

上海世博会特许产品订货会实用英语 PDF转换可能丢失图片或格式，建议阅读原文

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世博网6月3日消息：中国2010年上海世博会特许产品订货会昨天在上海国际展览中心开幕。据悉，由上海世博会事务协调局授权的特许生产企业已开发了近3000款世博特许产品，其中2100种已上市。

我要收藏 这是上海世博会特许经营计划自2007年12月启动以来举行的首场订货会。展示的产品主要包括玩具、文具、服装、礼品、帽品、箱包、钟表、家用纺织品、家用陶瓷制品、集邮品和贵金属制品等，其中有的产品已上市销售，有的即将投放市场，有的则是生产企业的设计创意。此外，由上海世博会事务协调局授权、中国印钞造币总公司权威发行，中钞国鼎公司总经销的上海世博银条昨天也正式上市。截至目前，上海世博局已征集特许生产商40余家，在上海、北京、浙江、江苏、湖北、山西、陕西等近10个省市的重点城市开设了100多个特许零售店或专柜。

Expo organizers yesterday held a fair at the Shanghai International Exhibition Center to recruit sellers for licensed Expo souvenirs. Nearly 3,000 types of souvenirs were on display, including garments, toys, handicrafts, accessories, clocks, stationery, bags, textiles, ceramics and stamps. To date, about 40 manufacturers have been approved to manufacture Expo licensed products. There are more than 100 shops selling authorized souvenirs in the country, and the organizer plans to increase that to 500 by October of this year. The target for the sales of Shanghai Expo souvenirs is around 3 billion yuan (US\$439 million), and currently

400 million yuan worth have been sold, according to Lin Shengyong, a senior organizer in charge of Expo site business management.

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