

高等院校经贸与管理规划教材

■ **ENGLISH FOR
CONVENTION
AND EXHIBITION**

会展英语

吴海霓 沈超燕 童琦 编著



中国商务出版社

CHINA COMMERCE AND TRADE PRESS

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图书在版编目 (CIP) 数据

会展英语/吴海霓, 沈超燕, 童琦编著. —北京: 中国
商务出版社, 2008. 3
高等院校经贸与管理规划教材
ISBN 978-7-80181-849-2

I. 会... II. ①吴... ②沈... ③童... III. 展览会—
英语—高等学校—教材 IV. H31

中国版本图书馆 CIP 数据核字 (2008) 第 026140 号

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中国商务出版社出版

(北京市东城区安定门外大街东后巷 28 号)

邮政编码: 100710

电话: 010—64269744 (编辑室)

010—64295501 (发行部)

64266119 (发行部)

零售、邮购: 010—64263201

网址: [www. cctpress. com](http://www.cctpress.com)

E-mail: [cctp@cctpress. com](mailto:cctp@cctpress.com)

北京中商图出版物发行有限

责任公司发行

嘉年华文有限责任公司排版

三河市和达印务有限公司印刷

787×980 毫米 16 开本

18.25 印张 338 千字

2008 年 3 月 第 1 版

2008 年 3 月 第 1 次印刷

印数: 4000 册

ISBN 978-7-80181-849-2

H·215

定价: 32.00 元

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举报电话: (010) 64212247

前 言

编写目的：会展业作为服务业的一部分，在促进经济贸易、信息交流和推动区域经济发展方面起着特殊作用，但会展业在中国的发展时间还不长，与发达国家相比存在着较大差距。为了吸收国外先进的会展知识和经验，我们必须通过系统、专业地学习，掌握会展专业知识和操作技巧；对比国际会展行业组织、国际知名展览集团、国内外会展实例、世界会展名城，了解不同国家会展的特点和风格，把握国际会展业的最新动态。

读者范围：目前国内市场虽然已陆续出版了一些有关会展英语的书籍，但大多针对的是初学者，内容上也只侧重于展览会中的基本日常对话，对会展知识的系统介绍很少，所以我们力求编写一本既能传播会展专业知识，又能提高会展专业英语能力的教材，以满足广大读者更高层次会展英语学习的需要。本书适合于会展、贸易、营销等专业的高等院校师生以及对会展感兴趣的各界人士学习，并对从事会展管理和策划工作的企业管理人员具有较高的阅读价值。

本书构成：本书共有五章。第一章：国际会展行业组织（共5个单元，内容涉及国际展览局、国际展览联盟、国际展览管理协会、德国贸易展览业协会、德国会展统计数据自愿控制组织）；第二章：国际八大知名展览集团（共8个单元，内容涉及德国汉诺威展览公司、德国慕尼黑国际博览集团、德国法兰克福展览集团、德国柏林展览公司、德国科隆国际展览公司、德国杜塞尔多夫展览公司、法国爱博集团、法国励展博览集团）；第三章：国内外展览（共8个单元，内容涉及服装纺织产业——日本东京国际时装博览会、美国拉斯维加斯国际服装展览会；轻工工艺产业——日本东京国际礼品展览会、美国纽约国际玩具博览会、中国香港玩具展览会；机电电子产业——美国拉斯维加斯国际消费电子产品博览会、中国香港电子产品展览会）；第四章：国内外会议（共4个单元，内容涉及世界华商大会、浙江投资贸易洽谈会、世界休闲组织大会、世界博览会）；第五章：世界会展名城（共5个单元，内容涉及

德国慕尼黑、德国科隆、中国香港、日本爱知县、法国巴黎)。

单元构成：每个单元由阅读文章、课文词汇及课文注释、课后练习三个部分组成。阅读文章侧重国际会展行业组织、国际知名展览集团、国内外会展实例、世界会展名城等专业知识的含量；课文词汇主要列出文章中所涉及的专业词汇，采用英汉对照，课文注释主要对文章的语言难点、背景知识作出分析；课后练习一方面是加深和检测对文章内容的理解和掌握，另一方面是加强英语语言能力的培养和提高。

本书既注重会展专业知识系统性、前瞻性，又强调英语语言能力培养。我们相信，本书一定会给读者带来全新的感受。本书是在中国服务经济研究中心（CCSE）主任郑吉昌教授指导下，充分发挥团队优势，历时一年，精心编写的会展英语阅读教材。由吴海霓、沈超燕负责全书框架构思、题材选择、课后练习的编写，童琦（两次赴德国瑞文斯堡合作教育大学、德国培训与发展协会及著名会展公司进修会展专业知识）、吴海霓负责课后注释，全书最后由吴海霓修改定稿。

由于作者水平有限，书中定有不尽如人意之处。敬请广大读者和英语同行不吝指正。

编 者

2007年8月于杭州

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Chapter One

International C&E Industry Association

Unit One Bureau of International Expositions^①

(BIE)



The Bureau International des Expositions¹

(International Exhibitions Bureau) was established by a diplomatic international convention, signed in Paris, in 1928. Its function is to regulate the frequency and quality of exhibitions falling within its remit. This may simply be defined as covering all international exhibitions of a non-commercial nature (other than fine art exhibitions) with the duration of more than three weeks, which are officially organized by a nation and to which invitations to other nations are issued through diplomatic channels. The BIE is therefore not concerned with trade fairs and indeed the degree of commercial activity carried out at BIE exhibitions is carefully regulated.

The first International Exhibition is generally considered to have been that

^① Bureau of International Expositions, <http://www.bie-paris.org/main/index.php?lang=1>.

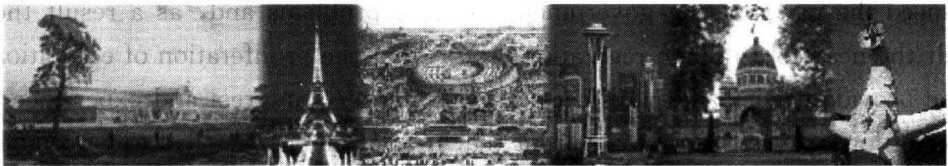
held in London in 1851. The success of this event produced many highly successful exhibitions throughout the world. For example, the Paris Exhibition of 1889 is well remembered for the creation of the **Eiffel Tower**². But as the number of these events increased, it became clear that some measures were needed to control the frequency and quality of exhibitions. **The 1928 Convention on International Exhibitions**³ established the BIE and set out simple rules, which restricted the number of exhibitions that could be held and defined their characteristics. The original 1928 Convention has been amended by various **additional protocols**⁴, but the basic framework of that Convention is still valid today.

The **Secretariat General**⁵ of the BIE, which is located in Paris is headed by the Secretary General. The French Foreign Office carries out formal diplomatic relationships for the BIE. Membership to the BIE—currently comprising 98 nations—is open to any Government by accession to the 1928 Convention and **the 1972 Protocol on International Exhibitions**⁶. An annual fee is charged on a sliding scale based on United Nations principles on such contributions. However, **a substantial part of the BIE's income derives from the registration fees for staging exhibitions and from a percentage of the gate money raised for that exhibition**⁷. General Assemblies of the BIE are held twice a year in Paris under the chairmanship of the elected President of the BIE. These meetings are attended by all member states and by observers. Delegates review applications for new projects and consider reports from those exhibitions in a more advanced state. **They are also attentive to reports by the four Committees, which supervise appropriate aspects of the BIE's activities**⁸. **The Executive Committee**⁹ assesses new projects and exercises an overview on the different aspects of exhibitions, while the Rules Committee is concerned with the detailed documentation and technical provisions of exhibitions as well as the internal rules of the BIE.

The Administration and Budget Committee and the Information and Communication Committee complete this structure. **Each of the four Committees has a Chairman, who at the same time is a Vice President of the BIE, and a Vice Chairman**¹⁰. These eight members form a controlling body that assesses the activities of the BIE as a whole in preparation for the summer and winter General Assemblies. Committee members are elected by the General Assembly.

In deciding whether an exhibition subject to the provisions of the

Convention is **registered or recognized**¹¹, the General Assembly of the International Bureau of Exhibitions (BIE), which has **sole authority**¹² for the decision, will take account of the opinion of the Executive Committee which has unlimited discretionary powers and **which must be consulted in each case in accordance with article 30 of the Appendix to the Protocol of November 1972**¹³. For example, the following themes can be considered subjects of recognized exhibitions: Ecology, Atomic energy, Meteorology, Chemical industry, The sea, Land transportation, Mountains, Freight, The forest, Data processing, Hunting, Urban planning, Fishing, Habitat, Cereals, Recreation, Animal husbandry, Archaeology, Pisciculture, Medicine. The Executive Committee shall recommend that the General Assembly accept or reject the theme of a recognized exhibition or limit its scope.



Historical Background

Exhibitions are not a recent invention. They date back to the times when large-scale markets were regularly held in cities. Because they were located at major route intersections, attracted visitors and brought prosperity. Crowds of people, some of whom had traveled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles. These events thus provided a forum for expressing and evaluating ideas and for demonstrating and comparing skills.

Through these gatherings, a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations conflicted cultures. Buyers and sellers would flock to the cities of Lyons, Frankfurt and Leipzig in particular from all over medieval Europe.

The commercial transactions of long ago thus paved the way for the international exhibitions of today, which play an educational role and are instrumental in promoting understanding in the world.

The first universal and international exhibition in the modern sense of the

term took place in 1851 in London, capital of England, the world's leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian era. The exhibition was an overwhelming success.

Every nation was invited to contribute to the exhibition, which constituted an inventory of all branches of human endeavour. Paris took over and organized brilliant exhibitions in 1867, 1878, 1889 and 1900. Soon other large centers were also eager to welcome craftsmen and manufacturers from all over the world, and among the most successful international exhibitions were those held in Vienna, Amsterdam, Brussels, Barcelona, St. Louis, Turin and Philadelphia.

These events inevitably gave rise to numerous conflicts of interest and were often characterized by very poor organization. This state of confusion caused the participating governments serious problems and, as a result they felt the need to establish regulations to prevent the proliferation of exhibitions and provide participants with certain guarantees. As interest and experience in exhibitions grew it became apparent that the various parties had to be brought together and their differences aired in an attempt to solve common problems.

An international agreement seemed necessary. Paris had been calling for one since 1907. In 1912 the German government took the initiative and called interested governments together in order to work out the basis for an agreement.

The governments were quick to respond and they expressed the desire to establish regulations to improve relations between organizers and participants and between inviting governments and official or private exhibitors.

It was the Berlin Diplomatic Conference that established the basis for an international convention governing international exhibitions. However, the diplomatic decision that resulted could not be ratified because of the War of 1914.

The governments took up the matter again in 1920, but it was not until November 22, 1928, at another conference in Paris, that delegates of thirty-one countries signed the first convention governing, in a constructive manner, the organization of international exhibitions.

The International Convention of 1928 brought order to the world exhibitions' situation by regulating their frequency and outlining the rights and obligations of the exhibitors and organizers. At the same time the International

Exhibitions Bureau was created in order to ensure compliance with the provisions of the Convention.

Subsequently two protocols—one concluded in 1948 and the other in 1966—amended the Convention on the key issue of exhibition frequency.

In view of the precedents that had been set during the International Exhibitions Bureau's forty years of existence and also in view of new economic data (faster rate of progress, decreased travel time, and the appearance of new countries on the world scene), a thorough revision of the 1928 Convention was necessary.

This revision was undertaken in 1965 and resulted in the signing of the Protocol of November 30, 1972, which has since governed the organization of international exhibitions.

Notes:

1. The Bureau International des Expositions: 法语, 即 Bureau of International Exhibitions (国际展览局)。1928 年, 由法国发起, 根据外交公约, 成立了国际展览局, 简称 BIE, 总部设在巴黎。国际展览局属政府间国际组织, 其作用包括组织考察申办国的申办工作, 协调展览会的日期, 保证展览会的质量等。它的存在对规范、管理和协调世博会的举办, 起到了很好的效果。目前, BIE 已有 98 个成员国。1993 年 5 月 3 日, 中国正式加入国际展览局, 并积极参与了国际展览局的各项活动。2003 年 12 月, 时任中国驻法国大使吴建民被推举为国际展览局主席, 由亚洲人担任此重要职务这在国际展览局历史上还是第一次。
2. Eiffel Tower: 即法国埃菲尔铁塔。
3. The 1928 Convention on International Exhibitions: 1928 年《国际展览会公约》。1928 年 11 月 28 日, 31 个国家的代表在巴黎召开会议, 签订了世界上第一个协调与管理世界博览会的建设性“公约”, 即《国际展览会公约》, 并成立了执行机构——“国际展览局”。《国际展览会公约》规定了世界博览会的举办周期、展出者和组织者的权利与义务。
4. additional protocols: 补充规定或附件。
5. Secretariat General: 秘书长。国际展览局的常设办事机构为秘书处, 秘书长为主持日常工作的主要领导, 现任秘书长为西班牙人文森特·洛瑟泰尔 (V. G. Loscertales) 先生, 于 1993 年 12 月起担任此职。
6. the 1972 Protocol on International Exhibitions: 国际展览局 1972 年《公约》附件。国际展览局于 1948 年和 1966 年两次修改《1928 年巴黎公约》的规定。

- 1972 年 11 月 30 日, 国际展览局又对世界博览会的运作做了若干新规定。1988 年 5 月 31 日, 国际展览局通过《公约》修正案, 该修正案于 1997 年生效。
7. a substantial part of the BIE's income derives from the registration fees for staging exhibitions and from a percentage of the gate money raised for that exhibition. BIE 的收入主要来自申办展览会的注册费和举办期间一定比例的门票收入。
 8. They are also attentive to reports by the four Committees, which supervise appropriate aspects of the BIE's activities. 他们也要处理来自 4 个委员会的报告, 这些委员会负责指导国际展览局的工作。
 9. the Executive Committee: 执行委员会。国际展览局是政府间的国际组织, 一切活动均通过外交途径进行。该局设 4 个专业委员会: 执行委员会 (Executive Committee)、行政与预算委员会 (The Administration and Budget Committee)、条法委员会和信息委员会 (The Information and Communication)。
 10. Each of the four Committees has a Chairman, who at the same time is a Vice President of the BIE, and a Vice Chairman. 4 个委员会中的每一个委员会都有一个主席和一个副主席, 主席同时又是国际展览局的副主席。
 11. registered or recognized: 注册类和认可类。按照国际展览局的规定, 世博会分为注册类和认可类两类展会。注册类为综合性展会, 展期为 6 个月, 场地面积无限制。从 2000 年开始, 注册类展会每 5 年举办一次; 认可类为专业性展会, 展期为 3 个月, 展出面积在 25 公顷以内。两个注册类世界博览会之间可以安排一次专业性的世博会, 即认可类世博会, 展出时间不超过 3 个月 (A1 类园艺博览会可为 6 个月), 展出规模不超过 25 公顷。
 12. sole authority: 一票决定权。
 13. ... which must be consulted in each case in accordance with article 30 of the Appendix to the Protocol of November 1972. 每一个事件都必须遵循 1972 年达成的附件中的第 30 款来执行。

Exercises:

1. Vocabulary Work

Work on the following words and phrases and write the translated version in the space provided.

International Exhibitions Bureau _____

Secretariat General _____

General Assembly	_____
Executive Committee	_____
exhibition frequency	_____
provisions	_____
obligations of the exhibitors and organizers	_____
beneficial atmosphere	_____
outline	_____
delegate	_____
annual fee	_____
general Classification	_____
fellowship	_____
characteristic	_____
Diplomatic Conference	_____
Medieval Europe	_____
brilliant exhibitions	_____
free trade	_____
Eiffel Tower	_____

2. Directions

Work in pairs to fill in each of the blanks with an appropriate phrase from the box. Change the form if necessary.

take up, subject... to, take account of, carry out, give rise to,
pave the way for, derive from, flock to, date back to, set out

(1) The change in legislation _____ foreign banks entering the local market.

(2) These plant fossils _____ the age of the dinosaurs.

(3) Events such as these appeared to be miracles and _____ later legends surrounding Patrick.

(4) As both of them _____ cereal essence, the quality of the food intake and the conditions of the spleen and the stomach are bound to have a direct bearing on blood formation.

(5) They resolutely _____ the tasks assigned them.

- (6) Have you _____ possible shifts in demand?
(7) How can you _____ her will _____ your own?
(8) At Christmas, he _____ a series of New Year's resolutions.
(9) Investors _____ Indian stocks.
(10) He will _____ his new job next week.

3. Understanding Specific Information

Read the following statements and work in pairs to decide whether they are true or false according to the passage. Write "T" for true and "F" for false in the space provided.

- (1) _____ The first paragraph tells us the definition of BIE.
(2) _____ The Paris Exhibition of 1889 is well remembered for the creation of the Eiffel Tower. But as the number of these events increased, it became clear that some measures were needed to control the frequency and quality of exhibitions.
(3) _____ BIE was established by a diplomatic international convention, signed in London, in 1928.
(4) _____ The Rules Committee assesses new projects and exercises an overview on the different aspects of exhibitions, while the Executive Committee is concerned with the detailed documentation and technical provisions of exhibitions as well as the internal rules of the BIE.
(5) _____ The original convention has been amended by various additional protocols, but the basic framework of that Convention is still valid today.
(6) _____ Buyers and sellers would gather to the cities of Lyons, Frankfurt and Leipzig in particular from all over medieval Europe.
(7) _____ It was the Paris Diplomatic Conference that established the basis for an international convention governing international exhibitions.
(8) _____ The second universal and international exhibition in the modern sense of the term took place in 1851 in London, capital of England, the world's leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian era.