



## Trade Fairs as Temporary Clusters in Europe?

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GRIN Verlag Dez 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Geography / Earth Science - Economic Geography, printed single-sided, grade: 1,3, University of Cologne (Wirtschafts- und Sozialgeographisches Institut), course: The Economic Geography of the European Union, language: English, abstract: In our globalized world trade fairs are important events for firms to communicate and/or sell their products and services to a global audience. But besides this original aim of trade fairs, scientists go further and focus on the effects, which these temporary and spatial accumulations of professionals from the same or equal industries might have. According to that, a particular focus lies on inter-organizational learning processes, like they can be found in clusters. Thus, the central question of this report derives, whether in the European context trade fairs can be seen as temporary clusters, which would imply that trade fairs became central nodes connecting global economy. This issue is important, since both participating in trade fairs and searching for adequate interaction partners are costly and time intensive processes. If trade fairs provided equal benefits as temporary clusters, organizing and...



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