

## **FEATURES OF EXHIBITION ACTIVITY IN UKRAINE**

The value of exhibition activity as one of the spheres of the modern economy is constantly growing. Exhibitions promote the development of domestic and foreign trade, strengthen international relations, promote innovative technologies and new types of products, goods and services, activate financial flows, create an information environment that reflects the status and trends of industries and commodity markets.

The current state of the exhibition business in Ukraine is characterized by a number of unresolved problems. They include, first of all, the imperfection and incompleteness of the legislative and regulatory framework; aggravated competition; fragmentation in the market of services of enterprises of exhibition activity; the general lack of exhibition space; low technical and aesthetic level of equipment. In such circumstances, there is a need for research and improvement of the exhibition management system at the state level.

According to the World Exhibition Industry Association (UFI), there are currently 3077 exhibitors and 1,197 exhibition centers operating on the world market, with a closed exhibition space of 32.6 million m<sup>2</sup>. These enterprises annually organize 30.7 thousand exhibitions, with 2.8 million organizations and 260 million people attending [1].

There are around 1500 exhibitors in Europe, of which 300 have their own exhibition centers. Almost 11,000 exhibitions and fairs, mainly regional or local, are held annually there. The number of exhibitors is 1.36 million and visitors - about 150 million. The basis of the European exhibition industry is a relatively small number of large international exhibitions [2].

Exhibition activity in modern conditions realizes the functions of a generator and a key link of exchange processes in regions and cities. This is ensured by the combined manifestation of specific features of the exhibition activity, in particular its ability to inform about the state and trends of market development, the level of competition and the peculiarities of applying competitive, innovative, logistic and pricing strategies; creating opportunities for direct dialogue between producers and consumers; holding professional conferences and discussions within exhibitions, establishing promising business contacts, and as a result - a significant multiplier effect of exhibition activity and creating a certain positive image of the city or region [3].

The development of exhibition activity in Ukraine is constrained by a number of factors. These include, first of all, the imperfection of the legal framework and the lack of transparency of the market for exhibitions and fairs. Unlike foreign countries (USA, Germany, Italy, Spain, Egypt), there is no specific legislative act in Ukraine that would regulate the main aspects of exhibition activity.

Undoubtedly, the main aspects of exhibition activity as a type of economic activity are governed by legislative acts of a general nature, such as: the Civil

Code of Ukraine, the Economic Code of Ukraine, the Customs Code of Ukraine and others. However, many issues remain organizationally and legally unsettled. At present, there are no bodies of state executive power that would regulate this type of activity, as well as normative documents on standardization and certification of quality of services in organization of exhibition events. To date, there are no legislative or regulatory documents that would define such basic concepts as: “exhibition activity”, “exhibition and fair activity” or “exhibitions and fairs activity”; "Exhibition services" or "exhibitions and fairs organization services"; "Exhibition events", etc. This indicates that the conceptual apparatus of the exhibition activity has not been formed and requires the development of national standards for the basic terms and definitions in the specified field of activity.

The opacity of the exhibition market is the absence of reliable and complete information on the activities of the organization of exhibitions and fairs. This leads to unfair competition, the inability of a reasonable choice of exhibitions by their participants and visitors, complicates market research. The first step in solving this problem is the introduction by the State Statistics Service of Ukraine of the appropriate state statistical observation in the form of № 1-exhibition "Report on exhibition activity". It is important to emphasize that the system of statistical indicators of Ukraine's exhibition activity in general is in line with international statistics. However, the compilation of forms of statistical observation by the state statistics authorities is not accompanied by an audit of the data obtained, which causes insufficiently accurate information on the state of the exhibition services market. The development of international cooperation in the exhibition field requires transparency of exhibition activity, which, as the world practice shows, can only be ensured in the case of an independent audit.

#### **References:**

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