

# On the Problems and Suggestions of Cross-Border Exhibition Live Broadcasting from the Perspective of Buyers

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**ABSTRACT.** Exhibitions in many countries have been canceled due to the outbreak of 2019 novel corona-virus. Although China's convention and exhibition industry has also been greatly impacted, the arising of online cross-border live broadcast has made an option for the future development of the convention and exhibition industry. In 2020, the Canton Fair, the largest trade fair in China, had been held online as scheduled and has achieved good results, seen the world's traders as a new breakthrough point in international trade. However, many problems occurred. This paper provides Suggestions for the sustainable and effective development of online exhibition industry from the perspective of buyers, aiming at how to further improve the development of online exhibition live broadcast.

**KEYWORDS:** online exhibition industry, Online cross-border live broadcast, Problems and suggestions

## 1. Introduction

At the first half year of 2020, the 127th Canton Fair had been opened as usual from June 15 to 24. There had been 50 exhibition areas for 16 categories of commodities, and about 1.8 million export commodities had been exhibited online by 25,000 exhibitors. With the theme of "Mutual benefit in the Cloud", the Canton Fair made full use of digital technology to display new products of Chinese and foreign enterprises in the cloud, successfully attracting overseas buyers from 217 countries and regions to register for the exhibition, with a record distribution of buyers' sources.

## 2. The Necessity of Carrying out Online Exhibition

From the development trend of trade, Canton Fair online exhibition has created a new type of exhibition in the epidemic era and provided experience for the development of exhibition in the post-epidemic era. The COVID-19 epidemic is not

over and will persist for a long time, which will greatly influence on international trade. Since global outbreak is still serious at present, the buying and selling businessmen cannot travel by traditional way on aircraft and other transportation tools. Most of the exhibitions were canceled, convention and exhibition industry greatly affected, but the efforts of the people, COVID-19 well controlled countries began to actively restore production and living. The Arab countries and the Middle East and some European and American countries have decided to return to normal life, so of course local consumers need to buy all kinds of products. As trade demand returns, international trade has a strong demand for normal exhibition, and online exhibition which is responding to this situation, becomes the best choice.

As a world leader in e-commerce, China is ready for online exhibitions. First of all, the online trading technology and experience of Taobao, Alibaba and other international platforms provide references for the holding of international exhibitions. Taobao's annual event, "Double 11", is getting bigger, with synchronous online shopping in more than 200 countries around the world. Secondly, China's network infrastructure is relatively developed, especially for the 5G technology, and mobile networks can support the demand for cross-border live broadcasting. In addition, although live broadcasting is a new industry, it is highly recognized by the people. A large number of live broadcasting web celebrity and live broadcasting training institutions provide experience and talent support for the development of live broadcasting. Although cross-border live broadcasting has its particularity, for China, which already has the technical base, talent base and mass base, online exhibitions are achievable.

Most overseas buyers are now working at home, which is a good opportunity for them to find better and more suppliers. Affected by the epidemic, foreign business is also difficult to do, the number of sales has decreased, many buyers think this is a good purchase opportunity to get a good price. In addition, the Canton Fair and Chinese government and non-governmental organizations have made great efforts to promote the online exhibition around the world, and many advertisements on overseas social networking sites have attracted more buyers to participate. Online exhibitions are gaining popularity among foreign buyers.

The achievements of the Canton Fair are obvious to all. However, there are still many problems in the online live broadcast of the fair. The following is to illustrate relevant problems from the perspective of exhibitors.

### **3. Problems Found in the Online Live Broadcast of the Canton Fair**

(1) Hardware and software cannot keep up with the demand of cross-border live broadcasting.

(2) Limited Internet speed is the first problem. In recent years, China has witnessed rapid development in internet-related industries, and the network has been continuously accelerated and upgraded. At present, 5G network is in developing. However, the network of many overseas countries cannot catch up with the normal level, with unstable network speed and poor communication picture and effect.

Especially in developing countries, it is difficult to keep up with the live content of anchors, and even the screen will be stuck.

Secondly, the experience and technology of live broadcasting are insufficient. After watching many businesses live, the editor found that many businesses live very blurred but the network is good. The reason may be that the enterprise did not conduct equipment debugging before the live broadcast or the team responsible for the live broadcast lacked shooting experience, so it hastily started the live broadcast.

(2)The setup of online platform broadcast room in Canton Fair is too complicated. If you register again, you need to insert sensitive information. From the perspective of privacy, customers tend to be resistant, which hinders some potential customers from joining.

(3)The arrangement of enterprises' direct broadcasting rooms is not professional, and there is a shortage of talents for cross-border live broadcasting.

On the one hand, many enterprises have no professional planning for their live broadcast rooms. The live broadcast background does not show the company LOGO or company name. The space of the live broadcast room is chaotic and the live broadcast background has no aesthetic effect. Some businesses even directly broadcast in the workshop, without special design for live broadcast, the workshop has noisy voice, which makes the buyers have poor audio and visual experience when watching the live broadcast.

(4)The live streaming team lacks close cooperation and the interactive response is not timely.

The Canton Fair is broadcasting 24 hours a day, so companies need to have enough people in the studio to live on a rotating basis. During the Fair, many companies only broadcast live during the daytime working hours in China, paying little attention to the time among all other countries. Buyers may come from all over the world to participate in the live broadcast, so it is impossible to determine when the buyers will be able to go online. Companies that broadcast live at a fixed time limit may limit the participation of some buyers.

Cross-border exhibition live broadcasting is a team work. Everyone in the team works as a whole part keep running the live. The team should be equipped with enough live broadcast personnel and one-to-one buyer consultation personnel. During live broadcasting, many businesses respond slowly or even have no response to customers' questions. Therefore, this has become a major drawback of cross-border live broadcasting. It is particularly necessary to build a tacit live streaming team.

#### **4. Suggestions on Online Cross-Border Live Broadcasting**

In the special time of 2020, online exhibition is currently the only good way to develop customers and maintain old customers. Therefore, the competition of online exhibitions will be fierce. For exhibitors, paying attention to all the details and

making full preparation can grasp the business opportunities. Here are some Suggestions for exhibitors from the perspective of overseas buyers.

(1) Ensure that exhibitors live broadcast hardware environment is good, be flexible to meet the requirements of international buyers

Although the worldwide network broadcast environment cannot be ensured the orderly operation of cross-border live broadcast, exhibitors should first ensure that their own enterprises have a good live broadcast software and hardware environment.

Exhibitors should establish a more complete and relatively professional broadcast room before live broadcasting. The quality of the live broadcasting equipment determines the quality of the live broadcasting effect, so the investment of the necessary live broadcasting hardware is valuable. Whether it is the first time to conduct live broadcasting of products or enterprises that have had many times of live broadcasting experience, they should pay attention to the purchase and maintenance of live broadcasting equipment. Before each live broadcast, a special technician should check the equipment to make sure that the equipment can operate normally during the live broadcast.

The influence of different Internet speeds in different regions is also different for the buyers to watch the live broadcast. Before the live broadcast, enterprises should partition the network status of major international buyers, understand the real situation of the local network of customers through telephone, email, instant chat tools and so on, and make contingency plans.

(2) Display pictures and videos of products should be in high quality and product details should be accurate and comprehensive.

Although the online goods display time of the exhibition is short, the result is satisfying. Therefore, exhibitors should pay attention to the details of online product display, and push the product-related videos and pictures with high level and quality.

Online commodity display can focus on the following aspects: enterprise product related pictures should be complete. The picture need to be much clear, and the background should be white and other light colors, which can show every small details of the product in sharp contrast, and even highlight the texture of the product. Good picture generation needs a professional team to build. Focusing on the image of high quality can achieve high drainage.

Small video marketing is a very important marketing means in today's society. All sorts of small video social platform are hot which embodies the love of people for small videos.

(3) Preparations for cross-border live broadcasts are meticulous and cumbersome. If you can prepare well for live broadcast, a good live broadcast is half the battle. The differences between cross-border live broadcasting and domestic live broadcasting are also obvious, which can be displayed from the following ones:

1). The 24-hour broadcast time requires the host to make full preparations during

the broadcast, so the broadcast speech should be prepared in advance. The speech of live broadcast may not be very detailed, but it can give the anchor content hints, so as to prevent the cold scene and forgetting words on the scene.

2). The time period of live broadcast can be cut reasonably. To make full use of 24-hour live broadcast, schedule should be prepared and exactly been taken out.

Although there are still some shortcomings in online exhibition live broadcastin, it will be an irresistible revolution. Under the opportunity of epidemic situation, it will further develop in the world. Therefore, it will provide new opportunities for the development of exhibition industry.

### **References**

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