



普通高等教育“十二五”规划教材
全国高职高专规划教材·会展策划与管理系列



Practical English
for Conference & Exhibition
(Second Edition)

实用 会展英语

第二版

邱玉华 主编
梁爽 张莲 参编



北京大学出版社
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前 言

本书在 2009 年出版的《实用会展英语》的基础上进行改编和增补,把第 1 单元中国的会展介绍扩展到了对世界会展及中国会展的介绍,并增加了第 8 单元会展行业入职准备,详细介绍了目前中国提供的几种权威的会展资格考试和会展行业从业资质,这是目前市面上的英语教材很少涉及的内容。

本书侧重培养学生用英语进行会展服务与接待的交际能力,以及会展整个流程中的策划、管理、营销、物流、谈判、设计及其他工作中的沟通能力,特别是口头表达能力。例如,书中交际活动不仅给出了情境,还提供了“Sample dialogue”,甚至列出学生在具体的每个情境里需要的词汇和表达方式,帮助学生适应全球化发展趋势和提高与国外参展商打交道的能力。

考虑到与学生相关的就业前景,本书编者一直坚持从会展业中的两大主要参与者——组展商和参展商的立场来编写。例如,第 3 单元“会展筹备”就分为第 1 节“组展方的准备工作”(如策划主题、提供的服务、会议安排)和第 2 节“参展方的准备工作”(如电话咨询、报名、预订展位和酒店房间);第 4 单元“参展”包括第 1 节“布展:展台搭建和接待”,第 2 节“展品推介、会展服务及组团参展”,以及第 3 节“会展期间突发情况”。这些章节涉及的内容从一次展会的开始筹备到最后总结阶段,对于一名会展从业人员来说,这些内容都是在日常的工作中所涉及的,能够切实为学生将来的就业提供帮助。

本书材料的选取既有知识性,又有很强的现代感和国际性,有助于拓宽学生视野。本书增加了会展背景知识的内容,以国内会展为主导,辅之以相应的国外内容。因为会展英语不仅是语言能力的培养,也是文化意识的培养。只有了解这些文化背景知识,才能更好地应对工作中出现的种种情况。

本书由重庆第二师范学院邱玉华副教授任主编,负责整体策划,制定单元框架和编写体例,构思各单元内容并审定全稿。其中,邱玉华负责第 1、第 2 和第 7 单元的编写;张莲负责第 3 和第 5 单元的编写;梁爽负责第 4、第 6 和第 8 单元的编写。校稿人为加拿大外籍教师 Fraser Fell(弗雷泽·费尔)和英国朋友 Nick Weller(尼克·韦勒),在此对他们表示衷心的感谢。

纵有良好愿望和百般努力,疏漏和不妥之处亦在所难免,恳请广大读者指正赐教,以待修订补足。

本教材配有教学课件,如有老师需要,请发电子邮件至 zyjy@pup.cn 或加 QQ 群(279806670)索取,也可致电北京大学出版社:010-62765126。

编 者

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Unit 1

Introduction of MICE Industry at Home and Abroad

国内外会展业概况

单元目标

1. 了解 2012 年韩国举行的世博会。
2. 了解世界（欧美发达国家及亚洲发展中国家）会展业的发展及分布情况，以及最近几年的发展特征和趋势。
3. 了解中国会展业的发展和现状、特点、分类及发展趋势。
4. 关注所在城市的各种形式的会展，了解组展的原因和动力。
5. 了解世界会展业的产生背景和重要的主展国家。

Lesson 1

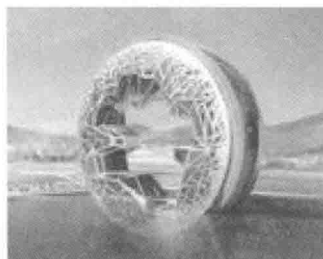
Introduction of the World MICE Industry

世界会展业概况

Section I A Sample Dialogue

[Scene] Peter and Wang are talking about the significance of World Expo and they feel amazed at its impact and development. They take delight in talking about the latest World Expo held in the coastal city of Yeosu in South Korea in 2012. The theme of the Expo is “Living Ocean and Coast”, aiming to maintain and develop natural resources.

Peter 和 Wang 在谈论世博会的意义。他们对世博会的影响和发展感到惊讶, 并且对 2012 年在韩国丽水举办的主题为“生机勃勃的海洋及海岸”、探讨资源多样性与可持续发展的世博会津津乐道。



Peter: Wang, do you know what the world's three greatest festivals are?

Wang: They are the Olympics, FIFA World Cup and ...what is the third one?

Peter: It's the World Exposition or World Expo, also known as World's Fair. It is the third largest event in the world, in terms of economic and cultural impact. World Expo has a history longer than both the modern Olympic Games and the World Cup.

Wang: Indeed it is. Nowadays Expo is the word on everyone's lips. What is the World Expo, then?

Peter: Well, the World Expo is a global, non-commercial exposition held in different countries in the world. It aims at promoting the exchange of ideas, development of production over the world, and also improving the international relations.

Wang: When and where was it started?

Peter: So far as I know, the first World Expo was held in London on May 1, 1851. It lasted for 160 days. By the way, do you know anything about the latest World Expo?



Wang: I saw on TV that it was held in South Korea.

Peter: Yes, the latest was held in the coastal city of Yeosu in South Korea, from May 12 to August 12.

Wang: It lasted 3 months. Quite long, wasn't it? Why was it held? I mean, what was the purpose of holding it?

Peter: It aimed at shining a spotlight on the global benefits of maintaining our oceans, to find solutions to climate change, to stop depletion of natural resources and the destruction of the ecosystem.

Wang: I heard that its theme was related to ocean.

Peter: "Living Ocean and Coast" was its theme. Over 100 nations including China, Egypt, the UAE, Russia, Germany and the US, as well as 10 international organizations such as the UNESCO Intergovernmental Oceanographic Commission took part in it.

Wang: Wow, it was really eye-catching. Tell me something interesting about it, please.

Peter: The center piece of the 2012 site was the 40-metre high "Big-O" structure. It comprised the world's largest over-the-sea fountain, and the Aquarium is the largest in South Korea with 34,000 marine species in the 6.03-tonne tank.

Wang: What happened to the exhibition structures after the expo?

Peter: The exhibition structures were all temporary structures. Most of the buildings were already sold to national and international organizations. Some remain standing there for tourism. For example, the "Big-O" structure, along with the Theme Pavilion and Aquarium, remain after the expo closed in August.

Wang: What benefits did the host country get from holding the expo?

Peter: A lot. To name a few, first, it has driven the development of South Korea's south coast and helped to accelerate the nation's marine industry and technology. Second, it has delivered an economic impact of \$5.3bn and generated 80,000 new jobs.

Wang: No doubt, the World Expo is a big global festival.

Peter: Absolutely. The next one will be held in 2015 in Milan. Let's wait and see what it will be like.

1. Read the conversation again and decide whether the following statements are true (T) or false (F).

(1) Generally speaking, the world's greatest festivals are those events that catch the world's attention. ()

(2) The purpose of World Expo is not to make money, but to exchange human ideas and inspirations about science, economy, culture and so on. ()

(3) Both the first World Expo held in 1851 and the latest expo in 2012 were long-term expositions, because they lasted over one week. ()

(4) The theme of the Yeosu World Expo was "Living Ocean and Coast", which aimed at drawing the world's attention to ocean protection and global climate change. ()

(5) The 40-metre high “Big-O” structure, the center piece of the 2012 site, formed the world’s largest fountain over the sea. ()

(6) All exhibition structures are temporary for the show and they are torn down after the show. ()

(7) Although World Expos don’t aim at making money, the host countries usually can get a lot of benefits from holding the world expos, including monetary benefits. ()

(8) Yeosu, where the 2012 World Expo was held, was the only city benefited from this World Expo in South Korea. ()

2. In groups, discuss what is “会展”.

For example, in a narrow sense, “会展” is understood as convention & exhibition industry. In a broad sense, it is understood as MICE industry. What is included in its narrow and broad sense respectively? Find out the related events from the given chart below.

Cultural Celebration (文化庆典)	festival(节日)
	carnivals(狂欢节)
	religious events(宗教事件)
	parades(大型展演)
	heritage commemorations(历史纪念活动)
Art/Entertainment (文艺/娱乐事件)	concerts(音乐会)
	other performances(其他表演)
	exhibits(文艺展览)
	award ceremonies(授奖仪式)
Business/Trade (商贸事件)	fairs,markets,sales(展览会、集市、展销会)
	consumer and trade shows(交易会)
	expositions(博览会)
	meetings and conventions(会议)
	publicity events(广告促销)
	fund-raiser events(募捐)
Sport Competitions (体育赛事)	professional(职业比赛)
	amateur(业余竞赛)
Educational and Science (教科事件)	seminars,workshops,clinics(研讨班、专题学术会议、学术讨论会)
	congresses(学术大会)
	interpretive events(教科阐释解释会)
Recreational (休闲事件)	games and sports for fun(游戏和趣味体育)
	amusement events(娱乐事件)
Political/State (政治/政府事件)	inaugurations(就职典礼)
	investitures(授职/授勋仪式)
	VIP visits(贵宾观礼)
	rallies(群众集会)

续表

Private Events (私人事件)	personal celebrations(个人庆典)
	anniversaries(周年纪念)
	family holidays(家庭聚会)
	rites de passage(宗教礼拜)
Social Events (社交事件)	parties,galas(舞会、节日)
	reunions de passage(同学/亲友联欢会)

3. Match the jargons on the left with the Chinese equivalents on the right.

- | | |
|-------------------------------|--------------------|
| (1) festival | a. 主办国 |
| (2) non-commercial exposition | b. 会展业 |
| (3) MICE industry | c. 节庆, 节事活动 |
| (4) host country | d. 参加者 |
| (5) convention/conference | e. 国内/国外(会议/展览)场所 |
| (6) attendee | f. 会议 |
| (7) exhibition structures | g. 参展建筑物 |
| (8) destination | h. 奖励旅游 |
| (9) domestic/overseas venue | i. 非商业性质的博览/非营利的博览 |
| (10) incentive trip/tour | j. 目的地 |

Section II Communication Activities

1. Pair Work

Take turns asking and answering the following questions with a partner.

- (1) Why is the MICE industry an indispensable part of the business world?

Answer: Well, it will take a while to answer this. Let's just take conferences for an example. It is understood that businesses and associations simply cannot function in a fully effective way without face-to-face meetings. It is also understood that conferences and incentive travel are an indispensable means of communicating their business messages, increasing sales, and business development.

- (2) Is the MICE industry developing all over the world?

Answer: Yes, it is developing globally. But the development pace is not the same. For example, Europe and the States have already had years of experience and achievement, while in many developing countries, such as China, this industry is still new. This means that there are plenty of opportunities for this industry to grow in these developing countries.

- (3) Is the MICE industry influenced by the recent global economic slowdown?

Answer: Yes, it has been hard in recent years, but there are also many points for optimism. For example, in the year of 2012, the World Tourism Organization data shows that there are more people travelling than ever. Data also shows that there is continuing investment in the development

and promotion of many of the MICE facilities and services.

(4) Among meetings, incentive travel, conventions and events, which has the biggest development potential, according to your knowledge?

Answer: Personally speaking, I think incentive trips are to grow fast. I believe the family market for business travel, events and incentives will continue to grow. Nowadays, executives who are working longer hours, are looking for ways to balance work and family. Plenty of data shows increasing numbers of conference delegates are bringing their children along when travelling.

2. Role Play

Student A: A spokesperson at an international conference is talking about the history and prospect of World Expos.

Student B, C, D...: Reporters from different countries.

[Sample dialogue]

A: Distinguished guests, ladies and gentlemen, reporters from the media, welcome to this conference on promoting World Expos to the world. It is truly a pleasure for me to speak at the 7th World Expo International Forum. The series of World Expo International Forums are important events to promote the ideal of the World Expo and expand its influence. Participants to this forum will have extensive and in-depth discussions. Before the discussion I'd like to offer you background information about the past, the present, and even the future of World Expos. Now, here comes your turn to ask some relevant questions.

B: Good morning, Mr. A. I'm..., the reporter from *China Daily*. I would like to get some information about...

C: Hello, I'm from the British Broadcasting Corporation. Just now you mentioned...in your speech, I would like to ask you to talk more about the details.

D: Thank you for giving me the opportunity to ask you a question. I'm...from the *Morning Post* in America. My question is...

Reporters	Spokesperson
When was the World Expo first started?	The first Expo was held in the Crystal Palace in London, in 1851 under the title "Great Exhibition of the Works of Industry of All Nations". It was the idea of Prince Albert, Queen Victoria's husband. The first Expo influenced the development of many aspects of society.
What are the developmental stages of World Expo?	The character of World Expo has evolved in three eras: the era of industrialization(1851~1938), the era of cultural exchange(1939~1987), and the era of nation branding(1988~present).
How many World Expos have been held by now?	So far, over 40 World Expositions have been held in the world.
What is the significance of competing for the chance to host World Expos?	A host country of World Expos can benefit a lot. Today's World Expositions include elements of all three eras. Host countries can present new inventions, show their products and skills, and promote the branding of the host city, region and nation.

续表

Reporters	Spokesperson
What are the new development trends of World Expos?	The early World Expos used to worship economic progress, but in recent years, World Expos focus more on sustainable development and concepts alike. For example, the World Expo in 2000 in Hanover listed environmental protection in the topics for discussion. The theme of 2005 Aichi World Expo is "Nature's Wisdom". Five years later, 2010 Shanghai World Expo in China, with the theme "Better City, Better Life", explored harmonious city life.

Section III Expansion Reading

↓[导读]

会展业越来越成熟、越来越专业。科技进步影响了这个行业,不管是展览还是会议,甚至是奖励旅游都出现了新的发展趋势。2008 年开始并持续至今的世界经济的不景气给会展业提出一个需要思考的问题:展销会该在国内开还是走出国门去开?不同的国家就这个问题给出了不同的答案。

New Development Trends in the Global MICE Industry

The MICE (standing for meetings, incentives, conventions and events / exhibitions respectively) industry has been a growing industry over the past few decades into a mature business sector, driven by growing professional world.

1. Advances in Technology and Their Impacts

Organizing a meeting or incentive trip involves moving around vast amounts of information. This is something that computers and the Internet can do very effectively. No one doubts that the use of technology by the MICE industry will continue to expand, transforming the way meeting and incentive travels are organized. The Internet is already a valuable source for promoting services and facilities on offer from venues, hotels, and destinations. Also online booking tools will continue to help planners and suppliers work more effectively, and events management software has evolved from merely providing information, about events to enabling full online management of a conference.

2. Principal Trends of Meetings and Incentive Travels

The new trend of meetings is that they are becoming shorter and smaller, with less delegates as companies have tough controls on their conference-related spending. The weak economy has led many companies to cut meeting budgets. With limited time and budgets, business delegates only want to attend those events which are really in need.

However, growing indications show that meetings are being held more frequently, because the rapid changes in business and society as a whole means that companies and corporations have to hold more meetings and events, so that their members or employees can keep up with the

fast-moving changes in their field or profession.

Likewise, in the incentive travel sector, cost-cutting measures also have hit incentive budgets hard, and the constant threat of uncertainty has meant that incentive planners, more than ever, need to confirm that a destination is safe before they will even begin to consider it.

As a result, the design and nature of many incentive programs has changed. Many incentive programs have been held in destinations nearer to the participants' homes. The average number of participants per incentive group is shrinking, and incentive trip organizers have to include more flexibility and "free time arrangement" to save expense.

3. The Option of Domestic Venue or Overseas Venue

During the tough economic environment beginning in 2008, the MICE sector has faced the difficult choice of whether to hold corporate events in the domestic market, or to spend big money overseas to attract attendees.

For example, figures from a survey of corporations in the UK throughout 2009 showed that 47% of businesses imposed restrictions on overseas travel, with 83% admitting to holding their events in the UK. London was by far the biggest winner from this, with 60% of organizations saying that the city was the most used in 2009.

In the US, it is different and the international expansion is still seen as the best route to business success. The annual amount spent on marketing to overseas attendees has seen the greatest rise for 2012. Almost a quarter (23%) of survey respondents say they spent 10% more than last year on attracting overseas attendees. 39% of organizers are currently holding events outside the US, with 46% in the process of taking their events out of the country. The majority of these events are currently taking place in China (23%), South America (14%) and the UK (10%). India, Singapore and Dubai are three other countries favoured by 18%, 12% and 9% of US organizers respectively.

1. Make the best choice according to the passage.

(1) What are the contributing factors to the growth of MICE industry?

- A. Computers. B. Internet. C. Cell phones. D. All of the above.

(2) The new trend of meetings is for meeting to be ____.

- A. shorter B. smaller C. more frequent D. All of the above.

(3) The chief reason for the new trend of meetings is ____.

- A. saving time B. tight budgets C. no demand D. All of the above.

(4) The new trend of incentive travel includes ____.

- A. shrinking B. tight budgets C. security D. All of the above.

(5) What is the main reason for the new trend of incentive tour?

- A. Uncertainty. B. Rapid changes in business.
C. Tight budgets. D. Safety.

(6) The chief cause of the new trends of the world MICE industry is ____.

- A. rapid changes B. scientific advances
C. tough economic situation D. globalization

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Lesson 2

Yesterday and Today of China's MICE Industry

中国会展业的历史和现状

Section I A Sample Dialogue

[Scene] Despite worldwide interest, China is not an easy market for new foreign companies to penetrate the exhibition industry due to cultural differences in doing business (for example, government red tape and a reliance on personal relationships with authorities and associations).

尽管中国会展是一块很大的市场,但外国组展公司要渗入这个行业非常不易,因为中国有特殊的生意经,如政府禁区、各个主管部门间的利益关系等。

以下是从事会展业的中国人 Wang 和从事相关行业的西方人 Thomas 的交流内容。

Thomas: Shanghai New International Exhibition Center (SNIEC) is a fantastic example of cooperation between foreign companies and the Chinese government in the field of exhibition industry.

Wang: Yes, indeed. It's a joint venture of Messe Dusseldorf, Messe Hannover, Messe Munchen, and China's Shanghai Putong Land Development Corporation.

Thomas: The terms "exhibition", "trade fair", "fair", and "expo" used in China and Europe have little difference in meaning from the terms "trade show" and "show" used in the USA. But doing business in China is not easy for a foreign exhibition company due to our cultural differences.

Wang: Really? Can you give some examples?

Thomas: UFI (The Global Association of the Exhibition Industry) officially defines international exhibitions as those exhibitions with foreign exhibitors making up at least 10% of the total number of exhibitors, or with 5% relevant foreign visitors of the total number of visitors. However, in China many organizers use the word "international" in their exhibition advertisements, even openly in their banners without considering whether they can reach these standards.

Wang: Well, that's an eye-catching way to attract attention and attendance.

Thomas: In the western world, not every show is open to any visitor. An example of this would be a trade exhibition. A trade exhibition, or a trade show, means a consumer/public exhibition that is open to trade professionals and not to the public.

Normally, a member of the public can pay a fee to enter a consumer exhibition, while a visitor to a trade exhibition must be invited or have trade professional identification, and pay a higher entrance fee than would be charged for a public exhibition. Many trade exhibitions do not allow public visitors, even if they are willing to pay, but it seems that in China anybody can visit any show if they are willing to pay the entrance fees. There is no limit to visitors.

Wang: Well, it's a pity. We do differ a lot in this respect.

Thomas: Due to an oversupply of exhibition centers, many less-used exhibition centers are offering big rental discounts to attract more exhibitions. Sometimes we find it's hard to believe how much the same center's rental cost differs within the same year, sometimes even in the same month. Such a move is not helpful in the long run.

Wang: Yes, this practice certainly causes ill competition. It's nice talking with you. I am now able to realize the differences in our practice.

1. Answer the following questions orally according to the dialogue.

- (1) Why is China not an easy market in terms of the exhibition industry?
- (2) Who are the cooperative parties of SNIEC?
- (3) What does Thomas imply by "The terms 'exhibition', 'trade fair', 'fair', and 'expo' used in China and Europe have little difference in meaning from the terms 'trade show' and 'show' used in the USA?"
- (4) What are the standards of an international event in the exhibition industry?
- (5) When Chinese organizers use the word "international" in their ads, are they aware of the standards?
- (6) Is it a common practice for Chinese organizers to permit entrance as long as entrance fees are paid? What is the case in western countries?
- (7) Why do some centers offer big rental discounts?
- (8) What is the consequence of dramatically changing rental prices too often?

2. Discuss in groups.

The main aim of an exhibition is to create business opportunities between the exhibitors and trade visitors (or trade buyers). To organize a conference or an exhibition is a huge project which involves a lot of work and a lot of people. In groups, brainstorm to sum up "who are the parties involved in the exhibition industry" and use a web diagram to describe how they are related(关系). Also answer the following questions.

- (1) Who are the major parties of a convention/an exhibition event?
- (2) What are the relationships among the parties that exist in an exhibition event?



3. Match the jargons on the left with the Chinese equivalents on the right.

- | | |
|---------------------------------------|-------------------|
| (1) exhibition image | a. 合资企业 |
| (2) professional conference organizer | b. 展览业 |
| (3) exhibition industry | c. 会展形象 |
| (4) joint venture | d. 参展商 |
| (5) exhibitor | e. 面向公众开放的展览会/公共展 |
| (6) consumer show/public show | f. 观众 |
| (7) visitor | g. 入场券/入场费 |
| (8) trade exhibition/fair | h. 租赁折扣/租用打折 |
| (9) entrance fee | i. 专业会议组织者 |
| (10) rental discounts | j. 贸易展 |

Section II Communication Activities

1. Pair Work

Please match the questions and answers. Take turns asking and answering the following questions with a partner.

Question List

-
- () 1. What do you think of China's exhibition industry?
-
- () 2. What important exhibitions held in China do you know?
-
- () 3. How does the Furniture China Show impress you?
-
- () 4. Do you have any suggestions on developing the exhibition industry in our country?
-
- () 5. Are you planning any events in China for next year?
-

Answer List

A. I know quite a few. The Furniture China Show in Shanghai is one example. The annual event has been held for 13 years and is now Asia's largest international furniture fair.
