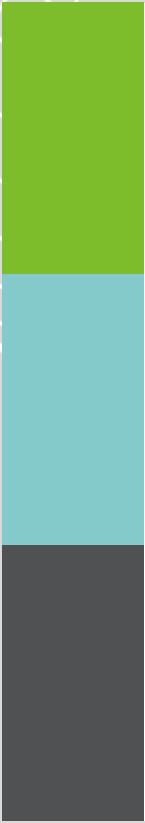
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Introduction

THE IMPACT OF CULTURE IN BUSINESS

THE CULTURE CONNECTION

Why Cultural Understanding Matters

When expanding your trade show presence to an international stage, it's important to understand the nuances of culture in each region of the world. Cultural understanding leads to better business practices and will be the difference between failure and success. It's just that important.

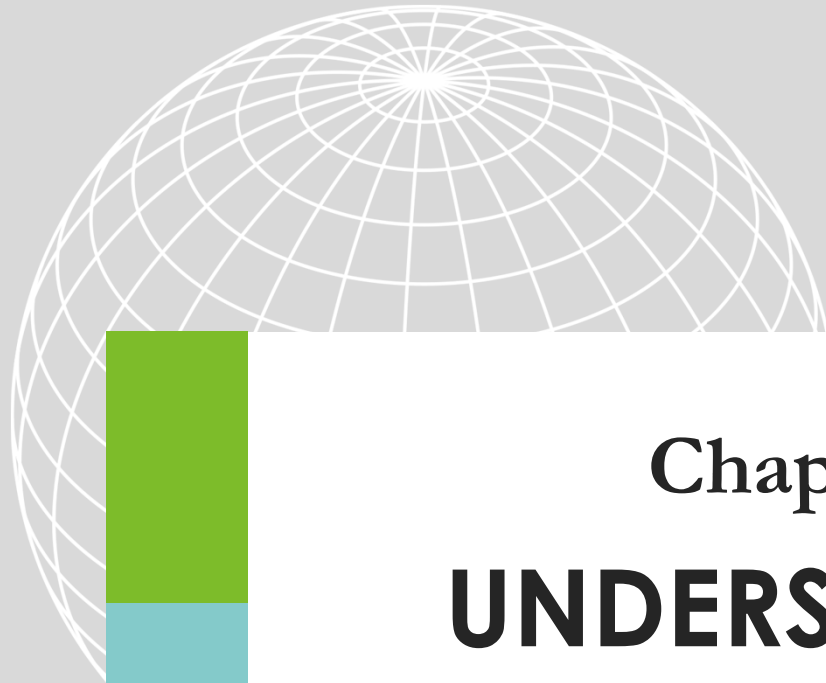
There are many aspects of business to consider when exhibiting internationally. The goal of this book is to help you:

- Gain an appreciation for cultural differences in cities around the world
- Think about dimensions of culture you might not have considered before
- Understand how trade shows vary across the globe
- Learn how to market to people who live and work in other cultures based on their mindset

Now sit back and relax as we take a whirlwind trip to 10 popular cities around the world, gaining understanding of new cultures, people, and business practices.

Jeffrey S. Hannah

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Chapter One

UNDERSTANDING CULTURAL VALUES & DIMENSIONS

Understanding Culture

Based on Hofstede's Dimensions of National Culture

Power Distance Index (PDI) – In this dimension, inequality and power is perceived from the followers, or the lower level. A higher degree of the index indicates hierarchy is clearly established and executed in society, without doubt or reason. A lower degree signifies that people question authority and attempt to distribute power.

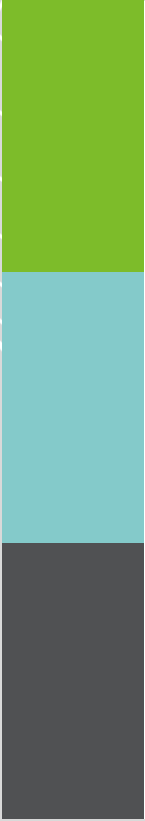
Individualism vs. Collectivism (IDV) – Individualistic societies have loose ties that only relate an individual to his or her immediate family. They emphasize “I” versus “we.” Collectivism describes a society in which tightly integrated relationships tie extended families and others into in-groups. These in-groups are laced with undoubted loyalty and support one another when conflict arises with another in-group.

Uncertainty Avoidance Index (UAI) – Societies that score a high degree in this index opt for stiff codes of behavior, guidelines, laws, and generally rely on absolute truth. Or, they believe that one lone truth dictates everything and everyone is aware of its significance. A lower degree in this index shows more acceptance of differing ideas and thoughts. This means society imposes fewer regulations, there is more ambiguity, and the environment is free-flowing.

Masculinity vs. Femininity (MAS) – In feminine societies, women share modest and caring views equally with men. In more masculine societies, women are more competitive, but notably less emphatic than men. In other words, they still recognize a gap between male and female values. This dimension is frequently viewed as taboo in highly masculine societies.

Long-term Orientation vs. Short-Term Normative Orientation (LTO) – A lower degree of this index (short-term) indicates traditions are honored and kept, while steadfastness is valued. Societies with a high degree in this index (long-term) view adaptation and circumstantial, pragmatic problem-solving as a necessity.

Indulgence vs. Restraint (IND) – Indulgence is defined as “a society that allows relatively free gratification of basic and natural human desires related to enjoying life and having fun.” Its counterpart is defined as “a society that controls gratification of needs and regulates it by means of strict social norms.” Indulgent societies believe themselves to be in control of their own life and emotions; restrained societies believe other factors dictate their life and emotions.



Chapter Two

MEXICO CITY
SÃO PAULO
BUENOS AIRES



MEXICO CITY

Zona Rosa: This well-known area is representative of the colorful, vibrant atmosphere of this beautiful city.

TRAVEL TIP:

*This city values friendship, humor, **honesty**, hard work, and **personal honor**.*

Cultural Overview

- Strong Hierarchy (**81 PDI**)
- Collectivist (**30 IND**)
- Medium Masculinity (**69 MAS**)
- High Uncertainty Avoidance (**82 UAI**)
- Short Term Orientation (**24 LTO**)
- High Indulgence (**97 IND**)
- Loose Time / Polychronic Time
- Value Age over Youth
- Direct Communications
- Primary Language: Spanish

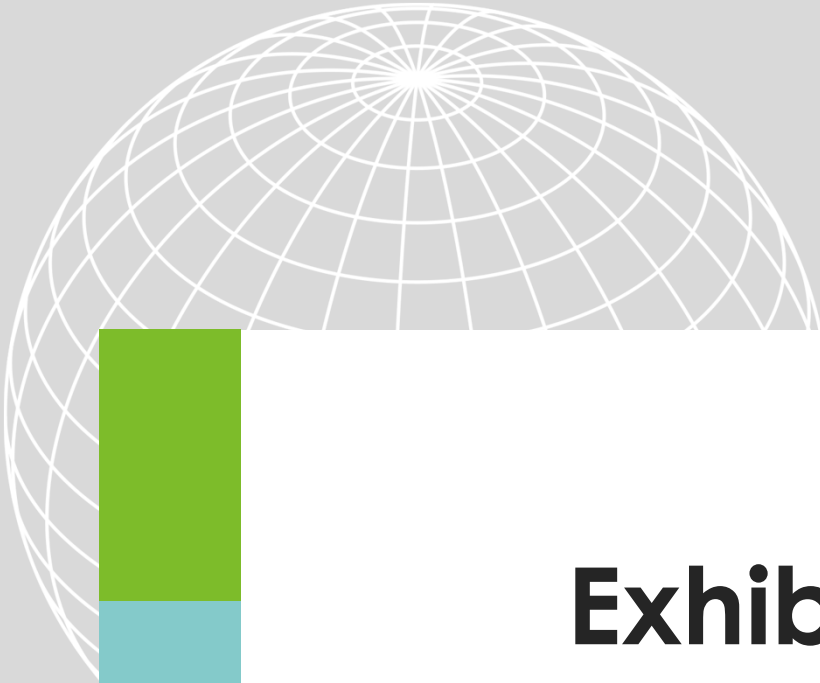
Conducting Business

Mexico City consists of a federal republic of 31 states and one federal district led by an elected president. The economy is strong and there is a growing middle class. Locals prefer to do business with trusted friends, with a strong focus on personal interaction and developing casual conversation.

Business is predominantly male, but has many professional women. There is a strong hierarchy in their society, with clear distinctions between “bosses” and “workers.” Many well-educated individuals speak English.

BUSINESS TIP:

*Address individuals formally, using **professional titles** and **last names**.*



Exhibiting in MEXICO CITY



World Trade Center

Centro Internacional De Exposiciones y Convenciones WTC

Size: 4 halls totaling 13,615m² (146,550 sq. ft.)

Built: 1995; modern

Location: Downtown

www.exposwtc.com

TRADE SHOW TIP:

*This is Mexico City's **primary exhibition center**, located **downtown**.*



Centro Banamex

Size: 4 halls totaling 34,270m² (368,885 sq. ft.)

Built: 2002; modern

Location: West of downtown, 27 miles from the airport

www.centrobanamex.com.mx

TRADE SHOW TIP:

*This center is part of the **Las Americas Complex**, which includes **restaurants, a race track, and theme park.***



Expo Santa Fe Mexico

(formerly Expo Bancomer Santa Fe)

Size: 3 halls totaling 32,400m² (348,750 sq. ft.)

Built: 2000; modern

Location: 7.5 miles from the airport

www.exposantafe.com.mx

TRADE SHOW TIP:

When planning a **trade show space**, remember this expo center has **18-meter interior heights**.



SÃO PAULO

Grande São Paulo: This term refer to the 39 municipalities in the city, with a total population of 21.1 million people.

TRAVEL TIP:

*This is a major **metropolitan city**, with many well-educated professionals; high interests in **art, music, dance, theater, and sports.***

Cultural Overview

- Medium Hierarchy (**69 PDI**)
- Collectivist (**38 IND**)
- Balanced Masculinity (**49 MAS**)
- High Uncertainty Avoidance (**76 UAI**)
- Medium Term Orientation (**44 LTO**)
- Medium Indulgence (**59 IND**)
- Loose Time / Polychronic Time
- Value Age over Youth
- Direct Communications
- Primary Language: Portuguese

Conducting Business

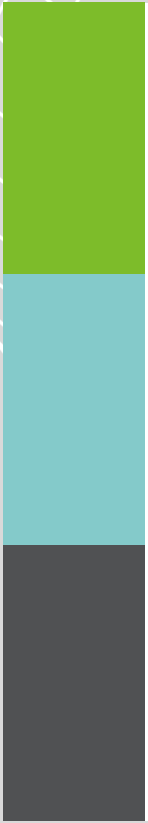
São Paulo is a federal constitutional republic, based on representative democracy.

Meals are important for building business relationships. These gatherings are typically very relaxed, casual, and social in nature. People sit at large communal tables and meals start after 8 p.m. and move slowly, easily lasting past midnight.

Many businesspeople speak English and culturally, the locals are very fashion conscious.

BUSINESS TIP:

*Brazilians have a **strong** affinity for the U.S. and are eager to **build relationships**.*



Exhibiting in SÃO PAULO



Anhembi Convention Center

One of the largest centers in Latin America

Size: 1 hall totaling 83,583m² (899,680 sq. ft.)

Built: 1970; older, but functional

Location: Centrally located

www.anhembi.com.br

TRADE SHOW TIPS:

*This convention center is **not air conditioned.***

*Large **support pillars** can impede overhead space.*



Expo Center Norte

Size: 5 halls totaling 75,758m² (815,452 sq. ft.)

Built: 1993; modern

Location: In the northern area, near the airport

www.expoцентernorte.com.br

TRADE SHOW TIPS:

*This convention center is typically **used for smaller exhibitions and events.***

*The **interior areas** of the center are **7.5m high.***



Transamerica Expo Center

Size: 7 halls totaling 40,000m² (430,556 sq. ft.)

Built: 2001; modern

Location: Southwestern area

www.transamericaexpo.com.br

TRADE SHOW TIPS:

*This convention center is **air conditioned.***

*Interior areas are **8m high.***



BUENOS AIRES

Downtown: Thanks to its picturesque buildings, Buenos Aires is commonly called the “Paris of Latin America.”

TRAVEL TIP:

*This city has a strong appreciation for **architecture, art, fashion and culture.** Residents strongly value **education.***

Cultural Overview

- Medium Hierarchy (**49 PDI**)
- Medium Collectivist (**46 IND**)
- Medium Masculinity (**56 MAS**)
- High Uncertainty Avoidance (**86 UAI**)
- Short Term Orientation (**20 LTO**)
- Medium Indulgence (**62 IND**)
- Loose Time / Polychronic Time
- Value Age over Youth
- Direct Communications
- Primary Language: Spanish

Conducting Business

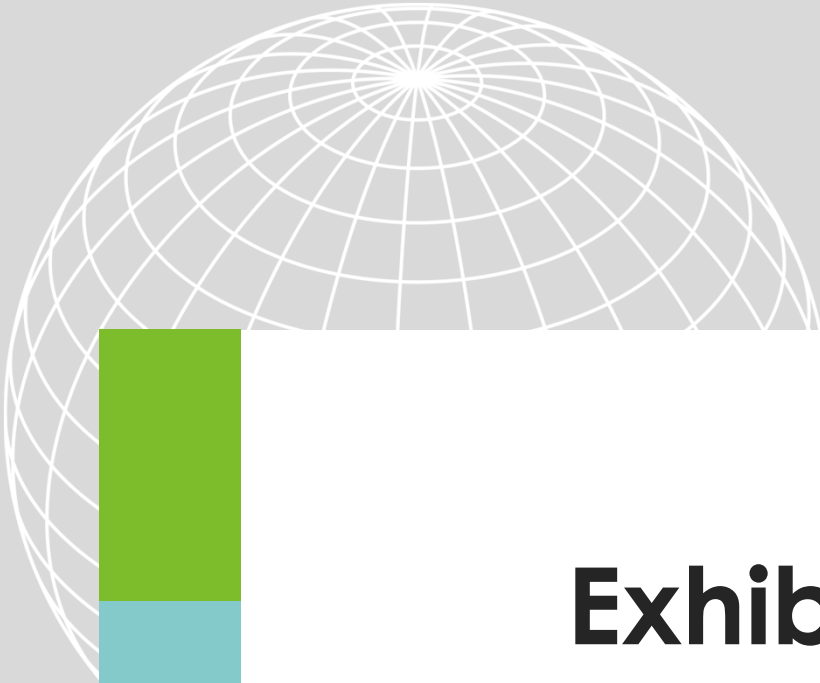
Buenos Aires is a democratic republic with a presidential representative.

Known as a hub of business in Latin America, traditional reliance on agriculture is now shifting to a service and industrial economy.

It is an older, well-established city that is currently undergoing a green agenda. Residents have an appreciation for fine dining and sophisticated cuisine, especially Argentinian beef.

BUSINESS TIP:

The **handshake** is very much the custom in this city. Businesspeople are expected to **dress in suits**.



Exhibiting in **BUENOS AIRES**



La Rural

Primary exhibition center and historical landmark

Size: 7 halls totaling 45,000m² (484,375 sq. ft.)

Built: 1875; some areas historic, main hall updated

Location: Downtown

www.larural.com.ar

TRADE SHOW TIPS:

*This convention center features 30 acres of **convention area and fairgrounds.***

*It is well-known for **livestock exhibitions.***



Centro Costa Salguero

A more modern facility

Size: 6 halls totaling 20,000m² (215,278 sq. ft.)

Built: 1993; modern

Location: Centrally located

www.ccs.com.ar

TRADE SHOW TIPS:

*This convention center is located along the **Rio de la Plata (River)**.*

*It is **fully air conditioned**.*



Buenos Aires Exhibition & Convention Center

This facility is scheduled to open in 2017

Size: 6 halls totaling 18,000m² (193,750 sq. ft.)

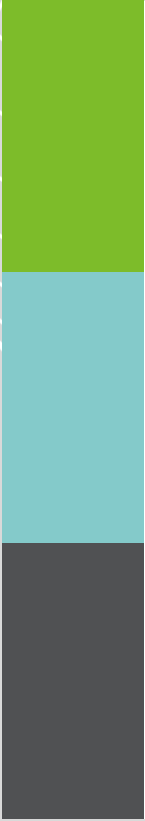
Built: Under construction

Location: Centrally located

TRADE SHOW TIPS:

*This convention center is located in the **Recoleta neighborhood**.*

*It is a **green space convention center**, partially **underground**.*



Chapter Three

LONDON DÜSSELDORF



LONDON

Big Ben: A British cultural icon, the tower is one of the most prominent symbols of the United Kingdom.

TRAVEL TIP:

*London is a **globally influential center of finance and culture**; the consummate global business city.*

Cultural Overview

- Egalitarian (**35 PDI**)
- Individualistic (**89 IND**)
- Medium Masculinity (**66 MAS**)
- Low Uncertainty Avoidance (**35 UAI**)
- Medium Term Orientation (**51 LTO**)
- Medium Indulgence (**69 IND**)
- Precise Time / Monochronic Time
- Value Age over Youth
- Direct Communications
- Primary Language: British English

Conducting Business

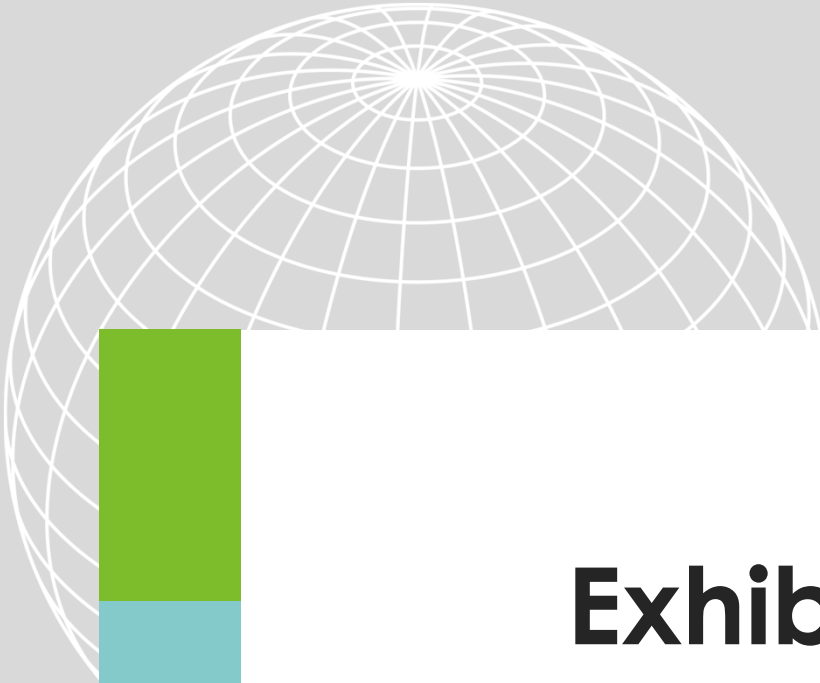
London is a monarchy with an elected Prime Minister. Locals love to make deals and negotiations; however, they are very inclined toward business opportunities.

Communication is an art form in this region, with individuals evaluating one another on distinct accents, and the ability to use language skillfully.

There is a forthcoming break from the European Union, commonly known as “Brexit.”

BUSINESS TIP:

***What you say** is just as important as **how you say it**. Responses are often **rhetorical questions** throughout conversation.*



Exhibiting in LONDON



ExCeL London

Primary exhibition center in London

Size: 2 halls totaling 100,000m² (1,076,391 sq. ft.) | 100-acre site

Built: 2000; modern

Location: Newham; waterfront at Royal Victoria Dock

www.excel.london

TRADE SHOW TIPS:

*This convention center is owned by **Abu Dhabi National Exhibitions.***

*There are **8 hotels and 22 restaurants** on site.*



DÜSSELDORF

Düsseldorf-Hafen: In German, this means “Düsseldorf harbor,” the district in which the harbor is located.

TRAVEL TIP:

This **popular city** in western Germany is known for its **fashion industry** and **art scene**.

Cultural Overview

- Egalitarian (**35 PDI**)
- Individualistic (**67 IND**)
- Medium Masculinity (**66 MAS**)
- High Uncertainty Avoidance (**65 UAI**)
- Long Term Orientation (**83 LTO**)
- Low Indulgence (**40 IND**)
- Precise Time / Monochronic Time
- Value Youth over Age
- Direct Communications
- Primary Language: German

Conducting Business

This is a republic with parliamentary democracy led by a chancellor. As a member of the G8, Dusseldorf has one of the strongest economies that is powerful both politically and militarily.

Known for being industrious, honest, thrifty, and orderly, there is a very high value placed on education. It is an egalitarian society, but with strong regard for positions, titles, and expertise.

German is the official language, but most educated residents speak at least some English.

BUSINESS TIP:

*They **pride themselves on precision, including engineering, fabrication and time.***



Exhibiting in DÜSSELDORF



Messe Düsseldorf

One of the largest exhibition centers in the world

Size: 19 halls totaling 306,000m² (3,293,756 sq. ft.)

Built: 1947; modern / updated

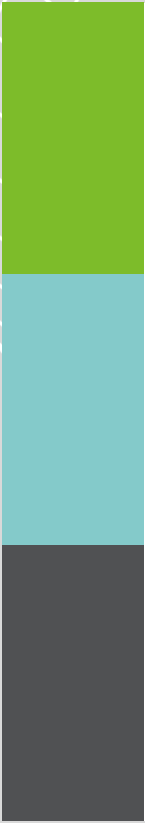
Location: Central; 20 minutes from Dusseldorf Hbf (train station)

www.messe-duesseldorf.com

TRADE SHOW TIPS:

*This convention center has a **combination venue owner and show organizer.***

There is a 26m high hall maximum.



Chapter Four

ABU DHABI

NEW DELHI



ABU DHABI

Etihad Towers: This is a well-known complex of buildings with five towers in Abu Dhabi, the capital city of the United Arab Emirates.

TRAVEL TIP:

*Islam is the **national religion of the UAE** and dictates every aspect of life there.*

Cultural Overview

- Strong Hierarchy (**90 PDI**)
- Collectivist (**25 IND**)
- High Masculinity (**50 MAS**)
- High Uncertainty Avoidance (**80 UAI**)
- Long Term Orientation
- High Indulgence
- Loose Time / Polychronic Time
- Value Age over Youth
- Direct Communications
- Primary Language: Arabic

Conducting Business

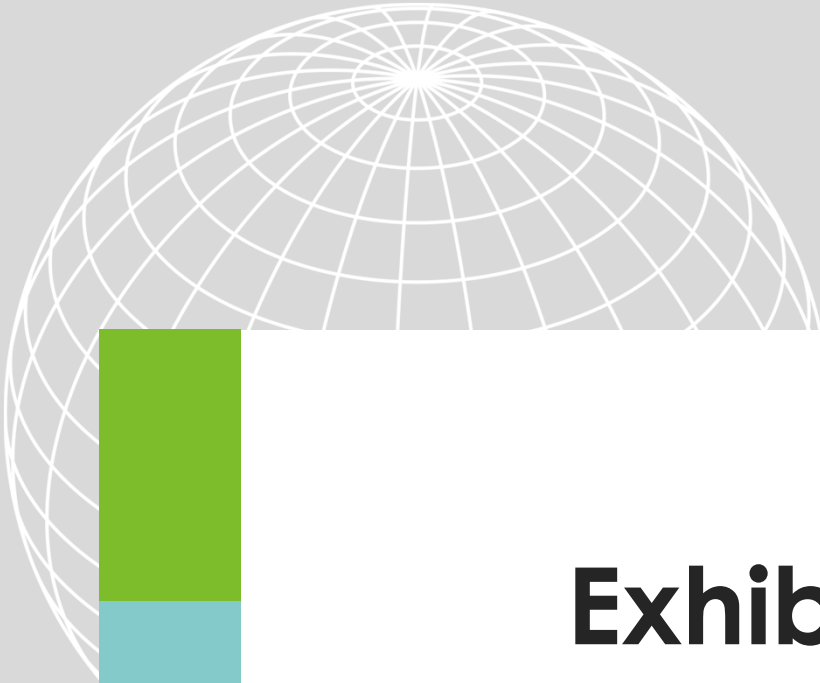
The government is a monarchy, under HH Sheikh Khalifa bin Zayed Al Nahyan. Abu Dhabi has the largest concentration of development on the planet, and locals share the wealth of the country. There is no income tax.

Relationships develop slowly and require multiple meetings and interactions; both hospitality and privacy are expected. Infrastructure is very well developed in this area and growing quickly, but with a very low rate of crime.

Joint ventures are very common business structures.

BUSINESS TIP:

*Many businesses are **owned by the government directly** or by members of the government.*



Exhibiting in ABU DHABI



Abu Dhabi National Exhibition Centre

Also known as ADNEC; largest exhibition center in the Middle East

Size: 73,000m² (785,765 sq. ft.)

Built: 2007; modern / updated

Location: Approximately 6 miles from the airport

www.adnec.ae

TRADE SHOW TIPS:

*This convention center is very **new and well-appointed** inside.*

*It is the **largest venue** of its kind in the Middle East.*



NEW DELHI

Lotus Temple: This prominent and popular attraction is an architectural marvel, composed of 27 free-standing marble-clad petals.

TRAVEL TIP:

*The Delhi Metro is a **rapid transit system** serving the area, consisting of 213 km (132 miles) of track.*

Cultural Overview

- Strong Hierarchy (**77 PDI**)
- Collectivist (**48 IND**)
- High Masculinity (**56 MAS**)
- Low Uncertainty Avoidance (**40 UAI**)
- Long Term Orientation (**51 LTO**)
- Low Indulgence (**26 IND**)
- Loose Time / Polychronic Time
- Value Age over Youth
- Indirect Communications
- Primary Languages: Hindi, English

Conducting Business

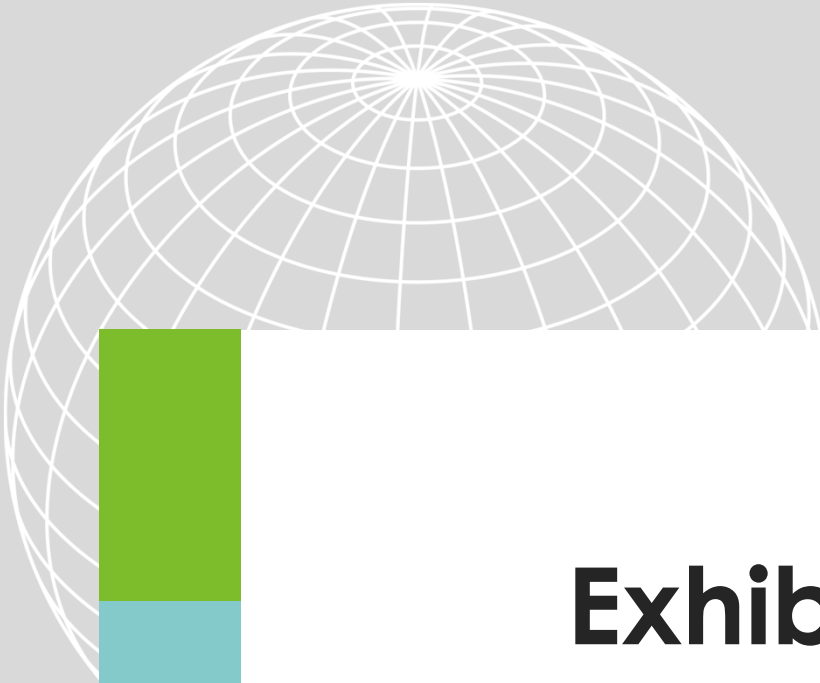
This is a federal government with 29 states and 7 union territories. New Delhi has a very strong hierarchy with clear delineations between castes. Due to this caste system, there is a broad disparity between individuals with no movement from one socioeconomic group to another.

There are many well-educated business people who are very open to working with U.S. companies. Business is highly personal, with tea and small talk preceding discussions.

Families generally live together in multi-generational housing with each contributing to the household.

BUSINESS TIP:

*Most business people are **accustomed to negotiation** before **closing a deal**.*



Exhibiting in NEW DELHI



Pragati Maidan

This is the largest exhibition center in India

Size: 18 halls totaling 61,290m² (659,720 sq. ft.)

Built: 1972; dated with substandard conditions

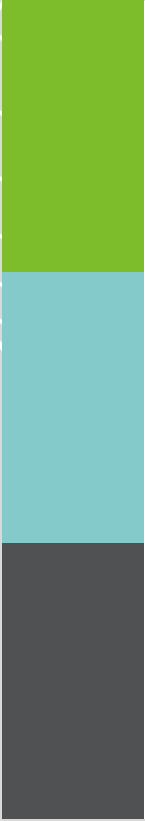
Location: Next to a major railway line

www.indiatradefair.com

TRADE SHOW TIPS:

*This convention center contains a variety of buildings on **150-acre fair grounds**.*

*It is common for **animals** to be inside the **exhibit halls**.*



Chapter Five

**SHANGHAI
HONG KONG
TOKYO**



SHANGHAI

Yu Garden: Built in 1559 during the Ming Dynasty and declared a national monument in 1982, the garden sits on 5 acres.

TRAVEL TIP:

*Shanghai is the **most populous proper city in the world**, with a **population of over 24 million** as of 2014.*

Cultural Overview

- Strong Hierarchy (**80 PDI**)
- Collectivist (**20 IND**)
- Medium Masculinity (**66 MAS**)
- Low Uncertainty Avoidance (**30 UAI**)
- Long Term Orientation (**87 LTO**)
- Low Indulgence (**24 IND**)
- Precise Time / Monochronic Time
- Value Age over Youth
- Indirect Communications
- Primary Languages: Mandarin & Cantonese

Conducting Business

There is a strong communist government and philosophy with a well-defined hierarchy in China. The economy is exploding, with a rapid emergence of a middle class that represents a major shift in the local infrastructure.

The Chinese never use the word “no.” Instead, they look for indirect ways to communicate the word without losing face.

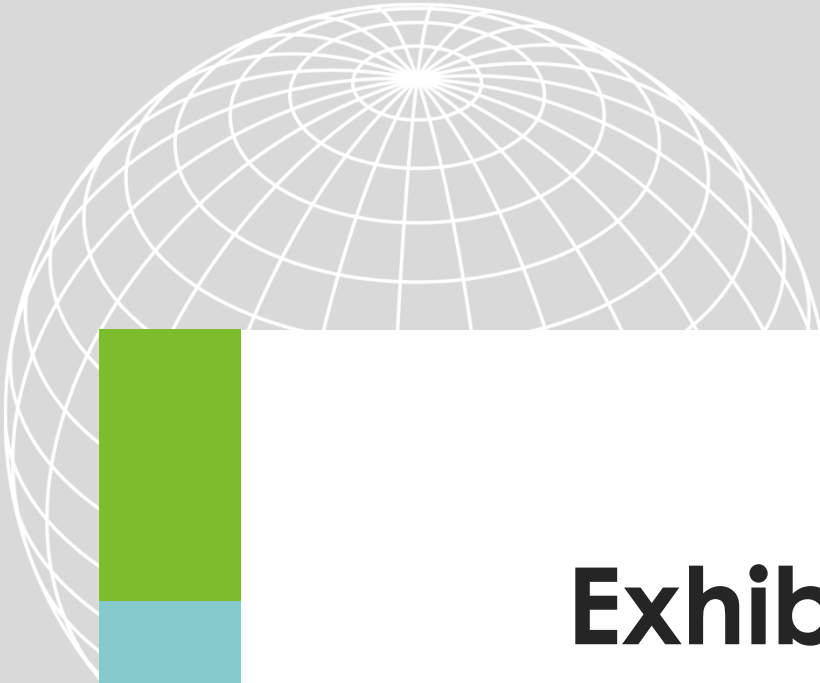
Terms of importance include:

Guanxi: personal networks of influence; implies mutual obligations, reciprocity, and trust.

Face: Having status and personal dignity before one’s peers.

BUSINESS TIP:

*Relationships **develop slowly** in Shanghai, requiring **multiple meetings** and interactions before the **completion of a business deal.***



Exhibiting in **SHANGHAI**



Shanghai New International Expo Centre

SNIEC; Rated #1 in the world with a 70% occupancy rate

Size: 17 halls totaling 300,000m² (3,229,173 sq. ft.)

Built: 1999; modern

Location: New Pudong Area, east of the Huangpu River

www.sniec.net

TRADE SHOW TIPS:

*This convention center is **operated jointly with Germany.***

*Contractors **must be certified** with passes, ID, and deposits.*



HONG KONG

Tian Tan Buddha: Known as the “Big Buddha” this large bronze statue of Buddha Shakyamuni was completed in 1993.

TRAVEL TIP:

*Hong Kong has a variety of **well-developed mass transit systems**, including **water ferries and taxi cabs** that are safe and efficient methods of transportation.*

Cultural Overview

- Strong Hierarchy (**68 PDI**)
- Collectivist (**25 IND**)
- Medium Masculinity (**57 MAS**)
- Low Uncertainty Avoidance (**29 UAI**)
- Long Term Orientation (**61 LTO**)
- Low Indulgence (**17 IND**)
- Precise Time / Monochronic Time
- Value Age over Youth
- Indirect Communications
- Primary Languages: Cantonese (Chinese), English

Conducting Business

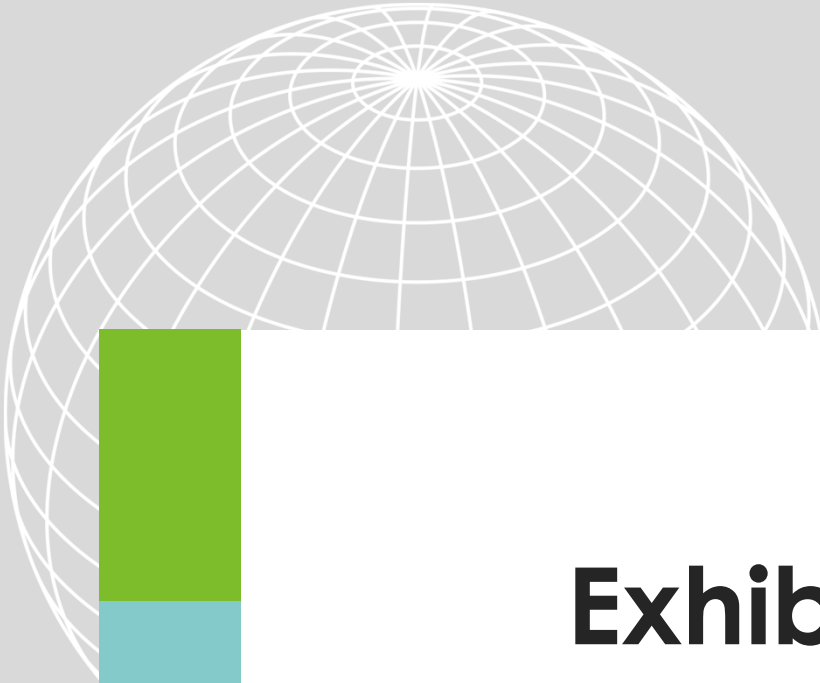
Hong Kong is a self-governing region of the People's Republic of China. Education is highly valued and viewed as a stepping stone to success. Locals are very open and eager to work with American companies.

As collectivists, their identity is inextricable from their family, but slightly less than mainland Chinese "Face." (Having status and personal dignity before one's peers.)

In business, they will never use the word "no," instead looking for ways to express no without losing face.

BUSINESS TIP:

*The **exhibit industry** is **well-established and thriving** in Hong Kong, with many major shows held in the area and **stable overall growth.***



Exhibiting in HONG KONG



Hong Kong Convention & Exhibition Centre

HKCEC; One of the most iconic centers in the world

Size: 5 halls totaling 92,000m² (990,279 sq. ft.) on 6 floors

Built: 1997; modern

Location: Hong Kong Island, along Victoria Harbour

www.hkcec.com

TRADE SHOW TIP:

*The Star Ferry offers **transportation directly to HKCEC across Victoria Harbour.***



AsiaWorld-Expo (AWE)

A large, newer exhibit hall located near the airport

Size: 10 halls totaling 70,000m² (750,000 sq. ft.)

Built: 2005; modern

Location: Chek Lap Kok Island/Lantau Island

www.asiaworld-expo.com

TRADE SHOW TIPS:

AWE is **fully integrated** with the Hong Kong International Airport.

The **AsiaWorld-Summit is located here**, the world's largest indoor banquet venue.



TOKYO

Tsukiji Fish Market: Supervised by the Tokyo Metropolitan Central Wholesale Market, this is the largest wholesale fish and seafood market in the world.

TRAVEL TIP:

*Tokyo is an extremely **modern city** that is known for being **well organized, safe, clean, and has an extremely low crime rate.***

Cultural Overview

- Strong Hierarchy (**54 PDI**)
- Collectivist (**46 IND**)
- High Masculinity (**95 MAS**)
- High Uncertainty Avoidance (**92 UAI**)
- Long Term Orientation (**88 LTO**)
- Medium Indulgence (**42 IND**)
- Precise Time / Monochronic Time
- Value Age over Youth
- Indirect Communications
- Primary Language: Japanese

Conducting Business

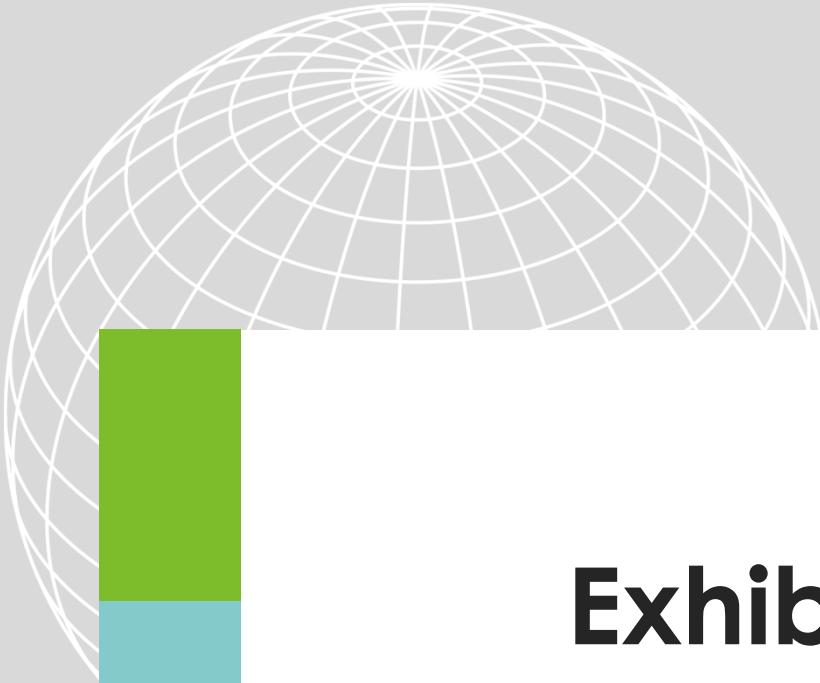
Tokyo has a constitutional monarchy with a prime minister who heads the government. Business is extremely strong and is one of the most powerful economies in the world.

Well-known for technology and innovation, Tokyo takes great pride in efficiency and hard work. Respect and honor for both family and elders are of the utmost importance.

As collectivists, their identity is inextricable from their family. There is also a strong appreciation for technology, architecture, the arts, and baseball.

BUSINESS TIP:

Drinking/consuming alcohol is an important social activity among businessmen.



Exhibiting in TOKYO



Tokyo International Exhibition Center

Tokyo Big Sight; the largest exhibition center in Japan

Size: 10 halls totaling 102,887m² (1,107,470 sq. ft.)

Built: 1995; modern

Location: On the shore of Tokyo Bay

www.bigsight.jp/english

TRADE SHOW TIP:

*It is a **30-minute commute** by rail from Tokyo Station **to Tokyo Big Sight.***



Makuhari Messe / Makuhari

This is the primary exhibition hall outside of downtown Tokyo

Size: 11 halls totaling 79,498m² (855,710 sq. ft.)

Built: 1989; modern

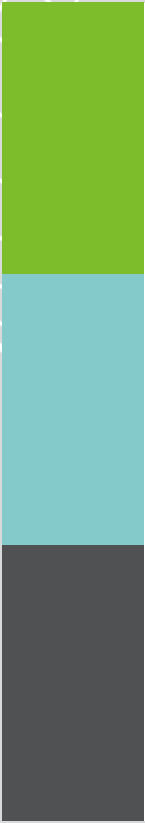
Location: Chiba City

www.m-messe.co.jp/en

TRADE SHOW TIPS:

*This center is **well-known for hosting high-tech shows and events.***

*There is **not as much activity** in this area as in downtown Tokyo.*



Conclusion

**BUILDING YOUR
COMPANY'S
INTERNATIONAL
PRESENCE**

WANT TO LEARN MORE?



international OTC DAIHEN | FAB TECH | LAS VEGAS | 40 X 80'

TAKE YOUR BRAND GLOBAL

Exhibiting internationally brings a new level of complexity – cultural differences, language barriers, taxes, customs, and venue challenges. And applying U.S. practices to international exhibits does not always lead to success. You need a partner who knows how to work across borders.

Contact us to get started on an international strategy today.

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ADDITIONAL RESOURCES

RESOURCES

For more information on global culture: www.globalexhibitor.com

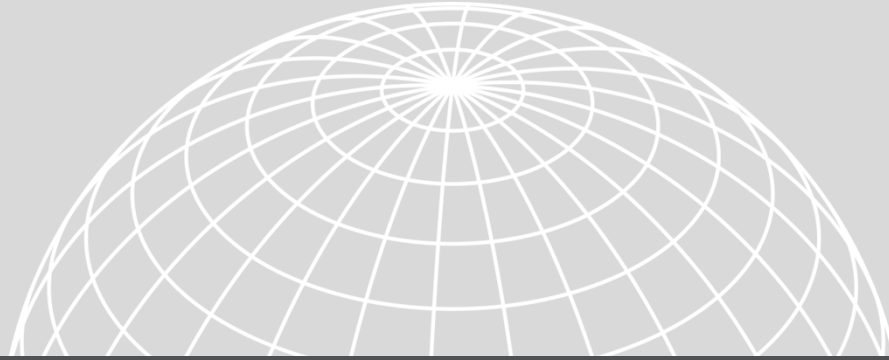
International travel resources:

<https://travel.state.gov/content/passports/en/country.html>

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ABOUT EXHIBIT CONCEPTS, INC.

Exhibit Concepts, Inc. (ECI) is an award-winning event marketing agency that designs and produces branded environments. ECI has delivered big ideas and even bigger results since 1978. Our company is full of creative and passionate people dedicated to providing unique solutions and excellent customer experiences for trade show exhibits, corporate events, interior environments, museums, mobile vehicle tours, experiential engagement, and technology solutions.

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