

<<会展英语>>

图书基本信息

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前言

21世纪的到来，给全面增强综合国力、正大踏步昂首走向世界的中国带来了诸多良机；申奥、申博的凯旋以及日益涌进各类知名国际商展和重大会议在中国的成功举办酝酿着又一个全新命题：会议与展览。

如今，全国各高等院校纷纷开设与此有关的专业方向课程，与之相适应的教材编写也自然成了当务之急。

在目前国内尚没有一本比较全面系统介绍会议与展览的同类教材、国际上相关的教材书目又不易觅到的情况下，我们用不长的时间比较有条理地尝试编写出了本书，供大专院校相关专业和层次的教学使用。

《会展英语》以教育部最新颁发的《高职高专教育英语课程教学基本要求》各项内容为依据，特别强调“在加强英语语言基础和基本技能的同时，重视培养学生实际使用英语进行交际的能力”。本教材以够用、实用、致用为经度延伸，以专业、职业、行业为纬度扩展，纵横交织、错落构想，力图编写出符合时代特征、满足专业要求、适应教学又便于使用的高职高专专业阶段的英语学习教材。本教材以实践训练掌握各有关常规知识为主，以语言训练提高增强交际能力为辅，体现较宽松自由、强调实际应用的自主互动学习过程来培养和建立起良好的职业准备和较高的职业素质。

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内容概要

《会展英语》是行业英语系列教材中的一本。

《会展英语》从最基本的常识入手，介绍了有关会展业的主要建构要素，从选址、确定主题到布展、会务等各个环节都有较详细的介绍。

《会展英语》通过形式多样的练习，使学生既可系统地学习到会展专业知识，又能增加语言实践的机会，从而建立起良好的职业准备和较高的职业素质。

书籍目录

UNIT 1Exhibition and ConventionUNIT 2Size and LocationUNIT 3Theme and ProceduresUNIT 4Coordination and PreparationUNIT 5Agenda and HostingUNIT 6Sponsor and PromotionUNIT 7Reception and EtiquetteAPPENDIXKey to Exercises

章节摘录

The Show of Fair Industry Chinas exhibition industry has been booming in the past two decades with the sustained and rapid growth of national economy. As a developing and large market in Asia, China has been attracting more and more investors since the implementation of opening and reform policy. Exhibition industry has been playing an important role in introducing advanced technology and equipment to China and in promoting trade and economic co-operations between China and the world. According to incomplete statistics of China Council for the Promotion of International Trade, both the number of international events held in China and that of Chinese participation in foreign international events have been increasing. In addition, more new and modern exhibition facilities are being built up, more people are involved in related business, more rules and expertise are needed. This is why we are organizing various conventions and exhibitions in China, the modern shows for all the people interested in Chinas exhibition industry.

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