

马丁行业英语系列

Martin's Vocational English Series



English for Exhibitions and Conventions

会展英语 简易教程

袁菊花 编著

- ◎ 一线业务人员的必备手册
- ◎ 提升职业技能，增强职业竞争力

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世界图书出版公司

图书在版编目 (CIP) 数据

会展英语简易教程 / 袁菊花编著. —广州: 广东世界图书出版公司, 2006. 1

ISBN 7-5062-7875-8

I. 会… II. 袁… III. 展览会—英语—教材 IV. H31

中国版本图书馆 CIP 数据核字 (2006) 第 000966 号

会展英语简易教程

出版发行: 广东世界图书出版公司

(广州市新港西路大江冲 25 号 邮编: 510300)

电 话: (020)84451969 84459539

Web Site: <http://www.gdst.com.cn>

E-mail: pub@gdst.com.cn

经 销: 各地新华书店

印 刷: 广州市伟龙印刷制版有限公司

版 次: 2006 年 7 月第 1 版

印 次: 2006 年 7 月第 1 次印刷

规 格: 889mm×1194mm 1/48

印 张: 3.25

书 号: ISBN 7-5062-7875-8/H·0507

出版社注册号: 粤 014

定 价: 10.80 元 (随书附送高容量 MP3 一张)

咨询、投稿: (020)84183942, ershadao@126.com

前 言

随着中国加入世界贸易组织 (WTO), 各种展览会的举办日益频繁, 《会展英语简易教程》这本书正是为了适应这一具有广阔前景的市场需求和满足相关人员的语言需要而诞生的。

本书的内容涉及了会展的整个流程: 从会展邀请开始, 到安排参展、布置展位、参加会展、接待客户、介绍产品、业务接洽、商贸谈判, 以至业务跟进和分析会展成效。

每个单元的安排分别为背景知识、情景对话、实用句型、语言点 (词汇和语法小知识) 和相关的练习组成, 同时附有练习的参考答案。该书还附录了部分国家和地区名称表、贸易合同范例、出口合同英文格式和部分国际长途电话区号, 以便读者在需要时可以查阅。

本书作为简易教程, 本着简明、易学的宗旨, 尽量使用浅显易懂的语言, 采用中英文对照的形式, 精选了一系列经典、实用的情景对话, 并且对重点句子的结构、语法点以及重点词组分别做了注释并附例句。此外, 还附有相关练习及答案, 以供读者自学并进行自我评估。本书适用于具有基础英语知识的广大读者。

建议读者按本书的编排顺序来学习每个单元, 并尽可能独立完成单元练习后再参阅附录的参考答案, 以增加学习的自主性与参与性, 从而提高学习兴趣。如果在做练习过程中碰到困难, 建议回到“语言点”部分再看看, 充分理解并掌握后再接着往下做, 以提高学习效率。

祝广大读者们能从中受益, 这是我们最大的心愿。

袁菊花

2006 年 2 月

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Unit 1

Invitation

会展邀请

I

Background Knowledge

背景知识

参加商业会展是国内企业拓展出口贸易业务的重要途径之一。会展能够在同一时间、同一地点把某一行业中最重要生产商和买家集中到一起,为双方提供了一个有利的贸易平台。很多出口企业通过会展争取到了大量的订单。在会展中,参展商把自己的产品直接推荐给买家,与来访的客户快速建立起业务关系;同时也可以从客户那里获取第一手的反馈信息。

参展商可以利用电话、电子邮件、精美的明信片、宣传手册等方式向有可能来访的客户发出邀请。

会展的主办方在邀请企业参加的时候应该提供展览会的介绍、参展申请表格、参展费用、展馆展示图、参展人员手册等资料。其中,参展费用包括展位费、展位装饰和装修费、展品运输费、交通费、食宿费、必要的设备租赁费、广告宣传费、资料印刷费、礼品制作费、会议室租赁费等。

II

Situational Dialogues

情景对话

Dialogue 1

A: Mr. Martin 马丁 B: Ms Maria 玛丽亚

A: Hello, Ms Maria. This is Martin speaking.

B: How are you? Mr. Martin. I haven't seen you for ages!

A: How has your company been going?

B: Pretty well. We're expecting to extend our business.

A: Great! I'm calling to tell you that we would like to invite you to visit our annual hi-tech exposition.

B: I have an idea of joining it. What's new this time?

A: As you know, every time we have certain new products and no exception this year. Some newly developed visual-audio products will be shown.

B: We would like to present our new products, too.

A: 您好, 玛丽亚女士, 我是马丁。

B: 你好, 马丁先生! 好久不见了。

A: 贵公司一切可好?

B: 挺好的。我们期待着扩大业务。

A: 好! 我正想打电话邀请贵公司参加我们一年一度的高新技术博览会。

B: 我也有此意参加。今年有什么新亮点?

A: 您知道的, 我们每次都会有一些新产品。这次也不例外, 一些新开发出来的视听器材产品将闪亮登场。

B: 我们也想展示我们最新的产品。

A: You are warmly welcomed.
I'm going to send you the schedule, application form, expenditures, certain services provided during the period of the exposition.

B: I appreciate that.

A: By the way, I suggest you that you should provide the brief introduction of your company and the main products written in Chinese and English to the Organizing Committee because they will publish one special edition about the exhibitors and their products with the link of the website at the same time.

B: No problem. We will contact you very soon.

A: Great! You will receive the information I mentioned previously by fax promptly. Keep in touch.

B: Thank you. See you.

A: My pleasure. See you.

A: 非常欢迎! 我会把有关日程、申请参加表格、费用和有关服务方面的资料传给您。

B: 谢谢!

A: 对了, 我建议您将贵公司和主打产品的中英文简介提供给组委会, 因为他们将出版一期专门关于博览会的专刊, 对参加展览的公司和产品进行介绍, 并进行网址链接。

B: 没问题。我们很快与你取得联系。

A: 太好了! 您将收到之前我提到的有关资料的传真件。保持联系。

B: 谢谢! 再见!

A: 我很乐意。再见!

Dialogue 2

S: Mr. Smith 史密斯

Z: Mr. Zhang 张先生

Z: Good morning, Mr. Smith.

S: Good morning, Mr. Zhang.

Z: Our exposition is going to be held annually this autumn. You're welcome to participate as usual.

S: Thank you for remembering me. I would surely go.

Z: We are going to prepare a guest card for you.

S: Fine. Thank you.

Z: You will need to fill out the Application Form and Agreement with official stamp and submit it by mail or fax to the Organizing Committee. As for detail information, please search our website.

S: Very good.

Z: After receiving the Application Form, we will help reserve the booth.

S: Fine, I will try to fill out the form and pay 50% as deposit of the total booth rental.

Z: 史密斯先生, 早上好。

S: 张先生, 你好。

Z: 我们的展览将于今年秋季如期举行, 欢迎您一如既往地参加我们的展览会。

S: 谢谢你还记得我。我一定会来。

Z: 我们将给你发嘉宾卡。

S: 太棒了, 谢谢。

Z: 你需要填写好申请表格和协议书并加盖公司印章寄到组委会, 也可以传真或发邮件。有关的详细资料和信息, 请浏览我们的网站。

S: 很好。

Z: 收到您的申请表后我们会给您预订展厅。

S: 好的。我会尽早填写好表格并预付 50% 的展馆租金。

Z: Regarding the hotel and transportation, we will help order and arrange cars to pick you up at the airport.

S: You are very considerate. Wonderful!

Z: Thank you. Welcome to China again.

S: See you then.

Z: 关于酒店和交通,我们将帮您预订并安排接机等事宜。

S: 你的工作做得很周密,太好了。

Z: 谢谢。我们欢迎您再次到中国来。

S: 我们到时见。

Dialogue 3

M: Martin 马丁 **O:** Oliver 奥利弗

M: Excuse me, but are you Mr. Oliver from Canada?

O: Yes, I am.

M: It's so nice to meet you, Mr. Oliver. I'm Martin, the secretary of Shanghai Textile Export Company. I'm appointed as your accompaniment during your stay in China.

O: How do you do? Mr. Martin.

M: How do you do? Mr. Oliver. We welcome you to Shanghai, China.

M: 请问,您是从加拿大来的奥利弗先生吗?

O: 是啊!

M: 奥利弗先生,见到您很高兴。我叫马丁,是上海纺织品进出口公司的秘书。我受公司委派担任您在华期间的陪同。

O: 您好,马丁先生。

M: 您好,奥利弗先生。欢迎您到中国上海来做客。

O: Thank you. It's really so kind of you to come and meet me at the airport.

M: My pleasure. I hope you will enjoy your stay in China.

O: I surely will.

M: How is your trip?

O: Not bad. But we arrived later than expected. Our plane was a little delayed. All in all, we had good flying weather.

M: I'm quite pleased to hear that. Anyway, it's a long trip from Ottawa to Shanghai. You must be all exhausted now.

O: Yes, a little bit. I think I'll be all right tomorrow.

M: Let me help you with the cases.

O: Thanks. They are a bit heavy. I can take one myself.

M: OK. Let's go. Our car is waiting outside.

O: 谢谢你专程来机场接我。

M: 荣幸之至。希望您在中国过得愉快。

O: 我深信我会的。

M: 您的旅途顺利吧?

O: 还好。比预计的要迟一点,飞机有些晚点了。总的来讲,飞行天气还不错。

M: 那就好。当然,从渥太华到上海路途遥远,您现在一定很累了把。

O: 有一点儿,我想,明天就会恢复的。

M: 我来给您提箱子吧。

O: 谢谢。箱子有点儿重。我自己可以提一只。

M: 好,我们走吧。我们的车在外面等着。

III

Practical Sentences

实用句型

1. 希望你能参加下一届中国交易会。

We hope you can attend the next session of the Chinese Export Commodities Fair.

2. 第 100 届中国出口商品交易会将于 2006 年 10 月 15 日开幕。

The 100th Chinese Export Commodities Fair will be opened on Oct.15, 2006.

3. 请问,有什么需要我帮忙的吗?

Is there anything I can do for you?

4. 欢迎参加展览会。

Welcome to participate in the exposition.

5. 请填写好申请表并寄回会展组委会。

Please fill out the Application Forms and send them back to the Organizing Committee.

6. 每个参展商必须预付 50%或全部的场地租金。

Each exhibitor must prepay for the rent 50% or totally.

7. 为了能让更多的商家了解您的产品,请同时提供公司的产品样品和有关图片的中文和英文资料。

In order to let more buyers know about your products, please provide samples and photographic materials in

Chinese and English.

8. 组委会收到租金后,将会把展览手册和有关资料寄给参展商。

After receiving the booth rental, the Organizing Committee will send a copy of Exhibitor's manual and exhibition materials to the exhibitor.

IV

Language Points

语言点

❖ Vocabulary 词汇

as usual	像往常那样
annually <i>adv.</i>	每年一次地
all in all	总的来说
as for	关于……
Application Form	申请表格
Agreement <i>n.</i>	协议书
booth <i>n.</i>	展厅,展位
booth rental	场地租金
be kind of	友好的,好心的
be appointed as	被指派为……;被委任为……
be later than	比……晚了
be all exhausted	很疲倦
considerate <i>adj.</i>	细心的、考虑周到的
deposit <i>n.</i>	押金、保证金

exhibitor <i>n.</i>	参展者
fill out / fill in	填写
How do you do?	您好!
help you with the case	帮你提箱子
It's so nice of you to...	你真好……
Is there anything I can do for you?	有什么能帮上忙吗?
in order to	为了……
know about	知道, 了解
manual <i>n.</i>	使用手册
My pleasure.	很荣幸
Nice to meet you.	见到你很高兴。
pick sb. up	接人
pleasure <i>n.</i>	荣幸
reserve <i>v.</i>	预订
rent <i>n.</i>	租金
search the website	浏览网站
submit... to	上交
see you then.	到时见
The Organizing Committee	组委会

◆ Grammar 语法小知识

1. To be held 是英语中的被动语态, 由被动词 be 加上动词的过去分词构成, 动作的主语是被执行者。例如: 我吃苹果了。→ I ate the apple. 变为被动语态就是“苹果被我吃了。”→ The apple was eaten by me. 广州交易会将于 2006 年 5 月 20 日举行。→ The Canton Fair is going to be held on 20th May, 2005.
2. Thank you for remembering me “谢谢你还记得我”。thank you for 后面接名词或动词现在分词(相当于名词功能)。

例如：谢谢你来看我。→ Thank you for visiting me. 有时候也可以加上人称，如：Thank you for your visiting me. 谢谢你送我回家 → Thank you for sending me back.

3. submit... to... “上交东西给某人”。 submit sth. to sb. 例如：请把论文交给大会组委会。→ Please submit your thesis to the Organizing Committee. 我把押金交给了办公室的秘书。→ I submitted the deposit to the office secretary.

4. as for... “关于……；有关……”。例如：有关的详细资料请参阅我们的用户手册。→ As for detailed information, please read our users' guide. 有关航班详情，请咨询服务前台。→ As for specific air-flights please consult the Information Desk.

5. pick up sb. “接某人”。从某地接某人可以加上介词 from。例如：我要去机场接英国朋友。→ I am going to pick up my English friend from the airport. 他每天都要去幼儿园接女儿回家。→ He must pick up his daughter from the kindergarten every day. 此外，也可以在 pick 后面接人称代词再加 up。如：老板从法国回来，我要去白云机场接她。→ My boss will come back from France, I am going to pick her up at the Baiyun Airport.

6. See you then. “到时见”。这是表示双方说好一个时间，分别时说按那个时间咱们再见。例如：A：我们周六晚上六点见。→ We shall meet at six on Saturday evening. B：好的，到时见。→ Fine, see you then.

7. How do you do? “您好”。这是用于第一次与人见面时说的，用于比较正规的场合。回答也是一样：How do you do?
8. Nice to meet you. “见到你很高兴”。这也是与陌生人见面认识后表达的句子，回答是：Nice to meet you, too.



Exercises

练习

1. 举办商务会展有哪些好处？展览会的准备工作包括哪些程序？如何邀请客户？

2. 选择适当的单词和词组把下列句子补充完整。

annual, pleasure, ceremony, appoint, session, as usual

- (1) Every year we have a/an _____ conference about the situation of global commerce.
- (2) The manager _____ me as the chief accountant of the company.
- (3) It's really a great _____ meeting the President of the Group.
- (4) In order to celebrate the founding of economic reunion, we are going to have a grand _____.

- (5) Last year I came for the exhibition and I will participate in the fair _____.
- (6) Up to now, there have been 90 _____ of this kind of expositions internationally.

3. 将下列句子翻译成汉语。

- (1) My pleasure.

- (2) I am glad I can pick you up at the airport.

- (3) Welcome to the opening ceremony of the Canton Fair.

- (4) I must submit this paper to the boss before this Thursday.

- (5) In order to catch the flight, I have to leave very early.

- (6) Nice to meet you, Mr. Yang.
