UNIT 15

PharmChina

PART I

Theme Introduction

Task ❶ **Listen to a report , and fill the blanks. You can refer to the words from the box.**

Pharmaceutical	platform	exhibitors	Healthcare
opportunities	patent	forums	elites

PharmChina is the largest exhibition in Chinese *pharmaceutical* industry. With a history of over 30 years, it attracts over 2,000 *exhibitors* and 100,000 visitors. Twice a year, people come to PHARMCHINA for new business *opportunities* in the process of Chinese pharmaceutical development. It is a good trading *platform* for the following products and service: Chemical Pharmaceuticals, Chinese *patent* medicines, Traditional Chinese Medicine, Biopharmaceuticals（生物制药）, OTC medicines, *Healthcare* products, and PharmSoft (Pharmaceutical technologies & services). Meanwhile, some *elites* will be invited by the organizer to attend the professional seminars or academic *forums* which are mainly about the pharmaceutical industry.

※ This part is used to let students have a rough knowledge about pharmchian.

※ Before class, students are required to collect as more information

about the pharmchina as possible in any way: books, internet, newspaper, magazine, etc.

※ In class, students are free to talk about what they got about pharmchina in pairs.

※ Some volunteers are asked to report their discussion. Students should make notes about what they learned from others.

※ listen to the short report, and finish the blanks to get to know more about pharmchina.

Word Bank

crude /kruːd/ *adj.*	天然的
booth /buːð/ *n.*	展台，摊位
healthcare /ˈhelθkɛə/ *n.*	医疗保健
expo /ˈekspəʊ/ *n.*	大型展览会，博览会
National New and Special Drugs Fair	全国新特药品交易会

PART II

Listening Task

Task ❶ **Short Conversations**

You will hear eight short conversations about PharmChina. A question will follow each conversation. Listen carefully and choose the best answer from the four possible choices.

1. W: Manager Li, here is an invitation letter for you. It's about a medicine exhibition, will you go there?

   M: Ok, please arrange it for me!

   Q: who is the first speaker?

   A. The man's wife. *B. A secretary.*

   C. A doctor. D. A receptionist.

2. M: How about the new medicine we find at the PharmChina?

W: It has a great effect on coughs, so we can use it widely.

Q: What can we inform from the two speakers?

A. PharmChina has a great effect on them.

B. The two speakers are doing researches on coughs.

C. The new medicine will be applied to coughing patients.

D. They don't like the new medicine.

3. W: Do you know Zhangshu city?

M: Yes, it's in Jiangxi province and the national crude drugs and medicines fair is held there every October. I have been there last time.

Q: What can we know about Zhangshu city?

A. Everyone knows it.

B. It is the best city in Jiangxi province.

C. It is a famous place for its producing crude drugs and medicine.

D. A lot people will go there for medicines every October.

4. W: Our company has engaged in medicine production for many years, and our products have been sold all over China.

M: I hope we can make a successful cooperation in the future.

Q: what's the relationship between the two speakers?

A. Colleagues. B. Co-workers.

C. Business partners. D. Co-partners.

5. M:Is there any booth available in your medicine exhibition?

W: Yes, we have some medium size and a few large size left, which do you prefer to rent?

Q: what will the man probably do next?

A. Go to the medicine exhibition directly.

B. Book a booth in the medicine exhibition.

C. Buy a ticket for the medicine exhibition.

D. Buy a booth in the medicine exhibition.

6. M: Bob works so hard to introduce the new medicine to the purchaser in the National New and Special Drugs Fair, but in vain.

W: It usually takes a long time for people to accept the new things.

Q: How about the new drug?

A. No purchaser is interested in the new drug.

B. After a long introduction, people will accept the new drug.

C. The new drug has poor effect on people's disease.

D. Bob is not good at introducing the new drug.

7. M: Doctor Wang said such disorders are generally treated with dietary supplements and drugs.

W: I just got some leaflets about China Healthcare festival, we can go there and get to know some health care products.

Q: Where are they planning to go?

A. Go to the doctor.

B. Go to the China Healthcare festival.

C. Go to a drug store.

D. Go to dietary supplements' store

8. M: I'm buying for chain stores in Australia. They are interested in your medicinal herbs. I'd like to make an inquiry.

W: Thank you for your inquiry. We will mail you a copy of our price list which contains all kinds of herbs we can export.

Q: What does the man want to do?

A. He wants to take some medicinal herbs to Australia.

B. He wants to import some medicinal herbs.

C. He wants to know the price of all kinds of medicinal herbs.

D. He wants to export some medicinal herbs.

Task ❷ Long conversation

You will hear a long conversation about PharmChina. Complete the table with the information you get from the conversation.

A: Hello, may I speak to Mr. Hu?

B: Yes, please speaking.

A: This is North China Pharmaceutical Factory. We want to get some

details about 64th Pharmchina. Could you help me?

B: Yes. The PharmChina will be held in Nanchang International Exhibition Center from December 9th to 11th this year.

A: Ok. Can you tell me the exact address?

B: It is No. 50, Ganjiang south avenue, Honggutan New Zone, Nanchang city, Jiangxi province.

A: Thank you very much. I've written it down. By the way, who is the organizer of this fair?

B: Oh, it is a famous company, Reed-sinopharm Exhibitions Limited Company, and it's also the sponsor.

A: I've heard this company before. It is good at this kind of activity. Thank you for your help, that's all I want.

B: With pleasure! If you want to know more about it, you can call us again at this number 84556677 or 84556509, my colleague Miss Yu and I will be glad to help, or you can visit our web-site www.pharmnet.com.cn to get the information.

A: Great, thanks a lot! Good bye!

B: Bye!

Name	***64th PharmChina***
Date	***Dec 9-11, 2010***
Area	***Nanchang, China***
Venue	***Nanchang International Exhibition Center***
Address	***No. 50, Ganjiang south avenue, Honggutan New Zone,***
Sponsor/ organizer	***Reed-sinopharm Exhibitions Limited Company***
Contact	***Mr. Hu or Miss Yu***
Contact number	***84556677 \ 84556509***
Web-site	***http://www.pharmnet.com.cn/***

PART III

Speaking Task

Role play

Work with a partner. Make up conversations based on the following situations. You may imitate the following model dialogues.

Miss Liu wants to purchase some kind of asthma medicines, and she is inquiring the price in Mr. Jin's booth at Pharmchina.

Carol, the sales manager of a medicine company, is trying to introducing some medicines to the customers at Pharmchina.

At the fair

Teaching Steps

1. Ask all the students to think about what are people talking when they are attending a pharmchina or at a fair about drugs.
3. Play the model dialogue to the students one time, and ask several students to repeat the model dialogue. It is helpful for training the students' ability to understand the important details of the listening text by this way.
4. Arrange the students in pairs and ask them to discuss the topic and do role-play activity in the part of Oral Activity.
5. Go around the classroom to supervise the students' discussion. If necessary, give help to the students, especially the weaker ones.
6. Select several pairs to present their conversations in class.

Oral Activity:

After listening to the model dialogue, the students are required to imitate the dialogue and organize their on conversations.

※ Ask all the students to find out their own partners, work in pairs.

※ Ask the students to Role Play the dialogue. Work with a partner. Make up conversations based on the following situations.

Situation 1 Miss Liu wants to purchase some kind of asthma medicines, and she is inquiring the price in Mr. Jin's booth at Pharmchina.

Situation 2 Carol, the sales manager of a medicine company, is trying to introducing some medicines to the customers at Pharmchina.

※ Assign them to organize their conversations, and Select at least two pairs to present their conversations in class.

Model dialogue

At the fair

Lee: Good morning sir, welcome to our booth.

Smith: Thank you very much. Your booth was arranged nicely.

Lee: Thank you for your compliment. Would you like to have a seat?

Smith: Yes, and may I know some of your new products?

Lee: OK, here are our new products, and some of them are specific drugs.

Smith: Oh, so many new drugs. Could you recommend one or two medicines that have promising markets for me?

Lee: En, These two new medicines are special for children's cold and fever, and they do no harm to children's body. I believe they will occupy the market in the near future.

Smith: Ok, may I look at the instruction book?

Lee: Of course, here you are.

PART IV

Leisure Time

Enjoy a sand drawing of PharmChina.

http://my.tv.sohu.com/us/17036706/7164588.shtml

PART V

Additional Task

Task ❶ **Oral Practice**

Have you ever been to any medicine exhibition? If you have, please talk about what you have seen in the medicine exhibition. If you haven't, please imagine what you will see in the medicine exhibition, and talk with your partner.

Task ❷ **Listening practice**

Listen to the recording and complete the invitation letter.

INVITATION LETTER

Dear Sirs/Madam:

We hereby sincerely invite you and your company *representatives* to visit our booth at The12th Chinese (Shanghai) Exposition of *Household* Medical Appliances from June 5th to 7th. We're one of the manufacturers specialized in household medical appliances, including family *self-test* equipment, family health care equipment, family *emergency* products and so on. We will *display* our new models of various products such as electronic sphygmomanometer (电子血压计), blood glucose detector (血糖仪), ear thermometer, body *fat* tester, massage chair, *vision* improvement equipment, and jade health mattress.

It would be a great pleasure to meet you at the exhibition.We expect to establish *long-term* business relations with your company in the future.

Exhibition Center: Shanghai World Expo *Exhibition Convention* Center

Booth Number: *G-K105 G-K-106*, No. 3 Exhibition Hall

Date: June 5th to 7th, 2013

Best Regards

Mr. Su wei