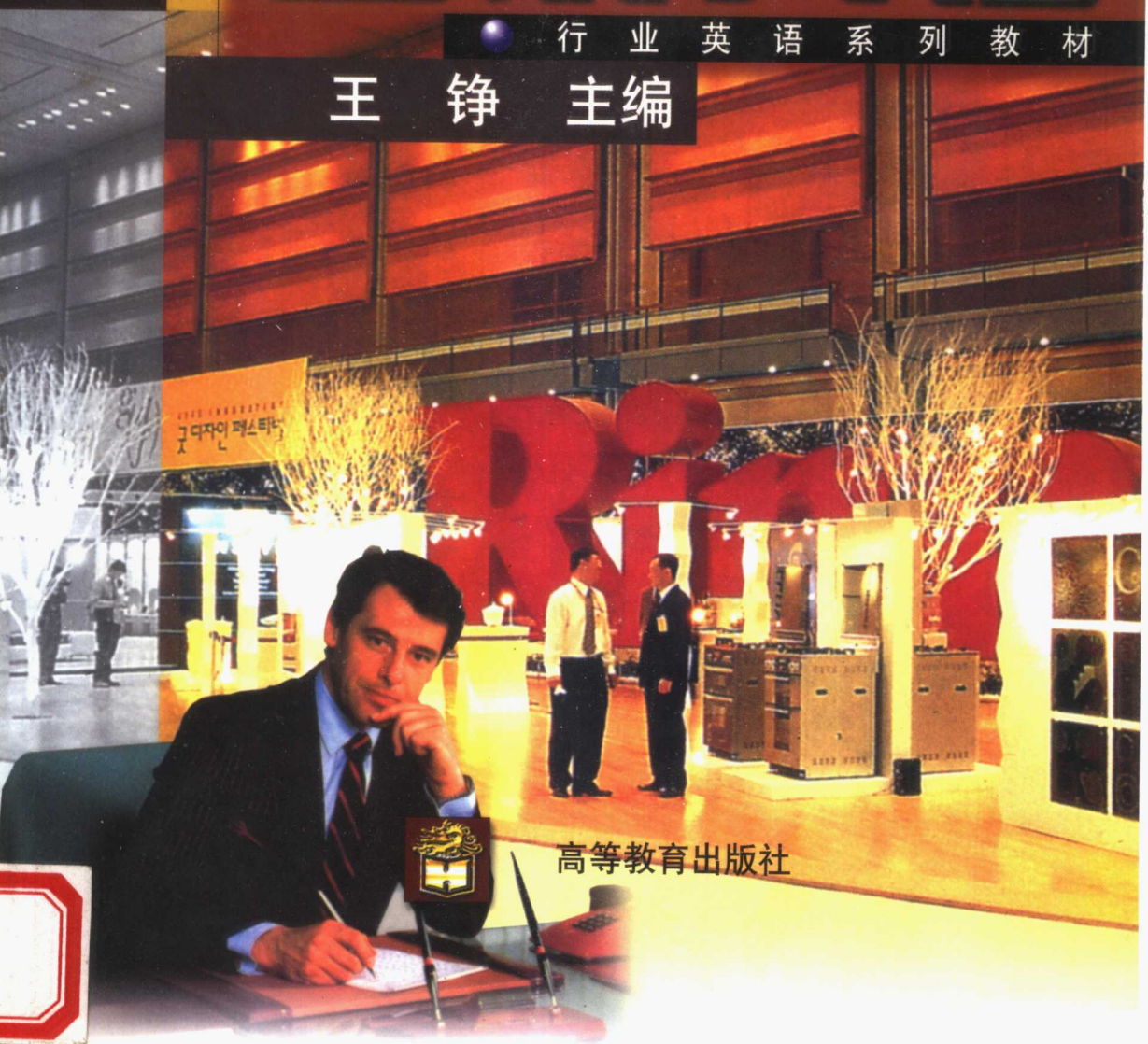


Exhibition
& Convention

会展英语

行业英语系列教材

王铮 主编



高等教育出版社

会展英语

**English for
Exhibition and Convention**

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内 容 提 要

本书是行业英语系列教材中的一本。本书从最基本的常识入手,介绍了有关会展业的主要建构要素,从选址、确定主题到布展、会务等各个环节都有较详细的介绍。本书通过形式多样的练习,使学生既可系统地学习到会展专业知识,又能增加语言实践的机会,从而建立起良好的职业准备和较高的职业素质。

图书在版编目(CIP)数据

会展英语/王铮主编。—北京:高等教育出版社, 2003.7

ISBN 7-04-012160-3

I. 会… II. 王… III. 展览会—英语—教材
IV. H31

中国版本图书馆 CIP 数据核字(2003)第 054504 号

策划编辑 陈锡铨 责任编辑 杜颖方

封面设计 王 铮 责任印制 蔡敏燕

书 名 会展英语

主 编 王 铮

出版发行 高等教育出版社

社 址 北京市西城区德外大街 4 号

邮政编码 100011

电 话 021-56719902

010-82028899

传 真 021-65877544

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021-56964871

免费咨询 800-810-0598

网 址 <http://www.hep.edu.cn>

<http://www.hep.com.cn>

<http://www.hepsh.com>

排版校对 南京展望照排印刷有限公司

印 刷 常熟市华通印刷有限公司

开 本 787×960 1/16

印 张 9.5

字 数 200 000

版 次 2003 年 7 月第 1 版

印 次 2003 年 7 月第 1 次

定 价 18.00 元(含光盘)

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前言

21 世纪的到来,给全面增强综合国力、正大踏步昂首走向世界的中国带来了诸多良机;申奥、申博的凯旋以及日益涌进各类知名国际商展和重大会议在中国的成功举办酝酿着又一个全新命题:会议与展览。如今,全国各高等院校纷纷开设与此有关的专业方向课程,与之相适应的教材编写也自然成了当务之急。在目前国内尚没有一本比较全面系统介绍会议与展览的同类教材、国际上相关的教材书目又不易觅到的情况下,我们用不长的时间比较有条理地尝试编写出了本书,供大专院校相关专业和层次的教学使用。

《会展英语》以教育部最新颁发的《高职高专教育英语课程教学基本要求》各项内容为依据,特别强调“在加强英语语言基础和基本技能的同时,重视培养学生实际使用英语进行交际的能力”。本教材以够用、实用、致用为经度延伸,以专业、职业、行业为纬度扩展,纵横交织、错落构想,力图编写出符合时代特征、满足专业要求、适应教学又便于使用的高职高专专业阶段的英语学习教材。本教材以实践训练掌握各有关常规知识为主,以语言训练提高增强交际能力为辅,体现较宽松自由、强调实际应用的自主互动学习过程来培养和建立起良好的职业准备和较高的职业素质。

全书由上海应用技术学院王铮副教授任主编,负责整体策划、制定单元框架和编写体例、构思遴选各单元内容并审定全稿。严明老师任副主编,协助通稿。参加编写的有王铮、严明、许静、苑冰、叶丽华等老师。

在本书的编写过程中我们得到了高等教育出版社外语分社

2 前 言

的热情支持和通力合作,但纵有良好愿望和百般努力也难免疏漏,请使用者不惜赐教与匡正以待修订补足。

编 者

谨识于 2003 年 7 月

使用说明

《会展英语》供高等院校相关专业和层次在两年基础阶段的英语学习后使用,可根据不同情况在约一学期时间学完。教学中可全用或选用部分章节,如条件允许,还可结合视听补充教学。

会议与展览作为一门专业方向,它糅合了语言学、社会学等学科,政治、经济等领域,以及生产、贸易等各行业方方面面的内容。本书从最基本的常识了解入门,介绍了有关该专业的主要建构要素,无论是选址、主题,还是布展、会务等都有较详细的介绍,并结合大量各种形式的练习,使学生在学完后一方面比较系统地学习掌握了专业知识,另一方面也更增强了语言实践。

《会展英语》由7个单元组成,书后附有各单元练习答案。每单元的 Homepage 提供了一篇专题文章,学生可以通过文章后的提问掌握该单元的叙述重点,便于展开讨论。通过 Close-up 的情境对话来实际操练本行业的常用对话。Snapshot 中一幅幅“快照”体现了语言接触与积累的机理。Background 提供知识面拓宽的机会并提醒与各单元内容相关的注意事项,而所有各单元的重点、难点和常用短语都被 Save 起来以备将来实际使用。

《会展英语》的编写特点:稳定中求灵动,疏散中寻严谨。教学上应跳出“知识传授”的说教误区,力求生动、讲究个案式探讨,在愉悦体验中完成比较专业的学习任务。

会展业是一项系统工程,会展专业方向是一门综合课程。相信系统综合本专业各相关知识和英语语言各相关技能的教学

2 使用说明

一定可以培养出适应时代需求的复合型会展专门人才。

《会展英语》愿为您添上一双启程的羽翼,祝学习成功!

编者

谨识于2003年7月

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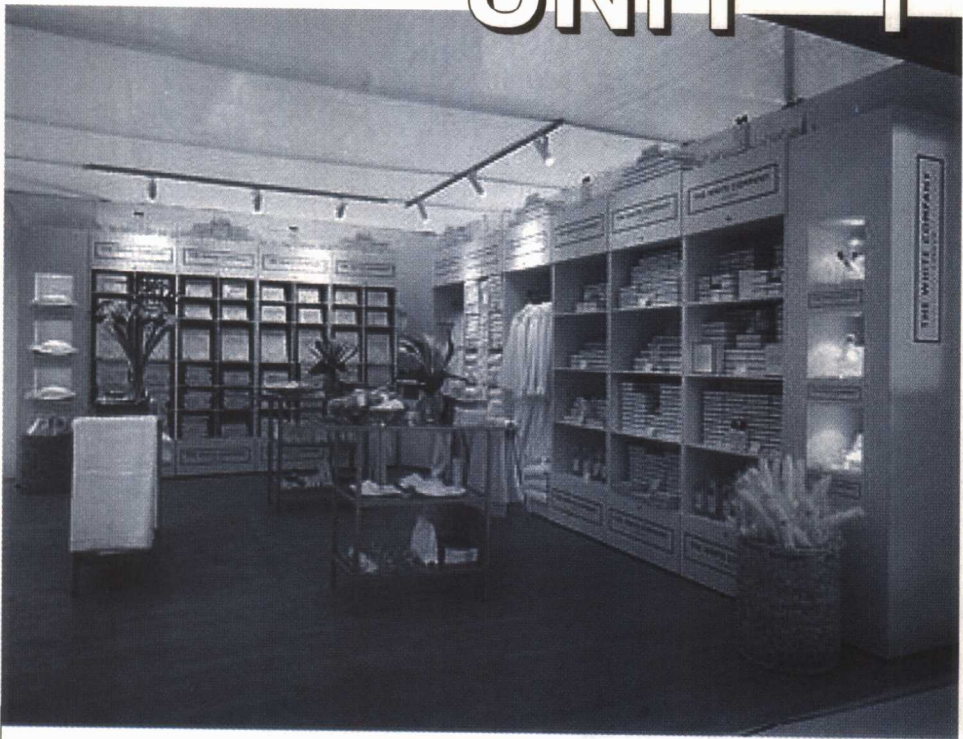
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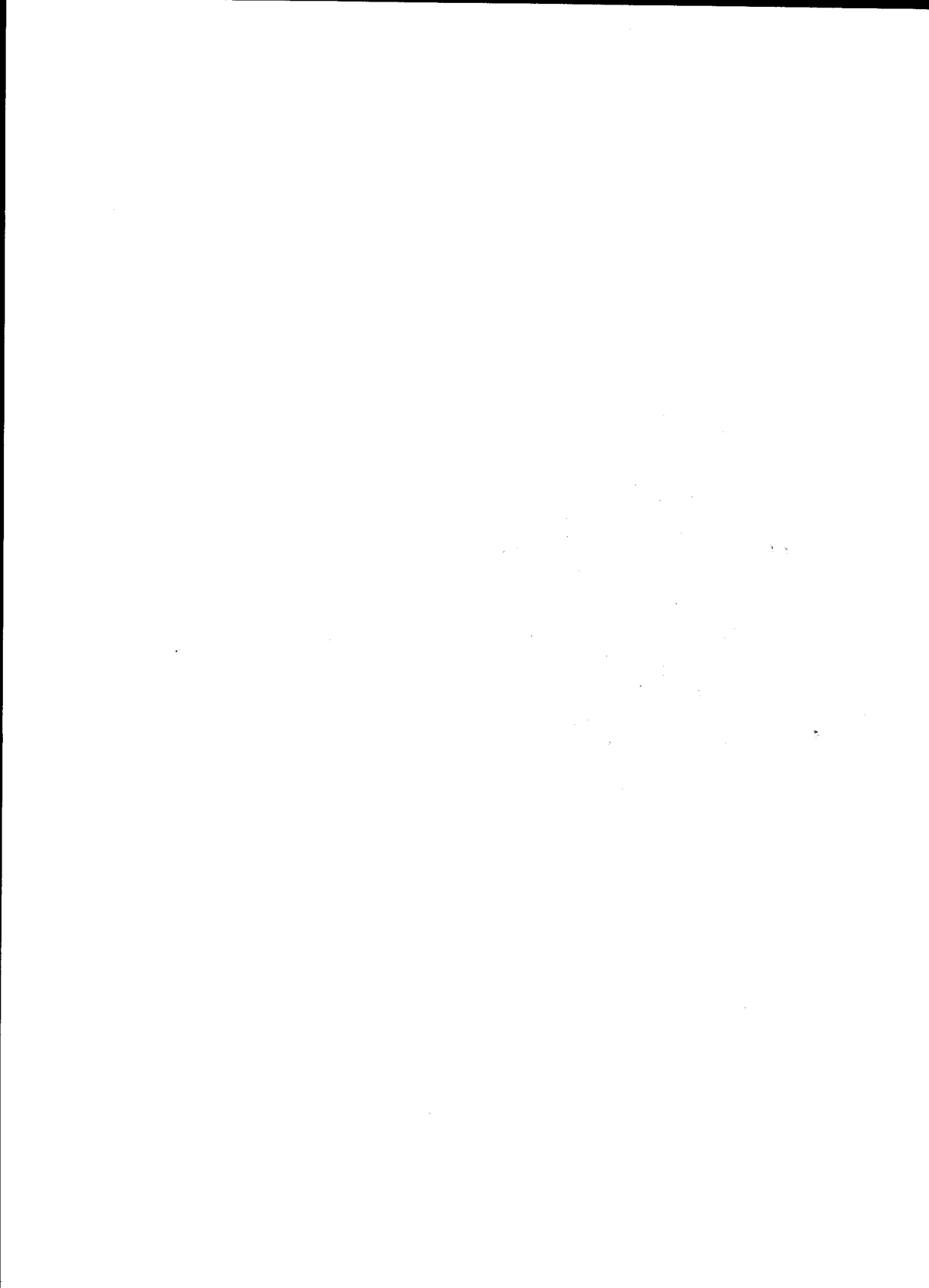


UNIT 1



Exhibition and Convention

- 1 Homepage: Career Topic
- 2 Close-up: Situational Dialogues
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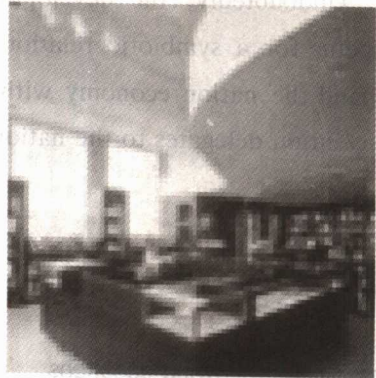


I HOMEPAGE: Career Topic

The Show of Fair Industry

China's exhibition industry has been booming in the past two decades with the sustained and rapid growth of national economy. As a developing and large market in Asia, China has been attracting more and more investors since the implementation of opening and reform policy. Exhibition industry has been playing an important role in introducing advanced technology and equipment to China and in promoting trade and economic co-operations between China and the world. According to incomplete statistics of China Council for the Promotion of International Trade, both the number of international events held in China and that of Chinese participation in foreign international events have been increasing. In addition, more new and modern exhibition facilities are being built up; more people are involved in related business; more rules and expertise are needed — this is why we are organizing various conventions and exhibitions in China, the modern shows for all the people interested in China's exhibition industry.

With the continuous, stable and rapid growth of China's exhibition industry, China's exhibitions have covered almost all kinds of the industries and become the important commodity market, technology



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market, information market and the important media of the market to introduce capital. Early in 2001, there were 1,600 exhibitions held all over China, which attracted 7 million professionals to visit the above different kinds of the exhibitions.

With the great success the event has won so far, more and more overseas and domestic manufacturers and suppliers will gather together in China to launch their new products and achievements. Especially its annual thousands of professional visitors are the assurance of the success of your opening up the China's market.

“Expotech Shanghai 2002”, for instance, together with “The 10th Shanghai Int'l Ad Autumn”, which took place on Nov. 26~29, 2002 at Shanghai Mart was a big success. With its exhibition space extends to over 10,000 square meters, the exhibition centralized in the main topic of the specialization and industrialization. Facing the huge China's exhibition market, “Expotech Shanghai 2002” has shown the latest and advanced displaying technology, facility and equipment in the world, as well as the highest level of China's exhibition service and displaying technology.

Undoubtedly, the developing show of fair industry would provide the impetus for a symbiotic relationship between China and investors; it would expand the nation economy with a wider, more diverse base to attract more convention delegates to the nation.

1.1

Answer the following questions.

- 1) What do you think are the main reasons of the booming exhibition industry?
- 2) How many exhibitions of various kinds were held in China in 2001? What historic situation did it reflect?
- 3) What can exhibition industry benefit a nation, according to your understanding of the text?
- 4) Could you expect the prospect of exhibition industry in China next year?

1.2

True or false.

- 1) China's exhibition industry has been developing fast for almost twenty years. ()
- 2) More and more investors pay attention to China because of its reform policy. ()
- 3) 7 million professionals came to China for various exhibitions in 2002. ()
- 4) The large amount of visitors will be helpful to the economic market in China. ()
- 5) In recent years, the high level of exhibition service and displaying technology has been shown in China. ()

2 CLOSE-UP: Situational Dialogues

Dialogue 1

A: Here we are. This is the Electronics and Electrical Appliances Zone.

B: It's quite a large hall; what's included here?

A: It seems to have every major manufacturer in the world, we have electronic equipment and instruments, household electronic appliances,

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optical equipment and information technology products.

B: I should say this is one of the largest exhibitions I've ever attended since I entered this line. I'm sure I can find what we are looking for.

A: We do hope you will get everything you want. This way, please.

B: I'd like to take a look at some media production.

A: These are all high-definition TV sets and digital video players. Our products are fast catching up with the west, and some are the most advanced in the world.

B: We purchased some TV sets last year, but were not satisfied with them, perhaps I can find some better ones here.

A: I'm sure you will. Our government has made great efforts to encourage the development of the high-tech industry. Lots of engineering universities and schools have been set up in recent years, and our designers always keep up with the latest trends.

B: That's true, now it's quite easy to find more and more Chinese high tech-goods in the world market.



A: Good afternoon, Mr. Black. How is everything going?

B: Fine. Nancy, good to see you here after staying at the show for three days. I could understand completely why so many people visit the show every year.

A: Of course, a lot of reasons, you can contact lots of counterparts through trade shows and it's also a good stage to let people know your company and products.

B: Exactly, exhibitions attract targeted buyers and decision-makers, and they serve a variety of purposes for visitors and provide returns. I'm so glad to have caught the chance, for considerable companies showed their interests

in our products. Don't you think it's time for us to develop a wider international market?

A: Yeah, but you need to be well informed about commerce in order to get into the world market.

B: I agree. That's the imperative step to compete in the world market.

A: Where to get the up-to-date information about the market?

B: The U.S. Government and the Department of Commerce release this type of information at regular intervals. They keep a record of how much has been sold on the market and market predictions.

A: Do you mean that many companies make new plans based on this information?

B: That's right. It takes long time to look into the market, and some companies hire consultants to do the research.

A: I heard it could be very expensive.

B: Yes, but it's worthwhile.

2.1

Match each number in column A with a letter in Column B.

A

- 1) 不完全统计
- 2) 以...为中心
- 3) 经贸合作
- 4) 共生关系
- 5) 国际事务

B

- A. trade and economic co-operations
- B. international affairs
- C. centralize in
- D. symbiotic relationship
- E. incomplete statistics

2.2

Select the correct phrase from the group and translate the corresponding phrase into English.

改革开放政策 会展业 稳步发展 潜在市场 国际事务

- 1) Developed countries play a comparatively more important role in _____.
- 2) _____ has become the necessary part of the exhibition purposes.
- 3) More and more people are involved in the field of _____.
- 4) Various conventions and exhibitions could help the _____ of our national economy.
- 5) China is developing fast since its implementation of _____.

2.3

Role-play. Suppose you're an interpreter in the situation of dialogue 1, choose two of your classmates as A and B, play your role as an interpreter.

2.4

Translate the sentences into Chinese and ask your partner to translate back.

- 1) Exhibitions attract targeted buyers and decision-makers, and they serve a variety of purposes for visitors and provide returns.
- 2) Our government has made great efforts to encourage the development of the high-tech industry.
- 3) The tremendous development of China's exhibition industry has promoted the modernization of exhibition facility, equipment and technology.

- 4) China's exhibitions have covered almost all kinds of the industries and become the important commodity market, technology market, information market and the important media of the market to introduce capital.

3 SNAPSHOT: Additional Reading

Passage 1

Some Exhibition Centers World Wide (1)

Today, modern well-facilitated exhibition centers have already become a sort of civilization symbol in global society, here are some brief introductions of some exhibition centers world wide.

Düsseldorf, Germany

The exhibition complex in Düsseldorf is one of the largest in the world, covering nearly 2.5 million square feet of space. Seventeen climate-controlled halls feature the latest in state-of-the-art communication technology and technical services. An extensive conference facility also exists, with the capacity to handle small, mid-size, and large meetings, conventions, and presentations. Covered moving walkways, barber and beauty shops, restaurants and cafes in each hall, international visitor's lounge, press club, several banks, shops, a post office, and travel, airline, and train offices all combine.

