


Exhibition English

会展英语

赵翠华 ◆ 主编

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前 言

经济全球化是当代世界经济的重要趋势。随着经济全球化进程的不断加快,会展业已经成为新兴的现代服务贸易型产业。中国社会经济的飞速发展,为会展业创造了有利条件:会展的数量、规模持续扩大;中小城市的会展业迅速起步;会展水平进一步提高;品牌展会数量增加;专业队伍逐步形成。会展业对人才的需求日益增长,对从业人员的要求也在逐渐提高,不仅要求从业人员能熟练进行行业操作,还要求他们具备较强的语言能力,包括外语的运用和沟通能力。

根据教育部对大中专院校职业英语的要求和专门用途英语(ESP)的教材编写原则,我们力求编写的教材既符合社会市场对人才的需求,又能适应高职高专的教学要求。在内容编写方面,注重行业与专业相结合,材料难易相结合。在掌握有关会展的常规知识的同时,强调语言的实践训练。通过应用实际的自主学习过程,建立和培养良好的职业素质。

《会展英语》是在综合考虑行业实际要求的基础上编写而成的。它一方面有助于满足会展发展日益国际化的需要,为国际化的招商招展以及外宾接待服务奠定基础;另一

方面,它以任务为引导,按会展组织工作的开展顺序为主轴,组织教学内容,旨在培养学生的专业英语能力。

本书的编写具有以下特点:1. 职业指向性明确。本教材的编写,从情景对话入手,注重培养学生的英语听说实际应用能力。按会展行业工作流程的顺序来设计编排内容,本书涵盖了会展业服务和管理的主要内容,将职业技能的训练贯穿于英语学习中,使学习者感知明确的职业指向性。全书各单元都与会展所涉及的内容相对应,对话、阅读文章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. 专业性和实用性强。在每个单元的案例对话学习中,设置具体的会话情景,并在内容上融入对相关工作经验的交流和总结,使教学与会展工作实践对接。同时设置了相应的课堂讨论及角色扮演,以培养学生解决具体问题的实际能力。3. 真实性突出。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,具有很强的时效性。

全书由河北民族师范学院赵翠华教授任主编,负责整体策划、制定编写体例和单元框架、构思遴选各单元内容并审定全稿。于海深、牟常青、高晶任副主编,参加编写并协助统稿。

本书在编写过程中得到了复旦大学出版社的大力支持,在此表示诚挚谢意。由于编者水平有限,教材中难免存在纰漏之处,敬请各相关高职高专院校师生和读者在使用本教材的过程中给予指正,并将改进意见及时反馈给我们,以便下次修订时完善。

编者

使用说明

《会展英语》供大中专院校相关专业使用,具有较强的专业性和实用性,还可作为会展从业人员的业务参考书。

《会展英语》共有九章,分别是:会展邀请;参展计划;布置展位;参加展会;接待客户;介绍展品;商务洽谈;撤离展会及业务跟进和分析成效。这九个单元贯穿整个会展操作流程。每个单元均由头脑风暴、焦点阅读、情景对话、应用写作、拓展阅读、文化礼节、快乐英语以及会展常识八个部分组成。每一部分涉及一个主题,采用不同的场景训练形成。每一主题后跟随相应的说、读、写模拟训练习题,还精心设计了小组讨论和角色扮演等开放型习题,以保证实践训练的顺利进行。在了解会展知识、掌握会展流程、熟悉外贸业务的同时,达到学以致用目的。

本书每单元包含八个部分,分别为:

Section I Brainstorming 用图片和问题的形式引导学生进入本章节主题。

Section II Focus Reading 提供地道实用的阅读材料,帮助学生适应真实的职场阅读任务,熟悉会展业务和工作要点,提高阅读理解能力。

Section III Situational Dialogues 创设贴近工作的情景,以对话的方式布置任务,借助角色扮演进行专业英语学习。

Section IV Practical Writing 精选会展实务写作案例,重点培养会展商务沟通的写作基础技能,帮助学生掌握规范、简洁的会展商务应用文写作。

Section V Extended Reading 适当延伸课堂阅读的内容,在锻炼学生阅读能力的同时,使其掌握专业常用词汇和专业技能。

Section VI Culture & Etiquette 提供会展中重要的文化知识和礼仪常识,提高个人文化素养。

Section VII Enjoying English 采用幽默小故事,激发学生英语学习兴趣。

Section VIII Tips 提供会展英语中常用对话句型,有利于提高学生在展会上用英语交流的能力。

教学中可选用各章节部分内容进行教学。每章的 **Focus Reading**、**Situational Dialogue** 和 **Practical Writing** 作为重点教学内容,其他部分可作为学习者自主学习的素材。此外,本书还提供了三个附录:主要国际会议、展览行业组织、外贸常用英语缩略词;以及会展英语词汇大全。三部分内容均为英汉对照,既可以为学习者在学习本书过程中提供辅助参考,又可以扩大学习者的知识范畴。

编者

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Chapter 1

Extending an Invitation to an Exhibition



Section I Brainstorming

Directions: Look at the photograph below and read the four statements related to it, then choose the statement that best describes the photograph, and tell the possible function of the woman.

1. The woman is
 - A. writing a letter
 - B. chatting online
 - C. making a call
 - D. reading a novel

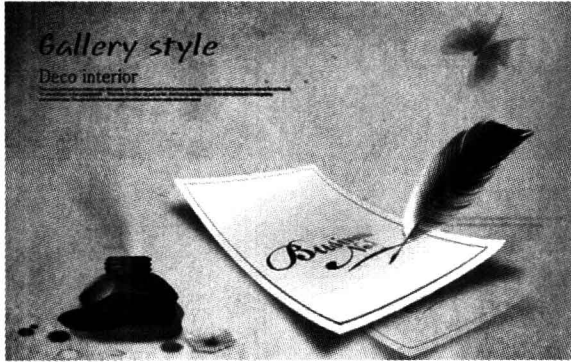
2. The function of the woman may be
.....
.....



Section II Focus Reading

Exhibition Invitation

Exhibitions may be “trade fairs”, “trade shows” or “expositions” as they are called in different places of the world. These terms are made for the **purpose** (目的) of trade and **sales promotion** (促销). As a rising industry, exhibitions are considered part of the business **tourism** (旅游业) industry because they **stimulate** (激励) travel for both **exhibitors** (展出单位, 参展商) and visitors.¹ They also create a high level of demand for travel services, catering and **accommodation** (住宿).



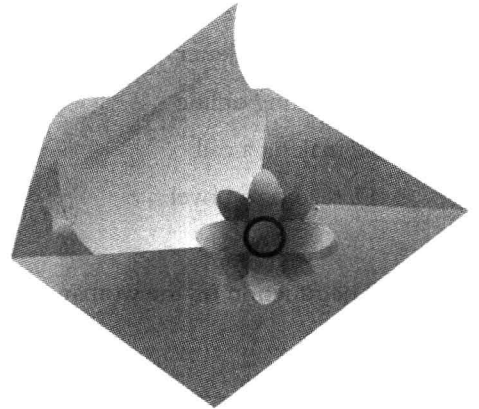
An **invitation** (邀请函) for an exhibition is a formal way to invite **peers** (同地位的人) and clients to the exhibition so as to make exhibits known to people who are in the industry.

Exhibition Invitation is the key step of **exhibition marketing** (会展营销) and a guarantee of a successful exhibition. Before the exhibition, **various** (各种各样的) forms of media, such as newspapers, telephone, fax, e-mail, website, mail, invitation and so on are used to invite related organizations of various places to be exhibitors or sponsors.²

If you want your invitations to be effective, you should follow the processes below:

- * Determine the **target clients** (目标客户) from the databases
- * Send invitations (e-mail, mail delivery, fax, etc.)
- * Analyze delivery results
- * Telemarketing (telephone calls, reminders before the exhibition date)
- * Make personal VIP invitations (market categorization by CRM³ methods)

Traditionally, it is advised to send out the formal invitations eight weeks **prior to** (在……之前) the exhibition. If the exhibition is informal, it is usually acceptable to send the invitations three weeks prior to it. Anything less than three weeks puts pressure on your clients as they will have very little time to clear their **schedule** (日程表) and be prepared.⁴



NOTES

1. As a rising industry, exhibitions are considered part of the business tourism industry because they stimulate travel for both exhibitors and visitors.

作为一个发展中的行业,从某种意义上说,会展业被认为是商务旅游业的一部分,因为无论是对参展商还是参观者而言,展览促进了旅游。

NOTES

2. Before the exhibition, various forms of media, such as newspapers, telephone, fax, e-mail, website, mail, invitation and so on are used to invite related organizations of various places to be exhibitors or sponsors.

在展览前, 诸如报纸、电话、传真、电子邮件、网页、信件和邀请函等各种形式的传媒都被用来邀请各地的相关企业来参展或赞助。

3. CRM = Customer Relationship Management 客户关系管理

4. Anything less than three weeks puts pressure on your clients as they will have very little time to clear their schedule and be prepared.

任何少于三周的邀请都会令你的客户感到压力, 因为他们没有多少时间去取消其他行程并准备参加展览。



Exercises

I. Match the words on the left with their meanings on the right.

餐饮业

exhibition industry

会展邀请

sales promotion

参展商

catering industry/trade

会展业

target client

会展营销

exhibition invitation

促销

business tourism industry

目标客户

accommodation

赞助商

exhibitor

住宿

sponsor

商务旅游业

exhibition marketing

II. Decide whether the following statements are true or false based on the text.

() 1. Exhibitions are used for sightseeing.

() 2. Exhibition Invitations are not very important in exhibition marketing.

- () 3. You can send your invitation to everyone you think of.
- () 4. Before the exhibition, different forms of media are used to invite organizations to be exhibitors or visitors.
- () 5. It is advised to send out the formal invitations 3 weeks prior to the exhibition.



Section III Situational Dialogues

Dialogue A Inviting a Regular Customer by Phone

*Li Jing, an **assistant** (助手, 助理) of China Import and Export **Fair** (展览会)¹, calls a regular **customer** (顾客), Mr. Smith of a foreign company in the U.S., to attend the Fair.*

Mr. Smith: Good morning, this is ARMSTRONG Company, Smith speaking. May I help you?

Li Jing: Good morning, Mr. Smith. This is Li Jing from the China Import and Export Fair. I haven't seen you for ages! How has your company been going?

Mr. Smith: Pretty well. We're planning to **expand** (扩展, 发展) our business.²

Li Jing: Fine. I'm calling to invite you to attend the 109th China Import and Export Fair on April 19th, 2011.

Mr. Smith: We accept that with pleasure. We would like to **present** (展示) our new products there.

Li Jing: You are warmly welcome. I'm going to send you the schedule, **application form** (申请表), **charges** (费用) lists and details of certain other services provided during the period of the trade fair.³

Mr. Smith: I **appreciate** (感激) that very much.⁴

Li Jing: By the way, I suggest that you provide a brief introduction of your company and the main products, written in Chinese and English, to the **Organizing Committee** (组委会).⁵ They will publish a special edition about the exhibitors and their products with weblinks at the same time.

Mr. Smith: No problem. We'll contact you as soon as possible.

Li Jing: OK. I'll fax the information I mentioned previously to you very soon.⁶

Mr. Smith: Thank you. See you soon.

Li Jing: My pleasure. See you then.