

主 编 宗端华 李 萍



City Convention and Exhibition

—Development of English Reading Course

中华女子学院



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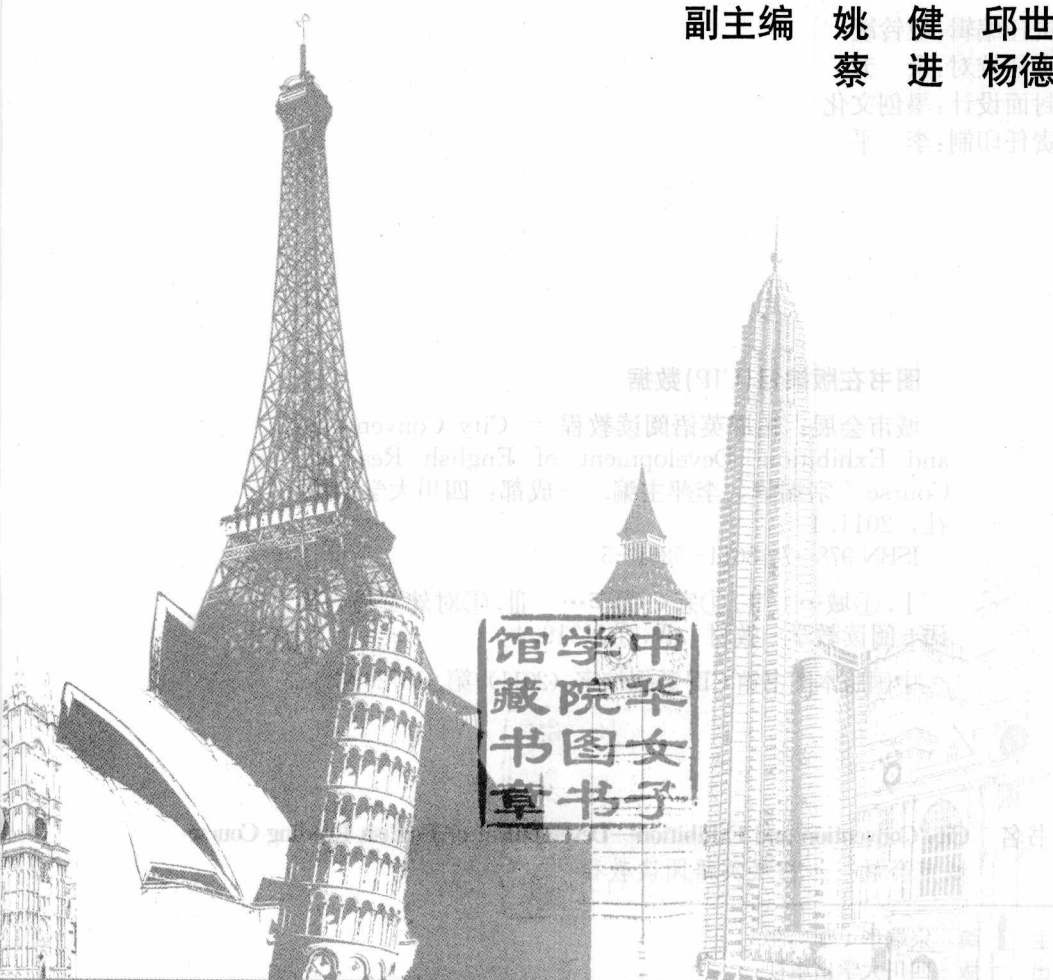
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编者序

会展业、房地产业和旅游业并称为当今三大朝阳产业，它们对拉动地方经济、提升城市形象、促进对外经贸文化发展和交流以及加快城市建设步伐起着举足轻重、不可替代的作用。据相关研究：会展业对其他产业的带动作用为1:9。也就是说，会展业本身的发展可带动九个相关产业的相应发展。因此，上自中央，下至地方，各行各业，无不对会展业的发展予以高度重视。2008年北京奥运会的成功举办和2010年上海世博会的顺利举行，更是向全世界吹响了中国会展经济大发展的号角！

遗憾的是，在会展业取得突飞猛进发展之时，以本土文化为特色，与会展经济发展密切相关的教育教学和培训工作仍有滞后之嫌。最明显的例子莫过于，国内迄今还很难见到一本以会展业为主要内容的高校英语阅读教材。许多地方举办的城市会展只能见到中文广告和中文招商通告，地方会展信息的发布也大多只有中文，没有或很少有英文。一些地方会展名称的翻译也存在歧义或不尽一致，令人无所适从。在全球经济一体化发展的今天，这种状况正制约着地方会展经济向国际会展市场的进一步发展。有鉴于此，我们萌生了编纂一部以城市会展为主要内容的拓展英语阅读教程的想法。

本教材的编写得到成都大学的鼎力支持，并被列为学校2008年度校级立项教材。本着立足地方、服务全国的宗旨，我们选取了以成都会展为主、以全国会展为限的教材编写内容。根本目的就是想为英语学习者（英语专业或非英语专业学生）及涉外会展工作者提供一部实用的会展英语阅读教材，提供相关资源链接的方向。

两年来，编写人员博览资料，在搜集资料和选材方面费尽心力；在教材编写过程中呕心沥血。历经七百余天的辛苦之后，这部教材终于即将付梓。我们在感到高兴之余，心里又有些惴惴不安。由于我们水平有限，所选资料大部分立足本



土，它们大多只有中文，鲜有英文，因此书中错误在所难免。在此，我们诚恳希望，在本教材面世之后能得到学界同仁和社会各界人士的帮助和指教，不吝指出教材中存在的种种错误，以使我们再版时予以修订、改进和不断完善。

编者

2010年10月于成都

中学前
羊头黄
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Unit One

Text A

An Overview of Chinese MICE^① Cities

Since reform and opening-up to the outside world, China has made great development in convention and exhibition industry. Over the past ten years, the exhibition economy rose gradually in scale and benefit, and has developed into one of the three most promising industries, greatly impelling the regional economy and urban economic development. Success of 2008 Beijing Olympic Games and 2010 Shanghai World Expo not only shows the world the image of a more open and confident China, but also helps the world to feel the strength of Chinese exhibition industry. The year 2010 witnesses the booming of convention and exhibition industry in China; 2010 belongs to the city convention and exhibition industry in China.

Beijing—Head of China's Exhibition Industry

According to the China International Exhibition Center Group Corporation data, the total exhibition area of Beijing ranks first of the country. Its scale and grade are ahead of the other cities. Some exhibitions have entered the rank of the international brand exhibition. Machine Tool Exhibition, Foundry Exhibition, Textile Machinery Exhibition, Print Exhibition and Refrigeration Exhibitions have obtained the authentication of Union of International Fairs (UFI). Of the six exhibitions that have gained access to UFI authentication, five are in Beijing and the other is in Shanghai. There are numerous main exhibition organizations in Beijing, and the type of exhibition is also very complete, including international conferences and exhibitions. Every year the ratio increases significantly. In 2010, Beijing exhibition industry has reached a total market size of nearly 4 billion *Yuan*. Exhibitions held in Beijing are mainly economic

① MICE: Initials for meetings, incentives, conferences and exhibitions.



and technological ones, which account for more than 70% of the total and have formed the prototype of the Chinese exhibition industry. Centralized authority and the market concentration of resources are the bases for the development of Beijing exhibition industry.

Shanghai—An Upstart of International Exhibition Industry

In 1990s, Shanghai's exhibition industry began to develop. Nowadays, the number of national or international exhibitions held in this city has increased at an annual rate of nearly 20%, of which 50 exhibitions have had a considerable international reputation. A city of international economic, financial and trade center, Shanghai's total area of exhibition venues stands in the forefront of the nation. Shanghai exhibition industry rose rapidly with the pace of reform and opening-up, and has become the highlight and new booster of the national economy of the city.

There are more than 100 professional exhibition companies, exhibition structures and transportation companies along with over 4,000 people employed in these industries. The exhibition has become a vibrant growth industry.

More than half of the world's top 100 industrial-based multinational corporations have gathered in Shanghai. Some high-level international conferences held in Shanghai have won Shanghai a reputation of international convention center. These include APEC, Shanghai International Industry Fair, International Chamber of Commerce Annual Meeting, etc.

Shanghai World Expo extends from May 1st to October 31st in 2010, lasting half a year. It is estimated that 70 million people from all over the world will be attracted to visit it. The Expo's subject is "better city, better life". Shanghai World Expo has been held as scheduled, and will further strengthen the ties between China and other countries in society, economy and various aspects. Furthermore, it will help the Chinese to establish a more intimate relationship with all peoples, and enable Chinese people and enterprises to know more about each participating country's economy and culture, impelling Chinese enterprises to go abroad and develop the overseas market, which will in turn bring good opportunities to various countries in developing business partnerships and the technological exchange with China.

Guangzhou—One Exhibition Impelling the Booming of more Exhibitions

With a reputation of "the first Chinese exhibition" and a display area of 170,000 square meters, Guangzhou Export Commodities Fair has passed through 53 years. It is currently the most comprehensive international trade event with the longest history, of the largest size and most complete types of goods to the largest attendance and with the

best business turnover. Guangzhou, the political, economical and cultural center of South China, is one of the most active areas of the domestic convention economy where convention and exhibition industry developed very early. Depended on the Fair's influence, the Guangzhou peripheral locality has presented the pattern of a hundred exhibitions striving for hegemony. Its display quantity, display area, exhibition scale and influence are ranked in the national front row.

Since the reform and opening-up, Guangzhou and the Zhujiang Delta region have become a hot spot for foreign investment, the processing and manufacturing center of China, and the world. Exhibitions of electronic components, light industry and consumer goods have developed rapidly. Guangzhou convention and exhibition industry is characterized by a high opening degree. There are Guangzhou Export Commodities Fair at the state-level, overseas specialized exhibitions from abroad, and various professional exhibitions operated by private exhibition organizations. We have reasons to believe that with the speeding process of building Guangzhou into an internationalized metropolis, and based on its original advantages, Guangzhou exhibition industry will attract more international exhibitions.

Dalian—A Coastal City “with the Business Card of Exhibition”

Dalian convention and exhibition economy has been propped up by a dozen of stereotyped brand shows such as “Dalian Fashion Festival”. With the completion of Dalian Xinghai Convention and Exhibition Centre in 1996 as a hallmark, the exhibition industry in Dalian began to develop rapidly. Within several years, its economy and trade display projects developed from little to many, the exhibition scale from small to large, the subjects from single to diversity, and the contents from synthesis to specialty. The exhibition industry has maintained an annual growth rate of 20%, and turned mature gradually. Mr. Bo Xilai, the mayor of Dalian city, once said that in order to increase the proportion of international exhibits and enhance international cooperation, greater efforts should be made to improve the level of the exhibition layout and make exhibition a beautiful Dalian business card opening to the outside world. Dalian is thus hailed as a coastal city “with a business card of convention and exhibition”.

Currently, Dalian ranks after Beijing, Shanghai and Guangzhou in Chinese MICE cities.

Shenzhen—A New MICE City Coming to the Fore

No other cities have experienced the ups and downs in exhibition industry like Shenzhen. It wasn't until 1999 that “Shenzhen Hi-Tech Exchange Conference” became the core of the leading exhibition, which brought convention and exhibition industry of



Shenzhen to a climax. With the success of “Hi-Tech Exchange Conference”, Shenzhen exhibition industry ushered in the spring of development. Display companies and various exhibitions grew like mushrooms. During the two years from 2000 to 2001, more than 200 commercial exhibitions were conducted in Shenzhen. Some well-known brand exhibitions like Clock and Watch Exhibition, Gifts Exhibition, China Hi-tech Fair etc., have been formed in Shenzhen.

According to incomplete statistics, in 2000, the direct creation of economic efficiency coming from Shenzhen exhibition industry is above 200 million *Yuan*, and have brought several billion *Yuan*’s additional output values for the related transportation, finance, communication, advertisement, decoration, traveling, and business etc. Shenzhen exhibition industry has become a new growth point for economic development. The important position of the convention & exhibition economy in the tertiary industry has been stably established. Shenzhen exhibition divides approximately into two parts: the first are various exhibitions adapting with the traditional industry like clock and watch exhibition, furniture exhibition etc.; the second are the convention echoing with the new economical, high technology and new technology industrial development, like China Hi-tech Fair, Internet Exhibition and so on.

Chengdu—Leading Convention & Exhibition Industry in West China

The exhibition material from Chengdu Exhibition Office shows that five big exhibition halls such as Century City New International Convention & Exhibition Centre have been formed, and the hall area has broken through 200,000 square meters, ranking the fourth place in the MICE cities after Beijing, Shanghai and Guangzhou. In 2007, 86 exhibitions such as the automobile, medicine, good food and sugar and alcoholic commodities exhibitions were conducted in Chengdu.

According to statistics, Chengdu has reached an exhibition asset size of 85 billion *Yuan*, and the annual output of about 7 billion. In accordance with international practice 1:9 of the industry leading role, the exhibition economy has given an impetus to Chengdu’s economy by 60 billion *Yuan* every year. Conventions and exhibitions of a large scale in Chengdu include the National Sugar and Alcoholic Commodities Fair, Software Association Meeting, Chengdu Furniture Exhibition, Chengdu Auto Show and Good Food Traveling Festival etc. “Chengdu wants to build an internationally influential city exhibition business card on the basis of its own characteristics and needs.”

*

*

*

Currently, the leading role of convention and exhibition industry has been shown in the country. It may extend forward to constitute the supply chain of exhibition service, including relevant service industries like guesthouse hotel, transportation, cultural

traveling, dining entertainment, advertisement media and so on; it may also extend backward to constitute optimization development of the first and second industries. On the whole, 1 unit exhibition output value may lead 9 units output values of the related profession. By this calculation, the Chinese exhibition industry's contribution to the socio-economic growth has reached more than a thousand billion *Yuan* each year. There is no doubt China will play an increasingly important role in the international exhibition industry.

New Words

- alcoholic /ˌælkəˈhɒlɪk/ *adj.* 酒精的 *n.* [C] 嗜酒者, 酒鬼
 association /əˌsəʊsi'eɪʃən/ *n.* 协会, 社团; 联合, 结合, 交往
 authentication /ɔːθəntɪˈkeɪʃən/ *n.* [U] 认证; 鉴定; 使生效
 benefit /ˈbenɪfɪt/ *n.* 益处, 好处; 救济金, 保险金
 boom /buːm/ *vi.* 激增, 猛涨; 兴隆 *n.* 激增; (经济等) 繁荣; 迅速发展
 booster /ˈbuːstə/ *n.* [C] 助推器; 热情的支持者, 援助者
 calculation /ˌkælkjuˈleɪʃən/ *n.* [U] 计算; 推断, 预测, 估计; 盘算; 算计
 characteristic /ˌkærɪktəˈrɪstɪk/ *adj.* 特有的, 典型的 *n.* [C] 特征, 特点
 commodity /kəˈmɒdɪti/ *n.* [C] 商品, 货物; 有用的东西
 concentration /ˌkɒnsənˈtreɪʃən/ *n.* [U] 专心, 专注; 集中, 集结
 constitute /ˈkɒnstɪtjuːt/ *vt.* 构成, 组成; 建立, 制定; 选定, 任命
 convention /kənˈvenʃən/ *n.* [C] 大会; 习俗, 惯例; 协议, 协定
 corporation /ˌkɔːpəˈreɪʃən/ *n.* [C] 公司
 currently /ˈkʌrəntli/ *adv.* 当前; 目前; 眼下
 delta /ˈdeltə/ *n.* (河口的) 三角洲
 dining /ˈdaɪnɪŋ/ *n.* 进餐
 exhibitor /ɪɡˈzɪbɪtə/ *n.* [C] 参展者, 参展商
 extend /ɪkˈstend/ *vi. & vt.* (空间、时间) 延续; 延长; 扩展; 达到
 fair /feə/ *n.* [C] 集市; 展览会, 展销会, 商品交易会
 finance /ˈfaɪnæns/ *n.* [U] 财政, 金融; 资金, 财务情况 *vt.* 为……供给资金, 从事金融活动
 fore /fɔː/ *adj.* 在前部的 *adv.* 在前头, 朝前头
 foundry /ˈfaʊndri/ *n.* 铸造厂
 guesthouse /ˈgesthaʊs/ *n.* [C] 上等旅社, 宾馆
 hallmark /ˈhɔːlmɑːk/ *n.* [C] 标记, 标志; 特点, 特征
 hegemony /hɪˈgeməni/ *n.* [U] 统治; 势力范围; 霸权主义
 highlight /ˈhaɪlaɪt/ *n.* [C] 亮点, 最精彩的部分 *vt.* 强调, 突出, 使显著
 influential /ˌɪnfluˈenʃəl/ *adj.* 有影响的



impel /ɪmˈpel/ *vt.* 推动、推进或敦促某人做某事
 impetus /ˈɪmpɪtəs/ *n.* [U] 推动, 促进, 刺激; 动量, 动力
 increasingly /ɪnˈkriːsɪŋli/ *adv.* 日益, 越来越多地, 不断增加地
 intimate /ˈɪntɪmət/ *adj.* 亲密的, 密切的; 私人的; 详尽的
 medium /ˈmiːdɪəm/ *n.* [C] 媒体
 multinational /ˌmʌltɪˈnæʃənəl/ *adj.* 多国的, 跨国的
 optimization /ˌɒptɪmaɪˈzeɪʃən/ *n.* [U] 最佳化, 最优化; 优化
 partnership /ˈpɑːtnəʃɪp/ *n.* [C&U] 伙伴关系, 合伙人身份; 合作关系; 合伙企业

peripheral /pəˈrɪfərəl/ *adj.* 周边的, 边沿的
 prototype /ˈprəʊtətaɪp/ *n.* [C] 原型, 雏形, 蓝本
 ratio /ˈreɪʃiəʊ/ *n.* 比, 比率
 reform /rɪˈfɔːm/ *n.* 改革, 改良, 改造 *vt. & vi.* 改革, 改善, 改造
 regional /ˈriːdʒənəl/ *adj.* 地区的, 区域的
 relevant /ˈrelɪvənt/ *adj.* 有关的, 切题的
 reputation /ˌrepjuːˈteɪʃən/ *n.* [C] 名气, 名声, 名誉
 software /ˈsɒftweə/ *n.* [U] 软件
 tertiary /ˈtɜːʃəri/ *adj.* 第三的, 第三级的
 textile /ˈtekstaɪl/ *n.* [U&C] 纺织品, 纺织物
 turnover /ˈtɜːnəʊvə/ *n.* [U&C] 营业额; (所有权) 转移 *n.* [C] 水果馅小酥饼

usher /ˈʌʃə/ *vt.* 引领, 陪同
 upstart /ˈʌpstɑːt/ *n.* [C] 新贵, 暴发户; 傲慢自负的人 *adj.* 暴富的
 urban /ˈɜːbən/ *adj.* 城市的
 venue /ˈvenjuː/ *n.* [C] 聚会地点; 会场; 体育比赛场所
 vibrant /ˈvaɪbrənt/ *adj.* 充满生气的, 精力充沛的; 震动的, 响亮的
 witness /ˈwɪtnɪs/ *n.* [C] 目击者, 证人; 证词, 证据 *vt.* 目击, 证明

Phrases and Expressions

ahead of 位于……之前; 居于前列
 develop into 发展成为
 echo with 回荡; 与……呼应
 gain access to 获准进入; 有权使用
 account for 占有, 占……百分比; 说明 (原因); 对……负有责任
 at an annual rate of 以每年……的速度
 extend from...to... 从……持续 (延伸) 到
 in turn 依次, 轮流地; 相应地; 转而

base on 以……为基础

pass through 经过, 经历

prop up 支持, 支撑

hail...as 把……赞誉为

rank after 排名在……之后

strive for sth. /to do sth. 为……而奋斗, 争取做某事

come to the fore 崭露头角

the ups and downs (of sb. /sth.) 盛衰, 沉浮

bring...to a climax 将……推向高潮 (顶点)

adapt with 与适应

usher sth. in 迎来; 预报, 预示

break through 突破, 冲破

in accordance with 与……一致, 依照

give an impetus to 给……以推动/影响

Proper Names

MICE cities 会展城市

convention and exhibition industry 会展业

Machine Tool Exhibition 机床展

Textile Machinery Exhibition 纺织机械展

Shanghai International Industry Fair 上海工博会 (国际工业博览会)

International Chamber of Commerce Annual Meeting 国际商会年会

Shanghai World Expo 上海世博会

Guangzhou Export Commodities Fair 广交会 (广州出口商品交易会)

Dalian Fashion Festival 大连时装周

Shenzhen Hi-Tech Exchange Conference 深圳高交会

Clock and Watch Exhibition 钟表展

China Hi-Tech Fair 中国高交会

National Sugar and Alcoholic Commodities Fair 全国糖酒商品交易会

Software Association Meeting 软洽会 (软件洽谈会)

Chengdu Furniture Exhibition 成都家具展

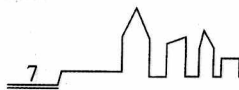
Chengdu Auto Show 成都车展

Good Food Traveling Festival 美食旅游节

the tertiary industry 第三产业

China International Exhibition Center Group Corporation 中国国际会展中心集团公司

Union of International Fairs (UIF) 国际展览联盟



APEC (The Asia-Pacific Economic Cooperation) 亚太经合组织

Dalian Xinghai Convention and Exhibition Centre 大连星海会展中心

Century City New International Convention & Exhibition Centre 世纪城新国际会展中心 (成都)

Bo Xilai 薄熙来 (人名)

Notes

1. Exhibitions held in Beijing are mainly economic and technological ones, which account for more than 70% of the total and have formed the prototype of the Chinese exhibition industry.

北京举办的展览会以经济技术类为主——占有所有会展的70%，在全国率先形成了中国会展产业的雏形。

The expression “account for” means “give a reckoning of”.

More examples:

- (1) Poor peasants accounted for the majority on the rural population.
- (2) The boy has to account (to his parents) for the money they give him for school expenses.

2. Nowadays, the number of national or international exhibitions held in this city has increased at an annual rate of nearly 20%, of which 50 exhibitions have had a considerable international reputation.

现在，这座城市中全国性或国际性会展数量以每年近20%的速度递增，其中50个已有了相当的国际知名度。

Here the expression “held in this city” is used as a post modifier. “of which” is used to introduce an attributive clause, modifying “national or international exhibitions”. The expression “at an annual rate of” means “at the rate of...every year”.

More examples:

- (1) In the past three years, the plant's product sales grew at an annual rate of 10 percent.
 - (2) In recent years, the mine's coal production has grown at an annual rate of 2.5 times.
3. It wasn't until 1999 that “Shenzhen Hi-Tech Exchange Conference” became the core of the leading exhibition, which brought convention and exhibition industry of Shenzhen to a climax.

直到1999年，以“高交会”为核心的龙头展会，才将深圳的会展业推向一个高潮。

Here “which” is used to introduce a non-restrictive attributive clause; “bring...to a

climax” means “to cause...to ascend to the climax”.

Comprehension

I. Pair work and group discussion

A. Pair work

Directions: One of the students asks the questions and the other gives answers. When you have finished, the teacher may want to put some of the questions to you for a check.

- 1) What caused Beijing to become the head of China's convention and exhibition industry?
- 2) Why do we describe Shanghai as an upstart of international exhibition industry? At what rate has the number of national and international exhibitions held in Shanghai increased nowadays?
- 3) Which exhibition has been described as “the First Chinese Exhibition”? How old is it?
- 4) What has Dalian been hailed as? Why?
- 5) What is the core of the leading exhibition in Shenzhen? When did it become the core?

B. Group discussion

Directions: Break into small groups and discuss the following topics. Later the teacher may want to ask some of you to present the ideas of your group.

- 1) Tell the symbolic and practical meanings of the success of 2010 Shanghai World Expo.
- 2) What enabled Shenzhen to become a new MICE city coming to the fore?
- 3) What benefits can convention and exhibition industry bring to a city?
- 4) According to your opinion, what are the key points in developing a city's convention and exhibition industry?
- 5) Why is it necessary for us college students to study this textbook? Is it helpful for our future work?

II. Multiple Choice

Directions: Read the following questions or incomplete statements and choose the One that may best answer the question or complete the statement.

- 1) Which of the following exhibitions in Beijing have gained the authentication of UIF?
 - A. Machine Tool Exhibition, Foundry Exhibition, Textile Machinery Exhibition and Floral Exhibition.