

高职高专规划教材

ENGLISH FOR EXHIBITION AND CONVENTION

会展英语

◆ 黄 晨 柯淑萍 编著

Preparation for Exhibition

Procedure of Exhibition

Follow-up of Exhibition

Convention

Introduction to Some Worldwide Exhibition Centers

Business Letter Writing



ZHEJIANG UNIVERSITY PRESS

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AND CONVENTION

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Preface (前言)

近年来,素有经济发展和社会进步“推进器”之称的会展业正在中国迅猛发展,作为我国国民经济新的增长点会展经济已初具规模。会展业是一个内涵小而外延大的行业,对从业人员的要求也很高,不仅要精通贸易、管理、法律等各专业的知识,还要有较强的语言沟通的能力、解决问题的能力。但是,目前国内高素质的会展专业人才奇缺,与会展业的高速发展不相符合,这已是会展业进一步发展的“瓶颈”。正是在这样的形势下,我们编写了这本融语言知识、专业信息和操作技能为一体的会展专业英语教材《会展英语》。

《会展英语》的使用对象为大专院校会展专业高年级学生,同时也适用于具有相当英语水平的从事会展工作的专业人员、管理人员、翻译人员和策划人员。

本教材以特殊英语(ESP)的教学原则为指导,既考虑到现代外语教育对教材的意义和功能的更新,也注意到会展行业的理论与实践结合的紧密性,通过各项训练任务,把会展行业的专业知识和英语语言能力的培养紧密地结合起来。

和已有的《会展英语》教材相比,本书有以下三大特色:

1. 脉络清楚,要点突出。全书以展览服务为全书的重点,同时以展览发生的时间顺序来划分全书的主要章节。

2. 教学形式的多样化。书中既有以 Background Information 为形式出现的相关背景资料的介绍,也有以 Dialogue 形式出现的实际操作练习。理论与实践相结合,培养学生不仅具有丰富的相关知识链接,同时又有实际运用的能力。

3. 教学内容的专业化。本书所涉及的内容都是会展从业人员必须掌握的, 学习者只要能认真地掌握书中的内容, 就完全能够胜任自己所从事的工作。

本教材立足于实用、致用、够用, 以专业、职业、行业为特点。

本教材由六大部分构成, 包括展前、展中、展后、会议、世界著名会展中心介绍和商务信函的写作等。每个大部分由若干单元构成, 每个单元都有背景知识、情景对话、注释、语料库、句型仓库、练习等部分。练习部分包含语言能力的多种训练项目, 如翻译练习、角色对话、阅读理解等。阅读理解所选材料也紧紧围绕会展这个中心, 以期拓展学习者的视野, 并能形成相关知识的链接。

本书还附有英汉对照的会展及会议的常用词汇表, 以便于读者查找。

由于时间仓促, 本教材中的缺点和错误在所难免, 欢迎各位专家、同仁及读者批评指正。

编 者

于浙江旅游职业学院

2007年8月

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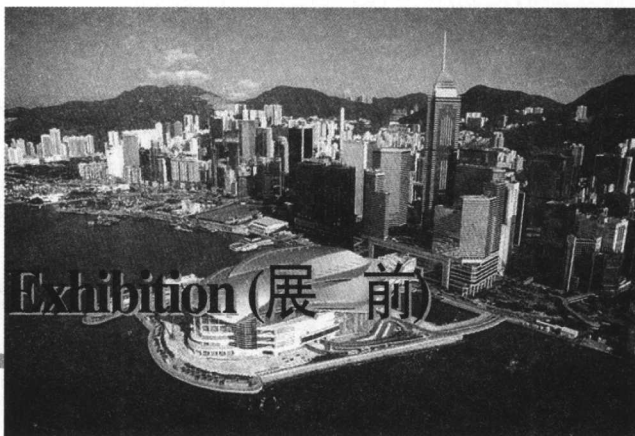
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Section 1

Preparation for Exhibition (展前)



Unit 1 Choice of Venues (场馆选择)

Background Information (背景知识)

The ultimate purpose of participating in an exhibition event is to enhance the company's brand recognition and enlarge its share in the local market, thus it is very important for the company to choose an exhibition venue with easy access to its target market.

Situational Dialogues (情景对话)

Model Dialogue 1

(In the following dialogue, A and B from an automobile company are discussing about the possible venue for the planned exhibition. A knows little about the local venues. B is from the parent company and is a native person who is more familiar with the local situation.)

A: What would be a nice location for our automobile exhibition?

B: In China, I am afraid the rural areas may not be ideal for it.

A: Do you mean people do not have the purchasing power for cars in rural areas in China?

B: It is not necessarily so. But people in the country do have less purchasing power than those in the cities.

A: I see what you mean. Then we had better hold our exhibition in cities.

B: That would be much better. Yet, as you know, people's living standards in different cities are quite varied. Cities like Beijing or Shanghai are more economically

developed.

A: Oh, I did not know that. For the first time to hold an exhibition here in this country, we had better start out with some place close to our target clients.

B: That's right. So let us just try out with Beijing, the capital city of this country.

A: Sounds good. But where would be the venue for the exhibition?

B: Beijing is a city with many exhibition halls. However, the most popular one is the International Exhibition Center. As I know, there is going to be an International Automobile Exhibition in 10 months, and it will be a golden opportunity for us to make our first show.

A: Yes, that would be wonderful. Let us find some time to visit the venue for ourselves.

B: Sure.

Model Dialogue 2

(The following dialogue is between a sales manager B from Bayside Expo and Executive Conference Center and client A from a company who intends to rent a stand in this center for its show.)

A: This looks like a very nice location, isn't it?

B: Yes, you are right, sir. Bayside has the amenities of a Boston location without the downtown hassle. Besides, it is located at waterfront with exceptional views.

A: Is it easy for people come to visit?

B: Yes, it provides very easy and convenient access for show attendees, exhibitors and freight delivery. It is actually the most convenient located convention facility in New England.

A: So where is it actually located?

B: It is one mile from downtown Boston, located just off the Southeast Expressway and next to the Commuter rail stop.

A: Yes, it is easy to find. Can you introduce a little bit about this center?

B: Sure. Bayside boasts over 240,000 square feet of exposition space plus a 19,000 square feet—18 meeting room Executive Conference Center adjacent to the exhibit halls.

A: That's very large.

B: Yes, besides, a 197-room Doubletree Club Hotel is in-site at the Bayside and the Waters Edge Ballroom is the perfect spot for weddings, parties and other social events.

A: Sounds like a place with everything I need. What about the services here?

B: We provide our clients with a whole package of services. The staff at Bayside is very professional and experienced. They will work with you from the event planning

stages to the successful close of your event, ensuring complete satisfaction.

A: Sounds like an ideal venue for our company's show.

Notes (注释)

1. What would be a nice location for our automobile exhibition? 我们要举办的汽车展览在哪里比较合适呢?
2. Do you mean people do not have the purchasing power for cars in rural areas in China? 你的意思是中国的乡村没有汽车购买力? purchasing power 购买力。
3. People's living standards in different cities are quite varied. 在不同的城市人们生活水平差别很大。living standards 生活水平。
4. 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。target clients 目标客户。
5. Bayside has the amenities of a Boston location without the downtown hassle. 伯塞得拥有波士顿那样的便利位置, 但却没有城市的喧嚣。hassle *n.* 喧闹。
6. The Waters Edge Ballroom is the perfect spot for weddings, parties and other social events. 河边舞厅对举办婚礼、聚会以及其他社会活动来说都是理想的选择。
7. We provide our clients with a whole package of services. 我们为客户提供一整套的服务。a package of services 一整套的服务。

Words and Phrases Bank (语料库)

adjacent to	和……靠近
amenity	舒适的
attendee	参加者
automobile exhibition	汽车展
boast	自夸
convention facility	会议设施
exhibit hall	展览大厅
exhibitor	展商
freight delivery	货物运输
hassle	喧闹
living standard	生活水平
parent company	母公司

participate in	参与
purchasing power	购买力
recognition	知名度, 认可
social events	社会事件
target market	目标市场
ultimate	最终的
varied	各种各样的
venue	场地

Sentence Storage (句型仓库)

1. Choosing the venue that works best for your show involves many important considerations. 如要选择最适合你的展览场馆, 需要进行多方面的考虑。
2. Choosing a suitable venue is the common wish of the organizer, undertaker and the participants. 选择一个合适的场馆是组织者、承办者和参与者的共同愿望。
3. Many factors must be considered prior to making the final decision about the exhibition venue. 在选出最终的展览场馆前, 必须考虑许多因素。
4. Choosing a venue with an appropriate size is one of the crucial factors to success. 选择一个面积合适的场馆是成功的重要因素之一。
5. In terms of choosing the venue, on-site inspection is important and useful, no matter the venue is being searched by organizers themselves or through an agency. 在选择场馆时, 无论是组织者自己或通过代办机构来挑选, 现场的考察都很重要。
6. Cultural, economic and political factors, as well as different ways of doing business, also must be taken into account. 我们要考虑到文化、经济和政治因素, 以及做生意的不同方式。
7. It caters to a variety of needs and interests. 它满足了各种各样的需求和偏好。

Exercises (练习)

1. Translation Practice

Directions: Translate the following sentences into Chinese.

- 1) The ultimate purpose of participating in an exhibition event is to enhance the company's brand recognition and enlarge its share in the local market.

- 2) It is very important for the company to choose an exhibition venue with easy access to its target market.
- 3) Another less tangible consideration that influences site selection is the perception of the locals.

2. Role-play

- 1) Mr. White is from a university; and Ms. Zhang is from an exhibition center. Mr. White is going to represent his university to attend an education exposition held in the exhibition center. So Mr. White is interested in obtaining some information about the venue from Ms. Zhang.
- 2) Mr. Johnson is searching for a place to hold an exhibition in China for his company—a home appliance company. He is talking with Ms. Yang, who is from a venue-searching agency in China, to obtain some ideas about a suitable place to hold the show.

3. Reading Comprehension

Passage 1

Directions: Read the following passage and decide whether each of the statements below the passage is true or false. Put a "T" for true and an "F" for false.

China International Exhibition Center

China International Exhibition Center organizes and hosts international fairs, trade shows and foreign exhibition in China, aiming at strengthening the economic and technological exchanges and cooperation and promoting economic development and prosperity between China and other countries.

China International Exhibition Center owns a total indoor exhibiting space of 60,000 square meters, an outdoor space of 7,000 square meters, a parking lot of 10,000 square meters, a container-ground of 10,000 square meters and a Customs bounded storage of 3,000 square meters. All the exhibition halls have ready access to electricity and power, water supply and drainage, telecommunications, heating and air-conditioning systems, which can fully meet the requirements of the exhibitions. A general service building has Chinese and westerns restaurants, seminar and meeting rooms and lecture halls. The exhibitors can easily get the services they need in this exhibition complex such as the Customs, transportation, booth construction, business tour, hotel accommodation and article renting.

Located at the northeast corner of Beijing, China International Exhibition Center is only 10 km away from the downtown, 5 km from the diplomatic area and