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# 会展情景英语

李世平 张贝尔 © 主 编



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# 会展情景英语

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近十几年来,伴随着中国经济的飞速发展,中国会展业以年均近 20% 的速度快速增长,产业规模不断扩大,经济效益逐年攀升。当前,会展业已经成为第三产业中最具发展潜力的行业之一。作为一种新的经济现象和经济发展增长点,会展经济已经引起了社会的广泛重视。

随着经济全球化进程的加快以及会展业市场化、专业化、国际化程度的加快,会展业对人才的需求日益增长,对从业人员的要求也逐渐提高,不仅要求从业人员具备贸易、管理、法律法规等方面的知识和解决问题的能力,还要求他们具备较强的语言能力,包括外语的运用和沟通能力。

基于以上我们对中国会展业发展现状和趋势以及会展业对人才的需求现状和趋势的分析与判断,我们编写了这本《会展情景英语》教材。

本教材共分 18 个单元,涵盖了会展产业介绍、展会策划、展会营销、展会邀请、参加展会、展台设计与装饰、接待客户、销售演示、商务谈判、签订合同、跟进业务、会议预订、会议准备、开幕式和闭幕式、会议接待与登记、会议设备以及会后观光等内容。每个单元均包括学习目标、知识链接、热身活动、情景会话、行业贴士、常用句式、实用练习以及补充阅读等部分。

同以往的《会展英语》教材相比,本教材具有以下特色:

1. 职业特色鲜明,专业特色突出。本教材的编写,按会展活动的工作流程的顺序来设计编排内容,涵盖了会展业服务和管理的主要内容;将职业技能的训练贯穿于英语学习中,使学习者感到明确的职业指向性。
2. 专业性和实用性强。在情景会话学习中,设置具体的会话情景,并在内容上与会展行业实践活动对接,通过情景会话内容的学习和训练,提高学生英语会话技巧;注重选材的专业性、实用性和新颖性。
3. 注重能力训练。每个单元结尾都科学设计、精心组织综合训练内容。注重学生英语应用能力培养和职业素质的生成。
4. 适用对象广泛。本书既可以作为本科院校、高职高专院校会展专业及会展相关专业的教师用书和学生用书,也可作为会展从业人员的业务参考书,还可作为非会展专业人士了解和学习会展英语知识、提高会展英语口语水平的实用教材。
5. 为便于教师教学以及学生学习参考,本书配有完整系统的教学大纲、教学计划、习题库以及课件、录音光盘等教辅材料。

由于编者水平有限,本书难免存在一些不当和疏漏之处,敬请广大读者批评斧正。

编者

2013 年 12 月

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# Module One

## Services Before Exhibitions

# 会展产业介绍

## Unit 1

### Introducing Convention & Exhibition Industry



#### Learning Objectives 学习目标

After completing this unit, you will be able to:

- ※ have a basic understanding of the convention & exhibition industry
- ※ know the benefits of attending exhibitions
- ※ know the impacts of exhibitions
- ※ master some useful expressions & sentences

#### Knowledge Linking 知识链接

会展业是会议业和展览业的总称，是一个新兴的服务行业，影响面广，关联度高，发展潜力巨大。目前，我国的会展业已经成为新的经济增长点，是我国第三产业的重要组成部分，它的数量和规模正以每年20%的平均速度递增。

会展经济的发展是第三产业成熟化和完善化的标志，是现代城市发展、地区经济发展的助推器，有着多方面的积极作用。





## Warm-up 热身活动

*Read the following items and match them with the pictures*

1. A trade show is an organized meeting, generally held over the course of a few days, where members of a certain industry can exhibit their product or service, sell their brand face-to-face, leading to sales, established relationships, and industry contacts.
2. A special event is a function or "occasion" which, in fundraising terms, aims to generate money for the community group or not-for-profit which stages it.
3. A conference is a meeting of people who "confer" about a topic.
4. Consumer exhibitions usually involve a range of products from a number of different industries on display to the general public.



(A)



(B)



(C)



(D)

1. \_\_\_\_\_; 2. \_\_\_\_\_; 3. \_\_\_\_\_; 4. \_\_\_\_\_



## Situational Dialogues 情景对话

## Dialogue 1

Mr. Li meets Mr. Shen at the 8th Annual Northeast Asia Investment and Trade Expo. They discuss the China convention and exhibition industry in recent years.

L=Mr. Li S=Mr. Shen



- L: Hello Mr. Shen. How nice to see you here again.
- S: Me too. It has been five years since we last met in Jilin. How are things going?
- L: Everything is OK, except that I have been very busy with my exhibition business in the past few years.
- S: I can imagine how busy you are with your business.
- L: Yes. It is all due to various new types of exhibitions and fairs.
- S: You are right. Since establishing and opening the China exhibition industry, it has had rapid and remarkable growth in recent years.
- L: And, with the vigorous development of China's exhibition industry, our exhibition company has also grown and is now much stronger.
- S: Does your company take part in the Northeast Asia Investment and Trade Expo every year?
- L: Yes, of course! In my opinion, a trade fair is one of the most effective ways to establish and maintain client relationships.
- S: You are exactly right. I have the very same views with you. An Exhibition provides a good platform toward a two-way communication process. Exhibitors and clients, and potential customers, can communicate with each other at a live show; seeking and sharing information, doing business with each other through face to face interactions—the most winning form of marketing, and of establishing client relationships.
- L: Yes! That's why we seize every chance to take part in exhibitions.
- S: Does your company really benefit by attending exhibitions?
- L: Yes, at exhibitions, existing clients, and potential buyers, can see and touch the products by themselves. The consumers can better understand the various products and will effectively promote future purchasing of our products. Nothing beats the impact of a live show.
- S: It seems that your company really benefits a lot from exhibitions...right?
- L: Yes! I also firmly believe that we can improve in achieving our marketing goals during the five days we spend at a fair.
- S: That's good for you. I think we agree that the China exhibition industry has matured. I wish you much success in advancing your business.
- L: Thank you very much and the same to you.



**Vocabulary**

- exhibition [eksɪ'bɪʃ(ə)n] *n.* 展览, 显示; 展览会  
fair [feə] *adj.* 公平的; *n.* 展览会; 市集; 美人  
establish [ɪ'stæblɪʃ; e-] *v.* 建立; 创办  
remarkable [rɪ'mɑ:kəb(ə)l] *adj.* 卓越的; 非凡的; 值得注意的  
vigorous ['vɪɡ(ə)rəs] *adj.* 有力的; 精力充沛的  
client ['klaɪənt] *n.* 客户; 顾客; 委托人  
platform ['plætfɔ:m] *n.* 平台; 站台; 讲台  
exhibitor [ɪɡ'zɪbɪtə; eg-] *n.* 展出者; 显示者; 参展商  
potential [pə'tenʃl] *n.* 潜能; *adj.* 潜在的; 可能的  
interaction [ɪntər'ækʃ(ə)n] *n.* 相互作用; 互动; 交互  
benefit ['benɪfɪt] *n.* 利益, 好处; *v.* 有益于, 得益  
purchase ['pɜ:tʃəs] *n.* 购买; *v.* 购买  
impact ['ɪmpækt] *v.* 影响; 冲击; *n.* 影响; 效果  
mature [mə'tʃʊə] *adj.* 成熟的; 成年人的; *v.* 成熟; 使……成熟

**Notes**

1. Northeast Asia Investment and Trade Expo. 东北亚投资贸易博览会。
2. How are things going? 事情进展得怎么样?
3. Since establishing and opening the China exhibition industry, it has had rapid and remarkable growth in recent years. 中国会展业自从建立开放以来, 最近几年获得了快速和显著的增长。
4. In my opinion, a trade fair is one of the most effective ways to establish and maintain client relationships. 在我看来, 贸易展览是建立和维护客户关系的最有效的方法之一。
5. An Exhibition provides a good platform toward a two-way communication process. 展会提供了一个良好的双向沟通的平台。
6. Nothing beats the impact of a live show. 现场演示所产生的影响是其他任何方式都比不了的。

### Industrial Tips 行业小贴士

☆ **concurrent event** 同期活动:

在展览期间安排的相关或辅助活动,如各类会议、论坛、娱乐观光活动等,以提高展览会层次,提高展商观众的参与积极性。

☆ **countries and regions** 国家和地区:

我国会展实践中经常涉及的词语。国际展览会中如有我国境内的港澳和台湾地区的参展商,必须使用“国家和地区”一词。

☆ **current event**:

一般表示“时事”,但会展业中,表示眼下正在举办的展览会,可译作“本届展会”。

### Dialogue 2

Student Wu is consulting with Professor Liu about China Import and Export Fair. He is a university student and desires to be a volunteer at the China Import and Export Fair.

W=student Wu L=Professor Liu

W: Good morning, Professor Liu. May I ask you some questions about China Import and Export Fair?

L: Sure.

W: Is it a comprehensive trade fair or a professional one?

L: It is a comprehensive Expo.

W: How far does it go back? And what are the achievements of the past fairs?

L: Let me give you a brief introduction of the fair. The China Import and Export Fair, also known as the Canton Fair, is held biannually in Guangzhou every spring and autumn, with a history of 56 years, since 1957. The Fair is very comprehensive with long history. It provides the highest level of professionalism, the largest scale of participation, the most complete exhibit variety, the biggest number of overseas buyers, and the greatest potential business turnover in China.

W: And I have heard that it has a reputation as a No. 1 exhibition in China.

L: Yes, and according to the latest statistics, there were 24,517 exhibitors in attendance at the 114th Canton Fair, along with 89,646 overseas buyers, included 59,539 standard booths, and most importantly... the Business Turnover (National Pavilion) is 316.9 Million USD.

W: That is really amazing!

L: Yes and here's some good news for you. I will accompany American business guests to visit the Guangzhou International Convention and Exhibition Center next week. Would you like to join us and be an interpreter?

W: Yes, of course! With great pleasure, and thank you so much! I'm so lucky that I have the chance to have an on-site visit with foreign guests. I believe I can learn a lot by attending this type of gathering. I also plan to be a volunteer at the 115th China Import and Export Fair.

L: Good idea. It is a good opportunity for young men like you to take part in this type of social activity.

W: Thank you very much Professor Liu for your professional explanation.

L: You're welcome.



### Vocabulary

consult [kən'sʌlt] *v.* 商量; 请教; 当顾问

comprehensive [kəmprɪ'hensɪv] *adj.* 综合的; 广泛的; 有理解力的

Canton [ˈkæntən(ə)l; kæn'təʊn(ə)l] *n.* 广州 (旧称)

biannually [baɪ'ænjʊəli] *adv.* 每半年地; 一年两次

professionalism [prə'feʃ(ə)n(ə)lɪz(ə)m] *n.* 专业主义; 专家的地位; 特性或方法

participation [pɑ:tɪ'sɪpeɪʃn] *n.* 参与; 分享

turnover [ˈtɜ:nəʊvə] *n.* 营业额; 流通量; *adj.* 可翻转的

reputation [repjʊ'teɪʃ(ə)n] *n.* 名声, 名誉; 声望

statistics [stə'tɪstɪks] *n.* 统计; 统计学; 统计资料

attendance [ə'tend(ə)ns] *n.* 出席; 到场; 出席人数

pavilion [pə'vɪljən] *n.* 亭子; 大帐篷; 展示馆

accompany [ə'kʌmpəni] *v.* 陪伴, 伴随; 伴唱

convention [kən'venʃ(ə)n] *n.* 大会; 惯例; 习俗

interpreter [ɪn'tɜ:prɪtə] *n.* 解释者; 口译者; 注释器



## Notes

1. China Import and Export Fair 中国进出口商品交易会
2. How far does it go back? 这个展会有多久的历史了?
3. The China Import and Export Fair, also known as the Canton Fair, is held biannually in Guangzhou every spring and autumn, with a history of 56 years, since 1957. 中国进出口商品交易会, 也称为广交会, 每年春秋两季在广州举办。该展会创办于1957年, 迄今已有56年历史。
4. The Fair is very comprehensive with long history. It provides the highest level of professionalism, the largest scale of participation, the most complete exhibit variety, the biggest number of overseas buyers, and the greatest potential business turnover in China. 这个展会是中国历史悠久、层次最高、规模最大、商品种类最全、到会客商最多且分布国别地区最广、成交效果最好的综合性国际贸易盛会。
5. I'm so lucky that I have the chance to have an on-site visit with foreign guests. 我很幸运我有机会和外国客人进行现场参观访问。
6. It is a good opportunity for young men like you to take part in this type of social activity. 像你这样的年轻人参加这类社会活动是一个很好的机会。

## Industrial Tips 行业小贴士

## ☆ B to B show:

通常指行业同行或上下游产业链的参展商和专业观众进行交流和贸易的展览会。

## ☆ B to C show:

通常指行业参展商为普通观众或消费者提供产品和服务的展览会。

## ☆ international exposure 国际知晓度:

展览会举办方为使该展览项目向国际化发展, 采用国际营销手段, 以提高展览会在国际上的宣传广度和曝光度。



## Useful Sentences 实用句型

1. That's why we never pass up a chance to participate in trade fairs in our country. 这就是为什么我们从不放过任何一个在我们国家参加交易会机会的原因。

2. May I ask you a few questions about Northeast Asia Investment and Trade Expo? 我可以问你几个关于东北亚投资贸易博览会的问题吗?
3. Is the Northeast Asia Investment and Trade Expo a type of commercial Expo? 东北亚投资贸易博览会是商业博览会吗?
4. The Northeast Asia Investment and Trade Expo aims to promote the exchange of ideas and the development of the northeast countries' economy, culture, science and technology. 东北亚投资贸易博览会旨在促进思想交流以及东北亚经济、文化、科学和技术的发展。
5. What would be a nice location for our Fashion Show? 我们的时装展在哪儿选址比较合适呢?
6. Trade shows involve a two-way communication process. 商品交易会涉及一个双向交流沟通的过程。
7. Nothing beats the impact of a live show. 现场演示所产生的影响是其他任何方式都比不了的。
8. Trade shows are one of the most effective mediums for establishing and maintaining customer relations. 商品交易会建立和维护客户关系的最有效的媒介之一。
9. We provide our customers with a whole package of services. 我们为客户提供一系列的服务。
10. It is all due to various kinds of trade exhibitions and fairs. 这一切都归因于各种贸易展。



## Practical Exercises 实用练习

### I. Role Play

#### Dialogue 1

Situation: Mr. Zhang's company, Changchun Auto Company, has never participated in an exhibition before. This year, the company wants to take part in the International Auto Show. Therefore, Mr. Zhang is calling Mr. Wang.

#### Dialogue 2

Situation: Mr. Brown comes to Miss Li's stand on the last day of a trade show. He expresses his appreciation of Miss Li's products. Meanwhile, he also gives some his own suggestions.

## II. Build up Your Vocabulary

### 1. Match the expressions on the left with the best translation on the right.

- |                     |
|---------------------|
| (1) Canton          |
| (2) biannually      |
| (3) professionalism |
| (4) turnover        |
| (5) reputation      |
| (6) statistics      |
| (7) attendance      |
| (8) pavilion        |
| (9) accompany       |
| (10) convention     |

- |            |
|------------|
| a. 统计      |
| b. 出席      |
| c. 展示馆     |
| d. 陪伴      |
| e. 大会      |
| f. 广州 (旧称) |
| g. 每半年     |
| h. 专业主义    |
| i. 营业额     |
| j. 声望      |

### 2. Complete the following dialogues with the references in Chinese.

#### Dialogue A

- A: Look at these bamboo products, they are both decorative and practical items. The workmanship is unique to them. The craftsmen are very (1) \_\_\_\_\_ (挑剔的) about choosing materials, harvesting and making bamboo strips.
- B: I see. Goodness! This cradle is lovely, and the slide table is new (2) \_\_\_\_\_ (设计). What about the prices?
- A: Well, generally speaking, they are (3) \_\_\_\_\_ (很便宜), but the prices vary because the design, materials and craftsmanship are different. Here are our (4) \_\_\_\_\_ (公司小册子和报价表). Please take a look at them.
- B: Thank you.
- A: When you find something interesting, please remember to write down (5) \_\_\_\_\_ (产品目录) numbers, and we will give you the lowest quotation.

#### Dialogue B

- W: Good morning, welcome to our booth.
- B: Good morning.
- W: I'm Andy Wang from Top Traditional Handicrafts Company. (6) \_\_\_\_\_ (我相信你会对我们的产品感兴趣)。
- B: That's right. I love Chinese traditional handicrafts and (7) \_\_\_\_\_ (它们在我的国家很受欢迎)。
- W: That's great! We have come here to display some of the Chinese traditional handicrafts our company makes. (8) \_\_\_\_\_ (这里有各种各样的产品可供选择). You'll surely find something interesting. Please come here and I'll show you what we have.
- B: Thank you very much. (9) \_\_\_\_\_ (你能告诉我一些特别的東西吗)?



- W: Certainly. Here is a fine collection of Chinese traditional handicrafts. They are all (10) \_\_\_\_\_ (手工制造). You see, these are straw slippers, rattan boxes and baskets, sandalwood fans, sandalwood blinds and embroidered silk handkerchiefs, etc.. They are made from good materials, fashionable in design and superb in workmanship. Our products have been sold in a number of areas abroad. (11) \_\_\_\_\_ (它们很受用户的欢迎). We're sure that they will go down well in your market, too.
- B: They're very interesting. They all have a characteristic look. (12) \_\_\_\_\_ (你能给我一些更多的信息吗) about the fans and the blinds? They have a lovely aroma.
- W: Sure. They are made of sandalwood which is well-known for its fragrance. (13) \_\_\_\_\_ (它们可以帮助你放松并令你感觉焕然一新).
- B: Really? That's fantastic! How about the prices?
- W: Well, our prices vary because the material, design and craftsmanship are different. This is a complete set of our latest catalogues together with a price list for your consideration. Would you please leave your contact number in order that (14) \_\_\_\_\_ (我们可以为您提供最新的信息)?
- B: Sure. This is my (15) \_\_\_\_\_ (名片) with my name and telephone number.
- W: Thank you. This is my card. (16) \_\_\_\_\_ (你可以随时与我们联系).
- B: Fine, see you.
- W: Bye-bye.

### III. Translate the following sentences into English and then make oral practice

1. 我欣喜地看到中国的会展业正变得比以往任何时候都更加成熟。
2. 我们的奢侈品展览选址在哪里比较合适呢?
3. 对于参展商、观众来说, 这个位置都非常便利。
4. 一般来说, 综合性展会通常能满足参加者不同的需求和偏好。
5. 在本次展会上, 我们为参展商提供了一系列高品质的服务。
6. 挑选合适的场馆是组织者、承办者和参与者三方的共同愿望。

### IV. Speak out with three or four sentences in English to your partner, using the following words or phrases, and then your partner interprets them into Chinese

1. concurrent event
2. countries and regions
3. current event
4. B to B show
5. B to C show
6. international exposure



## Complementary Reading

### A Survey of China's Convention and Exhibition Industry

The development of the exhibition industry always rises and declines with the pulse of the national economy. The industrial and agricultural development stimulates its rise, and the progress of science and technology boosts its expansion while the emergence and development of the tertiary industry, the superior level of the first and second industries, accelerates the expansion of the industry even more.

The development of the Chinese convention and exhibition industry lags behind that of western countries. Not until the beginning of the 20th century did our country hold international expositions or trade fairs on a considerable scale with modern characteristics. In 1851, China participated in the British Great Exhibition—the first World Expo ever in history. In 1905, the Qing Dynasty government established the Industrial Products Showroom in Beijing, and a similar display in Wuhan four years later. In 1915, the Northern Warlords Government set up the Commodity Exhibition, but the first West Lake Expo was not staged in Hangzhou until 1929, indicating the initiation of China's modern history of exhibition industry. During the period of Anti-Japanese War in the 1940s, a number of industrial commodity fairs were held by the then government, with the aim of encouraging and promoting development of national industry and agriculture. However, those displays and expositions were far from giving full play to their function in the field of circulation and trade.

In the earlier period after the founding of the People's Republic of China, the Chinese economic foundation was extremely frail, low in productivity, weak in scientific base and backward in agricultural productivity. Against the background of the planned economy system, our country held very few exhibitions. From the 1950s, to display the spirit of national reconstruction under the principle of "self-reliance", our country held exhibitions mainly to propagate our economic achievement, for instance, "Shanghai Industry Exhibition", "the National Agricultural Achievements Exhibition" and so on. These shows were mainly set for the visit of local people organized by the governments. In order to increase international exchanges in exhibition sector with other countries, the Chinese government, for the first time, sent a large delegation to attend the Leipzig Spring Fair in 1951. In return, the First German Industrial Trade Fair hosted by the China Council for the Promotion of the International Trade (CCPIT), a semi official organization in China, was permitted to open in Beijing in 1953.