

<<会展英语>>

图书基本信息

书名：<<会展英语>>

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前言

经济全球化是当代世界经济的重要趋势。

随着经济全球化进程的不断加快，会展业已发展成为新兴的现代服务贸易型产业。

会展经济逐步成为城市发展新的增长点，同时也成为衡量一个城市国际化程度和经济发展水平的重要标准之一。

当前我国会展业的国际化程度不断提高，会议和展览活动都面临着与国际接轨的严峻挑战，客观上要求会展从业人员具备较强的英语沟通能力，能为各种大型国际会议和展览活动提供符合国际标准的专业化服务。

为了满足广大会展从业者提高会展商务英语技能的迫切需要，适应当前会展专业教育和培训的飞速发展，我们特组织高校会展专业和英语专业的骨干教师和会展业界的专业人士编写了本书，力求为学习者提供一本具有全球化视野和时代特色的会展专业英语教材。

本教材特点鲜明：第一，内容新颖，信息量大，内容涉及会展组织和服务的主要环节和工作重点；第二，专业性和实用性较强，会话、阅读和写作材料均与会展行业的实务操作紧密衔接；第三，突出商务沟通技能培养，语言难度适宜，英语表达通俗地道。

本教材既可作为高校本科和专科会展专业、会展职业培训的教学用书，也可作为会展从业人员和有志从事会展工作的学习者的自学参考用书。

本教材根据会展行业特点以及工作要点，将内容分为两大部分：会议英语和展会英语。

每一部分包括七个单元，每个单元均有五大模块： 模块一：会展商务背景。

介绍会议和展览活动的相关背景和工作指南。

模块二：会展交际会话。

内容涉及会展活动的主要环节和工作重点，包括会展介绍、会展策划、会展预订、会展销售、会展接待、物流服务、会后旅游和展会调查。

模块三：会展短文阅读。

帮助学习者熟悉会展业务和工作要点，提高阅读理解能力。

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内容概要

本教材由会议英语和展会英语两大部分组成。

各有7个单元。

内容涉及会展商务背景、会展交际会话、会展短文阅读、会展应用文写作以及综合练习。

本书的特点：专业性和实用性强。

填补目前市场没有此类书的空白。

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章节摘录

There are many variations in power supplies. Electricity can be alternating current (ac) or direct current (dc) . Frequency can be 50 or 60 hertz (HZ) or cycles per second. Voltage also varies-even within the same city or country. Finally , there are 12 types of attachment plugs in use around the world and several countries use more than one type. Electrical equipment or lighting shipped with your exhibit from the U.S. will likely need transformers or converters that can be very expensive to rent. It is usually simpler to rent equipment locally-especially office equipment such as fax machines , copiers , and computers. Shipping a U.S. exhibit with multiple electrical requirements can be a budget buster due to the high cost of renting transformers. Inadequate or improper power supply can spell disaster for products and demos. It can also interfere with the proper operation of lighting fixtures. Electrical power to your booth may not be available 24 hours a day and may even be shut off at show closing. This means that computers and other sensitive equipment must be powered down before the show closes each day. Many trade show services must be ordered from several providers. Individual contact and order forms are included in the exhibitor manual. Quantities are often limited so ordering early is always advisable. While the main booth power supply or plumbing connection still must be ordered from the trade show organizer , most , if not all work within the stand (booth space) can be done by the stand (booth) builder. This includes utility wire distribution (electrical , phones , computer networking) ; plumbing ; and hanging graphics. Although some trade show venues seem to be catching up to U.S. methods , drayage is still basically an unknown. Typically , if your booth ships from the U.S , the freight forwarder handles the offloading , delivery to the stand , and booth crate storage during the trade show.

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编辑推荐

为了满足广大会展从业者提高会展商务英语技能的迫切需要，我们特组织高校会展专业和英语专业的骨干教师和会展业界的专业人士编写了《会展英语》，力求为学习者提供一本具有全球化视野和时代特色的会展专业英语教材。

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