

EXHIBITIONS AS A CATALYST FOR INDUSTRIAL GROWTH & ECONOMIC PROSPERITY



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Origin and early days of Exhibitions.

The best-known 'first World Expo' was held in London, United Kingdom, in 1851, under the title "Great Exhibition of the Works of Industry of All Nations". The Great Exhibition, as it is often called, was an idea of Prince Albert, Queen Victoria's husband. The event was housed in an enormous glass building that came to be known as the Crystal Palace and is considered to be the first international exhibition of manufactured products.

It was said at that time that "The Exhibition was the first time that the nations of the world had ever come together in one place, other than on a battlefield". Even in its inception, 'The Great Exhibition' influenced the development of several aspects of society, including art-and-design education, international trade and relations, and tourism.

There were some 100,000 objects, displayed along more than 10 miles, by over 15,000 contributors. The biggest of all was the massive hydraulic press that had lifted the metal tubes of a bridge at Bangor invented by Stevenson. Next in size was a steam-hammer that could with equal accuracy forge the main bearing of a steamship or gently crack an egg. There were adding machines a 'sportsman's knife' with eighty blades from Sheffield. Canada sent a fire-engine with painted panels showing Canadian scenes, and a trophy of furs.

India contributed an elaborate throne of carved ivory, a coat embroidered with pearls, emeralds and rubies, and a magnificent howdah and trappings for a rajah's elephant. Amid all these wonders, there was the famous Koh-i-Noor diamond which drew

public attention and excitement. More than six million people came through the Exhibition and the profit and many of the exhibition items were used to create what is now known as the Victoria and Albert Museum.

Since its first official appearance in 1851, three distinctive phases can be distinguished in the history of exhibitions that of industrialization, of cultural exchange, and nation branding.

Role of Exhibition in Industrialization:

How exhibitions played important role in industrialization is visible from the world expositions, especially focused on trade held from 1851 to 1938 encouraging technological inventions and advancements. World expositions were the platforms where the state-of-the-art in science and technology from around the world were brought together. The world expositions of 1851 London, 1853 New York, 1862 London, Philadelphia (1876), 1889 Paris, 1893 Chicago, 1900 Paris, 1901 Buffalo, **1904 St. Louis, 1915 San Francisco, and 1933-34 Chicago were landmarks in this respect.**

This lead role in stimulating economics by exhibitions continues till date. Today in number of countries, events are accorded top priority by governments because they act as a catalyst for overall growth and employment generation.

The most outstanding example and proof of key role of exhibition as a catalyst for industry, employment and economic growth are Germany and China. Post World War II - the German trade fair industry grew in direct proportion to its GDP growth. Exhibitions boost German economic output by over EUR 20 billion every year. They also ensure 226,000 people have full time jobs.

