



全国高等院校基于工作过程的校企合作系列教材

会展实务英语

(第二版)

Practical English for Exhibition and Trade Fair

(Second Edition)

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出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理 etc 商科专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

语言技能类

商务英语听说

实用商务英语口语教程

国际商务英语口语实训

致用商务英语阅读（上册）

致用商务英语阅读（下册）

外贸函电与单证实训教程

商务英语函电

旅游英语写作实训教程

商务翻译实务

商务英语口译

经贸英语口语译实训教程

英语语法实训教程

专业英语类

外贸交际英语

会展实务英语

酒店实务英语

商务礼仪实务英语

外事接待实务英语

中英文酒店服务实训教程

旅游英语口语

旅游实务英语

中英文导游实训教程

专业知识类

外贸跟单实务

外贸单证实务

进出口报关实务

报检实务

国际市场营销实务

涉外企业管理实务（英文版）

生产物流运作实务

集装箱运输实务

国际贸易实务（双语版）

国际货运代理实务

国际商务单证实务

跨文化交际技巧——如何与西方人交往

商务英语谈判

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材配有 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

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再版前言

由蔡龙文、黄冬梅主编的《会展实务英语》教材第一版已经试用六年，得到了广大师生的肯定和好评。为了更好地适应会展英语教学的新形势，本书的编写团队在充分调研的基础上，根据使用者的反馈意见与市场需求，在保留第一版总体框架、风格、内容与体例的指导原则下，主要对以下内容进行了修订：

一、吸收了原《会展实务英语辅导用书》的部分内容。（一）把原辅导用书各单元的中文版背景知识调整为各单元新设环节“Extended Reading”，置于“Practical Training Project”之后；（二）把原辅导用书各单元的练习答案纳入学生用书，置于附录之前。

二、更换了部分阅读文章，并设计了相应的练习与训练项目。

三、调整了部分练习与训练项目的形式与难度。

四、增加了个别单元的具体练习资料。

五、更正了拼写错漏。

六、更新了部分单词表，新增或删减了部分词汇。

本书由蔡龙文和黄冬梅策划，由黄冬梅、杨晓旻审阅统稿。具体分工如下：蔡龙文（第一、二章），杨晓旻（第三章），李莹（第四章），梁悦、胡爱清、王华（第五章），刘志霞、刘朝阳、张志龙（第六章），翦芳、李吉英、谢芬芬（第七章），黄冬梅（第八、九章），张慧颖（附录）。

由于编者水平有限，若有不足之处，敬请读者对本教材进行批评指正，提出宝贵建议。

编者

2016年4月

编写说明

一、指导思想与原则

《会展实务英语》以行动导向理论为指导，从涉外会展服务与接待工作过程与典型的工作任务出发，创建基于行动领域的学习情境，组织教学内容，以期让学习者通过大量的任务与项目学习，建构其涉外会展工作的岗位英语能力。

该教材遵循职业针对性、岗位实用性、实践可操作性原则，优化实训课程结构和内容，方便教师使用以学习者为中心，教学做合一、理论与实践合一、工学结合的教学模式，开展会展服务与接待英语教学。

二、教材特色

1. 校企共同开发。

会展英语涉及内容广、能力要求高，教材必须具备一定的能力培养目标。教材编写组深入会展企业，对广交会、茶博会等机构进行广泛调查，与企业人力资源部、外联部等部门进行深入了解，确定会展这个职业活动的典型工作过程，并邀请会展业第一线有经验的从业人员在分析会展职业活动和工作岗位能力的基础上，按照会展人才所需要的相应知识、技能和行为方式选取教材内容。

2. 教材内容实用性与针对性强。

《会展实务英语》教材内容紧扣会展企业人才能力需求，以会展商务活动体系中的典型工作任务与工作过程为依据，以“主办方”“参展商”以及“采购商”三个不同角色的真实工作任务为出发点，按照展前、展中和展后的工作程序化教学内容。每一个模块对应不同的工作流程与任务，每一个学习任务针对不同的职业技能，并结合英语知识学习和应用能力培养设计教学环节，教材内容具有较强的实用性与针对性。

三、内容与体例

本教材包括《会展实务英语》和《会展实务英语辅导用书》，共两册。

《会展实务英语》全书包括三个模块（Modules），共九个部分（Parts）。第一个模块为展前服务，包括推广展会、安排参展与进驻展馆；第二个模块为展中服务，包括接待客户、展示产品、洽谈业务与签订合同；第三个模块为展后服务，包括展后跟踪业务与分析会展成效。

每个部分的内容包括：

1. 学习目标（Learning Objectives）。这些细化的学习目标均以岗位职业能力为依据，并且是设计学习任务与学习活动的依据。

2. 学习热身活动（Warm-up）。包括基本词汇学习与相关知识讨论，为学习者开展学习活动作好思想与知识准备。

3. 主体学习任务（Tasks）。每个工作任务均与学习目标相对应，由三或四个学习活

动（Activities）构成，这些学习活动包括听、说、读、写、译各种形式，并以听说为主。听说学习形式包括两人练习（Pair Work），小组讨论（Group Discussion），角色扮演（Role-play）、讲介（Presentation），口译（Interpretation）等。

4. 词汇表（Vocabulary）。每个主体学习任务最后部分为词汇表。

5. 写作提示（Tips）、常用表达（Useful Expressions）或者相关资料（Data）。个别部分针对不同的学习活动配有以上内容。

6. 实践实训项目（Practical Training Project）。每部分的最后内容为实训项目，旨在让学习者通过完成难度较大的综合任务，进一步练习与掌握该部分所学知识，并升华、整合为实用的工作技能。

《会展实务英语辅导用书》针对教材各单元设置了相对应的背景知识、拓展练习、教材练习参考答案及拓展练习参考答案等内容。

1. 背景知识部分。此部分均为中文文章，选取了紧扣学习任务的文化知识介绍与实操讲解，有助于提高学习者的学习兴趣，拓展其视野，实用性与指导性强。

2. 拓展练习。选材紧扣学习主题与目标，针对性强，形式多样，能帮助学习者更好地巩固教材各章节的实操要点，并拓展相关实践能力。

3. 教材学习活动参考答案。提供学习活动与练习的参考答案（除部分口语活动外），并附有听力材料的文稿，便于学习者深入学习。

4. 拓展练习参考答案。有助于学习者自主学习，培养学习者良好的学习习惯。

编者

2010年12月

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Module 1

**Services before an
Exhibition**

Unit 1

Promoting an Exhibition

推广展会

Learning Objectives

After learning this unit, you will be able to

- introduce and promote an exhibition
- make invitation to an exhibition
- enquire about an exhibition
- choose an exhibition

Warm-up

1. Vocabulary

Match the words with their definitions.

- | | |
|---------------|--|
| (1) exhibitor | a. A product or service displayed at an exhibition |
| (2) exhibit | b. A small enclosed area where information and products are shown at an exhibition |
| (3) venue | c. A period of time used for a particular activity |
| (4) stand | d. A company that exhibits its products or services at an exhibition |
| (5) session | e. A place where an organized activity takes place |

2. Pair Work

Have you attended any exhibitions or trade fairs? Share your experiences with your partner.

Task 1 Introducing an Exhibition

Activity 1 Pair Work

Do you know anything about the World Expo and Guangzhou Fair? Tell your partner what you know about these two events.

- the exhibition
- the organizer
- the exhibitors
- the visitors
- the exhibits

Activity 2 Listening

Listen to the promotional presentation for the 108th session of the Guangzhou Fair. Take notes and then share with your partner your answers to the following questions.

1. What functions has the Guangzhou Fair performed?

2. Why is the Guangzhou Fair the first choice for international buyers?

Mini-task I Understanding

Are the statements below true or false?

- (1) The Guangzhou Fair has three sessions annually.
- (2) The trading delegations exclude scientific research institutions.
- (3) The Guangzhou Fair offers on-line service besides the traditional business way.
- (4) The focus of the Guangzhou Fair is on import trade.
- (5) Invisible trade is also carried out at the Guangzhou Fair.

Mini-task II Vocabulary

Read the following statements and fill in the blanks with appropriate words in the word box. Change their forms when necessary.

stand	event	application
session	trading delegation	sample

- (1) Interested exhibitors should complete an _____ form and send samples to the exhibition organizer.
- (2) Our company wishes to participate in this international _____ to showcase our latest products.
- (3) Since we are first-time exhibitors, the exhibition organizer will reserve a number of _____ for us.
- (4) The spring _____ of China Import and Export Fair in Guangzhou was held from April 15 to May 5.
- (5) Potential clients can take _____ for free from the exhibitors.
- (6) The _____ have achieved great business turnover from the trade fair.

Activity 4 Role-play: Speaking

Student A

You are the marketing representative of the Guangzhou Fair.

- Make a 3-minute promotional presentation introducing the Guangzhou Fair to the potential exhibitors.
- Answer the questions of the audience.

Student B/C/D

Your company wishes to exhibit at the Guangzhou Fair.

- Get some basic information about the fair from the presentation.
- Ask some further questions.

Vocabulary in Task 1

be dedicated to	致力于	mission	<i>n.</i> 任务, 使命
productivity	<i>n.</i> 生产率	vane	<i>n.</i> 风向标
elite	<i>n.</i> 精英	legendary	<i>adj.</i> 传奇式的
boast	<i>v.</i> 以……为荣	biannually	<i>adv.</i> 一年两次地
accommodate	<i>v.</i> 容纳	electrical appliance	电器
textile	<i>n.</i> 纺织品	garment	<i>n.</i> 服装
exceed	<i>v.</i> 超过	accumulated	<i>adj.</i> 累积的
uninterruptedly	<i>adv.</i> 不间断地	inaugurate	<i>v.</i> 开创, 创始
gross	<i>adj.</i> 总的	scale	<i>n.</i> 规模
multi-functional	<i>adj.</i> 多功能的	platform	<i>n.</i> 平台
credibility	<i>n.</i> 信用, 信誉	financial capability	经济实力
institution	<i>n.</i> 机构	commodity	<i>n.</i> 商品
inspection	<i>n.</i> (商品) 检验	consultation	<i>n.</i> 咨询

Task 2 Inviting to an Exhibition

Activity 1 Reading and Discussion

Read the following passage about inviting guests to an exhibition and then discuss the questions with your partner.

Memory Jolt—Reminding Your Clients

Invite your customers to the show, tell them that you will be launching some new products, and then give them a reason to visit the show and buy the products. Recent research has shown that 83% of the most successful companies ready to attend exhibitions (in terms of business generated and leads collected) would take the trouble to mail to their prospects and customers before the show.

If every exhibitor invited 10 of their clients to the exhibition, the visitor attendance would be increased by 1,000 people. If you invited 50 of your clients to the exhibition the visitor attendance would be increased by 5,000. That's a lot more business.

Some exhibitors have also found that, by doing so, the companies can create more business before the exhibition. It acts as a memory jolt. Out of sight, out of mind! Writing to your customers prior to the exhibition is an excuse for you to contact them and renew the contact at present.

(1) Why is it important for an exhibitor to write invitations to his prospects and customers before the exhibition?

(2) What benefits can pre-exhibition invitations bring to the exhibitor?

Activity 2 Listening

Listen to a radio advertisement for IBC 2010 Exhibition. Fill in the fact-file of the event.

Fact-file of IBC Exhibition

Number of exhibitors: (1) _____

Exhibiting space: (2) _____

Number of exhibiting halls: (3) _____

Total number of attendees: (4) _____

Countries and regions: (5) _____

Number of journalists: (6) _____

Exhibitors are attracted by the opportunity to:

1. raise their profile

2. move into new market (7) _____

3. develop (8) _____ channels

4. generate sales leads

5. (9) _____ with the best of the industry

Visitors attend the event because they can browse, (10) _____ and discuss the newest technologies.

Activity 3 Reading

Read a letter inviting a potential exhibitor to attend an exhibition. Are the statements below true or false?

(1) IBC specializes in electronic media industry.

(2) IBC is renowned for its ability to organize exhibitions as well as conferences.

(3) IBC is open for the public and professional people as well.

(4) IBC offers training with low charges.

(5) The latest information is available from the official website.

Exhibiting at IBC 2011

Dear Sir or Madam,

It gives me great pleasure to invite you to the IBC 2011 Exhibition to be held in RAI Congress Center, Amsterdam, the Netherlands from 8-13 September 2011.

IBC is the leading annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. Since 1967, IBC has evolved to become one of the most influential events in electronic media worldwide, thanks to its ability to demonstrate to the very highest standards as well as host top-level debate-based conferences.

Run by the industry for the industry, IBC continues to deliver an event which is comprehensive, stimulating and relevant to the real needs of its visitors, exhibitors and conference delegates. For up-to-date information about the IBC conference, exhibition, free training and business briefings, the IBC Awards and more, visit www.ibc.org or view the enclosed brochure.

We look forward to your application for the exhibiting space at our event.

Sincerely,

Peter Green

Marketing Director, IBC

Activity 4 Role-play: Writing

Student A

- ✓ You are Jenny Green, the Sales Manager of Core Electronics Co., Ltd. You are organizing your exhibition at IBC 2011 to showcase your latest technology in electronic media.
- ✓ Write a formal invitation of 120-140 words to your prospective client, Mr. Solis from Star Technology Company to visit your stand.
- ✓ Include the following points:
 - inviting Mr. Solis to the event
 - giving information about the time and venue of the event
 - introducing your company, product and market
 - stating the benefits from the visit for Mr. Solis and his company
 - expressing your wishes to establish business relations