

会展英语

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主 编：卢思源

副 主 编：吴云瑶 廖慧祥

编 者：杨自力 孟广君 陈明道 廖为群

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前摇摇言

会展素有经济发展和社会进步“推进器”之称。随着我国经济的高速发展和对外开放的日益扩大以及申奥、申博的相继成功,会展业以年均 10% 的增幅迅猛发展。上海这个国际性大都市,目前已达到每周平均举办 1 个国际重量级会展的水平。我国的会展业开始走向国际化、专业化、规模化和品牌化。上海无可争议地将成为 21 世纪亚太地区乃至世界重要的会展中心之一。不言而喻,会展经济已成为我国经济的新亮点。但遗憾的是,目前国内高素质会展专业人才奇缺,与会展业高速发展极不相称,这已成为制约会展业进一步发展的“瓶颈”。正是为了适应这一新的形势,我们编写了这本专门培养技能型、应用型、实务型会展人才不可或缺的《会展英语》。

本书的对象为大专院校会展专业的高年级学生,同时也适用于具有相当英语水平的从事会展工作的专业人员、管理人员、翻译人员和组织会展活动的策划人士等。

在编写本书的过程中,我们十分重视教材的知识性和实用性,尤其重视会展英语的听说读写技能训练。为此,书中每个单元都由听、说、读、写四个部分组成,这些部分又分为生词、课文、注解、句型和练习五个部分。全书共十四个单元,内容密切结合当前国内外各种大型会展的展示活动,语言地道而实用,适合于与西方会展人士进行口、笔语交流。本书的末尾部分附有一个英汉对照的常用词汇表,表内的八百多个词语均为国内外举办会展时经常使用的流行用语。

参加本书编写工作的七名英语教师曾先后在上海邦德学院任教。在本书编写过程中,邦德学院从人力、物力和财力上给予了大力支持,在此一并表示深切的谢意。

编者水平有限,时间匆促,难免有疏漏和不足之处,恳请广大读者和同仁批评指正。

于上海

2005 年 1 月 缘日

悦果读译

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UNIT 1

An Overview of MICE Industry



Focus Listening

一年半的 *bar'ænjuəl / adj.* 一年半的
 即将发生的 */ɪm'pendɪŋ / adj.* 即将发生的
 仿制的 */mɒkt / adj.* 仿制的
 房车 */swɒtʃs / n.* 样本；小块布样

宣传材料 */'lɪtərɪfə(r) / n.* 宣传材料
 文学 */'kæptɪv / adj.* 被迷住的；受控制的
 观众 */ə'tendəns / n.* 观众；出席者
 使分心 *dɪ'strækt / v.* 使分心；分散注意力

Unit 1 Vocabulary

一年半的 *bar'ænjuəl / adj.* 一年半的
 即将发生的 */ɪm'pendɪŋ / adj.* 即将发生的
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 使分心 *dɪ'strækt / v.* 使分心；分散注意力

[illegible][illegible]

Notes

1 biannual : 每年两次的

bi-表示“每……两次”: bimonthly (每月两次)。类似的数字前缀还有: tri- (每三……一次), uni- or mono- (单, 一), semi- or hemi- (半), quadri- (四), 等。

2 keep up with the Joneses :赶时髦。这是英语里一句常用的成语,此句中意为“时代步伐”。如:

They go into debts just to keep up with the Joneses.

他们为了与他人比高下而负债。

They buy a new car every year, not because they need one, but to keep up with the Joneses.

他们每年买一辆新汽车,不是出于需要,而是为了赶时髦。

3 a mocked-up, one-bedroom starter home : 单卧室仿制房。

4 Not surprisingly, each particular type of exhibition has its own individual
benefits to offer to exhibitors. 毫不奇怪, 每种独特的展览都能够带给参观者利益。

-ly 在现代英语中有两种基本功能。一为修饰语副词 (adjunct), 另一为分离性句子副词 (disjunct), 用于句子间的意义连接。值得一提的是, 有些 -ly 副词在用于不同功能时意义迥异。如:

She died luckily. 她安详地告别了人世。试比较：

Luckily, she died. 值得庆幸的是,她死了。

She's practically always late for work. 她几乎每天上班都迟到。试比较:

Practically, my wife is the boss of the school. 实际上,我妻子是学校的老板。



Exercises

A True or False Statements

判断 People expect reputation and status of an annually or biannually held event.

判断 Compared with your sales team, larger numbers of products may be displayed on the show stand.

判断 One of the benefits of exhibitions can be summed up as :Favorable sales environment can be created.

判断 The exhibition audience often takes or makes telephone calls during the show.

判断 Consumer shows have less strict requirements about the places where they are held.

B Blank Filling

判断 If you can't afford the time to take part in an exhibition, it may be a sign of 摇摇摇摇摇摇摇摇摇摇摇摇摇摇.

判断 The items to be shown at the exhibition may range from an office photocopier to a mocked-up 摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇.

判断 Visitors to a show prove to be 摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇.

判断 摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇 are offered by each particular type of exhibition.

判断 If you carefully 摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇摇 to the exhibition, you'll keep the existing customers.



Focus Speaking 摇摇摇摇

研讨会	'seminɑ:(r) / n. 讨论会 研讨会	提议 大会	
讨会		区间车	短程穿梭运输车辆
贡献 捐	'kɒn'trɪbjʊt / v. 贡献 捐	繁荣	
助 投稿		收入 税收	
有才华的；	'tæləntɪd / adj. 有才华的；	赞助 资助	
有天资的		回忆 回想	
专题会	'kɒnfərəns / n. 专题会		
令人激动		部门 领域；	
摇的 使人精神振奋的		摇行业	
聚光灯 公众注意	'spɒtlaɪt / n. 聚光灯 公众注意	属于 有关；	
摇之焦点		摇关于	

(I)

[illegible]

(II)

[illegible]



- 1 Nothing special, except that I'm busy with meetings recently. 没什么特别,只是最近很忙,有许多会议要开。
- 2 ... what has brought you here ... ……是什么风把你吹来了……
- 3 I bet you didn't have much trouble with your switch. 我相信你转换研究领域会有困难。
- 4 You are flattering me. 你过奖了。
- 5 You are really keeping your eyes open. 你还是挺关注形势的发展嘛。
- 6 You bet it will. 我完全同意你的说法。
- 7 You said it. 你说对了。



Unit 1

- 园部 What is the difference between “exhibition” and “fair” or “show”?
- 猿部 Could you tell the difference between “meeting” and “conference”?
- 源部 Who plan and organize the meetings and exhibitions?
- 缘部 Why is MICE industry booming in China?
- 远部 What services do meeting planners offer?
- 苑部 Does convention center mean anything to you?
- 愿部 Say something about the largest exhibition center in Shanghai.
- 怨部 Can you name some of the world famous convention or exhibition cities and say something about them?
- 员部 How does China participate in international meeting business?

B Pair Work

摇摇 You are supposed to make a dialog about an industry exhibition held in Shanghai. Try to use the following expressions whenever necessary.

- 摇摇 • What do you have in your mind? 你有什么想法?
- 摇摇 • I'm positive/I'm convinced. 我坚信
- 摇摇 • In particular I'd like to draw your attention to. 请你特别要注意。
- 摇摇 • as a rule. 通常
- 摇摇 • Sounds like a solid plan to me. 对我来说这是一个很现实的计划。
- 摇摇 • You're absolutely right. 你完全正确。
- 摇摇 • be dedicated solely to. 专门致力于



Focus Reading 摇摇摇摇

- | | |
|---|---|
| <p>协商 会谈
kən'fɜ:(r) / vi.</p> <p>与……竞争 净优势
vaɪ / vi.</p> <p>作主要发言
的人 基调演说者
'kɪnəʊtə / n.</p> <p>激励;
刺激
/stɪmjʊ'leɪʃən / n.</p> <p>参加会议或
展览的人 出席者
ə'ten'di: / n.</p> | <p>展示 证明
/demən'streɪʃən / n.</p> <p>渗透;洞
察 看透
'penɪtreɪt / v.</p> <p>增加 加强
/rɪɪn'fɔ:s / v.</p> <p>摇摇摇摇 /adj. 有成
本效益的,划算的</p> |
|---|---|

词。Meeting 是会议的统称 ;Incentive Travel 是指商业公司或团体为奖励员工办理旅游,同时参加国际会议以增长见识加强交流 ;Convention 是指大型会议及展览,或是含有展味的会议 ;Exhibition 专指展览,如各种商业展览和特展等。MICE 甚至还用来指节庆等大型活动。在会展业中有许许多多这样的首字母拼写词。如:AV 越audio-video equipment (视听设备);PCO 越professional convention organizer (专业会议组织者);DMC 越destination management company (目的地管理公司),等等。首字母缩写词有两种发音方式。一是按各个首字母发音,如 IMF: 越international Monetary Fund (国际货币基金组织);一是按音节拼音方法读音,如:laser /'leɪzə/ 越light amplification by stimulated emission of radiation (激光)。

2 alone 在此作副词,意为“仅仅,只”。如:

The proof does not rest alone on that statement. 证据不仅以那份证词为依据。

3 feature 在此处是动词用法,意为“是……的特征”。feature 是多义词,用法颇灵活,下面略举数例:

Individualized services feature this hotel. 个性化服务是这家饭店的特色。

This is the new film that features Jane. 这是由简主演的一部新电影。

An art gallery in New York features Chinese wash paintings. 纽约有一家美术馆突出介绍中国水墨画。

4 cost-effective 为英语复合形容词,由名词 垣形容词构成。形容词性的英语复合词构成方式较多,主要有:

n 垣-ing :law-abiding (守法的);record-breaking (破纪录的)

a 垣-ing :easy-going (随遇而安的);high-sounding (夸大的,高调的)

n 垣 :warweary (厌战的);thread-bare (磨光露底的)

n (a) 垣-ed :short-sighted (目光短浅的);lion-hearted (铁石心肠的)

num 垣 :ten-storey (十层楼的);four-leg (四足的)

adv 垣-ing :forth-coming (即将来临的);out-going (离去的)

v-ed 垣adv :worn-out (破旧的);washed-up (筋疲力尽的)



Exercises

A Reading Comprehension

摇摇摇摇 is one of the most important factors to increase the demand for meetings.

- Printed and electronic information
- What the keynoter said
- Video conferencing
- Personal contact

1. Which of the following goals can not be achieved through meeting ?

- a) Product launch.
- b) Rewarding the employee's top performance.
- c) Training newly recruited employees.
- d) Making a tour of a city.

2. Consumer shows or fairs

- a) attract only professionals
- b) are open to suppliers and buyers only
- c) arouse public interest
- d) are open to a limited number of people

3. Mixed trade-consumer shows or fairs

- a) are open to sellers and buyers only
- b) are open to the general public only on certain days
- c) are open to the general public
- d) are not open to the general public only on certain days

4. Exhibitions can

- a) cut on the costs of promoting products
- b) can help marketing your products
- c) can acquaint the public with your products
- d) All of the above.

B Translation Practice

(I)

1. Meetings, whether they are conferences or conventions, increasingly overlap with incentive travel. This is because companies both at home and abroad are attaching much importance to rewarding good performance of employees.

2. Association meetings are staged where local associations are highly active. Many international associations, like the World Exposition Organization, choose a venue for practical reasons, including the supporting interests.

3. It is hard to quantify the different types of meetings involved. What makes up a meeting depend on the minimum number of attendees, the length of time, the subjects or activities and sometimes the type of premises.

(II)

1. 同协会会议一样,展览亦需要周密的计划和组织。贸易展览会和消费者展览一旦组织成功,总是趋向于成为定期展览,规模不断壮大,从而分离出更多的专业展览会。

2. 每个展会可能单独有自己独自的展台,或者联合成为一个协会组织,时常提前预订

展位,以保证得到最好的位置。

展览和会议时常结伴而行;大型的或专业性贸易展览会一般在展览期间穿插一些作为增加吸引力或发布信息的研讨会,参展者可选择参与。



Focus Writing 摇选词 (悦果露寒辛燥蜂)

词语是构成语言的基本材料,正确使用词语是写作的最基本技能。用词要准确贴切,避免不恰当地道的用词,所用词语要符合语境的要求。用词不当一般有以下几种情形:

误用他词

① 错别字

尽管一个词的意思可能很多,但在写作中作者的真正用意只可能有一个具体的意思,即每个词所表达的意思不应引起歧义或多种解释。对词义理解不确切,在写作时,若选用该词便会与真正要表达的意思有悖。如:There are many benefits to be ~~deprived~~ from exhibiting at a show. 此句中作者真正要说的意思是 There are many benefits to be ~~deprived~~ from exhibiting at a show. 由于 deprived (剥夺) 和 derive (得到) 在词形上非常相似,作者在该用 derive 的地方用了 deprive,从而造成了很大的误解。For visitors, going to an exhibition is seen as an enjoyable, ~~social~~ occasion. 同样,作者在需要用 social 的地方用了 sociable (善于社交的)。这种因词形而造成的误用是非常常见的情形。英语中有很多词经常被误用,如:stationery (文具用品), stationary (静止不动的);torpid (麻木的,迟缓的),torrid (晒热的,酷热的);conversation (会话), conservation (保存,保持)。

② 表述或搭配不当

当一个句子的述谓成分(句子中的动宾结构或系表结构)在语法或语义上与主语部分搭配不一致时,句子就出现了表述或搭配不当。如:A thief and a liar are vices that we should avoid. 此句中的主语部分 thief and liar 与述谓成分 are vices ... 搭配不当,因为 thieves (盗贼) 和 liars (撒谎者) 不能称之为 vices (罪恶),而只有 thievery (盗窃行为) 和 lying (撒谎行为) 才是“罪恶”。

③ 并列结构的搭配错误

在并列名词时,如果所并列的名词需要不同的介词,作者经常会只选择能和其中一个名词搭配的介词来和两个名词进行搭配使用,这就造成了误用。如:The exhibitors had great faith and high hope for the organizer. 此句的 faith 后面应该加上 in 才妥当。这种情况很多,写作时必须加以注意。

未能区别同义词和近义词的差异

英语里有丰富的同义词和近义词,但它们在意义、感情色彩或用法上往往是有所不同的。如:a pair of, a brace of, a yoke of 都是“一双”、“一对”、“两个”的意思,但是 a pair of 常表示成对的或两部分一起使用的东西;a brace of 常与鸟、兽或无生命的东西连用,而 yoke 则指两头或两个牵在一起的动物。再如:die, pass away, kick the bucket 有相同的意思,但 die 是中性

词,而 pass away 则是委婉用语,带有明显的感情色彩,透露出说话人对死者的敬重、同情和惋惜 而 kick the bucket 恰好相反,说话人对死者毫无同情可言,反而是幸灾乐祸或不亦乐乎。掌握近义词的细微差别,就能增强感染力,形象生动地反映客观事物和准确地表情达意。

獐使用域(register)不当

我们在说话和写文章时要注意“使用域”的问题,在不同的场合下,我们使用的词语要符合该语域。例如,撰写公文时要以正式的文体书写 在和亲朋好友说话时要用亲密语体或非正式文体。例如:“Hi, Joe! It's years since we last met.”是一般的口头交际,用非正式语体。写作时,不考虑语体或语境而只考虑词的意思去写作就会犯错误。如:We can safely conclude that the commodities to be exhibited this time shall appeal to kids. 此句是正式文体,这一点可以从 conclude, safely 等用词中看出,但在句子的末尾,作者用了 kids 这个非常口语化的词汇,就不符合该语境。同样,give a hand to 是“帮助”的意思,但用它来替换本课课文中的“Just by being there, you can help to establish, change or maintain your reputation and status in the field”一句中的 help,也同样是犯了不合语境的错误。

獐不合习惯的表达法

在汉语里,人们常说“价钱贵”、“人口多”、“词汇量多”等词语,但在英语里这些词语搭配都是不可接受的,因此不能说“The prices of the commodities exhibited this time are not very expensive.”,应该改成“The prices of the commodities exhibited this time are not very high.”同样,“The population of Shanghai is much more than that of Sydney”也是错误的,应改成“The population of Shanghai is much larger than that of Sydney.”。又如:“她去年退休后开始学绘画”,有人用英语表述为 She began to take up painting after she retired last year. 短语 take up 本身就有“开始”的意思,再用 begin 就是多余了。再如:“参加交易会的人包括社会的各行各业”如说成是 The visitors to the exhibition include all walks of life. 也不地道,因为 visitors 是不能对社会进行包括的,此句要改成 The visitors to the exhibition are from all walks of life.

獐陈腐的表达语

陈腐的表达语是指某些词的组合形式或修辞手法被使用太频繁,以致成为陈词滥调。这些词语令人厌倦,使人丧失读下去的兴趣。Our country has a rosy (promising) future. rosy 的基本词义是“玫瑰色的”,引申词义为“乐观的”、“幸福的”,比喻意义是“光明的”、“有希望的”。此处用它来修饰 future 就比 promising 更为生动。然而,值得注意的是,在“His speech lacks fire.”一句中,有些词典却在其后标有“archaic”或“obsolete”字样,表示该词语现在已不再使用,我们在说话和写作时对这些词都要敬而远之,决不要为了显示自己的词汇量大而刻意求异。



Exercises

I 指出下列句中的不当用词,并说明不当之原由:

獐 The organizer of the exhibitions shall not be held liable for the loss and the damage to the goods to be exhibited.

獐 The reason why the exhibition didn't attract many visitors was because the organizers

didn't focus efforts on advertising.

獾 My vocabulary is much more than that of some English-speaking people.

源 Here comes the bus for Hilton Hotel. Are you staying at the Hilton?

缘 They have time to concentrate around you and what you have to show and say.

II 选出下列各句的准确用词,并说明原由:

At school, we study Chinese, mathematics, English and some other

[illegible]

【例】Independently of his earnings he has a 摇摇摇摇 income.

A 圓certain 摇摇

B鄜sure摇摇

C₁constant

癩 The travelers 摇摇摇摇 at the Great Hall of the People, and were amazed by its grandeur and magnificence.

A 囧gazed 摇摇

B鄢looked摇摇

C⊔stared

灑 The children 摇摇摇摇 at the foreign visitors.

A 囧gazed 摇摇

B鄢looked摇摇

C₁stared

缘In Shanghai, for example, there has been a steady rise of 摇摇摇摇 from exhibition industry.

A 圓income 摇摇

B圓revenue摇摇

C₀ profits

Compared with meetings, established exhibitions usually generate operating 摇摇摇摇 both for the hall providers and organizers of the events.

A 圓income 摇摇

B鄢revenue摇摇

C₀ profits

Not surprisingly, each particular type of exhibition has its own individual benefits to offer to 摇摇摇摇.

A圓exhibitors摇摇

B鄢visitors摇摇

CEB customers

● The 摇摇摇摇 and rising growth in convention business does not help to gain profits alone.

A囍big摇摇

B囡huge摇摇

C_{large}