

实用职业英语系列丛书  
PRACTICAL ENGLISH FOR GRADUATES

EXPOSITIONS ENGLISH



胡志勇 主编

# 会展英语



上海科学技术文献出版社

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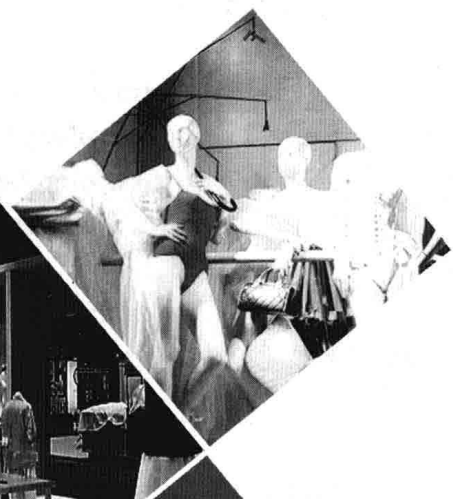
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# 序

Introduction

为了给刚走出校门的大学毕业生提供一种实用、专业的符合本行业特点的英语教材,在国内相关院校的支持下,经过各位编委的共同努力,我们专门编撰了这套《实用职业英语》系列丛书。它是相关专业的职前培训推荐教材,本套丛书的主旨是为他们走上工作岗位提供一套专业性强、相对较为实用的职前培训教材,通过对本套丛书的学习,有利于已经具备一定专业基础的人员在较短时间内迅速掌握本专业的英语本领,为其早日顺利地开展对外业务打下扎实的英语基本功。

本套丛书第一批暂出六个分册,分别是:会展、物流、新闻、外贸、金融、法律。第二批和第三批将陆续推出,以满足不同专业读者的需要。

本套丛书具有以下几个特点:

一、实用。本套丛书以实际应用为宗旨,简化语法点,系统介绍本专业相关的背景知识,所选的材料以提高读者的实际运用英语水平为目标,以大量的案例、票据等材料为基础编写,每册分为15—18个Unit,每个Unit又分为:Text、Notes、Background、Study四个部分。

二、职业性强。本套丛书所编选的材料新、专业性强。

三、针对性强。本套丛书的课文专门按专业来编写,以讲解分析专业英语为主,突出解析本学科的重点、难点、疑点问题;Question和Dialogue紧扣Text,针对性强;图文并茂;所编选的材料注重时效性、科学性和客观性。

本套丛书由胡志勇同志提出编写思想、设计编写思路、制定详尽的编写体系,并具体指导和领导了各分册的编写工作。在编写过程中,得到了复旦大学、上海交通大学、上海外国语大学、华东师范大学、同济大学、上海财经大学等院校和上海科技文献出版社的支持和帮助。

参加本套丛书编写的人员大多是上海地区高校从事外语教学工作多年的优秀骨干,教学经验丰富,但限于时间和水平有限,书中难免还有不妥之处,敬请英语界专家同仁和广大读者批评指正。

《实用职业英语》系列丛书编委会

2008年5月

# 前言

Preface

随着我国深化改革和进一步对外开放,需要大量熟练掌握和运用英语的人才。在国内相关院校的支持下,经过各位编委的共同努力,《实用职业英语》系列丛书问世了,本册是其中之一。《会展英语》是会展专业职前英语培训推荐教材,本册的读者对象为刚走出校门的大学生、对会展英语阅读有兴趣的读者,以及参加岗前培训或考取职业资格证书的考生。本册的主旨是为他们走上工作岗位提供一套专业性强、实用的职前培训教材,通过对本册书的学习,拓宽读者的知识面,使具备一定专业基础的读者熟练掌握阅读和运用会展英语的能力,迅速提高其专业水平。

本册以最新实用的会展英语材料为基础编写,内容涉及会展产业历史、会展产业现状、会展教育、会展筹备、会展推广和展后跟进等各个方面,入选的材料注重时效性、趣味性和客观性,具有实用性强——以本专业实际运用为宗旨,职业性强、针对性强等特点。

本册共有 15 个单元,每一课包括 Text, Notes, Background, Study(分为两部分:根据课文内容和学生特点,设计 10 个有代表性的 Question,并设计相关的 Dialogue,使学生加深对课文的理解,巩固所学的知识), Reading Materials 等内容,为提高学生的阅读理解能力,在课文后加注 Notes,使学生掌握必要的会展英语词汇,在背景知识中结合课文,介绍相关的知识,每个单元至少有两篇趣味性强的 Reading Materials,以扩大学生的阅读量,培养阅读的兴趣。

学生在学的过程中要注意多积累会展英语词汇,多看英文会展报刊杂志,扩大知识面,为提高专业水平打下坚实的基础。

由于编者时间和水平有限,书中恐有错误或不妥之处,敬请广大读者批评指正。

本册由吴秀芝主编,参加编写的还有黄光莲、吴智慧等。

《实用职业英语》系列丛书编委会

2008 年 5 月

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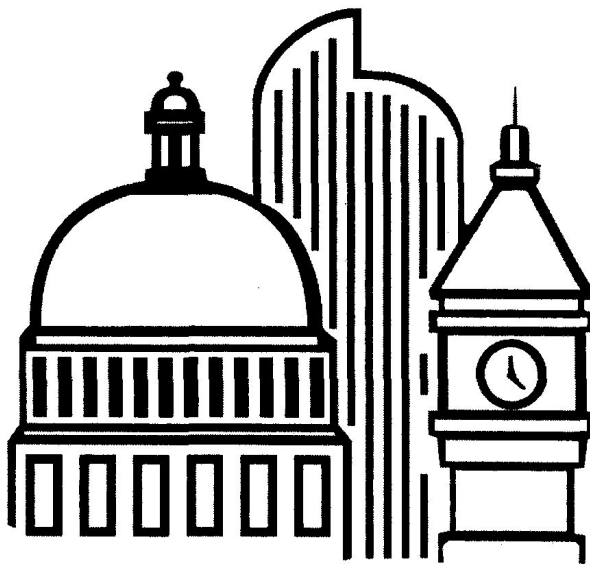


# Unit 1

## Historical Development of Exhibitions

### Text

### Historical Development of Exhibitions



#### The Evolution of Exhibition Industry

Trade shows, though certainly they were not first called that, have long existed. According to the Bible, exhibitions staged to show off the wealth of kings. As manufacturers and merchants brought their wares, especially exotic arts and crafts, such as chinaware, to display, sell and barter, “trade shows” came into being.

Historically trade fairs were regarded as forms of “market”. There is a long tradition of fairs in Europe dating back to the Middle Ages. Indeed, “market days” are still prevalent throughout Europe and elsewhere in the world. But some of these general festival events have been greatly transformed into today’s specialized trade exhibitions.

But the modern concept of exhibitions or trade shows, in one place, under one “tent,” so to speak, is generally agreed to have been set up at the Crystal Palace for the

Great Exhibition in 1851, held in Hyde Park, London. However, its modern form, the World Expo, remains a great international event with public tourist attractions instead of an exhibition of business features.

According to recorded history, there are reports of trade caravans throughout the world. With the invention of the automobile and construction of highway systems, the selling of goods and services took to the road as never before, giving rise to a new profession: the door-to-door, or traveling salesman. This form of marketing and promotion boosted revenues and expanded customer reach for many companies and their products.

Before long, it proved more efficient and economical for clients to come to salesmen, and the hotel-room display was born. While, it wasn't long before salesmen outgrew hotel rooms, and instead began to rent hotel ballrooms. In due course, they outgrew those, too, and by 1928, companies began working together to find the most effective way to promote and sell their products and services. The National Association of Exhibition Managers was established, with the mission to construct buildings specifically designed to hold larger sales shows and conventions.

Almost 20 years later, with the end of World War II, the economy was booming and people became more mobile than ever before. Companies began to take advantage of trade show centers, inviting clients and potential clients from all over the country to one meeting place. Soon, convention centers sprang up seemingly overnight in cities that had large airports, thus linking the trade shows and the travel industry, and ultimately, the hospitality industry, comprising hotel/motel accommodations, food service, and entertainment.

## Ancient Times

Exhibitions are by no mean a recent invention. They date back to the times when large-scale markets were regularly held in cities which, because they were located at major transit intersections, attracted visitors and prosperity. Crowds of people, some of whom had traveled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles. These events thus provided a forum for expressing and evaluating ideas and for demonstrating and comparing skills.

The historical traditions of trade go back to Ancient Egypt, Greek Civilization and the Roman Empire, when journeying traders met local producers in market places and bazaars.

The Romans began to host fairs from itinerant locations to permanent places, thus developing a kind of "Fair Industry". In the Bible, a fair taking place in the town of Zor (now part of Lebanon) is mentioned in the Old Testament ("Ezekiel", Chapter 27). Herod King of Judea (37 - 4 B.C.) was the first to build a permanent fair center (3,200 m<sup>2</sup>) with a wall around it, located in the town of Botana, where archaeologists found evidence (mainly coins) indicating that visitors of this fair center came from Syria,

Egypt, Italy, Greece, Spain and France.

## **Middle Ages**

Though the historical traditions of trade go back to Ancient Egypt and the Roman Empire when journeying traders met local producers in market places and bazaars, the term “fair” has only used since the Middle Ages.

The term “fair” comes from the Latin word “feria”, meaning a religious festival, usually taking place near a convent or a church. The same meaning is found in the term currently used in German, — “Messe”, which derives from the Latin term “Missa”, or religious service, at which the priest, on pronouncing the final words “ite, Missa est” declared the commencement of religious service, thus giving a sign to open the market, usually held in the church square.

The first known fair of this type was the “Foire de Saint Denis” near Paris, founded by King Dagobert in 629, which attracted over 700 merchants by 710.

The first fair which had not only cash-and-carry products, but also production means, was the Leipzig fair (Germany) held in year 1165.

Records found in the archives of Utrecht The Netherlands also indicate that Bishop Godebald gave the city a charter in 1127, which included the permit to organize “fairs” outside of the town ramparts. At that time, the city of Utrecht already organized four fairs annually.

Through these gatherings, a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations and often conflicting cultures. Buyers and sellers would typically flock to the cities of Lyons, Frankfurt and Leipzig from all over medieval Europe.

## **Industrial Revolution**

The process of industrialization, which began in the 18th century, required new sales and distribution channels, thus affecting the trade fair business.

During the 18th and 19th centuries, with the evolution of manufacturing during the Industrial Revolution, fairs indeed evolved from sites for direct sales to sites displaying a broad range of available goods; only samples of much more diverse product ranges were exhibited. These fairs were known as Sample Fairs (from the German “Mustermesse”), initiated for the first time at the Leipzig Fair. These sample fairs, with a wide range of investment and consumer goods, dominated the fair scene in Europe until the middle of the 20th century.

The first modern and international exhibition took place in 1851 in London, England, at that time the world’s leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian Era. The

exhibition was an overwhelming success.

Every nation was invited to take part in the exhibition, which constituted an inventory of all branches of human endeavors. Paris took over and organized brilliant exhibitions in 1867, 1878, 1889 and 1900. Soon other large centers were also eager to welcome craftsmen and manufacturers from all over the world, and among the most successful international exhibitions were those held in Vienna, Amsterdam, Brussels, Barcelona, St. Louis, Turin and Philadelphia.

These events inevitably gave rise to numerous conflicts of interest and were often characterized by very poor organization and management. This state of confusion caused the participating governments serious problems and, as a result they felt the need to establish regulations to prevent the proliferation of exhibitions to provide participants with certain guarantees. As interest and experience in exhibitions grew it became apparent that the various parties had to be brought together to discuss their differences in an attempt to solve common problems.

An international agreement seemed necessary. Paris had been calling for one since 1907. In 1912 the German government took the initiative and called interested governments together in order to establish the framework for an agreement.

Governments were quick to respond and expressed the desire to establish regulations to improve relations between organizers and participants and between inviting governments and official or private exhibitors.

It was the Berlin Diplomatic Conference that established the foundation for an international convention governing international exhibitions. However, the diplomatic decision that resulted could not be ratified because of the War of 1914.

Governments again took up the matter in 1920, but it was not until November 22, 1928, at another conference in Paris, that delegates of thirty-one countries signed the first convention governing, in a constructive manner, the organization of international exhibitions.

The International Convention of 1928 brought order to the world exhibitions' situation by regulating their frequency and outlining the rights and obligations of the exhibitors and organizers. At the same time, the International Exhibitions Bureau was created to ensure compliance with the provisions that were established at the Convention.

Subsequently two protocols — one concluded in 1948 and the other in 1966 — amended the Convention on the key issue of exhibition frequency.

In view of the precedents that had been set during the International Exhibitions Bureau's forty years of existence and also in view of new economic data (faster rate of progress, decreased travel time, and the appearance of new countries on the world scene), a thorough revision of the 1928 Convention was necessary.

This revision was undertaken in 1965 and resulted in the signing of the Protocol of

November 30, 1972, which has since governed the organization of international exhibitions.

After World War II, the fair business started following the trend of rising specialization of the economy. Many specialized fairs, and consequently a broader diversity of fair locations sprang up.

In addition, at the end of the 19th century, and in the early decades of the 20th century, numerous exhibitions of national significance were organized, mostly dedicated to a specific theme, for example electricity, health or mechanical engineering, and were primarily aimed at the general public.

### **Current Times — The Current State of the Conference & Exhibition Industry**

The commercial transactions of long ago thus paved the way for the international exhibitions of today, which are educational and instrumental in promoting global understanding.

Despite the emergence of high-speed, electronic communication methods during the 20th century, fairs today — as temporary marketplaces — continue to rank as one of the most dynamic and effective sales and marketing tools that exists. Fairs, as a complex mixture of information, communication and entertainment, are truly the only marketing communications media allowing the full exploitation of all five senses in an environment of face-to-face interaction.

At the beginning of the 21st century, the fair business is characterized by a continuously growing supply of fairs and exhibitions; fair organizers enlarge their field of activities on a global level, while being engaged in international collaboration.

2002, the global situation

(according to UFI, the global association of the exhibition industry)

- approximately 30,000 exhibitions held around the world
- approximately 3.2 million exhibitors participated in the exhibitions
- approximately 350 million visitors came to see the events

Modern trade shows have developed from a long historical tradition, which mainly influenced the economic rise of modern Europe and increase of global trade.

## **The Industry's Recent Internationalization**

The conference & exhibition industry has evolved rapidly since the 1960s with an expansion of demand and the construction of new spaces, whether convention centers or exhibition venues. When all types of activity are considered, including corporate meetings, the industry is widely dispersed, but most attention is focused on large conventions and exhibitions which take place in specially constructed facilities or purpose-built hotels.

The growing interdependence of national economies has stimulated the growing



internationalization of many exhibitions which traditionally had a regional or local character. Additionally, the increase of international conferences is not surprising as the world becomes increasingly interconnected through organizations. Even national conferences are attracting increasing numbers of foreign delegates. The trend for more international exhibitions, conferences and national events is expected to continue.

In recent decades, large-scale infrastructure projects which support the conference and exhibition industries have taken place not just in the more established destinations of Western Europe and North America, but in every continent and region. Young countries aspire to have such facilities in their capital city, which represent a symbol of modernity and allows them to host political summits. Thanks to major infrastructure investments and aggressive marketing, a greater share of the lucrative international conference and exhibition markets is now being won by new destinations in the Asia-Pacific region, former Eastern European countries and a number of African countries.

In regard to destinations of international exhibitions, Germany is the world leader. Its strength is not in the number of shows, but in its large size and international character. The modern Messe (huge convention center) of Germany evolved at the beginning of the century from traditional trade fairs. Now Germany has a “big six” in the industry, namely, Berlin, Düsseldorf, Frankfurt, Hanover, Cologne, and Munich. U. S. cities, Las Vegas, Boston and Chicago, and Britain’s Birmingham, Glasgow, Manchester and London are also well-known international trade exhibition hosts.

According to Union of International Associations (UIA) statistics, the following are the most popular destinations for international conferences:

- Countries — the U. S. A. , France, Britain, Germany, Italy, the Netherlands, Australia, Spain and Belgium

- Top ten Cities — Paris, Brussels, Vienna, London, Singapore, Berlin, Amsterdam, Copenhagen, Sydney and Washington

In the 1990’s other important international conference host cities were

- Europe: Barcelona, Dublin, Budapest
- North America: San Francisco, Atlanta, New York, Orlando, Vancouver
- South America: Rio de Janeiro
- Asia: Singapore, Hong Kong, Seoul, Beijing, Manila, Kuala Lumpur
- Australia: Melbourne

Conference organizers or delegates are often looking for new and unique sites. Most conferences are not fixed to a single location but rather rotate around a country or the world, so hosting centers cannot be assured of maintaining their roles as host. Some previously important cities, notably Geneva, Madrid and Rome have experienced a fall in the number of conferences and their ranking. In contrast, a steady growth has been observed in many new host countries, such as, China, Malaysia, and Poland.

More figures show the tendency for global dispersal of hosting destinations. In 1981 the top

twenty convention cities received 18 million delegates, nearly 42 percent of the total. By 1989 the top twenty received 23 million delegates, only 31 percent of the total, suggesting that although there was an overall increase in the number of delegates. At this time, these conventions were spread more widely, allowing new places to participate in the market.

The destinations of the exhibition industry are also dispersing globally. However, with the rise of manufacturing centers in developing countries, some well-established international exhibitions are moving to those young countries to stage. Minister Terazawa Yoshichika of the Exhibition Ministry in Japan External Trade Organization (JETRO) summarized the world market of the exhibition industry:

“Today given the angle of the global exhibition industry, excluding China and some brand exhibitions in various countries, the whole exhibition industry is in a very low period. The causes for the phenomenon are varied, and include, the depression and slump in IT, the appearance of bubble economy, and also cutting down the pressure of the cost, heightened competition, and so on.”

In a nutshell, the conference & exhibition industry is now a truly global industry, and the worldwide dispersal of its growing market indicates that there is always room for new entrants.

It is risky, however, to invest in the necessary infrastructure when there is no certainty of investment return or success in doing so. Critics have suggested that new huge convention centers are built in some small cities as “symbols of virility” only to find that they are usually under-used and waste scarce resources. Therefore, it is advisable to understand the features which explain why particular cities have become important before examining the prospects for new entrants.

The popularity of conference destinations is linked to the role that these cities play in global and national organizations interactions. Many world organizations have their headquarters in cities like Paris, London, Geneva, Vienna and New York. Other cities, such as Brussels and Strasbourg, are the headquarters for important international bodies like the European Union. National capital cities may also be the headquarters of large organizations which arrange international conferences.

Also, the image of particular cities and the quality of the experience available there may also affect the number of conferences they attract. This might explain why an older industrial city with a poor image finds the attraction of delegates difficult, while Paris always tops the list. “Conference organizers attach greater importance to ‘location’ than to any other single criterion when selecting their sites”. Having the right ambience including an attractive physical environment, a range of visitor attractions, and a good night life might be key factors which influence conference organizers’ decisions when other factors are equal.

Conference participants, particularly those attending large association conferences, usually seek urban amenities, preferably in an exciting environment. This is why cities

such as Las Vegas, Barcelona, Bilbao and Sydney have recently emerged as some of the largest convention destinations, rising rapidly in popularity. It is also why cities such as Atlanta and Birmingham have learned that convention facilities alone are not enough, and they need to broaden their appeal.

Unlike conferences, there does not appear to be an “attractiveness” factor affecting the attendance at exhibitions. It is primarily the quality of the show which determines attendance.

Moreover, successful exhibition locations are usually well-established manufacturing centers. First of all, such centers themselves boast clusters of qualified buyers and industrial trade shows as a platform of marketing intelligence are their intrinsic needs. Secondly, for exhibitors, the distance of the exhibition location from their base determines the cost of resources in terms of time, as well as travel and transport for exhibit personnel, exhibits and equipment. To make travel as cost-effective as possible, exhibitors prefer to combine the participation of exhibition with sales promotion visits to the host city or country or neighboring territories.

Germany ideally demonstrates the definite correlation between the exhibition industry and local industrial development. With a strong industrial base, it has been able to develop trade fairs of international importance with a significant proportion of participants coming from outside the country.

Experts pointed out that the destination is a mixture of tangible and intangible elements. Some intangible elements are vital to the success or otherwise of a destination, but they are often highly subjective and are subject to customers' perceptions. Those business tourists' perceptions are among the determinants to decision-making whether a site is preferable or not.

These perceptions include issues such as:

- whether or not the destination is seen as safe, secure and stable
- the perceived ambience and atmosphere
- the degree to which the destination is seen to be friendly or not
- the perceived efficiency and reliability of services within the destination

Finally, one point cannot be forgotten that the quality of management is necessary if a venue is to be successfully sold.



## Notes

1. evolution [i:və'lu:ʃən] *n.* the process of working out or developing 进展, 演变
2. manufacturer [ˌmænɜːʃə'fæktʃərə] *n.* one that produces 生产者
3. merchant ['mɜːtʃənt] *n.* a buyer and seller of commodities for profit 商人
4. exotic [ig'zɒtɪk] *adj.* introduced from another country 外来的



5. barter ['bɑ:tə] *n./v.* to trade by exchanging one commodity for another 物品交换, 实物交换
6. prevalent ['prevələnt] *adj.* generally or widely accepted, practiced, or favored 普遍的, 流行的
7. transform [træns'fɔ:m] *v.* to change in composition or structure 转换, 改变
8. Hyde Park [haid] 海德公园
9. caravan ['kærəvæn] *n.* a company of travelers on a journey through desert or hostile regions 旅行队, 商队
10. boost [bu:st] *v.* to push or shove up from below 推进
11. mission ['mɪʃən] *n.* a specific task with which a person or a group is charged 任务, 使命
12. spring up [sprɪŋ] 涌现, 蓬勃发展
13. bazaar [bə'zɑ:] *n.* a market (as in the Middle East) consisting of rows of shops or stalls selling miscellaneous goods 集市, 市场
14. itinerant [i'tinərənt] *adj.* traveling from place to place 巡回的
15. convert [kən'veɪt] *v.* to bring over from one belief, view, or party to another 转变
16. rampart ['ræmpɑ:t] *n.* a protective barrier 壁垒, 城墙
17. Utrecht ['ju:trekt] *n.* province central Netherlands S of the IJsselmeer area 538 square miles (1393 square kilometers), population 1,139,925 乌得勒支(荷兰城市)
18. Amsterdam ['æmstə'dæm] *n.* city & port, official capital of the Netherlands population 735,526 阿姆斯特丹(荷兰首都)
19. Turin [tju:'rɪn] *n.* commune NW Italy on the Po capital of Piedmont population 900,987 都灵[意大利西北部城市](即托里诺)
20. proliferation [prəʊ,lɪfə'reɪʃən] *n.* to grow by rapid production of new parts, cells, buds, or offspring 增殖, 繁殖



## Background

### The Recent Amalgamation — Two Activities into One Industry

Conferences and exhibitions can be considered as two distinct types of events, but the links between them are increasing.

Congresses, conferences, conventions and symposia are in many cases organized as events complimenting established exhibitions. In others these meetings are the main events and exhibitions are an appendage to them. The relative importance of the two elements in such combined activities varies widely. For example, a gathering of scientists