

“The role of exhibition in transferring knowledge and technology”

Prior to the Second World War, international exhibitions motivated more to direct selling of their articles. The development of exports or offering a variety of industrial products to visitors or potential buyers were organized but in parallel to developing technology especially expansion and creation of knowledge-based companies a number of exhibitions focused their substantial activities on transferring their knowledge, technology and research findings to other countries. Because selling technology earned them, more incomes compared to direct export of articles.

The advanced technology countries, in international or private exhibitions, try to exhibit their recent achievements. Such industries as air-space (satellites, space ships) , electronically equipments (all types of computers, laptops, cell phones, completed circuits digital televisions) and advanced medical hospitals equipments, all the new medicines for treating incurable diseases, products in relative to environment protection, lasers, space telescopes, and all kinds of advanced defense arms etc.

During organizing these exhibitions, numerous conferences are organized to where therein scientists, inventors, explorers or individuals who have I share in producing or manufacturing the knowledge based goods or have sufficient information concerning them make the participants familiarized with the offered technological achievements in conferences in their country stands.

In the world today, knowledge does not mainly refer to the mere sciences such as physics, chemistry, mathematics etc., but it refers to acquaintance or awareness with anything that humans have found during many centuries and integrated as part of its knowledge treasure. Any visitors or participants, who attends in one-exhibition augments his knowledge objectively and he can apply them or transfer them to others what he learns. Many of industry owners after visiting an exhibition and investigating the quality of articles of competitors or marketing methods they improve their activity field or have increase their productions variety or with modern procedures have taken part in the next exhibitions that have assured their success. In such manner, we conclude that the role of exhibitions in transferring knowledge, experience, and awareness hindered not to anybody.