



中国会展专业实务培训丛书

会展英语文萃选读

HUIZHAN YINGYU WENCUI XUANDU

朱立文 胡竟扬 主编



Exhibition English

中国海潮出版社

会展英语文萃选读

朱立文 胡竞扬 主编

中国海关出版社

2004 年 2 月

图书在版编目(CIP)数据

会展英语文萃选读/朱立文,胡竟扬主编. —北京:中国海关出版社,2004.1

(中国会展业;2)

ISBN 7-80165-113-8

I. 会… II. ①朱… ②胡… III. 展览会-英语-教材 IV. H31

中国版本图书馆 CIP 数据核字(2003)第 082112 号

(海关版图书翻印必究)

责任编辑:高 烽

审 读:丁衡祁

助理责编:林志军 冯雪松

责任校对:王蓓菁 宋 元 刘 珍
志 军 新 杰 沛 琼

版式设计:乐 丰

封面设计:龙 龙

会展英语文萃选读

朱立文 胡竟扬 主编

中国海关出版社

(北京市朝阳区和平街东土城路甲 9 号 100013)

北京新华印刷厂印刷 新华书店经销

2004 年 2 月第 1 版 2004 年 2 月第 1 次印刷

开本:880×1230 mm 1/32 印张:7.625

字数:180 千字 印数:01~4000 册

ISBN 7-80165-113-8 定价:22.00 元

海关版图书,印装错误可随时退换

编辑部电话:(010)64288969

发行部电话:(010)85271610

前 言

《会展英语文萃选读》是受到国内会展业一些专业培训机构、大专院校及行业研究部门的委托,根据美国和德国教育培训体系制订的有关教材大纲,结合中国会展产业英语教学实验,历时1年,精心编写的国内第一本专业教材。

会展经济是伴随着国内改革开放孕育而发展的,它作为服务贸易的一个特别种类,在促进经济贸易、信息技术交流和推动区域经济发展方面起到了独到的特殊作用。英语作为国际交流的主要语言,也在会展业中起到了桥梁和传声筒作用。世界上,没有一种语言能像英语一样普及并具有广泛影响。欧美的会展业经历了百年的历史,作为一个特殊的产业,久而久之也孕育产生了大量的专业交流术语,形成了一种专门的产业模式。中国会展业的发展也不过是一二十年的历史,作为市场经济体制下的会展业在中国的发展有一个脱胎于计划经济体制的前提,因而,中国会展业有着自己独特的“本土化”个性。基于这一点,编写这一本专业英语教材,编著者必须考量欧美的会展英语教学情况和我国本土化专业英语教学的实践。经过编著者一年的精心编写,从近1000份专业文章中选取了50篇文章,又进行筛选,最后确定了30篇文章,这些文章从专业上涵盖了会展经济的宏观理论,会展的举办状况、展会组织、展品运输、会展旅游、展览设计等方方面面;每一个会展的环节都有精选文章编著。文章的著作者大多数又是国内外专栏作家,文风老练,风格多样,专业英语的表达也令人耳目一新。本人作为文学作家,又是对会展产业进行长期新闻报道和理论探索者,和胡竟扬女士编著这样一本专业教材,对于我们来说,这是一件很愉快的事,也是多年来众多业界同仁对我们的期盼。

我们在编写教材的过程中,集中注意了以下几个方面:

一、起点适用于普通高等学校专业英语课使用。

二、严格控制每课的生词量和生词量的梯度。阅读材料难度的增强不是通过生词量的增加,而是通过阅读材料的语法复杂性和思想深度来体现。

三、提供了一定选文材料,扩大专业视角。

四、设置了英译汉、汉译英等练习,便于自测。

五、教材设置了总词汇表,最重要是附录了国际展览专业术语,有中英文释义,便于学生尽快熟悉和掌握。

六、附录部分还附录了国际惯例的中英文展览会名称对照表,同时也把全球大量的会展网站编译出来,便于学生和专业研究者今后及时查找有关会展资料。这是一本供会展业专业培训机构、大中专会展院校和主要会展研究机构教学和研究的理想教材。

这本教材的出版凝聚了许多业界同仁及时的指导和建议,特别是得到了丁衡祁教授的指教。在此一并表示感谢!在这里,也感谢中国海关出版社高峰先生和冯雪松先生为本书所做的大量工作。

一切努力总会有缺憾,我和胡女士毕竟不是教授,期待会展业内同仁及专家的指教。

朱立文

2004年2月1日于上海

Content

1. Flexible Island Fairs	(1)
2. Furniture, Fashion, Funding	(9)
3. Strategic Trade-Fair Selection: SMEs Must Choose Carefully	(17)
4. Conveying the Message	(22)
5. Puerto Rico Fulfils the Meeting Promise	(31)
6. Techniques for Enhancing the Bottomline	(38)
7. Seville Entertains	(49)
8. Guerrilla Space Selection	(56)
9. How to Win with Union Labor	(64)
10. Reality – Check 10 Trends Shaping the Exhibition Industry Today	(72)
11. 7 Great Conference Strategies	(84)
12. To Sponsor or Not to Sponsor?	(94)
13. Setting Up at the Show with No Hassles, in Record Time	(107)
14. Trade Show Peak Performance	(118)
15. Internet Strategies for Better Exhibiting	(127)
16. Handouts and Giveaways That Get You Business	(138)
17. Education: Our Cornerstone!	(151)
18. Model Participation Contract	(157)
附录一、国际展览专业术语	(190)
附录二、国际展览专业网站集粹	(219)
参考文献	(239)

TEXT 1

Flexible Island Fairs

Things are moving in the London fair market: the furniture fair BFM Summer Furniture Show moved from Birmingham to the capital's **Earls Court** and is now called the London Furniture Show. The tourism show World Travel Market will move in November from West to East London to the **Excel** fair-ground in the **Docklands**. And the European game fair **ECTS** is moving from there back to its old site in Earls Court; it has announced its return to the more centrally located **exhibition** centre for next August.

This high flexibility is made possible by the separation between fairground operator and event organization normal in Great Britain. Both tasks have traditionally been carried out by private companies, which make their decisions primarily according to the dictates of their balance sheets. The goals of business pro-motion for the exhibiting industry or for the host municipality is only accorded secondary priority. Asserting oneself in this market means first and foremost putting on good events at the most reason-able conditions.

That the **amount** of exhibition space in the British capital almost doubled with the opening of the new exhibition centre **Excel** two years ago inevitably had its effects on the market. For competition makes business more lively. Trevor Foley, General Director of the Association of Exhibition Organisers, **foresees** costs **sinking** for all involved. Yet in the struggle for **affordable** rent conditions the **square** meter price is only one factor. Since they can only be lowered to a certain amount due

to the high **overhead costs** caused operating an exhibition centre, fairground operators are also turning to other fronts.

In July the oldest event centres in the city, Earls Court and Olympia, were the first operators to announce to their customers that they were now able to offer complete **cable-free** communication inside their fairgrounds. In the freshly renovated exhibition halls from the 1920s and '30s visitors and exhibitors will soon have quick access to the Internet every-where: "You could walk during the whole fair and still be connected with your firm's network", enthuses Rohan Paulas, the IT director of the jointly administered centres. Excel, a 100 percent product of the 21st century, is of course not **lagging** behind in the introduction of new technology. It is also involved in the cable-free pilot programme from British Tele-com, in order to perfect the technological infrastructure of its new building.

At the largest British fairground, the National Exhibition Centre (NEC) in Birmingham, a new service **initiative** has been started. The company's own event bureau, since November under the new name of Centrex, is to assist fair organisers with a wide portfolio of services: "We can cover all areas of event management", explains Centrex director Andy Gibb, "particularly sales, market-ing, fair operations and financing." Organisers whether private companies, associations, or lobbies-can choose from among the service modules freely.

Principally the fairground in the lively industrial and trade **landscape** of the island mid-west enjoys an extremely good market position. With a unique amount of 190,000 square meters of space in 20 halls the NEC is for many events without competition. Large events without competition. Large events such as the traditional British Motor Show or the Birmingham Spring Fair, at which over 4,000 exhibitors and 80,000 visitors annually trade over porcelain, watches and

household articles, could not be accommodated any-where else.

Lack of information

The international strengths of the fair programme though lie in industry exhibits, which are rooted in the region, where a majority of the producing business of the country is centred. A leading national and also internationally important industry show is the technology fair for the printing and media industry IPEX, taking place only every four years. According to the organisers 65,000 industry visitors came in March, about 36 percent of them from abroad, especially from south-eastern Asia and Europe. The 1,200 exhibitors with about 700 stands included global players such as Heidelberger Druckmaschinen and Agfa. The halls were also filled by the plastic fair Interplas, held every three years, which closed its doors in October with approximately 1,000 exhibitors and was held **concurrently** with the electronic fair NEPCON.

How full they truly were is not always easy to determine, since clear statistics are rare. "We are always asking if the **AUMA** does not want to come to Great Britain", smiles Sven Riemann, head of Marketing Services at the British-German Chamber of Commerce in London. He strongly regrets the lack of a central contact point similar to the German exhibition association. Various attempts have been made by the government to fill this gap. But the portal supported by the British Ministry of the Economy (www.exhibitions.com.uk) is hardly more than a multi-**lingual** exhibition calendar. Reliable exhibitor and attendance **statistics** are not to be found: "some organisers do not even make their figures public", complains the marketing expert, regretting the opportunity lost by organisers for **establishing** trust with new customers and first time visitors.

The visitor is the king

The best way is to convince one-self on-site of the event's quality, in order to avoid disappointments. The exact offering of products can also be examined closely, For of-ten enough the topics covered are not communicated with enough detail, believes Riemann: "if I have a special plastic part then I am not sure of it fits in the one fair or the other. Before anyone exhibits in Great Britain they should definitely take a look at the fair as a visitor."

If one registers beforehand as a professional visitor. then usually there is no entrance fee. When registering for the international tourism fair World Travel Market you can even receive a free ride in the world's largest Ferris wheel, the 'London Eye'. In order to **guarantee** a qualified public, the travel fair, one of the most international status, is **augmented** by an extensive accompanying programme, in which visitors can participate free of charge. In addition a reduced-price 3 or 5 days card for public transport has been **negotiated** with the London Transport Authority. The underlying reasons for the service offers is the move to the fair-ground Excel in the eastern part of the city, much less centrally located as the for-mer site. On the other hand there is more space there for the approximately 5, 000 exhibitors from 181 countries. "We are pleased that for the first time we can satisfy all **enquiries** for extra stand space." say the events director Fiona Jeffery.

The much more focussed industry fair, International Confex, the trade fair for organisers of meetings, conferences and exhibitions has in **comparison** remained loyal to its site Earls Court and extended the contract for the time being to 2004. For the International Confex the location and the good infra-structure in the centre of London is ideal." says Confex head Paula Lorimer, explaining the decision. In addition, the **investments** which in the last few years have been made in the

centre will benefit our exhibitors and visitors and thus the event in general. The trade event, which last year drew almost 14, 000 interested pros from the conference and event industry is hoping to attract an even more qualified public thanks to its new hosted buyers programmes for next year's event from 25 to 27 February 2003. And in **familiar** surroundings.

New Words:

Earls Court 伦敦 - 著名展馆

Excel 伦敦 - 展馆

Dock Lands 达克兰 伦敦地名

AUMA 德国展览业协会简称

amount *n.* 总数; 数值; 量

foresee *vt.* 预见, 预知, 看穿

sinking *n.* 下沉

affordable *adj.* 买得起的

square *n.* 广场

overhead costs 营业间接成本

statistic *n.* 统计数值

cable *n.* 缆, 索; 电缆; 电报

lag *vi.* 走得慢 *n.* 落后

attendance *n.* 展览会人数(包括参展商和参观商等展览会上的各种类型的人)

initiative *adj.* 创始的 *n.* 第一步

landscape *n.* 风景, 景色, 景致

concurrently *adv.* 同时发生

establish *vt.* 建立

lingual *adj.* 舌的, 语言的

guarantee *n.* 保证; 担保物

augment *v.* 增加

negotiate *vi.* 谈判, 交涉, 议定

enquiry *n.* 询问

investment *n.* 投资, 投资额, 投入

familiar *adj.* 熟悉的; 冒昧的

stand *n.* 展位; 在欧洲国家使用较为广泛, 美国常用“booth”

fair *n.* 展览会(一般指贸易性的, 商业性的展会)

Exercises for the Text:

1. Read the following passage:

Communicating with EACs

Provide EAC-specific information in the exhibitor manual, Items to include: a third-party authorization form for paying charges on an exhibitor's behalf, an EAC information form (with contact information, services being performed and the client's name), policies and procedures for the show and facility, a proof of insurance request, “a specimen” insurance form, labor policies, move-in and move-out times, the schedule of meetings involving EACs and a badge form for all EAC personnel.

Invite EACs to a meeting at least a week before the show opens. Require the general contractor, facility, security, labor unions and floor managers to attend. Consider daily meetings during the show to discuss issues that arise in the course of the workday.

Communicate with EACs, The Exhibitor Appointed Contractor Association (EACA) will assist by disseminating information to members at pre-show meetings and through their Web site, newsletters and local chapters.

2. Translate the following sentences into Chinese:

(1) Things are moving in the London fair Market: the furniture fair BFM Summer Furniture Show moved from Birmingham to the capital's Earls court and is now called the Lon-don Furniture Show.

(2) That the amount of exhibition space in the British capital almost doubled with the opening of the new exhibition centre Excel two years ago inevitably had its effects on the market. For competition makes business more lively.

(3) "You could walk during the whole fair and still be connected with your firm's network", enthuses Rohan Paulas, the IT director of the jointly administered centres.

(4) A leading national and also internationally important industry show is the technology fair for the printing and media industry IPEX, taking place only every four years. According to the organisers 65,000 industry visitors came in March, about 36 percent of them from abroad, especially from south-eastern Asia and Europe.

(5) On the other hand there is more space there for the approximately 5,000 exhibitors from 181 countries. "We are pleased that for the first time we can satisfy all enquiries for extra stand space," say the events director Fiona Jeffery.

3. Translate the following sentences into English:

A:

(1) 伯明翰的夏季家具展览会正从伯明翰移往伦敦, 现在叫伦敦家具展。

(2) 根据统计者统计, 大约有 65,000 专业观众三月份来参观展览, 大约 36% 来自国外, 尤其是来自东南亚和欧洲。

(3) 可靠的参展与参观者的数据统计没有作出来, 一些组织者

更不把他们的统计数字公开。

(4) 展览会和会议的同时举办是专业展览会的有效做法。

B:

(1) 对展览面积在1,000平方米以上的对外经济技术展览会,实行分级审批管理。

(2) 具有对外经济技术展览会主办资格的单位,可自行举办面积在1,000平方米以下的对外经济技术展览会,但应报有关主管单位备案。

(3) 展览品属海关同意的暂时进口货物,进口时免领进口许可证、免交进口关税和其他税费。

(4) 本品不适用于含酒精饮料、烟叶制品及燃料。

TEXT 2

Furniture, Fashion, Funding

After a slight setback in 2001 the Thailand economy is now gaining speed again. Exports, private consumption and state funding have generated growth. Although Thailand has some catching up to do in cross-border co-operation, it now has its eye on the **ASEAN** region. Foreign experts are optimistic about markets and fairs.

Christian Klingsberger is full of hope for Furnitech/Woodtech from 14 to 17 March 2003 in Bangkok. "Thailand was one of the first states in South East Asia to recover from the economic crisis," says the export manager of Australian Wintersteiger GmbH (www.wintersteiger.com), from his office in Salt Lake City he looks after the fair stand of the Australian machine building firm: "Especially in the wood-processing **segment** the Thai government helps domestic companies buy large machinery." In addition, there are very **favourable** loans for building your own home, which has additionally boosted demand for wood products and furniture. Wintersteiger will present top-quality **niche** products for wood microsection preparation in Bangkok. "Due to dwindling timber supplies and state restrictions resource-friendly processing plays a very important role in Asia" Klingsberger sees good sales chances for **precision** products that help avoid unnecessary waste in the medium term. Resources are not becoming scarce everywhere yet: "There are quite large resources of high-grade **timber** in Burma, Vietnam and Cambodia." And the 180 exhibitors also expect numerous fair visitors from these neighbouring countries.

Furnitech/Woodtech is staged at Bangkok International Trade & Exhibition Centre (BITEC). The organiser Reed Tradex emphasises its excellent visitor quality. Some 45 percent of fair visitors in 2001 were directors or company owners. And some 14 percent of all 11, 711 prospects came with the aim of placing orders. **Buoyant** exports of Thai furniture already ought to generate additional orders. In 2003 and 2004 there will be double-digit growth for exports, as the 'Thai Furniture Journal' recently predicted. The most important buyer markets are Japan and the USA. Together they account for some two-thirds of Thai furniture exports. "Global competition calls both for **progressive** technologies and extra know-how," says Pisith Patamasatayasonthi, President of the Thai Association of the Furniture Industry, "only constantly improved and more efficient production methods can give our products added value." Due to growing demand for technology non-Thai firms already accounted for two-thirds of exhibitors at last Furnitech/Woodtech.

Multi-Industry Events Help Create Up

While the furniture and wood technology show is still **in the offing**, another cross-industry event for **producers** of investment goods just finished in November 2002. At around 80 specialist events and a **fringe** exhibition on 2, 400 square metres they established contacts with business partners from the **ASEAN** region. "Unlike at existing Thai trade fairs we can sell the Made in Germany brand at GTS as a something unique," says Stefan Burkle, Head of Business Administration and Consulting at the responsible German-Thai **Chamber** of commerce in Bangkok, "although German products are not exactly cheap, they have an excellent reputation and stand for excellent quality." In Thailand alone they posted a sales growth of 18 percent. In other ASEAN states-such as Vietnam-the favourable attitude to

German industry has grown out of past re-lations : “Many contacts still originate from the days of the former GDR.”

To strengthen the good economic ties between Germany and Thailand in the long term, representatives of German Technology **Symposium**, their advertising slogan was “Hi potentials! -International careers made in Germany” for young academics from Asia “Today’s students are tomorrow’s decision-makers”, explains Stefan Burkle, “an Asian businessman will rather buy a German product if he was trained in Germany and therefore has emotional ties with it” In addition, these educational activities: “Companies can influence training contents at an early stage and initiate qualifications that meet their demands” (www.ahk.de/Thailand)

Such fair concepts that comprise various sectors are very popular in Thailand right now. In mid-October six industries presented their exhibits at the Asean Trade Fair in the Impact Exhibition Centre near Bangkok. The exhibitors from ten ASEAN states came from the following product categories that play a major role in the region: cars, electronics, food fashion, interior design and innovation. “South East Asia is a lot more than just the sum of its states,” Thailand’s trade minister Adisai Bodharamik refers to dormant synergies, “with the Asean Trade Fair we created an **arena** to present the strong points of the entire region,” His ministry with its departments of export promotion and business economics acted as organiser. Especially because the individual Asian states are gradually falling, cross-border cooperation is all the more important: “South East Asia is usually perceived as a whole region in the world”. (www.aseantradefair.com)

However, many experts believe the ASEAN states have a lot of catching up to do in the co-operation department “Solidarity has obviously long been a weak point”. observes Rudiger Machetzki,