

A hand holding a pencil is positioned at the top left of the slide, with the pencil extending horizontally across the top. The background is light blue with abstract, colorful scribbles.

# **A Study on the Development Features and Countermeasures of MICE Industry in China: A Case of Changning Areas in Shanghai**



**A Study on the Development Features and Countermeasures of MICE Industry in China:**

**A Case of Changning Area in Shanghai**

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**Background**

**Recently MICE industry in China has grown in 20 % annually.**

**MICE industry in Yangtse River Area is a leading one in China.**

**MICE industry in Shanghai is a dragon one in Yangtse River Area.**

**There is an un-substitute position for Shanghai among MICE industry because of its central positions in trade and finance in China.**



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**Background**

**There are six urban areas in Shanghai such as Xuhui, Changning, Putuo, Zhabei, Hongkou, and Pudong new area.**

**Changning area is one part of central urban areas in Shanghai**

**It is meaningful for Changning area to develop its MICE industry**

**To advance the competitive advantages in local urban development**

**To drive the third and service industry in local area**



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