

Business English

邀請參觀展覽

Li-Hua LI
IM Department, CYUT





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Brain Storming



Q: What is trade fair? What is **EXPO**?

商展

Expo (short for "exposition", and also known as World Fair and World's Fair) is the name given to various large public exhibitions.

Q: Why the EXPO or Trade Fair is important?

展覽

Q: How to write a good invitation letter?

Q: Which information shall be included?

• 台北國際電腦展 **COMPUTEX**

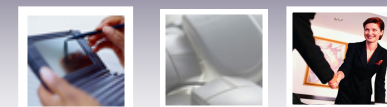
• **Sao Paulo** 巴西聖保羅紡織機械展 **BITMEX**

• 新加坡童裝展 Kids World Expo, Singapore

• 新加坡紡織展 **INTEX** <http://www.intexinfo.com>



國際商展或電腦展



- ❖ 98年世界各國商展整理 <http://www.dfmfg.com.tw/fibro/exb-98.htm>
- ❖ 台北國際電腦展 <http://www.computextaipei.com.tw/>
- ❖ 漢諾威電腦展 Hanover, Germany
http://www.cebit.de/homepage_e
CeBIT is the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments.
- ❖ Consumer Electronics Association 主辦的CES
<http://www.cesweb.org/>
- ❖ 英國找尋展覽網 <http://www.exhibitions.co.uk/>
- ❖ 香港貿發局 <http://www.hktdc.com/>
- ❖ 西班牙對外貿易網 <http://www.icex.es/>



英文小傑克—English Joke

A young **executive** was leaving the office at 6 pm.

經理

He found the **CEO** standing in front of a **shredder** with

執行長

站在...之前

碎紙機

a piece of paper in his hand.

"Listen," said the CEO, "this is important, and my **secretary** has

left. Can you make **this thing** work?"

祕書

離開(意指下班)

這東西(指碎紙機)

"Certainly," said the young executive.

He turned the machine on, **inserted** the paper, and **pressed** the

打開機器?

插入

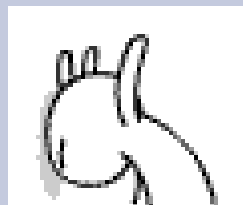
按下

start button.

"Excellent, excellent!" said the CEO as his paper **disappeared**

好極了

inside the shredder.



"I just need one copy."

我只需要印一份就好了

吼...撞牆了啦....你怎麼不早講你要影印?



Exhibition



商展(Trade Fair)或展覽會(Exhibition;EXPO)是國際貿易中尋找訂單，瞭解市場趨勢的最佳活動；不論是加展覽或受邀參觀都是很重的一件事。

舉辦展覽會，寫邀請函時，必需將展覽會及附屬活動或事項告知受邀客戶，使其瞭解整個行程，而有豐富收獲不虛此行。例如：

- 1.如何抵展覽會場、地圖、方向、攤位、交通工具、通行證、...
- 2.旅館代訂及安排，尤其是大型展覽會，必需替受邀客戶訂妥住宿旅館飯店。
- 3.開幕酒會：大型商展之開幕酒會，廠商、買主匯集一堂可認識許多人，所以邀客戶參展時也要一併告知酒會地點及時間。
- 4.研討會：展覽會中通常也會有專家演講或研討會，需收集相關資訊，告知受邀客戶。
- 5.邀約重要客戶最重要的還是為公司做產品、解釋最新的產品，或展覽會後安排參觀工廠或生產線。



好用語句-關鍵用語(1)



- 1. gain access to ~ 取得接近 ~**
- 2. Please suggest a time convenient with you.**
請建議您方便之時間
- 3. We have taken great pleasure in serving ~**
我們很榮幸為您服務
- 4. Thanks for your kind attention.**
多謝您的愛心關懷
- 5. It is an ideal opportunity.**
這是一理想機會



好用語句-關鍵用語(2)



1. It has been a pleasure doing business with you.

和您做生意是一種榮幸。

2. This event is always attended by many local manufacturers and foreign buyers.

這個活動總是有許多當地廠商及外國客戶參加。

3. This is an ideal opportunity to gain access to the Australian computer scene.

這是理想(絕佳)的機會來取得(了解)澳洲電腦實況。

4. We would be delighted to see you at the show.

我們將會很高興能在展覽會場見到您。

5. I hope that all is well in your company, and that business is prosperous. 我希望 貴公司安好，生意興隆。



好用語句-關鍵用語(3)



6. WEBTEX will be participating in this show and would like to invite you and your company to attend.

WEBTEX將參加此次展覽會，且願意邀請您及貴公司參加。

7. I am sorry that we have not been able to service your requirements for a while.

我很遺憾有一段時間一直不能服務您的需要。

8. We at **Future Trust**, have just finished our new product line.

我們在Future Trust已經完成我們的新產品線。

9. We would be very happy to meet you anytime, and show some of our samples to you.

我們很高興於任何時間與您會面，

並且向您展示一些我們的樣品。



好用語句-關鍵用語(3)



10. We have taken great pleasure in serving your company.

我們很樂意為 貴公司服務。

11. As you may already know, the famous TG 2000 Toy and Gift show will be held from July 8 to July 15 this year.

正如您也許已知道，有名的TG 2000玩具禮品展覽將於今年七月八日至七月十五日舉行。

12. Last year, over 1,000 companies had stands and more than 50,000 visitors came from more than 40 different countries.

去年，超過一千個公司設攤位且超過五萬位訪客來自四十多個不同的國家。



To: WEBSIGN Ltd.

2713 Castle Drive East, Westville CA 100527 USA

FAX: 1 506 179 808

ATT: Mr. Pat Sharpe

FROM: Info Tech Mr. Ian Roberts

Dear Mr. Sharpe,

First, I want to thank you for your continued interest in our company and for your support of our products over the past year. ^① ***It has been a pleasure doing business with you.*** I hope that you are in good health and that business is good.

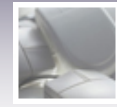
I am writing to introduce an event which may be of interest to you. Next month, from February 12-19, Electrocom 2000 will be held at the International Business Conference Center, Sydney, Australia. ^② ***This event is always attended by many local manufacturers and foreign buyers alike.*** Many innovative and exciting products will be displayed and ^③ ***it is an ideal opportunity to gain access to the Australian computer scene.***

Information Technology will be at stand no. R601 in the West Hall, and ^④ ***we would be delighted to see you at the show.*** We will have samples on show and for sale and information about all of our new products. If you would like to make an appointment, please suggest a time convenient with you. Please let me know if you plan to attend and I will send you some complimentary guest passes.

Thanks for your kind attention,

Yours faithfully,

EXAMPLE





EXAMPLE-1 翻

三三



信頭 (略)

Sharpe 先生您好：

首先，我要感謝您去年對敝公司持續的關心及對我們產品的支持，與您做生意是非常榮幸的。我希望您身體健康且生意興隆。

我寫此信要告知您也許有興趣的活動。下個月即二月十二日到十九日，Electrocom 2000 將於澳洲雪梨的國際商業會議中心舉行。此活動總是有許多本地製造商及同業的外國客戶參加。許多創新和令人興奮的產品將會展示，且是一個最佳的機會，得以接近澳洲電腦實況。

Information Technology 公司將會在西廳的 R601 攤位。我們很樂意於展覽會場看到您。我們將會有樣品展示有拍賣及有關所有新產品的資訊。假使您樂意訂會面時間，請建議您方便的時間。請讓我知道是否您計畫參加？我將會寄您一些貴賓通行證。

感謝你的好意關注！

謹上



To: CHEERFUL CORP

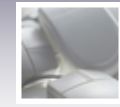
Tel:

Att: Mr. P. Nagrash

Fax:

From: WEBTEX Ms Tina Hu

EXAMPLE



Dear valued customer,

We have not heard from you for a while. ^⑤ *I hope that all is well in your company and that business is prosperous.*

As you may already be aware, the 12th annual International Textiles and Clothing Fair will be held at the Hong Kong World Trade Center, Hong Kong. ^⑥ *Webtex will be participating in this show, and would like to invite you and your company to attend.* The show details are as follows:

The 12th International Textiles and Clothing Fair.

Hong Kong World Trade Center

November 1 to November 6

Monday-Friday: 9 am to 5 pm

Saturday: 8: 30 am - 4 pm

WEBTEX will be at booth 2714

If you can attend, we will take great pleasure in introducing our new fabrics and colors to you. If you are unable to attend the fair, but would like to receive some information about our new items, please feel free to contact me.

I hope to hear from you soon.

Best regards,



EXAMPLE-2 翻

信頭 (略)

珍貴的顧客您好：

我有一段時間未得您的音訊。我希望 貴公司一切均安好且生意興隆。

您也許已知道，第十二屆的國際紡織成衣展，將於香港世貿中心舉行。Webtex 將參加這次展覽，且想要邀請您和 貴公司參加。展覽會的細節如下：

第十二屆國際紡織與成衣展

香港世貿中心

11月1日至11月6日

星期一 ~ 五：9:00 ~ 5:00

星期六：8:30 ~ 4:00

WEBTEX 在 2714 攤位

假若您能參加，我們將會很榮幸的介紹我們新的布品及色樣給您，假如您無法參加展覽會，但想到收到我們新產品的資訊，請不要拘束和我連絡。

我希望很快聽到您的消息。

祝福你！





From: Future Trust Mr. Kenji Nakomura, President

To: MITSOSUKI INTERNATIONAL

2-17-1, Yoshi-Ku

Osaka, Japan

Att: Mr. Honda

Dear Sir,

Thank you for your previous interest in our products. ^⑦ *I am sorry that we have not been able to service your requirements for a while.* I hope that you are well and that your company has not been affected too seriously by the recent troubles in the Japanese economy.

If you have time, I hope that you will be interested in attending a small event that we are organizing. ^⑧ *We at Future Trust have just finished our new product line* and think that you would be most interested to view it. We have incorporated this years colors, blue, silver and purple into our designs, and so have come up with bright, fashionable office equipment. No office should be seen without it!

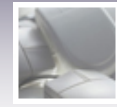
Our products will be exhibited from Monday September 2 to Thursday September 5 at the Green Room of the Tokyo Capisar Hotel. We will be there from 9 am to 6 pm everyday, and ^⑨ *would be very happy to meet you anytime and show some of our samples to you.* If you are interested in coming and require a special appointment time, please fill out the form on the next page. I have already sent you four complimentary guest invitations and some information about our new range.

We very much look forward to meeting you.

FUTURE TRUST,

Mr. Kenji Nakomura, President

EXAMPLE



→ organizing



EXAMPLE-3 翻

信頭 (略)

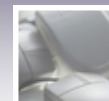
先生您好：

感激先前您對我們產品的興趣。我很抱歉有一段時間，我們無法服務您的需求。我希望您安好且 貴公司沒有受到近來日本經濟困難太嚴重的影響。

假使您有時間。我希望您會有興趣參加一個由我們正籌組的小活動。我們 Future Trust 已經剛完成新的產品線。且認為您會有興趣一睹。我們已合併今年的色系，藍色、銀色，及紫色到我們的設計，所以出來的是明亮，流行款式的事務機。沒有公司可以少了它！

我們的產品將會於九月二日 (週一) 到九月五日 (週四) 在東京 Capisar 飯店的綠屋展出。我們會每天早晨九時至下午六時在那裡，且我們非常高興於任何時候遇見您並展示我們一些樣品給您看。假使您有興趣前來且需特別的約定時間。請填寫次頁之表格。我已寄給您四份貴賓邀請卡和一些有關我們新產品系列的資訊。

我們非常期盼遇見您。





From: SMITHSON MERCHANDISE. Ms. Erica Smith

Dear Sir / Madam,

Thanks very much for your continued business over the past couple of years. ^⑩ *We have taken great pleasure in serving your company.*

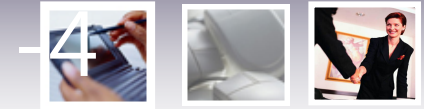
^⑪ *As you may already know, the famous TG 2000 Toy and Gift show will be held from July 8 to July 16 this year, at the Birmingham International Convention Center.* ^⑫ *Last year, over 1000 companies had stands and more than 50 000 visitors came from more than 40 different countries.* All of the big names in the children's toy and gift industry will be displaying their newest items there.

SMITHSON MERCHANDISE will be at stand number 2-41 on the second floor of the North wing. Please come and see our new products. It will be worth your while! If you would like to receive invitation passes, please let me know how many you need, and I will mail them to you. This year, our director, Mr. Paul Green will be giving a lecture about the increasing part the internet is playing in the toy industry. Mr. Green founded our company 40 years ago, and has always been one of the first to experiment with innovative techniques. He will be speaking on July 16 at 10 am in the Magnolia Suite Entrance is by invitation only, so please let me know if you are interested in attending and I will send the tickets to you.

Hope to receive your response soon,

Best regards,

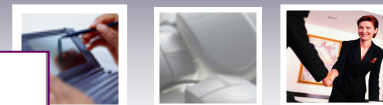
EXAMPLE





EXAMPLE-4 翻

三三



信頭 (略)

先生女士您好：

謝謝您於過去兩年來持續的生意。我們一直很樂意為您服務。

正如您所知道，知名的 TG 2000 玩具禮品展將於今年七月八日至七月十六日在伯明罕國際會議中心舉行。去年，超過一千家公司設攤位且超過五萬訪客，由四十多個不同國家前來。所有在兒童玩具及禮物產業界的大廠牌將會在那裡展示他們的最新產品。

SMITHSON MERCHANDISE 將在北邊二樓 2-41 的攤位
參觀我們的新產品。它將是值得的。如果您想收到邀請通行證，請告知您需要幾份，我將會寄給您。今年我們的總裁 Paul Green 先生將會有一場演講關於網路之成長在玩具產業中之扮演情形。Mr. Green 於四十年前成立敝公司，且一直首先為試驗創新技術中的一員。他將於七月十六日早晨十時在 Magnolia 套房廳進行演說，僅有邀請者才可進入，假使您有興趣參加請讓我知道，我將會寄入場券給您。

希望儘快收到你的回覆。

祝福你。



Homework: 英翻中練

習



1. Firstly, I would like to take this opportunity to thank you for your patronage of our products.
2. We very much appreciate the support you have given us over the years.
3. We are happy to have been able to fulfill your requirements.
4. I am writing to invite you to attend the 10th annual Electronics show at the International Conference Center.
5. As you probably already know, **FOODEX** will take place between April 8th and 15th this year.
6. It is my great pleasure to invite you to attend **PROMINFO**, the biggest exhibition of office equipment in Asia.
7. If you are able to come, I hope to see you at this years **Juvel show**, which will take place from November 20-25 at the Grande Hotel, London.
8. We will be at booth number A613, and would be very pleased to see you there.

p.s. 注意,紅色字表展覽會的專有名詞,可以不用翻成中文



Homework: 中翻英練習



1. 倘若您打算參加此展覽會，請花時間於57號攤位拜訪我們。
2. 在TESEL Co. Ltd我們將會展示所有新產品且有樣品可以取用的。
3. 倘若您沒有時間參加此次會議，但仍對我們的新產品有興趣，請讓我們知道。
4. 請以傳真回覆是否您計畫參加。
5. 倘若您有時間到攤位17拜訪我們，請填寫第二頁表格並以傳真回覆我們。
6. 我們期望在那裡看到您。
7. 多謝您善意的關注，我希望有機會很快看見您。
8. 我期盼您的迅速回覆。

A farmer learns more from a bad harvest than a good one.

從失敗中才能獲得寶貴的經驗

