

21 世纪高职高专精品教材 · 会展专业

*Exhibition English*

雷 兵 杨晓梅 主 编  
黄妍妍 何 淼 副主编

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# 前 言

随着中国社会经济的飞速发展，中国会展业以年均近 20% 的速度递增。作为一种新的经济现象和经济发展增长点，“会展经济”已经引起了社会的广泛重视。在中国，会展经济属于朝阳产业，但孕育着巨大的生机和潜力。会展业对人才的需求日益增长，对从业人员的要求也逐渐提高，不仅要求从业人员具备贸易、管理、法律法规等方面的知识和解决问题的能力，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。

根据中国会展业的发展现状和趋势以及会展业对人才的需求现状和趋势，我们编写了这本《会展英语》。本教材的特点是：

1. 脉络清晰，职业指向性明确。本教材的编写，从情景对话入手，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，涵盖了会展业服务和管理的的主要内容。避免过于强调阅读、词汇、语法和翻译的学习，而是将职业技能的训练贯穿于英语学习中，使学习者感到明确的职业指向性。

2. 专业性和实用性强。在每个单元的导入部分，引入会展业相关服务和管理的关键词术语和要领；在案例对话学习中，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，通过对话内容，帮助学生掌握英语会话技巧，并学习相关会展工作经验和技能；课文的选择是以特殊英语（ESP）为原则，将学生即将从事的专业与语言学习相结合，通过使用英语来掌握会展专业的基本技能，特别注重选材的专业性、实用性和新颖性。

3. 使用对象广泛。本教材不仅可以作为中高等职业院校会展专业学生的教材，还可以作为有志从事会展工作的专业人士、管理人员、翻译人员的参考资料。

本教材由四个单元组成，包括展前、展中、展后和会议。每个单元又由若干课构成，每课都有中文导读、英文导入、情景对话、实用句型、课文、注释、练习以及更多阅读等部分。练习包括回答问题、角色扮演、阅读理解和翻译等。

本教材还附有练习参考答案、重要国际展览行业组织、会展词汇与术语等，

## 2 会展英语

便于读者自学和参考。

由于编写时间仓促，编写水平有限，本教材难免存在不当之处，敬请同行专家和广大读者不吝指正。

编者

2008年11月

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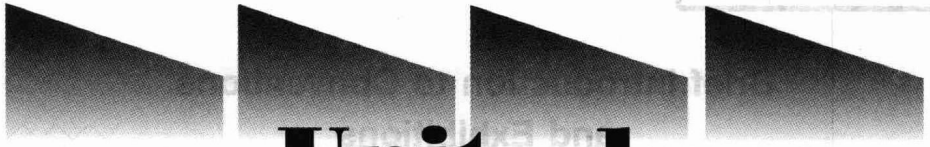
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# **Unit 1**

## **Preparation for Exhibition** **(展前)**

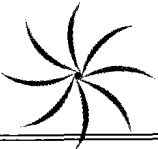
## Lesson One

# Brief Introduction to Conventions and Exhibitions



### 导读

会展是指多人在特定时空围绕特定主题进行的集聚交流活动。狭义的会展仅指展览会和会议；广义的会展是会议、展览会和节事活动的统称。会议、展览会、博览会、交易会、展销会、展示会等是会展活动的基本形式，世界博览会为典型的会展活动。



## Section One: Lead in

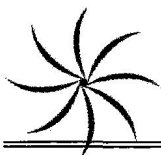
Conventions offer a unique opportunity for developing a wide range of professional relationships by means of:

- expert panels
- presentations
- key note speeches
- exhibits
- social events

In an increasingly digital age, exhibitions are the only media where buyers, sellers and products physically come together — a potent force for business with the following characteristics:

- highly targeted
- flexible
- a two-way communication process
- neutral sales environment both for buyers and sellers
- a three-dimensional media

- > fast market penetration
- > most cost-effective means of exploring and entering new export markets



## Section Two: Speak and Act

### Part One: Learn to Speak

#### Words and Expressions for the Dialogues:

1. convention [kən'venʃən] n. 大会, 会议
2. exhibition [eksi'biʃən] n. 展览, 展览会
3. key note speech 主旨演说
4. flexible ['fleksəbl] a. 弹性的, 灵活的
5. neutral ['nju:trəl] a. 中立的, 中性的
6. dimensional [di'menʃənəl] a. 空间的
7. penetration [peni'treiʃən] n. 渗透, 浸透, 侵入
8. cost-effective [kɒsti'fektiv] a. 有成本效益的, 划算的
9. commodity [kə'mɒditi] n. 商品, 日用品
10. fair [feə] n. 展览会, 市集
11. boom [bu:m] v. 急速发展
12. persuasive [pə'sweisiv] a. 有说服力的
13. promote [prə'məut] v. 促进, 提升, 促销
14. impact ['impækt] n. 冲击, 冲突, 影响
15. benefit ['benifit] v. 受益
16. achieve [ə'tʃi:v] v. 完成, 达到, 实现
17. commercial [kə'mɜ:ʃəl] a. 商业的
18. publicize ['pʌblisaiz] v. 宣传, 宣扬
19. registered ['redʒistəd] a. 注册的, 登记过的
20. theme [θi:m] n. 主题
21. scale [skeil] n. 范围, 规模
22. accompany [ə'kʌmpəni] v. 陪伴, 陪同
23. delegation [ˌdeli'geiʃən] n. 代表团
24. interpreter [in'tɜ:pri:tə] n. 译员, 口译者
25. volunteer [vɒlən'tiə] n. 志愿者

**Situational Dialogues:**

**Dialogue 1**

(Mr. Waller meets Mr. Smith at Kunming Import & Export Commodities Fair. They are talking about the exhibition industry in recent years in China. )

(W = Mr. Waller, S = Mr. Smith)

W: Hello, Mr. Smith. How nice to meet you here.

S: Me too. It's ages since we last met. How are you getting along?

W: Everything is all right, except that I have been busy with meetings recently.

S: I can imagine you are as your business is booming.

W: Yes. It is all due to various kinds of trade exhibitions and fairs.

S: You are right. I've sensed a boom in the exhibition industry in China in recent years. Does your company participate in the Kunming Import & Export Commodities Fair every year?

W: Yes, I don't see a good reason not to. Trade fair is one of the most effective mediums for establishing and maintaining customer relations.

S: That's right. Trade fairs involve a two-way communication process. Exhibitors can give and seek information. Most importantly, business is conducted face to face — the most persuasive form of selling, and of building customer relationships.

W: That's why we never give up any chance to participate in trade fairs in our country.

S: Does your company also promote your products by advertisement, direct mailing or web page?

W: Yes, they are the fastest and most advanced in the market. However, at an exhibition, buyers can see, touch and try the products for themselves. Nothing beats the impact of a live demonstration.

S: Your company really benefits a lot from the fair, right?

W: Yes. I can say we could achieve more in five days at the fair than we might otherwise achieve in months.

S: Yes. I can see the exhibition industry in China is becoming more mature than ever before. I hope you do a lot of business here.

W: Thank you and the same to you.

**Dialogue 2**

(Ben is asking professor Zhang about Expo 2010 Shanghai because he is a college student and would like to be a volunteer for Expo 2010 Shanghai. )

Z = professor Zhang, B = Ben

B: Good morning, professor Zhang. May I ask you a few questions about Expo 2010 Shanghai?

Z: Sure.

B: Is the World Expo a kind of commercial Expo?

Z: No. It is a large-scale, global, non-commercial Expo. It aims to promote the exchange of ideas and the development of the world economy, culture, science and technology, to allow exhibitors to publicise and display their achievements and improve international relationships.

B: How far does it go back?

Z: It has a 150-year history since 1851 when the Great Exhibition 'of Industries of All Nations' was held in London.

B: I heard the Expo 2010 Shanghai will be the first registered World Exposition in a developing country.

Z: Right. It gives expression to the expectations the world's people place on China's future development.

B: Each Expo has a theme, what is the theme for the Expo 2010 Shanghai?

Z: Better City, Better Life. The theme covers many facets of city life, such as display of urban development, urban life, urban traffic, urban industries, urban environment, urban culture, etc.

B: I heard that about 200 countries and international organizations have accepted invitations to attend the World Expo 2010 Shanghai.

Z: Yes, it will be an Expo on a large scale. Here's some good news for you: I will accompany a German delegation to visit the Shanghai Expo Bureau next week, would you like to join us and to be an interpreter?

B: Yes, with pleasure. I'm so lucky that I'm studying in Shanghai. I'm sure I can learn a lot there. And I intend to be a volunteer for the Expo 2010.

Z: Great idea. It is a good opportunity for young men to take part in this kind of social practice.

B: Thank you very much for your help, professor Zhang.

Z: You're welcome.

#### Notes on the Dialogues:

1. Kunming Import & Export Commodities Fair 昆明进出口商品交易会
2. two-way communication 双向沟通
3. web page 网页
4. Nothing beats the impact of a live demonstration.  
现场演示所产生的影响是其他任何方式都比不了的。
5. Expo 2010 Shanghai 2010 年上海世界博览会
6. allow exhibitors to publicise and display their achievements

## 6 会展英语

让参展商宣传展示其成就

7. It gives expression to the expectations the world's people place on China's future development.

它表达了全世界人民对中国未来发展的期望。

8. the Shanghai Expo Bureau 上海世博局

### Part Two: Act out

#### Answer the following questions:

1. How do you understand the term "market penetration"?
2. What does Mr. Smith think about the exhibition industry in China?
3. What is Mr. Waller's opinion about trade fairs?
4. What is the objective of World Expo?
5. Why does Ben want to know more about Expo 2010 Shanghai?

#### Role - play:

1. Suppose you are working at Kunming International Convention and Exhibition Center. Try to give a brief introduction about Kunming Import & Export Commodities Fair to your classmates.
2. Suppose you are an experienced exhibitor, you are introducing the benefits of attending an exhibition to a new exhibitor.

#### More useful sentences for speaking:

1. We had better start out with some place close to our target clients.  
我们最好从离我们目标客户近的地方开始。
2. What would be a nice location for our household electric appliances?  
我们要举办的家用电器展览选址在哪里比较合适呢?
3. It provides very easy, convenient access for show attendees, exhibitors and freight delivery.  
对于参展人员、参展商和运货来说,这个位置都非常便利。
4. It caters to a variety of needs and interests.  
它满足了各种各样的需求和偏好。
5. We provide our clients with a whole package of services.  
我们为客户提供一系列的服务。
6. Choosing a suitable venue is the common wish of the organizer, undertaker and participants.  
选择一个适合的场馆是组织者、承办者和参与者们共同的愿望。
7. Choosing the venue that works best for your show involves many important considerations.

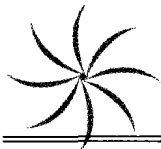
要选择最适合你的展览场馆,应进行多方面的考虑。

8. There are about 15 000 products on display.

本届会展共展出 15 000 种产品。

9. The exhibits are mainly new products which have been produced by various factories.

参展品主要是各个厂家的新产品。



## Section Three: Intensive Reading

### Words and Expressions of the Text:

1. exposition [ˌɛkspəˈzɪʃən] n. 博览会, 展览会
2. phenomenon [fɪˈnɒmɪnən] n. 现象
3. origin [ˈɔrɪdʒɪn] n. 起源, 出身, 开端
4. correspond to 相应于(相当于, 符合于)
5. religious [rɪˈlɪdʒəs] a. 宗教的
6. derivative [dɪˈrɪvətɪv] n. 衍生字
7. collection [kəˈleɪʃən] n. 收藏品, 收集物
8. whereby [weəˈbaɪ] ad. 借此(在……旁, 凭什么)
9. promoter [prəˈməʊtə] n. 促进者, 助长者
10. exhibitor [ɪgˈzɪbɪtə] n. 展出者(参展厂商)
11. in terms of 按照(依据, 用……词句, 用……来, 通过)
12. facility [fəˈsɪlɪti] n. 设施, 设备
13. entrepreneur [ˌɒntrəprəˈnɔː] n. 企业家
14. assistance [əˈsɪstəns] n. 帮助, 援助
15. manufacturer [ˌmænjuˈfæktʃərə] n. 制造商
16. colloquial [kəˈləkwɪəl] a. 口语的
17. concept [ˈkɒnsɛpt] n. 概念, 观念
18. conceptual [kənˈseptʃuəl] a. 概念上的
19. variability [ˌvɛəriəˈbɪlɪti] n. 易变, 变化性, 变异性
20. interval [ˈɪntəvəl] n. 间隔
21. barter [ˈbɑːtə] n. 物物交换, 实物交易
22. periodic [pɪəriˈɒdɪk] a. 周期的, 定期的
23. recur [rɪˈkɔː] v. 回到, 重现, 再来
24. permanent [ˈpɜːmənənt] a. 永久的, 持久的
25. precursor [priˈkɜːsə] n. 先驱者, 前导, 先进者
26. civic [ˈsɪvɪk] a. 市的, 市民的, 公民的

27. take control of 控制

28. initially [i'niʃəli] ad. 最初, 开头

29. inherent [in'hɪərənt] a. 生来的, 固有的, 先天的

## Text

### Fairs, Expositions and Exhibitions

The roots of the phenomenon "Fairs, Expositions and Exhibitions" can be traced back to its language origin. "Fair" comes from Latin "feria", meaning "holiday" as well as "market fair". This in turn corresponds to the Latin "feriae" which came to mean religious festival. During the 12th century the importance of trade meetings increased; fairs were held close to churches, so that the concepts of religious festival and market fair were combined in the common language.

The word "exhibition" was mentioned as early as 1649. It is a derivative of the Latin word "expositio", meaning "displaying" or "putting on a show". Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human exchange, whereby the promoters and exhibitors on the one hand communicate with the visitors on the other. Their results can only be told in terms of further human thought and activity.

The word "exposition" goes back to the same origin as "exhibition". Expositions, rooted in old French, tended to be very similar to their English cousins, exhibitions. Expositions were held in facilities built specifically for them. They were organized by either government departments or groups of entrepreneurs with government assistance for the express purpose of promoting trade. Manufacturers were invited to show their goods. In colloquial speech the concepts are used similarly. However, there are some interesting conceptual developments which show the variability of today's exhibition industry.

### Fair

The Middle English word "feire", which means a gathering of people held at regular intervals for the barter or sale of goods, is the one from which the present day definition, i. e. a periodic gathering for sale of goods, often with shows or entertainment, at a place and time fixed by custom, is taken.

### Expositions and exhibitions

Expositions and exhibitions have always been combined with the display of goods and products. Exhibitions differ from fairs in four major ways:

First, exhibitions were usually one-time events. They did not enjoy a recurring life cycle. However, while fairs ran for a short period of time, many exhibitions ran for



months, some for a year or longer. Second, exhibitions were housed in permanent facilities built specifically for them. Starting in the 18th century, the practice of building a facility for the express purpose of housing an exhibition was the precursor of the exposition/convention centre industry. Third, although fairs were held regularly, they were not highly organized events. Over time, religious and later civic leaders did take control of the grounds where fairs were held (usually public lands). Exhibitions, on the other hand, were highly organized events. They were initially created by government departments or committees for the purpose of promoting trade. Finally, exhibitions differed from fairs in the very way in which business was conducted. Goods were bought and sold at fairs. At exhibitions, commercial activity or selling of the displayed goods was not usually involved. However, inherence in displaying the goods was the hope of stimulating future sales. Today this is how most exhibitions still operate.

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#### Notes on the Text:

1. trace back to 追溯到
2. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results.  
展览是由于某种原因,为了实现特定的目标而进行的人类活动或者人类行为。
3. Their results can only be told in terms of further human thought and activity.  
其结果只能通过更进一步的人类思想和活动来呈现。
4. However, there are some interesting conceptual developments which show the variability of today's exhibition industry.  
然而一些有趣的概念发展则显示了当今会展业的变化。
5. ... exhibitions were housed in permanent facilities built specifically for them.  
……展览设在永久性场馆里并配有专门设施。  
house 在这里是动词,表示给……房子用。

#### Exercises

**Decide whether the following statements are true or false based on the Text.**

- ( ) 1. Both "Fair" and "Exhibition" come from Latin language.
- ( ) 2. Expositions were held for the purpose of promoting religious activities.
- ( ) 3. Today fairs are also held at regular intervals for the barter or sale of goods.
- ( ) 4. Exhibitions were usually one-time events while fairs were recurring ones.
- ( ) 5. It is unnecessary to hold exhibitions in permanent facilities built specifically for them.
- ( ) 6. Fairs and exhibitions were highly organized by government departments or