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## ORGANIZATION OF EXHIBITION ACTIVITIES IN CHINA

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The most important trade fair locations in the People's Republic of China are Beijing, Shanghai, Guangzhou and Shenzhen. These cities host international and all-China trade and industrial fairs with the largest number of national and foreign exhibitors. It is here that the most developed infrastructure of the exhibition and fair industry is located, which is in the process of constant expansion.

The second group of trade fair venues include the cities of Harbin, Urumqi, Dalian, Changchun and Zhuhai, which host regional international exhibitions as well as local events.

The third category of fairs takes place in the centers of the Chinese provinces – the cities of Chengdu, Shenyang, Nanjing, Wuhan and Hangzhou. Various specialized exhibitions, international forums and congresses are organized there.

The fourth group of fairgrounds, which is growing in importance, include cities such as Dongguan, Wenzhou and Humen, which are home to thousands of companies – manufacturers of furniture, clothing, footwear, textiles and fur products. The exhibition grounds there are designed to host events of local importance, in which both Chinese and foreign exhibitors take part.

In 1989, the exhibition area of the World Trade Center in Beijing became the base for the first joint venture to build exhibition centers. It was followed by, among others, the Shenzhen International Exhibition Center, the Shanghai International Exhibition Center.

In 2001, the Shanghai New International Expo Center (SNIEC) was built by three German exhibition companies from Hanover, Munich and Dusseldorf in cooperation with Chinese partners in the Pudong Free Zone of Shanghai City.

It is believed that there are over 230 licensed trade fair and exhibition organizers in China today. About half of them are based in Beijing.

Many foreign companies, including those from Hong Kong, have programs for large-scale trade and industrial fairs in China. Most often, they surpass their Chinese counterparts in terms of the level of exhibition technology (know-how), the presence of international relations and the financial assistance received.

An important organizer of the fairs was the China Committee for the Promotion of International Trade (CCPIT), which has branches in all provinces and industries, and publishes information on trade fairs and economic information about China in English annually on the Internet.

A feature of the Chinese exhibition market is that, on the one hand, the Chinese authorities adhere to market mechanisms for the functioning of the exhibition business, and on the other, they try to bring it into line with international standards.

In a country known for overregulation, there are very few standards in place that set requirements for exhibition organizers and determine which fairs and exhibitions really need to be held.

Any government agency, association or local government can organize a new trade fair. The only limitation is that in order to hold an event with the "international" status, it is necessary to obtain the approval of the relevant government authorities.

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## **BEST PRACTICES INTERVIEWING IN EMPLOYMENT**

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Research shows that interviews and additional appraisals in the recruiting process contribute 27 % to the successful hiring of a qualified applicant.

Interview is the most commonly used selection method when applying for a job. This can be expensive, time-consuming, and some organizations do not get the most out of it. However, when used correctly, a job interview can be a great indicator of job performance.

Many organizations conduct unstructured interviews (that is, they invite a person to "chat" to see what they are like). They may also simply ask the same questions to each candidate, assuming it is a "structured" interview. This is considered best practice only if structured questions are behavior-oriented. A non-behavioral survey is not in line with best practice and is not considered an effective and consistent method for predicting work performance.

Key selection criteria (KSC) arising from job analysis should be used to shape behavior-oriented interview questions.

The recruiting staff in the group should be appropriately trained in interviewing techniques. Trainings should establish how structured interviews are organized, provide effective feedback, contain instructions for keeping records, eliminate interviewer bias and merit-based selection of candidates. Such trainings should be conducted regularly to provide interviewers with interviewing skills.

The interview questions should be based on each critical KSC, as determined during the job review process. Behavior-based interview questions are recommended instead of situational questions (for example, asking a candidate what they will do if presented with a specific situation), since past behavior is the best predictor of future outcomes.

In behavior-focused competency interviews, applicants are asked to use past behavior that has demonstrated the particular competency in question. Interviewers should note candidates' responses in the following areas:

- context: what was the situation / background;
- action: what the applicant actually did;
- result: what were the results of the applicant's actions.

Interviewers should rate candidates' responses using a descriptively linked rating scale. A descriptively linked rating scale uses descriptors to help determine numerical ratings. This helps to align the interviewers' assessments and removes some subjectivity of the assessment.