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| **L12 - LINGUA E TRADUZIONE INGLESE III**  **Modulo B Lingua e Traduzione per L’impresa Internazionale a.a. 2022-2023**  **LETTORATO Dott.ssa M. Condon/ Dott.ssa R.O’Doherty**  [**marie.condon@unimc.it**](mailto:marie.condon@unimc.it)  **rebecca.odoherty@unimc .it**  **LESSON PLAN 22/3/2023** |

**TRADEFAIRS**

EXHIBITIONS AND TRADE FAIRS GENERAL TERMS (part 1: 0.00 – 3.03)

Source: <https://www.youtube.com/watch?v=M_4NZLUDjdg>

*Listen (don’t watch) and write the missing words.*

1. An international trade fair is an opportunity for \_\_\_\_\_\_\_\_\_\_\_\_ to meet their \_\_\_\_\_\_\_\_\_.

2. Many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ participate in a fair as a matter of prestige.

3. Other firms hope that participation will increase the number of their \_\_\_\_\_\_\_\_\_\_\_\_\_ .

4. We want to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a new product.

5. During the fair we will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to check public interest.

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and innovations are presented.

7. We present our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

8. We may exhibit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of our new model.

9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are held every two hours.

10. The public relations department prepares \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that supplies information.

11. We usually provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to create public interest.

12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will include additional information.

13. We are looking into a different \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for our new line of

products.

14. We believe that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that catches the eye will promote sales.

15. Our brochures are full of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

16. They specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and advantages of our product.

17. Participants in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will receive more details.

18. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are usually not for sale on the spot.

19. However, you can always \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ during the fair.

20. In most cases, firms \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_on orders placed during the

fair.

21. ...and, after closing, exhibits that have been on display are sold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

22. Specialized fairs are of little interest\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

23. Businessmen \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ during the fair, and may continue to

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information afterwards.

24. Make sure you save all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you receive.

**2. Translate the sentences into Italian.**

**3. PAIRWORK: Translate on the go.**

**Watch the next part of the video: At the Fair ( 09:36-11:11)**

**After each speaker finishes, translate what they have just said and have a partner give you an answer.**

**4. Practice numbers - BARILLA PASTA**

<https://www.youtube.com/watch?v=5J43R-DDmNc> (Am. Eng – 3.54 mins)

**Listen and write the numbers.**

1. Barilla produces \_\_\_\_\_\_\_\_\_\_\_\_\_tonnes of pasta each day in Parma, Italy.
2. Each line produces \_\_\_\_\_\_\_\_\_\_\_\_\_lbs pounds 2.2 lbs = 1 kilo of pasta per hour.
3. This fills roughly \_\_\_\_\_\_\_\_\_Barilla boxes.
4. Barilla turns the dough into\_\_\_\_\_\_\_\_\_\_\_\_\_different shapes.
5. They dry the pasta for up to\_\_\_\_\_\_\_\_\_\_\_\_\_hours.
6. The factory operates \_\_\_\_\_\_\_\_\_\_\_\_\_ hours \_\_\_\_\_\_\_\_\_\_\_\_days a week.
7. We produce more than \_\_\_\_\_\_\_\_\_\_\_\_\_\_tonnes of pasta per year.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_ billion pasta dishes are produced.
9. In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_months we can feed the entire population of the world.
10. Barilla started \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_years ago.
11. Today the company is owned by \_\_\_\_\_\_\_\_\_\_\_\_\_\_- generation brothers.
12. Much has changed since \_\_\_\_\_\_\_\_\_\_\_\_\_when the company was founded.
13. Pietro Barilla travelled to the US after the \_\_\_\_\_\_\_\_\_\_\_World War.
14. Barilla is available in more than \_\_\_\_\_\_\_\_\_\_\_\_\_countries around the world.
15. Barilla controls \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of the entire dry pasta market in the US.

**Present the company in 30 seconds.**