

SP 格致专业英语

*English for
Exhibitions and Conventions*

Practice

会展英语

郭元波 主 编

于 华 张之春 张 硕 副主编

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Study
to
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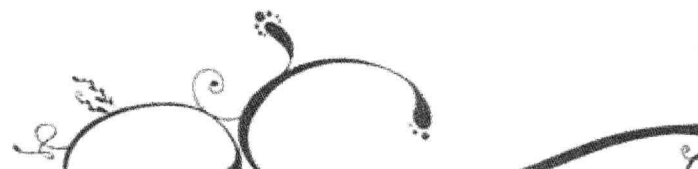
21 世纪的中国处在国际化的浪潮中，中华民族的伟大复兴也需要国际化的人才。无论是推进国际化，还是适应国际化，国际通用语言能力都是不可或缺的。相对而言，英语是最具国际通用性的语言。因此，从事涉外工作必须具备全面的英语能力。

英语专业往往更注重对英语作为语言的教育，学习者可能会掌握英语的所有要素，而专业英语才是专业和职业发展的必要工具，学习专业英语的目的就是借助英语解决工作中的涉外专业性问题。这里所说的“工作”，既包括专业实务工作，也包括专业研究工作。因此，各专业课程体系都应当涵盖专业英语课程。

从事任何工作都需要具备必要素质和技能，高等教育要培养“工作需要的人”，就必须使被教育者掌握工作所需要的知识和技能，更重要的是使其掌握学习和创新的能力，以具备职业发展和职业迁移的能力。因此，无论是专业英语课程还是其他课程都应当贯穿和体现对学生自我发展能力进行教育的精神。

有了适应需求的课程，就必须有科学的配套教材体系。“格致专业英语”正是基于国际化背景和现代专业人才培养的需要而设计并组织编写的系列教材。为了突出教材的专业适用性、语言实用性和教学科学性，作者均从兼具海外求学、工作经历和专业实务经验并任教于一线的专业教师中遴选。

本系列丛书均按照符合教学规律的科学逻辑，将具有广阔国际化视角和前沿发展趋势的学习资源整合为融知识性和趣味性于一体，兼具语言实用性和专业适用性的教材，使学生在学的过程中既掌握知识，又锻炼能力。同时配套提供辅助学习光盘，以及供教师授课使用的 PPT 课件和参考答案，最大限度地提高教学效能。除适用于相应专业学生的专业英语教学，英语专业师生及相应专业实务工作者均可从中得到启迪。



前 言

本书是为了适应我国发展会展经济对人才培养的要求而编写的专业英语教材，分为两个部分：展览英语和会议英语。由于会展行业与展览、管理、会计、物流、广告、设计、营销、旅游、公共关系及会议等多个学科领域密切相关，作为专业英语教材面面俱到地描述整个发展过程几乎是不可能的，因此本教材选取了最具代表性的部分加以描述和解释，并结合适当的练习，使学生能够比较系统地了解会议和展览行业的相关知识，提高专业英语应用水平。

本书的编排本着以下五项原则：

1. 针对性突出的原则

全书各单元都与会展所涉及的学科相对应。课文、阅读文章、对话以及练习的设计紧紧围绕课文主题思想，将会展的一般理论与实践有机地结合起来。

2. 实践性突出的原则

为突出专业英语的实践教学要求，设计了有针对性的读、写、说、译等练习项目，以提高读者的会展英语技能；同时设置了相应的课堂讨论，以培养学生解决具体问题的实际能力。

3. 真实性突出的原则

全书选材于国内外最新的相关著作和文献，内容新颖、语言地道、切合实际。编者参考了大量的书籍、报纸杂志、互联网、会展通知、宣传材料等，所采用的资料内容翔实，具有很强的实用性和时效性。

4. 知识性全面的原则

重点介绍展览和会议过程的管理、策划、组织和协调等最基本、最具体的实务。侧重于会展业对社会文化和政治经济的影响、会展营销、会展管理、会展各活动的协调管理及其评估等诸多方面，密切结合当前国内外大型会展活动，脉络清晰，要点鲜明，内容全面。

5. 实用性突出的原则

在内容编排上，考虑到课程的衔接和学生将来就业的需要，以展览为重点，

兼顾会议，并以此将教材分为两部分：展览英语和会议英语。此外，书中提供了大量的专业词汇，极大地方便了读者。

全书共 14 个单元，分别由 1 篇对话 (Dialogue)、2 篇课文 (TEXT A 和 TEXT B) 和 1 篇补充阅读 (LINK) 组成。TEXT A 作为精讲部分，后附课文要点 (Notes to the Text)、课堂讨论 (In-class Discussion) 和训练 (Exercises)，其中 Exercises 包括课文理解 (Answer the Following Questions Based on the Text)、写作 (Writing) 和翻译 (Translation) 等项目，为了方便阅读，课文中相应段落专设旁白提示单词与词组，并对课文要点语句加了下划线。TEXT B 后设有判断 (True or False Questions) 和翻译 (Translation) 两项训练。LINK 是本书的亮点之一，为学习者打开了一扇扩展专业和语言视野的窗口。

为了便于学习，本书配有光盘，内含 Dialogue 和 TEXT A 的朗读音频文件，以及 TEXT A 和 TEXT B 的参考译文。为了便于教学，本书还配有含有教学指南的 PPT 课件和所有 Exercises 的参考答案，均作为在线辅助教学资源，供教师下载使用（请登录东北财经大学出版社网站 www.dufep.cn 下载）。

本书可作为本科和高职高专会展专业学生授课教材（建议二年级下学期或三年级上学期使用，每单元 4 课时），也可作为相关专业在职人员培训教材或相关专业教师的参考用书。

本书由主编郭元波，副主编于华、张之春、张硕，以及郭亚卿、班伟、唐爽等共同编写。在编写过程中参阅了大量的资料和文献，同时有关部门以及辽宁对外经贸学院领导和同仁对教材的整体结构和编写提出了许多极有建设性的意见，东北财经大学出版社编辑对本书的内容结构和表现形式进行了再创作，在此一并表示衷心的感谢。

由于时间关系和编写水平有限，书中难免有疏漏和不当之处，敬请读者不吝赐教，以便不断修订、完善。

编者
于辽宁对外经贸学院



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UNIT 1



Cashing in on Exhibitions

充分利用展览会



DIALOGUE Attending an Exhibition

Oliver Yang, sales manager of North China Expo, is meeting Milton Walter, marketing manager of a multinational company.

O: Good morning. If I'm not mistaken, you must be Mr. Walter. May I take the liberty to introduce myself? My name is Oliver Yang.

M: How do you do? I'm Milton Walter.

O: How do you do? I've been looking forward to meeting you for quite a while. How has your company been going?

M: Pretty well. We are expecting to extend our business.

O: Great. We're doing a hi-tech exhibition right now and would like you to participate.

M: My great pleasure. We see exhibition as a good means of advertising our new products. It's easy and inexpensive, you know.

O: That's right. The number of visitors to our show has ever been on the rise. They'll be seeing your products for the first time, and therefore you are increasing the potential market.

M: By the way, do you have any special edition for exhibitors?

O: Yes, we do. Please email me a brief introduction of your complete range of your products.

M: OK, we will soon.

O: Great. We'll send you the schedule and application form as well as information of our services for the exhibition.

M: I appreciate that.

O: Cheers. See you.

M: My pleasure. See you.

TEXT A What Is an Exhibition for?

Exhibition, historically a European term, has been **adopted** by Americans as it is getting more global, particularly referring to traveling show. Its primary purpose is to provide an **arena** for the exchange of information between companies and potential clients, presenting the state of art for an industry to both the exhibitors and the attendees. Exhibitors are able to compare their products to those of their **competitors**, while attendees have the ability to closely examine **competitive** products.

/ə'dɒpt/ v.
采取 采用

/ə'ri:nə/ n.
舞台 竞技场

/kəm'petitiv/ adj.
有竞争力的

Exhibitions are also ideal for introducing and testing new products, thus allowing for **feedback** about the potential success of these products in the marketplace. Therefore, an exhibition not only serves as a part of the **marketing mix**, but also provides a **media** for research and development.

/'fi:dbæk/ n.
反馈

销售组合

Your company can display the full range of its products exactly as you want them; and you can make use of machinery so that visitors can see what those products are capable of in operation. If you have a new product, showing it at an exhibition is an easy and extremely inexpensive way of **promotion**. You can use the occasion for market research, which provides a good opportunity for testing the possible market by displaying a **prototype** and discussing its potential with visitors coming around your **stand**. An exhibition can also be a good means of penetrating that market and exhibitors planning to head towards overseas market should follow this course.

/prə'məʊʃən/ n.
促销

/'prəutətaɪp/ n.
雏形

/stænd/ n.
展位 展台

The presence of the press will give you a **ready-made chance of coverage in the media**, whether television, radio or the trade press. An exhibition provides a stage to meet a large number of people important to you in a fairly short space of time, allowing you a chance to talk in depth with anyone who comes to your stand. Since many such visitors will be seeing your products for the very first time, and you are thus increasing the potential market for your products. Larger shows, especially international trade exhibitions, are likely to

现成的

attract almost all the significant members of the purchasing public or trade in their field. Your technical and administrative staff also can meet visitors on your stand, something that does not ordinarily happen if your sales are entirely in the hands of representatives. Most of the people who come onto your stand will do so not merely by chance but because they are interested in the things they have seen, which means that they will be already receptive to approach by your sales team.

/,reprɪ'zɛntətɪv/ n.
销售代表

/ə'prəʊtʃ/ v.
接近

Probably the most vital reason for your company to participate in an exhibition and having your sales staff on the stand is that only here, in the exhibition hall, can visitors talk freely to your sales representatives because neither they are on your premises, nor you on theirs. This helps greatly particularly for clients who are not ordinarily able to come and talk to you because of their links with your competitors or for other "political" reasons.

Exhibitions may not always be the best answer to your promotions. For instance, your display material consists of only text and photographs, and then an exhibition may well be the last place to show them. It's advisable to mail your potential clients a well-designed brochure with color pictures and a personal letter.

/əd'vaɪzəbl/ adj.
明智的

Companies should stay away from exhibitions unless you are prepared to put in a great deal of hard work not only before but during and, importantly, after the exhibition itself. A common fault among exhibitors is that even though they apply a lot of effort, money and elaborate organization to the production of their stand, they fail to carry that organizing drive and salesmanship to its proper conclusion, the object of the whole process.

Every stand in the exhibition hall is supposed to make an overall marketing strategy. The exhibition must not be allowed to finish on the show's closing day. Your company has to take up all the contacts you have obtained. Only by thoroughly following this through will the exhibition really have achieved its goal; otherwise, you are unlikely to attain the ultimate object of your company's strategy. The failure to implement after the show is probably the reason why exhibitions have sometimes got themselves a bad name for being unable to attain their aims.

/əb'teɪn/ vt.
获得 得到

/neɪm/ n.
名声

Exhibition as a hand-on marketing media is a young and dynamic industry, which is



growing and maturing at an amazing rate. Yet its infancy does indicate that it lacks some of the necessary traits of more established industries, such as adequate market intelligence, appropriate education and training structures. To too many people it still means too much drinking, too many late nights, too many useless social events, too much money spent.

With proper and adequate organizing and planning there is no reason why this should have been so. Exhibitions work as amazing platforms for the sale of new products, fresh ideas and techniques. They are able to offer an opportunity to display objects to a very wide audience at a very low capital cost, and they provide a potential customer with an ideal chance to compare all the competing products available to him.

! /'edʒi/ adj.

! 优势明显的

! /ə'veiləbəl/ adj.

! 可获得的 可利用的

Notes to the Text

1. The presence of the press will give you ready-made chance of coverage in the media...

展览会上媒体不请自来……自然会为你的公司做现成的广告。

presence being present in a place 参加 光临

☞ We request the honor of your presence at Dalian Auto Exhibition from August 18 to August 21 in Xinghai Square. 兹定于8月18日至21日在大连星海广场举行汽车展览会, 敬请贵公司光临。

2. Your technical and administrative staff also can meet visitors on your stand, something that does not ordinarily happen if your sales are entirely in the hands of representatives.

技术和管理人员也可以到展台与参观者交流, 其效果远胜于把销售完全交给代理商。

in the hands of in one's control 在某人的掌控之中

☞ Mobile phone subscribers have to pay for roaming since the market is in the hands of one or two companies. 市场被一两个大公司垄断, 手机用户被迫支付昂贵的漫游费。

3. ...because they are neither on your premises, nor you on theirs.

……因为他们不是在你的公司, 而你也不是在他们的地盘。

premises house or building with its outbuildings, land, etc. 房屋或其他建筑物 住所

☞ It's advisable for you to insure your staff since they are away from your premises to promote your products at the stand. 因为员工要离开公司住所前往展厅促销, 所以有必要为他们办理保险。

4. A common fault among exhibitors is that even though they apply a lot of money, effort and

elaborate organization to the production of their stand, they fail to carry that organizing drive and salesmanship through to its proper conclusion, the object of the whole process.

很多参展商都有一个通病：他们不惜投入大笔资金和气力精心布置展台，却不能将这种热情和推销艺术贯彻到底，而未能实现整个过程的最终目标。

fail to be unable to 未能 不能

☞ The company failed to achieve its goal due to the lack of contact with potential customers after the exhibition. 由于展后未能有效地跟进客户，该公司没有实现预期的销售目标。

5. Only by thoroughly following this through will the exhibition really have achieved its goal...

只有彻底地坚持展后工作，才能真正达到展览的预期目的……

only 引导倒装句，表示“只有…才…”。

☞ Only when the teams are devoted to the exhibition can they achieve their goal. 只有团队全力以赴，才能达到展览的预期目的。

6. With proper and adequate organizing and planning there is no reason why this should have been so.

适当、充分地组织和策划，展览会没有理由会办得如此糟糕。

with 与名词或动名词连用，可引导原因或条件从句。

☞ With a favorable climate and an outstanding environment, Dalian attracted a huge number of participants in the Fashion Expo 2009. 大连拥有宜人的气候、出众的环境，因此 2009 年国际服装博览会吸引了众多参展商。

In class Discussion

As a company based in North China, you are doing newly developed audio-visual products for domestic market, and expecting to extend your business. Please discuss among peers as to what the best way is to present your products to your potential customers:

- Advertising your products in People's Daily
- Displaying them in Guangzhou Import and Export Commodities Fair
- Renting a stand in Dalian International Automobile Expo
- Booking a stand in Xiamen Hi-tech Exhibition
- Showing your products in Shenyang Horticultural Expo
- Advertising in CCTV
- Having a booth in Dalian International Fashion Festival

- Promoting in Shanghai World Expo 2010

Exercises

I. Answer the Following Questions Based on the Text

1. As far as a company is concerned, what's the sensible and inexpensive way of launching a new product?
2. Why does an exhibition play a vital role in today's marketing?
3. Do you think exhibiting can always be the best answer to a company's needs? Why?
4. Why have exhibitions sometimes got themselves a bad name for failing to create sales?
5. What sort of shows are able to attract the audience?
6. What may result in a failure for an exhibition?
7. What is the primary purpose of launching a trade show?
8. Why does the author say that, as a marketing media, exhibition industry is still young, yet dynamic?
9. Is it advisable for a company to participate as many exhibitions as possible?
10. Is the author quite pessimistic about the future of this rookie industry?

II. Writing

Suppose you are a sales manager of China North Hi-tech Exhibition, responsible for invitation of prestigious companies to participate in your exhibition. Please write an invitation letter to your clients requesting their presence. Your letter should cover the following items:

- Schedule
- Expenditure
- Application forms
- Agreement
- Deposit of booth rental
- Services you can provide
- Hotels and transport

III. Translation

Part A Translate the followings into English.

1. 展览业是新兴产业，充满活力，生机勃勃。
2. 参展是新产品渗透市场的最佳选择。
3. 展览包含两个方面：广告和促销。