

The Behavior Study of MICE Industry & Participants-with 2007 Taiwan International Orchid Show as an example

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ABSTRACT

Meetings, Incentives, Conventions and Exhibitions (MICE) industry is a fast growing industry in recent years. It is characterized with multiple integrations and it serves to power up peripheral industries and generates enormous inter-industry effect. MICE also brings economic and non-economic effects to the hosting place to a substantial level. Participating international exhibition is one of the most important promotion approaches in international marketing. Since Taiwan has been renowned with orchid produces and in order to help producers of moth orchid in exploring global market, Council of Agriculture named Moth Orchid as one of the 4 fleet products of agricultural export. In addition to establishing Taiwan Orchid Biotechnology Park in Hobi Township of Tainan County, Tainan County Government and Taiwan Orchid Grower Association jointly hold giant International Orchid Show since 2004 to attract orchid lovers all over the world to visit and to exchange information in commerce and in growing techniques and to market orchid industry of Taiwan to international level. Since its inception, the scale of the show grows rapidly, yet there is lack of satisfaction survey over the sponsors. In this research, we launched a survey of the domestic participants of Taiwan International Orchid Show, covered motive, expectation, knowledge transfer and the satisfaction of the sponsors. In the literature research, we will describe the prospect and development of Exhibition Industry in Taiwan, the importance of exhibition industry in overall economy as well as the effectiveness of MICE industry, and we will cover also if the individuals attending exhibition brings back and transfer the experience and knowledge to the organization. The questionnaire used in this research is the questionnaire of other scholars modified with the reality. Recovered questionnaires were analyzed in SPSS software, which includes reliability analysis, descriptive statistics Mean Test, ANOVA and Pearson correlation analysis. The findings are the following:

- 1. Holding Taiwan International Orchid Show is helpful in increasing orders from foreign countries,*
- 2. Satisfaction will affect the willingness of repeat participation,*
- 3. The motives and the target of participating in the show are consistent and the findings shall be provided to participants, sponsor for reference in holding similar exhibition.*
- 4. Knowledge Transfer ability gets to 3.81. Data show participants emphasis on Knowledge Transfer, such as specialty experts recording the relative items and making the standard operation process.*
- 5. There is no significantly relationship between the degree of expected goal and satisfaction.*

Keywords: MICE, Satisfaction Degree, Exhibition Motivation, Expected Goal, Knowledge Transfer, TOP

INTRODUCTION

Exhibition is a kind of green industry and it is easy to build and to prosper with fast emergence of effectiveness. It has multiplex in economic effectiveness with locomotive effect in bringing up development of peripheral industries. Under the trend of globalization, uncertainty of political and economic situations plus keen competition in international market, it is necessary to internalize marketing approaches. In view of the trend that cultural and economical relationship is gradually taking place of traditional international political relationship, local government have the chance, the ability and the need to develop local infrastructure through development of exhibition industry, and holding international exhibition will benefit local economy and prestige in international level. Taiwan has been known to the world in many aspects and the climate advantage and the efforts of industry, academy and state, orchid industry in Taiwan has gain a position one should not neglect.

Taiwan International Orchid Show was first held in 2004 with the joint endeavors of Tainan County government, Taiwan Orchid Growers Association and growers. For continuous three years success, Taiwan International Orchid Show has created a Fleet Exhibition with local features. Between Mar. 10 and Mar. 18, 2007, in Taiwan Orchid Plantation, located in Hobi Township, Tainan County, "2007 International Orchid Show" was held to attract participants from all over the world, to upgrade production techniques and marketing strategy, for deeper exchange, building reputation of Taiwan Orchid and establishing commercial and mediation mechanism and internalizing orchid industry of Taiwan.

According to Customs Directorate General Customs statistics, the orchid export of Taiwan in 2006 amounted to NT\$1.83555 Billion, grew 24.1% from last year and is the most competitive industry among various branches of Taiwan Agriculture. This year, the Show joined with the Annual Meeting of International Moth Orchid Federation gathering in Tainan and attracted more than 1000 visitors from other countries. The results exceeded last year. More than 20 countries with delegates sent to the Show include Japan, USA, New Zealand.

Research Motivation

Since Conference and Exhibition industries are new industries are rather new in Taiwan and there are many services related to them. Limited by time and manpower, we were unable to cover all, so we select the Taiwan International Orchid Show held by Taiwan Orchid Growers Association as the object of our research. We wanted to know the motives and the goals of participants to the Show and their knowledge transfer ability, and what effects they have on the satisfaction of participants on the sponsor unit. This is an issue worth to explore deeply.

The Purpose of Research

In this research, the purposes include:

1. Finding out the motive and goals of participants in participating in the show
2. Knowledge transfer ability of the participants
3. Satisfaction survey of 2007 Taiwan International Orchid Show
4. Development reality of domestic and overseas MICE industries
5. Analysis of difference between the expectation and satisfaction of participants

The Limitation of Research

During the process of this research, we were subject to the following restrictions:

1. MICE industry is still at its rising stage in Taiwan. Except the ranked personnel actually involved in the operation, there are very limited number of person having good understanding of the characteristics and real operation of the industry. Those who may have good knowledge are frequently unavailable in Taiwan due to their jobs. It is difficult for us to determine the sample source and sampling method for the questionnaire survey.
2. MICE industry in Taiwan is not yet form sufficient influence and both government and private sectors are lack of comprehensive statistic data, so the completeness and coverage of data collected are not sufficient enough.
3. Questionnaires were posted to the firm for the fair attendants to reply based on their site experience. However, since they were not recovered immediately, the response could not be controlled.
4. The design of scale is rather of qualitative and subjective, which is subject to the subjective judgment of respondents that it is likely to be less objective.
5. Respondents may respond objectively based on the orders received from the show.
6. The questions raised could involve in trade secret and reservation of respondents is not totally excluded and the correctness or truth of the analysis may be jeopardized.

LITERATURE REVIEW

MICE(Meetings, Incentives, Conventions & Exhibitions)

MICE is an emerging potential industry all around the world and it is characterized with High Growth Potential, High Value Added and High Innovation Effectiveness, Large Product, Large Employment Creation and Large Inter

Industry Effect and Substantial Human Resources Advantage, Substantial Technical Advantage and Substantial Geographical Advantage.

Exhibition City

Geographical consideration of an exhibition is based on the basic advantages of the area in developing MICE industries, which include:

1. Advantage in Industrial Structure –Relative mature in economy and culture
2. Advantage in location and transportation- Relative complete facilities and network in transportation, communication, hospitalities facilities.
3. Advantage in Tourist Resources- Having attractive tourist attraction, physical and cultural
4. Advantage in government control – Convenient in entry and customs clearance.

In the research report of Li Shiang-Yin (2003) which compared the international conferences held in Taipei and in Seoul by surveying planners, users and sales managers of international conference and he sorted out 27 factors and is covered the Significance Level of Attributes Considered in Location Selection for International Conference between Taiwan Area and Seoul Area .

Taiwan Orchid Industry

According to Directorate General of the Customs, floral product export of Taiwan in 2004 is about 2.143 billion and orchid is 1.273 billion, more than 50% of the market. It indicated the importance of orchid in the floral export. Among various orchid, Moth Orchid, Oncidium and Cymbidium are the top three.

The SWOT analysis of Taiwan Orchid Export is listed below:

(S) Strength: 1. Excellent Geographical Position, 2. Rich in species and the breeding ability of private sector, 3. Production, planting and mericlone technology, 4. High quality, sensitivity to market, mobility and ambitions of growers

(W) Weakness: 1. Land and capital, 2. Lack of integrated entrepreneurial and scientific management, 3. Lack of intra-industry integration and international marketing management concept, 4. Rooms to improve existed with the quarantine and packing techniques of floral export, 5. Lack of species protection awareness, 6. Lack of horizontal integration between production / sales and consumer information, 7. Less popular in automation and wages are high

(O) Opportunities: 1. Support from industrial policy of government and the infrastructure of production and sales have been formed, 2. US allows for import of orchid plants with medium, 3. New competitors is yet to control stable mass production skill, 4. Agricultural corporate emerged.

(T) Threats: 1. Threats from low-priced competition from South East Asia and the Floral industry of Mainland China, 2. The economic scale massive production techniques and ability in R& D, 3. Fast expansion of local USA growers.

2007 Taiwan International Orchid Show

Under the guidance of Council of Agricultures, Tainan County Government, Taiwan Orchid Growers Association and Growers began to hold Taiwan International Orchid Show since 2004 to attract worldwide growers to participate in the show for exchange of production skills and marketing strategies and for strengthening commercial mediation to market Taiwan Orchids to the world. Visitors of 2007 Taiwan International Orchid Show accumulated to 220,000 man-times and 1500 foreign visitors from 23 countries and 26 areas. In t he Display Court, the sales during the period of the Show amounted to nearly NT\$100 million and the export orders amounted to more than NT \$1.8billion.

Participants Motivation

Blythe(2002) has said that Exhibition is a method for expanding connections and promoting sales. The findings of his research showed that the most important for seeking new customers is the motive to participate, it was followed with selling new product, competing for orders, interacting with old customer, sales of current products, strengthening corporate image, market survey , looking for new distributors and following competitors and collecting competition information. Tanner (2002) divided the purpose of participating in a show into Promotion type and Selling type based

on factor analysis. The Promotion type include introducing new products, entering new market, educating customers, media exposure, collecting competition information, strengthening corporate image handling customer complaints. For Selling Type, it includes in touch with key customers, looking for new customers and securing orders from old customers, securing orders from new customers and be in touch with other participants. Similarly in Factor Analysis, Rice & Almosawi (2002) identified 3 aspects of attending a show, namely, Competitive / Information Activities type, Market Development Type, Selling Type. In the Competitive/ Information Activities type, it covered Following Competitors, collecting information of competitor, finding new distributor, getting hold of latest technology, market survey and interacting with old customers. The Market Development type include re-emphasize corporate image, checking sales prospect and introducing new products. The Selling type is aiming at sales in the exhibition ground.

In this research, we took reference from previous research literatures and considered special feature of Taiwan and identified the Motive for Participating In the Show. When developing the questionnaire, we conducted in-depth interview to include the practical experience of firms and determined the Motive Measuring Questions of this research. The firms believe that local firm would not participate in the show just to follow competitors and the most important job in the show is to sell and processing customer complaint is not a motive of participating in the show. Very seldom of them regarded participation as routine job. After consulting the firms, in this research determined that the Motive questions shall be “ Interaction with Existing Customers, Finding new Customers, Promote Sales of Products, Introducing New products, Collecting Marketing Information of Competitors, Testing Response of Products in the Market, Collecting and Investigating Market Information and Looking for New Sales Channels.

Satisfaction Degree

Satisfaction of Participants means the perceived difference between expectation and performance in respect of services in continuous evaluation of services. (Chang Chung-Jau, Hsieh Chien-Chi, 2000, Parasurman, Zeithaml. And Berry,1985; Oliver,1981;Robinson,1999). Basically service quality is affected by factors, organization, personnel, process, equipment and merchandise. In the case of 2007 Taiwan International Orchid Show, Main sponsor (Taiwan Orchid Growers Association) and Co-Sponsor (Tainan County Government) are service providers, on the other hand the participants are service receivers. In this research we are investigating the satisfaction of participants over the main and co-sponsors. American Customer Satisfaction Index is linking perceived quality, customer expectation and perceived value as the causal variables to the effect variables of customer complaint and customer loyalty. In this research, we have consolidated the opinions of experts, taken reference of practical experience of participants and test in 13 topics, booth rental, space planning, location of fair, transportation, display facilities, guide book, media exposure in domestic and overseas media, visitors, hotel and hotel services, logistics services, decoration and design, interpretation / translation services.

Knowledge Transfer (collective orderly transfer – transferring experience into knowledge)

Generally, delegate to a fair is not of routing organized job, but task oriented, so the experience acquired (knowledge) may evaporate in a short time and if it can be preserved properly, it will be an important resource for the next fair. There are 3 types of transfer: 1 Collective orderly transfer, 2. Explicit to knowledge team and 3. implicit knowledge transfer.

Individual knowledge transforms into organization knowledge

1. For transforming individual knowledge to be organization knowledge it is necessary to have positive and open-minded members of organization who are glad to exchange knowledge with other members.
2. The organization needs to build a knowledge environment favorable to interaction and encourage members to create new ideas and expand organizational knowledge through open discussion, in-depth dialogue, exchange of experience and learning and observation.

The benefit of internet in the knowledge transfer management include: 1. Rapid business transaction, 2. Collecting opinions and trial of new idea, 3. Upgrade Virtual space, 4. Provide high end customer service and support resources and 5. Support managerial functions and transmission of thoughts.

Literatures of research both domestic and overseas experts

Through interview of TOGA, we have the following results:

1. Chang Nen-Yi, Director General of Taiwan Area Floral Exporters Association

Key to success of Moth Orchid export is in establishing distribution points overseas

There is still ample space for development in overseas market

Observations on European / US market: Different approaches for different segment

- a. When the production capacity is small, it shall be for fetching higher price and develop somewhere away from Dutch Auction, and look for high consumption market in bordering European, such as Milan, Italy.
- b. When production is large, leaning to large auction market with massive flow and develop more related market in different industries.

Suggestion to operators: Effectively raising yield rate

2. Consolidated opinions of domestic participants

Operation Strategy: Emphasis are placed in the production specialties and specimen excellence, with limited attention pay to international marketing and merchandising at consumer end.

View on the American market: most are quite optimistic, specially US market, but with little knowledge of Canadian market. This part need to have sales and distribution points established as well as setting up and execution of marketing strategy.

View on European market: Most of them see it very optimistic (about 60%), but do not have intensive understanding of market demand. Worry more about under-efficient of production and quality level. International marketing ability is insufficient and there is restriction comes from quarantine stipulations.

In the Research on Taiwan MICE industry and Development Strategy (2005) of Chuan Shueh-Li, she found that:

1. MICE industry has strong urban economy characters

(1) MICE industry has strong urban economy characters and is different from conventional agriculture or industrial.

(2) It has inter-industry effects and it has dragging effect in bringing development of other trades in the city and brings higher economic effectiveness than the benefit brings to its own.

(3) Sizable Conference / Exhibition often needs to join with neighboring areas, so the effects are radial to development of neighboring areas.

2. Developing MICE industry is one of the best routes to market a city

3. Successful MICE industry is the joint efforts of public and private sector.

4. MICE association shall play independent key role.

The findings of Huang Huei-Lin (2006) in Studies on 2005 Taiwan International Orchid Show and Airport Orchid Exhibition:

1. 85.2% are satisfied or very satisfied with the layout and decoration of flowers in the show ground, 62.2% believe the space arrangement attracts people to stay to view and visitors are happy to pay NT\$200 to NT\$300 for orchid. People of 31 years or order and managerial level has higher willingness in buying orchid. Managerial and corporate staff and self employed are with higher willingness in paying for high- price orchid and the older the person is the higher he/she would like to pay.

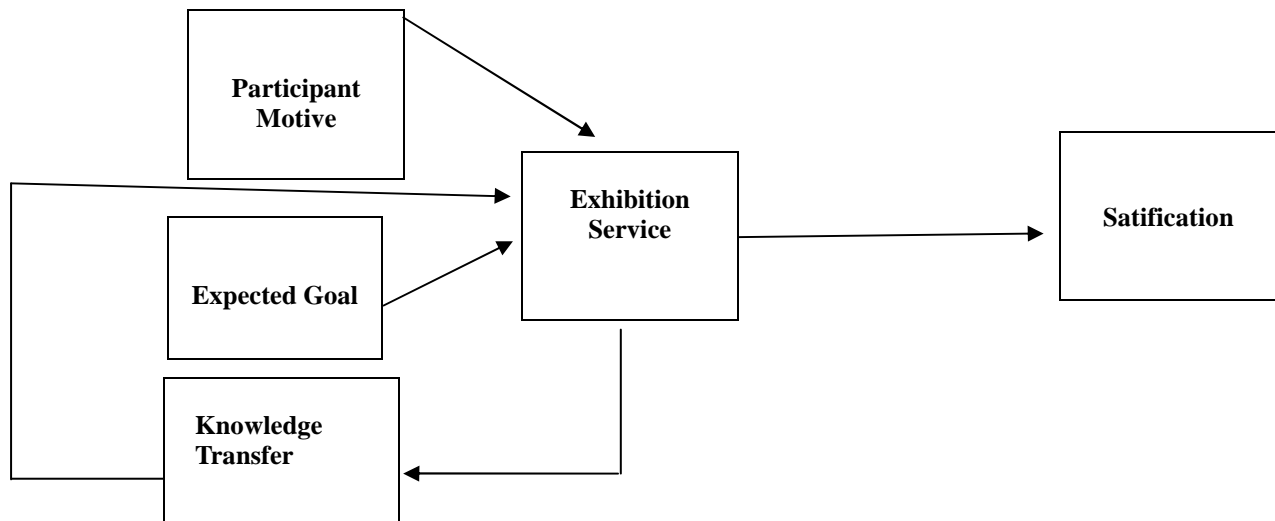
2. 38.4% acquire information about Orchid Show from TV, 81% are either satisfied or very satisfied with the overall layout and arrangement. The most favorable show ground is Medium to Large Show Ground (44.9%), then Small and single plant show ground (38.3%) and last Selling ground (11.8).

METHODOLOGY

Research Structure

As the participants are not with same motive, goal and features of environment and the results, each has their own satisfaction of the show. The experience and knowledge acquired from participating in the show can be valuable resource for next participation through knowledge transfer. In this research, we analyzed the characteristics of

participant in the International Orchid Show to find out relation between their motive, goal and knowledge transfer and their satisfaction.



Research Hypothesis

1. There is significant difference in knowledge transfer among participants with different sizes.
2. There is significant difference in knowledge transfer among participants of different education background
3. There is significant difference in knowledge transfer among participants of different age.
4. There is significant difference in satisfaction among participants with difference in orders received.
5. There is significant difference in satisfaction among participants intend to repeat
6. There is significant difference in motive among participants from different areas
7. There is significant difference in motive among participant with different ratio of amount of orders received in the show to the annual turnover.
8. There are significant difference in satisfaction among participants with different times of participation
9. There is significant difference between major and minor goal with respect to satisfaction
10. Goal is related to satisfaction
11. Motive and Major / Minor Goal are consistent

Operation Definition on Research Variables

Variables included in this research are

- 1) Motive of participation: Participating firm must have their motive and purpose in participating in the show before coming to the decision of participating in the show, so that their subsequent moves will be aligned to same goals and endeavor to arrive at the goal.
- 2) Goal: Goal is the targets a participant desires to achieve, which may be of Sales Oriented and Non-Sales Oriented.
- 3) Knowledge Transfer: The passing through of experience and knowledge acquired in attending Taiwan International Orchid Show to the organization and to individual of the firm.
- 4) Satisfaction: The satisfactions of participants over the services provided by the sponsor of Taiwan International Orchid Show.

Objection of Research Sampling

In this research, we take 126 domestic participants of Taiwan International Orchid Show as objects of research.

In this research, we employed SPSS Statistics Package Software as tool of statistical analysis. When the questionnaires returned to us, invalid ones were put aside, the data of valid ones were keyed in to establish data files.

Data collected from the questionnaire survey were processed with SPSS statistical package software programs. Based on the purpose of this research and the established assumptions, the statistical analysis method include Reliability Analysis, Descriptive Statistics, Correlation Analysis, One-Way ANOVA and T-test, Scale-Aspect Analysis and Reliability Test.

Scaling Dimension Analysis and Reliability Test

The questionnaire was originated from International Fair Participating Motive, Action and Performance, of Su Jia-Wei (2005), Study on the application of management knowledge development of tourist hotel in Taipei City and the performance of Chang Bi-Hung (2005) and Cognitive Service Quality of Leisure Farm (2007) of Tsai Kun-Tai. The background data of participants are based on the Taiwan Orchid Production and Sales Information Manual as published by Taiwan Orchid Growers Association. While originating from them, they were modified to suit the purpose of this research. There are 4 parts of scales—a. Motive, b. Goal, c. Knowledge transfer and d. Satisfaction. 5 points scale of Likert was adopted, ranging from Very Agreeable, Agreeable, No Comment, Not agreed, Very much not agreed, and they are given with 5, 4, 3, 2 and 1 points in the order. All the questions put up are positive questions.

Variables of different aspects are inspected of Cronbach's α and the results are shown in Table 3-2. The questionnaire was tested by issuing 100 copies in the Monthly Gathering of Taiwan Orchid Growers Association held on Sept. 3, 2007 in No. 325, Wusgulin, Hobi Township, Tainan County. There are 33 responds and after 6 invalid responses were put aside, there are 26 valid copies and the total reliability is 0.8981. It indicates that the scale has high internal consistency.

RESULTS AND DISCUSSION

Descriptive Statistics Data Analysis

Total 126 copies of questionnaire were mailed to the 126 participant of 2007 Taiwan International Orchid Show and recovered 61 copies. After deducting the 8 invalid ones, 53 valid ones left with Questionnaire Recovering Rate of 42%.

Among the persons surveyed, there are more men than women; 35.85% of them are within the age group of 41-51, with 32.08% above 51 years old. In education, 39.62 % of them are college graduate.

The size of operation is mostly less than 1000 pings, 70.0% and 66.04% of them are in domestic market, with export as sideline. They are mostly grower and trader, accounted for 73.58%. Annual turnover are mostly NT\$5 million or less, about 50.94%. Participants coming outside of Tainan County accounted for 56.60% and balance 43.40% are native Tainan growers. Amount of orders received from the show accounts for less than 20% of annual turnover, and amount of orders from foreign buyers is less than 20% of the total ordered amount.

49.06% of the participants are 4-time participants and in total the average times of participation is 3.06. They have high intention to participate further that 88.68% express the intention. The purposes of participating in the show are first "Introducing New Product" and "Selling", the next are "Looking for New Customer" and "Selling".

The top 3 motives of participating in the show are "Looking for New Customer", "Introducing new product into market" and the last is "Looking for new sales channels".

In the goals, the top 3 are "Presenting new products to visitors" ranked the top and followed with "Expanding Source of Customer" and Obtaining order from new customer". The top 3 of Knowledge Transfer are first, "Acquiring knowledge in the show" then "Recording the Flow of the Show at the site" and "Establishing Database of customers and vendors". The total satisfaction is 3.35 and breakdown, the top 3 are "Guiding Brochure", "Display Facility" and "Decoration and Design"

Research Hypothesis Analysis

Assumption 1: Knowledge Transfer is significantly related to Size of Firm— $p: 0.95 > 0.05$, no significant difference, which means that knowledge transfer does not depends on the size of the firm and it proved that the assumed relationship between size of firm and knowledge transfer is not supported.

Assumption 2: Education of participant is significantly related to knowledge transfer. As $p: 0.07 > 0.05$, no significant difference, which means that there is no significant relationship between Education and Knowledge Transfer. Assumption 2 is not supported.

Assumption 3: Age is significantly related to Knowledge Transfer. The calculation showed that $p: 0.89 > 0.05$, no significant difference and therefore, Assumption 3 is not supported.

Assumption 4: Percentage of Order Amount to Annual Turnover is significantly related to Satisfaction—Calculation showed the $p: 0.80 > 0.05$, no significant difference, which means that amount of order received in show does not have significant relation to Satisfaction, and Assumption 4 is not supported.

Also, in the variable analysis of ratio overseas order to annual turnover and satisfaction ρ is $0.78 > 0.05$, which shows not significant difference and Assumption 5 is again not supported.

Assumption 5: There is significant difference in satisfaction among participants intend to repeat. Significantly Level is $0.04 < 0.05$ to achieve the difference.

Assumption 6: There is no significant difference in motive among participants from different areas (Significantly Difference is $0.36 > 0.05$).

Assumption 7: There is significant difference in motive among participant with different ratio of amount of orders received in the show to the annual turnover.

Assumption 8: There is significant difference in satisfaction among participants with different times of participation.

Assumption 9: Both main goal and minor goal are significantly.

Assumption 10: Goal are related to satisfaction: Calculation showed that correlation coefficient is 0.230 and significance is $0.097 > 0.05$, hence there is no significant relation in between.

Assumption 11: Motives are consistent with Main Goal and Minor Goal.

From this questionnaire, the participants' opinions will be summarized as following:

(1) Opinion for government

1. It is no good for lay bureaucracy to lead the insiders
2. Agriculture shall not be governed under Labor Basic Law or shall have Agriculture Basic Law enacted separately.
3. Government shall design and build assembly and planting facility for lease to private growers.
4. Government shall offer subsidy to certain level (for growing and production)
5. Financing and loan shall be relaxed and interest rate shall be lowered.
6. Measures shall be established to stabilize labor source (allowing foreign labor for reducing operation cost)
7. Increase booth rental makes it difficult to continue.

(2) Opinion for sponsor (Taiwan Orchid Growers Association)

1. The merchandise offered in the show are of inconsistent quality
2. International Orchid Show is becoming a discount mart. It needs certain styles.
3. It is not to the level of international orchid show, but as domestic event, the expectation for visitors is met.
4. Provided information on the reality of the industry to orchid growers.

(3) Opinion of firms

1. Buyers from foreign countries need communication in foreign language, which is generally lack among the participants. This is the point improvement needed.
2. There are potential foreign customer source available from the Taiwan orchid event and has not been exploited.

The Result of Empirical Research

	Content	Empirical Result
Hypothesis 1	Knowledge Transfer is significantly related to Size of Firm	reject
Hypothesis 2	Education of participant is significantly related to knowledge transfer.	reject
Hypothesis 3	Age is significantly related to Knowledge Transfer.	reject
Hypothesis 4-1	Percentage of Order Amount to Annual Turnover is significantly related to Satisfaction	reject

Hypothesis 4-2	The variable analysis of ratio overseas order to annual turnover is significantly related to satisfaction	reject
Hypothesis 5	There is significant difference in satisfaction among participants intend to repeat.	accept
Hypothesis 6	There is significant difference in motive among participants from different areas	reject
Hypothesis 7-1	There is significant difference in motive among participant with different ratio of amount of orders received in the show to the annual turnover.	reject
Hypothesis 7-2	There is significant difference in motive among participant with different ratio of amount of overseas orders received in the show to the annual turnover.	accept
Hypothesis 8	There is significant difference in satisfaction among participants with different times of participation	reject
Hypothesis 9-1	Both main goal and satisfaction are significantly	reject
Hypothesis 9-2	Both minor goal and satisfaction are significantly	reject
Hypothesis 10	Expected Goal are related to satisfaction	No significantly Relationship
Hypothesis 11	Exhibition Motivation and Main goal and minor goal are consistence	accept

CONCLUSION AND SUGGESTION

Conclusion

Holding Taiwan Orchid Show is helpful to gaining orders from foreign countries and only 0.056% (3 firms) received no foreign order and 58% of the participants has foreign orders accounted for less than 20% of total.

Overall satisfaction is 3.35 and satisfaction will affect the willingness of repeat participation and 88.69% of present participants want to participate again.

The motive and major and minor goals in participating in show are consistent.

Knowledge transfer ability is at 3.81, indicating the show participants are keen on knowledge transfer, which include recording related items and establishing standard working flow.

Suggestion

In consolidating the needs of firms, the following suggestion is presented to the government:

1. Government shall provide firms with funding assistance
2. Establish platform to provide marketing information
3. Hold international orchid show as many as possible

As to promoting the international competitiveness of Taiwan Orchid, it is suggested that firms in this business shall

1. Reduce shipping cost
2. Set up overseas offices
3. File for specimen registration in other countries
4. Holding International Orchid Show and Seminar.

Findings of this research will be provided for reference of firms, sponsoring unit for future exhibitions.

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