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CONFERENCE & EXHIBITION

GEC Expo, founded in 2010 in China, is a reputable event management company. It specializes in providing conference and exhibition services on a global scale.



Liu Yang

Director of Conferences and Exhibitions of GEC Expo. He is responsible for organizing and coordinating various conferences and exhibitions. He makes critical decisions and resolves any problems that arise before or during events.



Monica Albert

CEO of GEC Expo, Liu Yang's supervisor. She is in charge of all the business.

CASE

1

Who will participate in the auto exhibition?



Case briefing

GEC Expo has won a government bid to host an automotive exhibition. In this case, in order to develop a comprehensive exhibition strategy and plan, Monica has tasked Liu Yang with conducting market research and producing a report. Afterward, Liu Yang will prepare a presentation for car manufacturers interested in participating. Suppose you are Liu Yang. You would likely need to:

- write a market research report
- invite car manufacturers to the event

Here is an audio clip that explains the scene of the case. In the audio, Monica is assigning tasks via a voice message and Liu Yang is taking notes.



Audio clip

- 1** Listen to the audio clip and complete Liu Yang's notes.

Task 1: Write a market research report

It should include:

- The 1) _____ of the new energy vehicle industry in China
- The 2) _____ with automakers and customers
- The 3) _____ of this exhibition

Task 2: Prepare a presentation to invite automakers

- Make sure the presentation contains sufficient 4) _____
- Make the presentation concise, interesting, and informative

- 2** Work in pairs and discuss the following question.

How can you make your presentation concise, interesting, and informative?



UNIT

1

Write a market research report

Starting up

Conducting market research is a crucial step in successful business administration. It involves a critical assessment of the values and challenges of business events, which facilitates the generation of new ideas. In this case, Liu Yang has been asked to prepare a market research report for the upcoming exhibition. Suppose you are Liu Yang. How would you conduct the market research and complete the report?

After learning this unit, you will be able to:

- describe development trends in various industries
- follow the structure of a market research report
- present research results using suitable statistical charts
- use statistics appropriately in a market research report
- produce a market research report

Reading

To ensure an engaging and successful exhibition of new energy vehicles, Liu Yang is searching for relevant information and has found an excerpt from an industry report on new energy vehicles. Read the excerpt and gather some background information.

1 Work in pairs and discuss the following questions.

- 1 What might be the main purpose of the industry report?
- 2 What information do you expect to get from the industry report?

2 Read the excerpt from the report about the trend in China's new energy vehicle industry.



The screenshot shows a web browser window with a tab titled "China's transition to new ...". The browser's address bar and navigation buttons are visible. The main content of the page is an article with the following text:

China's transition to new energy vehicles

The automotive industry is a significant indicator of global economic trends. It is projected that the global automotive industry will reach nearly nine trillion U.S. dollars by 2030.

As a major player in international trade, China has become one of the largest automobile markets worldwide in terms of production and sales. In 2022, the production of automobiles in China was about 27 million units, and sales 26 million units, up by 3.4% and 2.1% year on year, respectively, remaining the highest globally for 14 consecutive years.

In recent decades, China's rapid economic growth has enabled more and more consumers to buy their own cars. As a result, mobility has improved, but several environmental problems, such as air pollution and greenhouse gas emissions, have emerged. To combat these issues, the Chinese government has encouraged the adoption of new energy vehicles (NEVs).

According to the China Association of Automobile Manufacturers, China's NEV sales nearly doubled to 6.89 million units in 2022, accounting for over a quarter of the total automobile sales in China. Despite an overall downturn in the Chinese car market during the first three months of 2023, NEV sales totaled nearly 1.59 million units, increasing by 26.2% from a year ago. According to a forecast, China's market share for NEVs is expected to exceed 60% by 2025 and surpass 90% by 2030. The transition would significantly reduce carbon emissions.

To further promote the growth of the NEV industry in China, several factors need to be taken into consideration. First, the cost of a new energy vehicle is high. NEV carmakers need to bring down the prices of their vehicles, which depends on the R&D efforts of the whole industry. To minimize consumers' financial burdens, the government has implemented a series of policies such as charging device installation subsidies, purchase subsidies, and tax reductions to encourage people to buy NEVs.

Another factor is the competition between foreign and domestic brands. Most global automakers are pushing ahead with their



localization strategies for the Chinese market. More and more foreign brands are launching new NEV models, which has intensified the competition. In order to remain competitive in the domestic market, Chinese carmakers have been committed to making technological breakthroughs to narrow the gap between China's local brands and foreign brands and meeting the demands of Chinese consumers. For example, some NEVs developed by Chinese carmakers have exceeded 400 km in driving range, which is vital for urban commuters. And one of China's leading NEV manufacturers overtook the top two foreign manufacturers to become the best-selling passenger car brand in the first quarter of 2023 in China. What's more, Chinese brands are putting more effort into the R&D of core components like chips to achieve self-sufficiency, which is important for Chinese brands to enhance their competitiveness.

In addition, consumer characteristics have an impact on the NEV market. Generation Z consumers have demonstrated the most favorable attitude toward NEVs compared to the other age groups. From a gender perspective, female consumers show more positive opinions on NEVs. According to a survey, a significant number of female participants showed a strong interest in purchasing NEVs, with nearly 69% expressing a likelihood of considering such purchases. Therefore, carmakers must revolutionize their designs to cater to different consumer needs. It may be the critical moment for China's local brands to catch up and excel.

VOCABULARY

year on year 每年; 年年

consecutive /kən'sekjətɪv/ *a.* 连续的

subsidy /'sʌbsədi/ *n.* [C] 补贴; 补助金; 津贴

Generation Z Z一代, Z世代, 又称网络世代 (20世纪90年代末到21世纪初出生的一代人)

cater to 迎合; 投合



3 Complete the information by filling in the blanks.

China's transition to new energy vehicles

Introduction

The automotive industry is experiencing some changes:

1) _____ will reach nearly nine trillion U.S. dollars by 2030.

Trends in China's NEV market

- In 2022, 2) _____ NEVs were sold, accounting for over a quarter of the total automobile sales in China.
- In the first quarter of 2023, nearly 1.59 million NEVs were sold.

Factors

A High cost

- NEV carmakers need to bring down the prices of their vehicles.
- The government has implemented policies such as charging device installation subsidies, purchase subsidies, and 3) _____ to minimize consumers' financial burdens.

B Intense competition

- More and more foreign brands are launching new models, which has intensified the competition.
- China's local brands have been committed to 4) _____ to remain competitive in the domestic market.

C Different consumer characteristics

- 5) _____ consumers show the most favorable attitude toward NEVs; female consumers show 6) _____ on NEVs.
- Carmakers must revolutionize their designs to cater to different consumer needs.

4 Work in pairs and discuss the developing trends of NEVs in China according to the ideas in this report.

Listening

To gather more information for the upcoming exhibition, Liu Yang has found the recordings of an interview with two representatives of NEV manufacturers and an interview with a founding member of a car club. Listen to the audio clips and get information from automakers and customers.



Audio clip

1 Listen to the interview with two representatives of NEV manufacturers and complete the information by filling in the blanks.

NEV makers	Key features	Development strategies
Stella A 1) _____ NEV brand	/	<ul style="list-style-type: none"> Collaborating with China's local brands to build 2) _____ to increase capacity Providing more opportunities for people to test-drive cars
ADD A local Chinese NEV brand	<ul style="list-style-type: none"> Long-lasting battery 3) _____ Lifetime warranty 	Offering more and better electric vehicles with 4) _____ that Chinese consumers prefer

2 Listen to the interview with a car club founding member and complete the notes.

Customers' expectations for the exhibition

- Application of 1) _____
Recommended activity: showcasing some 2) _____ with AI technology applied
- Ultimate driving experience
Recommended activity: providing opportunities for people to 3) _____ the cars

Suggestion to China's local brands

Making more efforts to improve the 4) _____

3 Work in pairs and discuss the possible key features the exhibition should have based on the two audio clips.

VOCABULARY

warranty /'wɒrənti/ *n.* [C] (商品的)
保证书, 保修单

highlight /'haɪlaɪt/ *n.* [C] 最精彩
(或最难忘、最有趣)的部分

Preparing for the structure

Having collected background information, Liu Yang is ready to work on the market research report. The following is a sample market research report on software development for oil palm plantations. Do the following activities to get familiar with the structure of a market research report.

Structure of a market research report

- 1 Work in pairs and discuss what should be included in a market research report.
- 2 The following is a sample market research report. Work in pairs and label each part with its purpose in the box.

- A Present what has been found
- B Draw the conclusion and implications
- C Introduce the research methods
- D Explain why the research needs to be done

A study of software development for oil palm plantations

1) ___

Currently, environmental conditions in oil palm plantations are monitored inadequately and there is a lack of software available to store and analyze environmental data. In response to this issue, a market research study was conducted to explore the intentions of managers and employees to use software to monitor environmental conditions in oil palm plantations across two Asian countries. The findings will then feed into software development.

2) ___

The market research included two parts: semi-structured interviews and questionnaire surveys. Semi-structured interviews were conducted with 20 senior managers from 20 oil palm companies. A questionnaire consisting of 35 close-ended questions was designed for the study. It was then administered to 70 junior employees of oil palm companies.

3) —

The analysis of the interview responses reveals that there is a shared intention among the senior managers that software should be used to promote environmental protection and address environmental issues in their oil palm plantations. However, their companies do not have such professional software installed. Additionally, there is an absence of generally accepted, easy-to-use environmental monitoring software available in the market.

The responses to the questionnaire show that nearly 90% of the surveyed employees have never used any type of environmental monitoring software. However, almost all participants expressed strong interest in such tools. Figure 1 shows their opinions on using environmental monitoring software for their plantations. About 62% indicated such software would likely facilitate their daily work, 25% believed the software might help improve their workplace environment, and 13% expected the software to reduce their work intensity.

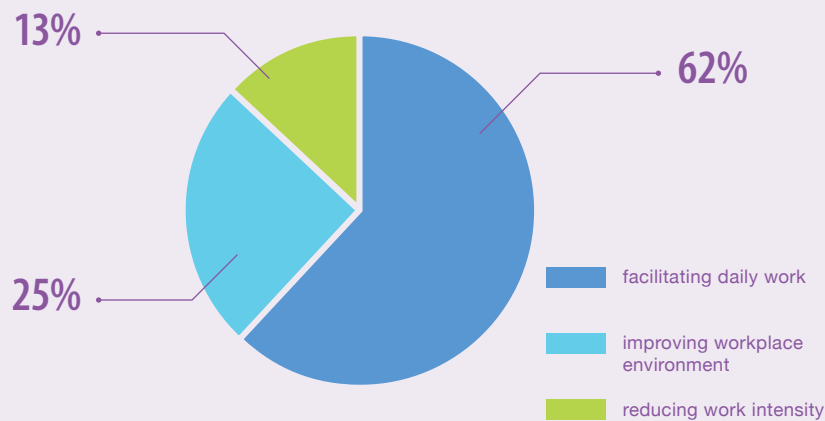


Figure 1: Employees' opinions on using environmental monitoring software

4) —

Based on the findings, it is clear that software for monitoring the environmental conditions in oil palm plantations is needed. However, the absence of widely accepted or easy-to-use environmental monitoring software in the market makes it difficult to fulfill people's expectations. The study highlights an opportunity for software developers to create simple and effective tools to support this growing interest in environmental protection within the oil palm industry.

Sharpening the skills

After reviewing the sample market research report, Liu Yang has a better understanding of how to compose his report. However, he is still unsure about what types of charts should be used to present the data effectively. Do the following activities to learn the skill.

Using appropriate charts to present data

- 1** Work in pairs and brainstorm some commonly used types of charts.
- 2** Read the following descriptions and choose the most appropriate type of chart to present the data in each description.



Description 1

The market share of different companies has been demonstrated. Company A and Company B hold 37% and 25% of the market, respectively. Your company controls 20% of the market. The remaining share is held by other smaller companies.



Description 2

You plan to open a Chinese restaurant in New York and would like to determine which age groups might be most interested in dining at your restaurant. To investigate this, you conducted a survey of potential customers and assessed their willingness to dine at your restaurant. The results of the survey indicate that:

- 35% of the respondents in Age Group 1 (under 21) expressed interest in dining at your restaurant
- 40% of the respondents in Age Group 2 (21-35) expressed interest in dining at your restaurant
- 46% of the respondents in Age Group 3 (36-50) expressed interest in dining at your restaurant
- 72% of the respondents in Age Group 4 (51-65) expressed interest in dining at your restaurant
- 55% of the respondents in Age Group 5 (66 or older) expressed interest in dining at your restaurant

These results suggest that individuals in the 51-65 age range are more likely to be willing to dine at your restaurant than other age groups.







Description 3

When comparing electric cars, one should consider four factors: driving range, ride comfort, interior design, and value for money. Experts have rated two electric car models on a scale of 1 (poor) to 5 (excellent). Model A received a rating of 3 for driving range, 3 for ride comfort, 4 for interior design, and 4 for value for money. Model B received a rating of 2 for driving range, 2 for ride comfort, 5 for interior design, and 3 for value for money.



Description 4

The sales of this health monitoring product have grown rapidly over the last few years. Starting in 2016, the sales of the product began growing steadily. In that year, the sales figure amounted to 800 units, gradually increasing to 1,500 units in 2017. Thereafter, the sales continued to rise consistently, reaching 2,200 units in 2018 and further rising to 2,700 units in 2019. The peak was reached in 2020 with 2,900 units sold. Despite these impressive gains, black swan events shook the market in 2021, resulting in a drop in its sales to 1,600 units. However, the product quickly rebounded, with the sales figure reaching 2,500 units in 2022.

- A  Bar chart
- B  Line chart
- C  Pie chart
- D  Radar chart

SKILLS

When you write a report that includes data, the appropriate chart can reveal as much information as the data themselves. The key to using charts effectively is knowing how to match them with the right type of data. There are four commonly used types of charts:

- Line charts can be used to show trends over time.
- Bar charts help make clear comparisons between different categories.
- Pie charts are commonly used to represent percentages of a whole with different colored segments.
- Radar charts, also known as spider charts, help illustrate data in a two-dimensional chart of three or more data series. The axes start at the same point. They are used to make comparisons among multiple variables.

Developing the strategies

Liu Yang now knows the functions of different types of charts. However, he still has questions about how to use statistics correctly in his research report. Do the following activities to find out the strategy.

Using statistics appropriately to improve credibility

- 1** Work in pairs and brainstorm some cases in which statistics are misused.
- 2** Work in pairs. Read the following paragraphs and discuss the credibility of each conclusion.
 - 1** An e-commerce platform wanted to measure customer satisfaction across the global market. The manager set up a poll in English language and received 150 responses. The results indicated that most customers were satisfied. The manager was happy with the results.
 - 2** A supermarket has a daily discount period from 6 p.m. to 9 p.m. The revenue around 6 p.m. is 40% higher than that of any other hour of the day. The manager believes the discount leads to increased revenue.
 - 3** A global high-end fashion brand wanted to promote its products through an advertising campaign. As part of its market survey, the company asked the respondents, “Will you patronize a fashion brand that only purchases raw materials to help poor families?” Most respondents ticked “yes”. Based on the feedback, the CEO decided to change the source of raw material supply.
 - 4** A five-star hotel intended to open a branch in a developing country. The marketing department sent out questionnaires, and the average willingness to stay at this hotel was much lower than expected. The manager concluded that there was no good opportunity in this developing country.



STRATEGIES

Statistics can help us better understand a particular phenomenon, but they may be misleading if used improperly. To avoid the potential misuse of statistics when writing a research report, consider practicing the following strategies.

- **Avoid selective reporting**

People may sometimes choose certain results of a study that support their arguments and selectively overlook other results that contradict their conclusions. Such practice may introduce bias and weaken the overall credibility of a report. Therefore, it is important to avoid using a selective approach to present study results.

- **Avoid presenting incomparable statistics**

Some statistics presented in the report may not be comparable. For example, a report shows that Brand X electric cars outperform Brand Y competitors in mileage. However, this comparison may be flawed if the tests were conducted on different roads, by different drivers, and at different times of the year. So, it is important to ensure that the statistics presented are comparable.

- **Avoid exaggerating or minimizing data effects**

For example, a report mentions that 75% of the population is not interested in buying an electric vehicle. However, it is important to consider that for a cutting-edge technology product, the target market of enthusiastic consumers might naturally be smaller. The reporter should compare electric vehicles with other types of vehicles to gain a better understanding of their competitiveness and popularity.



Carrying out

Biz practice

WRITE A REPORT: CONDUCT MARKET RESEARCH ON NEW ENERGY VEHICLES IN CHINA

In “Taking in”, Liu Yang has gathered sufficient information on the industry trends and the development strategies of two carmakers. Besides, he has studied the customers’ expectations for the exhibition and suggestions to the local brands. In “Building up”, he has learned the structure of a market research report, how to choose suitable charts to present data, and the strategies for avoiding data misinterpretation.

Suppose you are Liu Yang. You are going to write a market research report on the new energy vehicles in China. Use the following steps as a guide to complete your report.

Step 1 Get information

Gather information about the industry trends, carmakers’ development strategies, customers’ expectations for the exhibition, and suggestions to the carmakers in “Taking in”.

Industry trends	Carmakers’ development strategies	Customers’ expectations for the exhibition	Suggestions to carmakers

Step 2 Organize the report and write an outline

Analyze the collected data and draft the report outline. You may refer to “Preparing for the structure”.

Research report on the development of China's NEV industry

Step 3 Write it up

Following the steps above, you may get ready to write the report. Pay attention to the choice of data and the way of presenting them. You may refer to “Sharpening the skills” and “Developing the strategies”.

Step 4 Revise and reflect

Now, you've finished the draft of your market research report. Before submitting it to Monica, you may improve and reflect on your draft based on the following questions.

- 1 Have you introduced the background and the purpose of your research adequately at the beginning?
- 2 Have you appropriately presented the research findings using suitable charts?
- 3 Have you provided the conclusion and implications for readers to refer to?
- 4 Have you proofread the draft to avoid factual errors, spelling mistakes, and typos?

Looking beyond



Video clip

To better understand the new energy vehicle industry, Liu Yang has searched for more information. The following is a video clip about its development in China. It shows that China is promoting the integrated and clustered development of strategic emerging industries and cultivating new growth engines. Watch the video clip and learn more about the topic.



1 Work in pairs and discuss the following questions.

- 1 What are the advantages of using new energy vehicles?
- 2 What measures do you think will encourage the purchase of new energy vehicles?

2 Watch the video and complete the information by filling in the blanks.

Status quo

- The sales volume increased from about 13,000 to 1) _____, an increase of more than 270 times.
- The production and sales volume has ranked 2) _____ in the world for seven consecutive years.
- China has become the world's 3) _____ new energy vehicle market.

Measures

- Government support: In 2012, the Chinese government 4) _____ the Energy Saving and New Energy Vehicle Industry Development Plan (2012-2020).
- Technological breakthrough: China has overcome some 5) _____ like electric motors, power batteries and electronic control systems.