

ENGLISH FOR BUSINESS

会 展 英 语

The English We Use for EXPOSITIONS AND TRADE FAIRS

提高英语的阅读、口语和翻译综合能力

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前 言

中国的会展业是一个新兴的行业,它起步较晚,但发展迅速。会展业的发展前景非常广阔,是我国今后十年最具发展潜力的十大行业之一。在我国,它被称为“朝阳产业”、“无烟产业”。目前,我国的会展业是第三产业的重要组成部分,已经成为新的经济增长点,它的数量和规模正以每年 20% 的平均速度递增。中国已成为亚洲的会展大国并正逐步成为亚洲地区的区域性会展中心。

但是,目前我国上规模、上档次的展览会所占比例非常小,具有国际影响、形成品牌的展览会屈指可数。会展经济在西方已有 200 多年的历史,而我国的会展经济则是改革开放以后逐步发展起来的。如今,瑞士日内瓦、德国汉诺威、慕尼黑、美国芝加哥、纽约、法国巴黎、意大利米兰、英国伦敦、新加坡和香港都已成为世界著名的“展览城”。

世界经济全球化和区域化发展以及我国的全方位对外开放,将带动我国会展业向更高的层次发展。我们要顺应世界经济全球化和区域化发展的潮流,积极推进中国会展业实现市场化、专业化和国际化,营造一个开放性和国际性的经营环境,通过竞争与合作促成一批具有专业水准和国际影响的品牌展览会和一批具有国际竞争力的大型会展企业集团的出现。

现代会展业的发展需要一大批专业会展人才和会展公司的共同努力。但目前我国高素质的会展专业人才和会展公司奇缺,会展人员素质偏低。会展业的发展涉及“硬件”和“软件”两个方面,而重要的“软件”之一就是英语,因为国际性的会展,无论是走出去还是请进来,都是以英语作为工作语言。英语在这方面的应用,涉及阅读和口笔头表达能力,涉及大量的专业词汇和术语。会展英语是商务英语的一个重要组成部分。只有语言规范化、专业化才能使我们组织的国际会展活动从宣传到实施产生经济效益和国际竞争力。这就要求我们大力培养熟练掌握英语的专业会展人才。

《会展英语》一书旨在培养学习者运用英语组织国际会展的口语和笔头表达能力。本书共有 15 单元,每个单元由 Reading, Questions and Answers, 以及 Exercises 三个部分组成。阅读部分主要是用英语介绍国际著名会展知识,并涉及国内重要会展活动;问答部分可做口语训练用,其内容主要涉及一些组展和参展的经验;练习部分包括阅读理解和英汉、汉英互译的技能。本书的难易程度为中等,可以作为对外经贸专业学生的课本,也可以作为专业培训班的教材,还可以作为贸促工作者和翻译人员的参考书。书中的课文和

问答部分都是根据互联网上的有关资料改编的。

希望这本《会展英语》教材在我国会展业发展的大潮中起到一点“推波助澜”的作用。

由于编著者水平所限,书中不足之处在所难免,敬请专家和读者提出批评和建议。

编著者
2005 岁末

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Unit 1

Overview of Exhibitions



Historical Background

Exhibitions are not 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 route intersections, attracted visitors and brought prosperity. Crowds of people, some of whom had travelled 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.

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 flock to the cities of Lyons,

Frankfurt and Leipzig in particular from all over medieval Europe.

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

The first universal and international exhibition in the modern sense of the term took place in 1851 in London, capital of England, 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 contribute to the exhibition, which constituted an inventory of all branches of human endeavour. Paris took over and organised brilliant exhibitions in 1867, 1878, 1889 and 1900. Soon other large centres 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 characterised by very poor organisation. 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 and provide participants with certain guarantees. As interest and experience in exhibitions grew it became apparent that the various parties had to be brought together and their differences aired 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 work out the basis for an agreement.

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

The governments took up the matter again 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 organisation 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 organisers. At the same time the International Exhibitions Bureau¹ was created in order to ensure compliance with the provisions of the Convention.

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 organisation of international exhibitions.

Types of Exhibitions

There are several types of exhibitions. They can be classified as:

Major general exhibitions

Such exhibitions exhibit all types of consumer and industrial goods. They are open to public. The audience can be regional, national or international. When exhibiting in this fair it is difficult to attract worthwhile target visitors, although the audience is huge.

Major specialized exhibitions

This type of exhibition specialized in terms of industry and trade, for example, the leather sector, the handicraft sector, the textile sector, the wood sector etc. However, the degree of specialization varies. They are primarily for business visitors mainly from various levels of trade and industry. It attracts large number of businessmen specifically concerned with the show's area of

specialization. The exhibitor can be sure that a large number portion of business people will be at the exhibition. For new entries, they can offer the best opportunity to find big buyers, distributors and retailers.

Consumer exhibitions

These are general exhibitions in terms of products shown and audience interest. The primary visitors are the public who may come from the immediate area. However, some ‘consumer exhibitions’ specialize in food products, beverages, shoes etc. This type of exhibition is more appropriate for already established business with distributors and identified products, which are already in retail shops.

Exhibitions in change

World’s exhibitions have excited and inspired millions of people around the world by expressing the hopes and desires of their times. Perhaps unwittingly, they also provide a fascinating glimpse into the realities of those same times.

Ever since the first world’s fair in London in 1851, the goals of world’s fairs have been both high-minded as well as commercial. They also allow people to explore the world outside of their everyday experience — outside cultures, new scientific advancements, and new inventions.

As times change, world expositions have changed to fit those times. They continue to reflect both the commercial needs of their times while presenting the ideals, hopes, and aspirations of people even as those evolve.

One of the primary goals of world’s exhibitions is to entertain

Both the amusement zones and pavilions in world’s exhibitions have evolved over time. As people have more and more entertainment options, world expositions have continued to find new ways to provide information and inspiration in new ways.

We believe that world expositions are changing and will continue to change with the times. There will always be new ways to inspire, new ways to enlighten, new ways to entertain. We also can’t discount the attraction of

experiencing something new as part of a group, a community.

World's fairs are still important

They are related to both the Olympics and the United Nations in many ways, but world's exhibitions are unique in that the everyday person can experience them firsthand, not just athletes or politicians. Anyone can enter that expo site and feel a part of something new, feel a part of the world community, feel what potential man has for doing good in the world.

Perhaps that should be the mission of world expositions now — to make us even the slightest bit less cynical about the world and to let us feel we are a part of that world — and you can rarely experience that from your television or computer.

Glossary

1. date back 追溯
2. intersection *n.* 十字路口, 交叉口
3. handsomely *adv.* 丰厚地, 可观地
4. overwhelming *adj.* 势不可挡的, 无法抗拒的
5. endeavour *v.* 竭力, 努力
6. give rise to *n.* 引起, 带来
7. proliferation *n.* 扩散, 增殖
8. air *v.* 表达, 显示
9. take the initiative *v.* 采取主动, 发起
10. ratify *v.* 批准, 认可
11. constructive *adj.* 建设性的
12. compliance *n.* 服从, 遵守, 顺从
13. in view of 考虑到, 鉴于
14. undertake *v.* 承担, 担任, 承诺
15. protocol *n.* 协议
16. specialize in 擅长于, 专攻
17. unwittingly *adv.* 不知情地, 无意地
18. high-minded *adj.* 高雅的, 格调高的

19. aspiration *n.* 心声, 渴望
20. pavilion *n.* 展亭
21. obsolete *adj.* 过时的, 落伍的
22. exhaust *v.* 用尽, 耗尽
23. cynical *adj.* 愤世嫉俗的

Notes

International Exhibitions Bureau: 国际展览局。(法语: The Bureau International des Expositions) 根据 1928 年外交公约建立, 其功能是规范它管辖范围内举办展会的周期和质量。

World's Fairs and Expositions

Question: What is a world's fair?

Answer: World's Fair is the generic name for various large expositions held since the mid 19th century. Such expositions feature exhibits like arts and crafts, scientific discoveries, and products of industry and agriculture, provided by countries from around the world. These exhibitions and expositions are organized and themed displays of products or other items; for example, of goods and services in a particular retail sector, or of pictures by a particular artist. Although the terms are used interchangeably, in strict usage an exhibition is for a short period only, while an exposition is for a longer period and usually on a larger scale.

Question: How have modern trade fairs evolved?

Answer: Such displays have their origin in the large commercial fairs once common in Europe, to which every kind of merchandise was brought to be sold. It was discovered that exhibitions stimulated sales, and arrangements were ultimately made to exhibit goods not for immediate sale but for purposes of advertising and promotion. The first such exhibition was held in 1756 – 1757 in England by the Society of Arts, which exhibited all the entries and awarded prizes for the best English manufactured products.

Question: What are the major types of exhibitions?

Answer: Beginning with the latter half of the 19th century, three types of exhibitions

and expositions became prominent. The first was the industrial exhibition, devoted to the stimulation and progress of a specific industry or to all the industries of a specified country or area. A second type of exhibition, particularly popular in the United States, was regional and was dedicated to the commemoration of a historical event. The third type, the grand or universal exposition, was international in scope; it was sponsored by a national government and displayed a wide variety of products. The first such exposition was the Great Exhibition held in London in 1851.

Question: What are the characteristics of universal expositions?

Answer: Universal expositions encompass universal themes that affect the full gamut of human experience, usually at a unique period of time for mankind. These universal expos usually have themes based on which pavilions are made to represent the country's opinion on that theme. For example, the theme for the Expo at Lisbon (1998) was "water" and the theme for the 2005 Expo being held in Japan is "nature's wisdom". Universal expositions are usually held less frequently than specialized or international expositions because they are more expensive. To distinguish them from lesser fairs, they require total design of pavilion buildings from the ground up. As a result, nations compete for the most outstanding or memorable structure.

Question: How do you distinguish between universal expositions and international expositions?

Answer: International expositions are also united by a common theme — such as transportation (Vancouver Expo '86) or 'Leisure in the Age of Technology' (Brisbane Expo '88). International expositions are specialized expositions whose are narrower than the worldwide scope of universal expositions, such as the International Garden Expositions, held in Osaka in 1990 and Kunming, China in 1999.

Specialized and international expositions are usually smaller in scale and cheaper to run for the host committee and participating nations because the architectural fees are lower and they only have to rent the space from the host committee, usually with the pre-fabricated structure already completed. Some say this leads to better creative content as more money can be spent in this area.

Specialized and international are similar in that the host organization provides the rental space to participating countries, as well as the building itself, which is usually pre-fabricated. Countries then have the option of 'adding' their own colors, design etc. to the outside of the pre-fabricated structure and filling in the inside with their own content. One example of this is

China, which invariably has chosen to add a Chinese archway in the front of their pre-fabricated pavilions to symbolize their nation (Expo '88, Expo '92, Expo '93).

Question: What happens to the architecture after the fair? Do they become permanent structures?

Answer: The majority of the structures are temporary, dismantled at the end of the expo. A major exception is the Eiffel Tower, built for Paris' Exposition Universelle (1889). The Crystal Palace, from the first World's Fair in London in 1851. The 1876 Centennial Exposition's main building is now the Smithsonian Institution's Arts and Industries Building in Washington, DC. And there are many other outstanding exceptions.

Some World's Fair sites become parks incorporating some of the expo elements. The Palace of Fine Arts in San Francisco, for example, was built in 1915 for the Panama-Pacific International Exposition. Today the site features a classical Roman rotunda with curved colonnades in an idyllic park setting. Visitors may picnic, stroll by the lake, enjoying the ethereal beauty of the park setting.

And there are also some pavilions which have been moved overseas intact after the show. For instance, the USSR Pavilion from Expo '67 (the Montreal World's Fair) is now back in Moscow.

Notes

1. **generic name:** 总称, 统称
2. **full gamut of:** full range of 全面的, 全方位的
3. **dismantled:** v. 拆除
4. **Smithsonian Institution's Arts and Industries Building in Washington, DC.:** 位于美国华盛顿的国立史密森博物馆艺术与工艺大楼
5. **rotunda:** n. 有半球形屋顶的圆形建筑
6. **colonnades:** n. 列柱, 柱廊
7. **ethereal / aetherial:** adj. 优美的

1. Answer the following questions with the information from the passage.

- 1) How did today's international exhibitions originate?
- 2) What role are international exhibitions playing in modern world?

- 3) What do you know about the major types of international exhibitions?
- 4) What are the goals of international exhibitions?
- 5) What is the world exposition's mission now?

2. Read the passage again and decide whether the following statements are true or false.

- 1) The international exhibitions are a recent phenomenon.
- 2) The international exhibitions are only beneficial to the host countries.
- 3) Berlin Diplomatic Conference established the basis for an international convention governing international exhibitions.
- 4) A handicraft fair belongs to the category of consumer fairs.
- 5) The television and Internet have made the international exhibitions obsolete.

3. Fill in the blanks with words given below. Change the form where necessary.

overwhelm	compliance	aspiration	exhaust	undertake
endeavour	ratify	constructive	obsolete	unwittingly

- 1) He felt a(n) _____ desire to talk with her.
- 2) The patient ought to _____ with the physician's orders.
- 3) I will _____ to overcome any difficulty in my studies.
- 4) With the rapid development of technology, so much equipment has become _____ almost as soon as it is made.
- 5) His parents respect his _____ to a movie career.
- 6) Nobody in the committee wanted to _____ the arduous task of monitoring the election.
- 7) After the conference, both sides described it as frank, friendly and _____.
- 8) The Congress has _____ an amendment to the Constitution.
- 9) He was _____ arrested by the police.
- 10) We should not develop modern civilization at the expense of _____ natural resources.

4. The following sentences are taken from the reading materials. Please read them carefully and try to simulate the patterns in bold.

- 1) They **date back to** the times **when** ◇ _____ **date back**
large-scale markets were regularly held **to** _____ **when** _____

in cities which, because they were located at major route intersections, attracted visitors and brought prosperity.

- 2) These events inevitably **gave rise to** numerous conflicts of interest and **were often characterised by** very poor organisation.
- 3) In 1912 the German government **took the initiative** and called interested governments together **in order to** work out the basis for an agreement.
- 4) **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, a thorough revision of the 1928 Convention was necessary.
- 5) We certainly have seen this recently **as people claim that** television and now the Internet have made world's exhibitions **obsolete** — that we have now finally **exhausted the potential** to entertain, enlighten, and inspire outside of one's own home.

_____.

◇ _____ **give rise to** _____ **and are often characterised by** _____.

◇ _____ **take the initiative** _____ **in order to** _____.

◇ **In view of** _____ **and also in view of** _____.

◇ _____ **as people claim that** _____ **obsolete** — _____ **exhausted the potential to** _____.

5. Translate the following sentences into Chinese.

- 1) Crowds of people, some of whom had travelled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles.
- 2) Through these gatherings a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations and often conflicting cultures.
- 3) These events inevitably gave rise to numerous conflicts of interest and were often characterised by very poor organisation.

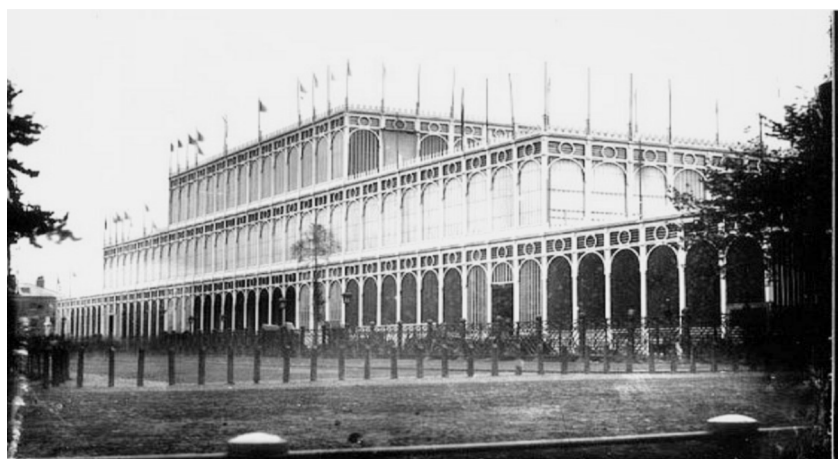
- 4) This revision was undertaken in 1965 and resulted in the signing of the Protocol of November 30, 1972, which has since governed the organisation of international exhibitions.
- 5) Perhaps that should be the mission of world expositions now — to make us even the slightest bit less cynical about the world and to let us feel we are a part of that world — and you can rarely experience that from your television or computer.

6. Translate the following sentences into English.

- 1) 作为小企业主,尤其是那些处于起步阶段的,为展会作准备是一件令人伤透脑筋和劳神费力的事。我们需要首先回答两个问题:我们要在展会上展出什么以及我们如何展示?
- 2) 若想达到良好的展览效果,你首先要对所报展会的详细情况,或者所考虑的展出内容心中有数。如果必要的话,联系展会组织者,了解该展会吸引观众的类型以及展览区布局的详情。
- 3) 这些很久以前的商业性交易为当今国际展览会的形成铺平了道路。国际展会对促进世界人民间的相互理解发挥着教育性和指导性作用。
- 4) 我们相信,国际博览会正在发生变化,并且会随着时代的发展继续变化。总会不断出现激发灵感、启迪心智、娱乐消遣的新方式。我们也不能低估作为一个群体、一个社区一分子所体验到的新事物的魅力。
- 5) 世博会不同于一般的交易会 and 招商展览会,它是全球最高级别的博览会,是各国动员全国力量,全方位展示本国社会、经济、文化成就和发展前景的最好机会。

Unit 2

The Great Exhibition of 1851 , London



Crystal Palace, Exterior

Conceived as an “Exhibition of the Works of All Nations”, the Great Exhibition of 1851 was the first event of its kind, bringing together people from all over the earth in an environment of peace and intellectual stimulation. The Great Exhibition was the brainchild of Prince Albert and Henry Cole of England, Queen Victoria’s husband.

The idea of a National Exhibition did not originate with the British, but with the French, who had organized the first exhibition of national products as early as 1798 and had held an exposition every five years since the beginning of the