



21世纪全国高职高专会展类规划教材

# 实用会展英语

Practical English for Conference & Exhibition

主 编 邱玉华



● English

Conference & Exhibition



北京大学出版社  
PEKING UNIVERSITY PRESS

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## 内 容 简 介

《实用会展英语》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。本书一直坚持从会展业中的两大主要参与者——参展商和组展商两者的立场来编写。同时,教学内容以和学生的生活和就业较密切的国内会展为主导,辅之以相应的国外内容。

本教材难易程度适中,既适合高职高专的课堂教学,又可供会展从业人员自学。

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# 前 言

会展业有经济发展和社会进步的“助推器”之称。会展产业链涉及的行业诸多,除了会展项目策划、会展项目销售、会展项目运营、还有广告和物流、场馆装修设计、设备生产、酒店服务等,其就业前景非常宽广。会展专家称组展工作包括大小 1000 多项工作,是复杂的系统工程,但会展的组织有一套清晰的流程,这些工作可以大致分为:展前策划,展前准备,展中管理和展后阶段。

本教材严格遵循会展流程顺序,线索明晰。其侧重培养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。本书突出了口语练习部分:Section I (a sample dialogue) 侧重对对话的理解和模仿;Section II (communication activities) 紧扣每课主题,不仅给出了情景,提供了 sample dialogue,还提供了在具体的每个情景里需要的词汇和表达法。练习的目的是适应全球化趋势和提高与国外参展商打交道的能力。考虑到学生相关就业前景不局限于某个领域,本书一直坚持从会展业中的两大主要参与者——参展商和组展商两者的立场来编写。如第三单元“会展筹备”,第四单元“参展”和七单元“会展策略”都从参展商和组展商不同的角度分成不同的两节教学内容。

考虑到会展英语专业性强,语言要求高,初步接触者学习较吃力,本书在英语语言要求方面降低了一个层次,在 sample dialogue (对话范例) 和 expansion reading (阅读篇章) 前都加注了导读,并通过英汉术语匹配题和汉译英等练习辅助理解。本书的难易程度适中,既适合高职高专的课堂教学,又可供会展从业人员自学。同时教学内容以学生的生活和就业较密切的国内会展为主导,辅之以相应的国外内容。本书精确定位学生学时,计划一周 2 个课时,一个学期 36 个总课时量,全书共 7 个单元,14 个课程。本书中生词表中呈现的单词词性均为本篇文章中所使用的词性,不涉及其他情形下的词性。

全书由重庆教育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。张泽健教授任副主编,负责统筹管理。其中,邱玉华负责第一、二、七单元编写;张莲负责第三和第五单元;梁爽负责第四和第六单元编写。校稿教师为加拿大外籍教师 Fraser Fell, Allison Howland.

纵有良好愿望和百般努力,疏漏和不妥之处在所难免,恳请广大使用者指正赐教以待修订补足。

编 者

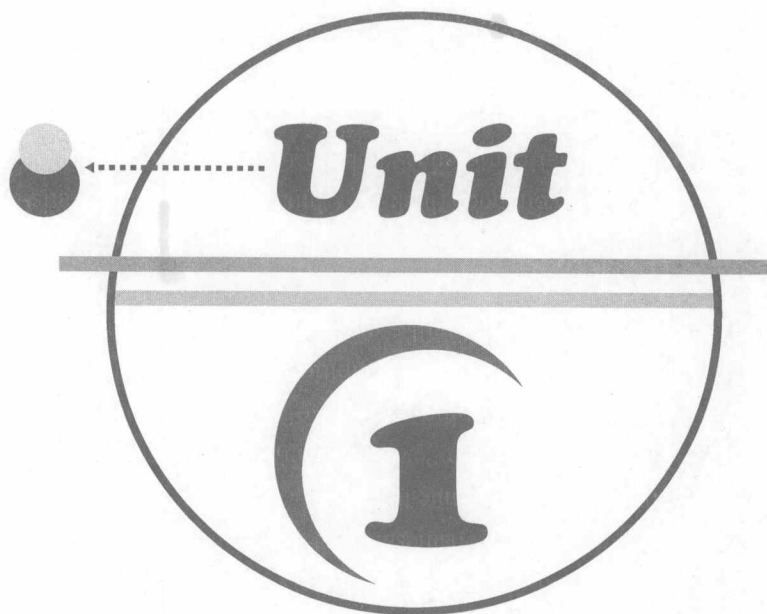
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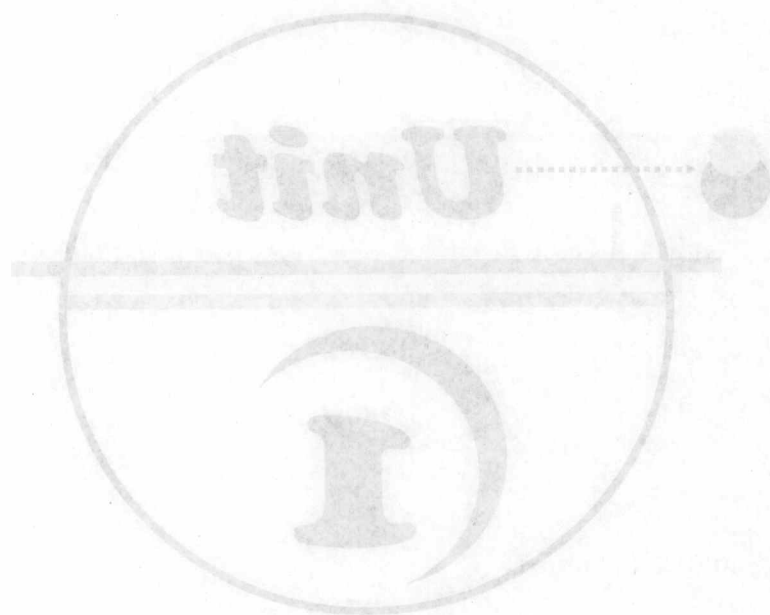
# Introduction to China's MICE Industry

## 中国会展业概况

### 单元目标：



1. 介绍中国会展业的发展和现状。
2. 帮助了解中国新兴产业——会展业的产生，特点，分类和发展趋势。
3. 培养学生关注所在城市的各种形式的会展，了解组展的原因和动力。
4. 通过网络搜索了解世界会展的产生背景和重要的主展国家。



# Introduction to China's MICE Industry

## 中国会展业概况

### 目录

1. 介绍中国会展业的发展现状
2. 了解中国会展业——行业兴起的原因
3. 培养专业会展人才——会展业的发展与人才需求
4. 通过互联网了解世界会展业的发展现状和重要国家



## Lesson 1

## Yesterday and Today

## 历史和现状

## Section I A Sample Dialogue

[Scene] Jim Essink is the CEO of CMP Asia. CMP Asia's parent company is United Plc, which is listed on the London Stock Exchange. In April of 2008 Essink was answering questions from a reporter from *China Today*, a well-known magazine in China.

2008年4月的一天, CMP Asia的执行总裁 Jim Essink(CMP Asia的母公司是伦敦证券交易所赫赫有名的 United Business Media Plc)在接受来自中国一家知名杂志《今日中国》的记者采访。

**Reporter:** You are with the largest commercial exhibition organizer in Asia. Do you have a branch office in China?

**Jim:** Of course, we do. CMP Asia has more than 600 employees in 13 cities in Asia and the United States and organizes trade fairs that attract 30,000 exhibiting companies and 1.27 million visitors from 150 countries every year.

**Reporter:** What do you think of China's exhibition industry?

**Jim:** The Chinese exhibition industry is prospering. It reflects the nation's development from the "world's factory" to a major importer.

**Reporter:** You mean it is doing well?

**Jim:** Absolutely yes. The gap between Chinese and Western exhibitors is also closing. 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. The Furniture China Show in Shanghai covered more than 350,000 square meters of exhibition space accommodating 2,000 exhibiting companies and 70,000 visitors.

**Reporter:** Did the Furniture China Show bring any special meaning to the Chinese exhibition industry?

**Jim:** Indeed yes. Some of the overseas press who came to China for the first time to visit the fair told me that they did not expect it to be so international. They were impressed to hear people speaking in English wherever they were at the event.(a pause) China's exhibition industry is on a journey of long-term growth.

**Reporter:** Do you have any suggestions on developing the exhibition industry in our country?

**Jim:** With the commercial sector of the China exhibition industry meeting international standards, it is probably time for the government to let the industry prosper more on its own, without imposing too much regulation. They should also let the exhibitors and visitors choose the exhibitions. This helps create real business value for them. The exhibition industry in China will definitely continue to grow.

**Reporter:** Are you planning any event in China for next year?

**Jim:** Yes. We are planning a series of events in Chengdu for 2009. CMP Asia stages over 30 trade exhibitions on the mainland every year. Large, established events will grow steadily in important exhibition cities like Shanghai, Beijing and Guangzhou. And we will also launch new events with new themes in second-tier cities like Chengdu, Suzhou and Nanjing.

**Reporter:** We wish you good luck in China. According to statistics, the number of international conferences held in China in 2006 ranked 14th in the world, a level that is expected to rise after the 2008 Olympic Game. It seems you are to have better chances in China. Thank you for talking with me.

**Jim:** You are most welcome.

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

- 1) Who is the parent company of CMP Asia?
- 2) What does Jim mean by "world's factory to a major importer"?
- 3) What did Jim say about the Furniture China Show in Shanghai?

- 4) What does the overseas press mean by "they did not expect it (the show) to be so international"?
- 5) What are Jim's suggestions on the long-term growth of China's exhibition industry?
- 6) What is CMP Asia's work plan for next year?
- 7) Why did the reporter mention that the number of international conferences held in China in 2006 ranked 14<sup>th</sup> in the world?
- 8) What's the current growth of exhibition and conference industry like in China?

## 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 each sense respectively? Find out the related events from the given chart below.

<b>CULTURAL CELEBRATION 文化庆典</b> -Festivals 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	<b>SPORT COMPETITIONS 体育赛事</b> -Professional 职业比赛 -Amateur 业余竞赛	<b>PRIVATE EVENTS 私人事件</b> 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 同学/亲友联欢会
<b>ART/ENTERTAINMENT 文艺/娱乐事件</b> -Concerts 音乐会 -Other performances 其他表演 -Exhibits 文艺展览 -Award ceremonies 颁奖仪式	<b>EDUCATIONAL AND SCIENCE 教科事件</b> -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	
<b>Business/Trade 商贸事件</b> -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	<b>RECREATIONAL 休闲事件</b> -Games and Sports for fun 游戏和趣味体育 -Amusement events 娱乐事件	
	<b>POLITICAL/STATE 政治/政府事件</b> -Inaugurations 就职典礼 -Investitures 授职/授勋仪式 -VIP visits 贵宾观礼 -Rallies 群众集会	

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

- |                          |           |
|--------------------------|-----------|
| 1) parent company        | a. 参展公司   |
| 2) commercial exhibition | b. 参展商    |
| 3) exhibition organizer  | c. 组展商    |
| 4) trade fair            | d. 商业展    |
| 5) visitors              | e. 观众     |
| 6) exhibition industry   | f. 展览业    |
| 7) exhibitors            | g. 年度展览   |
| 8) annual event          | h. 展场     |
| 9) exhibition space      | i. 交易会/展览 |
| 10) exhibiting company   | j. 总部/总公司 |

## Section II Communication Activities

### 1. Pair Work

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

1) Is Chongqing (or the city you live in) an important city in China? Try to evaluate its geographical importance in trade.

*Answer:* Yes, Chongqing is among the four municipalities of China. It is located in southwest China. It is the largest and youngest metropolis in the upper stream area of the Yangtze River. It plays an important role in the trade of the Southwest China.

2) Is Chongqing (or your city) an ideal place for holding exhibitions of various scales? Why or why not?

*Answer:* Due to its geographical importance and great population mobility and traffic flow, it should be regarded as one of the ideal places in China to hold exhibitions, large or small.

3) Tell something about yesterday and today of the MICE industry in Chongqing.

*Answer:* In the past, Chongqing was not so open. It concentrated on regional sale. However, the MICE industry in Chongqing is prospering now.

4) Please visualize (draw a mental picture of) the future of the MICE industry in your city.

Answer: Open

5) What is the potential for the development of the MICE industry in your city?

Suppose you are in Chengdu, Guiyang, Kunming or Xi'an. Try to use some general information to demonstrate them and do the pair work as shown in the example.

## 2. Role Play

Student A: The spokesperson in a press conference on the history and prospect of the MICE industry in Shenzhen (or other cities)

Student B, C, E...: Reporters from different media

### [Sample dialogue]

**A:** Distinguished guests, Ladies and gentlemen, reporters from different media, welcome to the press conference on the development of the MICE industry of ... Now it's your turn to ask any questions relating to the MICE industry in this city.

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

**C:** Hello, I'm ... from ABC. Just now you mentioned ... in your speech, I would like to ask you to talk more about the details, for example, specific statistics on the number of exhibitions at all levels held in last three years.

**D:** Thank you for giving me the opportunity to ask you a question. I'm ... from the Morning Post. My question is: Is there much potential for the development of the MICE industry? If so, would you please elaborate?

Reporters	Spokesperson
Yesterday and today of the MICE industry	In the past, the city was not so open to the outside. Many people didn't even know what MICE was. Today, MICE is under great development
The status quo (现状) of the MICE industry	It is booming/prospering/thriving.
The prospect (前景) of the MICE industry	It is becoming the major contributor to the city's revenue; many companies are willing to attend them.
The potential(潜在空间) for the development	It strengthens purchasing power, population mobility, multicultural events, traffic flow, lower labor costs, etc.

### Section III Expansion Reading

**[导读]** 中国会展业在最近十年迅猛得发展起来了。会展的本质是信息传播，它是联系参展商和观众的桥梁和纽带，已成为许多企业开展营销的重要方式。参展商、观众、组展方作为独立的利益个体，他们都要实现自己的利益。

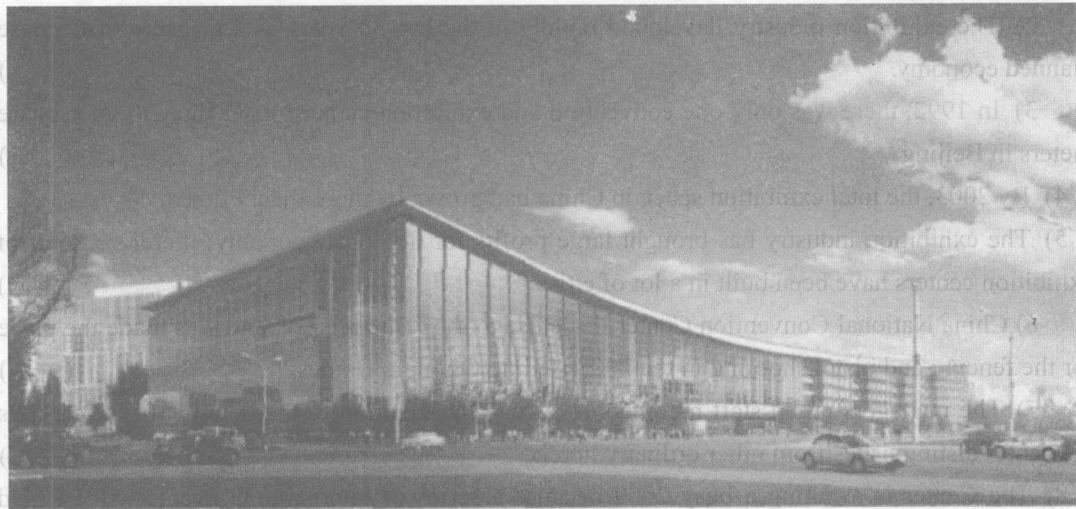
#### The China National Convention Center

In today's fast-changing global market, the convention industry is a channel that provides business contacts and information at any time and any place. It is essential to industry traders and suppliers. It is proving important both as a bridge between science and culture, and as a window for promotion.

As a measure of the market economy, the exhibition industry has developed rapidly in the past 30 years since the reform and opening up in China. In 1992, there was one mega convention & exhibition center (over 50,000 square meters of indoor space) in China, totaling 160,000 square meters. By 2003, there were 16 mega centers, totaling 1,288,000 square meters, a growth of 805% in 11 years. The Exhibition industry is a huge business. In 2005, the Chinese exhibition industry earned RMB 12.75 billion (US\$1.6 billion) and achieved an annual growth rate of 18%. As a result of the recent convention and exhibition center building boom in China, many Chinese big cities are building huge new conference and exhibition centers. They have strong belief in the promise that the economic growth factor to the community is between 1:10 to 1:40 from direct exhibition income.

A typical example of the building boom is the 530,000-square-meter China National Convention Center close to Beijing's National Stadium and National Aquatics Center (known respectively as the "Bird's Nest" and the "Water Cube"). It is another recent addition to the capital's already impressive skyline. The center was the site of the Olympic main press center and international broadcasting center, and also the venue for the fencing and pistol shooting (part of the modern pentathlon) events. The complex includes a 6,400-square-meter conference hall, a 24,000-square-meter exhibition section, and a hotel of 443 guest rooms.





Conferences, along with seminars and discussions, also often involve banquets and accommodations. These functions increase a hotel's income, but also test the quality of its service management. Just one careless mistake within the complex arrangements necessary for such a function could ruin a hotel's reputation, sending it to the bottom of the competitive line. The managers of CNCC believe that attention to detail is what differentiates a good hotel from ordinary ones. As a result, the staff is asked to give 100 percent attention to every aspect of service to convention clients. For example, lights should be precisely angled so as to avoid casting a shadow on the speaker's face. In order to meet the specific needs of different conventions to be held at the hotel, such as political, commercial, and academic conventions, utmost flexibility from the hotel's existing facilities, conditions, and services are made use of.

Contracts for International events in 2009 that the China National Convention Center has already secured include the 9<sup>th</sup> International Symposium on Salt, the World Heart Disease Convention, and the First World Mind Sports Games. It welcomes a busy year.

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

- 1) The exhibition industry is a channel that provides business contacts and information to

traders and suppliers. ( )

2) The exhibition industry developed rapidly in the last 30 years as a measure of Chinese planned economy. ( )

3) In 1992, there was only one convention and exhibition center bigger than 30,000 square meters in Beijing. ( )

4) By 2003, the total exhibition space in China had grown by more than 7 times. ( )

5) The exhibition industry has brought large profits for the local economy; therefore, a lot of exhibition centers have been built in a lot of cities. ( )

6) China National Convention Center lies close to the "Bird's Nest" and was made the place for the fencing and pistol shooting in the 2008 Beijing Olympic Games. ( )

7) The managers urged staff members to give great attention to the details of service, thus the center distinguishes from other ordinary hotels. ( )

8) The Center is awaiting a busy 2009 because a series of international events will be held there. ( )

**2. Translate the following sentences using as many language skills learned in this lesson as possible.**

- 1) 会展业涉及较多的群体，主要有组展商，参展商，服务商，观众，赞助商等。
- 2) 会展业有不同的分类，如按照展会性质分可分为专业展，展销会和综合展。
- 3) 会展按照展会间隔时间可以分为定期展和不定期展。
- 4) 会展按参展商或观众的来源不同可分为国际展，国家展，地区展。
- 5) 会展是为商品供应商，销售商等群体提供面对面的接触和商品信息的一个渠道。

## Section IV The Internet Research

1. What is the historical background of world exhibitions? What are the goals of exhibitions?

2. Why is it said that MICE (exhibition) industry is newly born in China? What does M-I-C-E represent respectively?

3. Which parties (sides) are involved in an exhibition? What are their relationships like?

## New Words You've Met in This Lesson

commercial	adj.	商业的
prosper	vt.	繁荣, 蓬勃发展
stage	vt.	举办, 举行
channel	n.	渠道, 途径
launch	vt.	发起, 开始从事
essential	adj.	必不可少的, 绝对必要的
mega	n.	百万, 巨大
total	vt.	共计, 总计
boom	n.	激增, 繁荣, 迅速发展
stadium	n.	体育馆, 运动场
banquet	n.	宴会
accommodation	n.	食宿
reputation	n.	名气, 名声, 名誉
differentiate	vt.	区分, 区别, 辨别
angle	vt.	使……形成角度