

《别再叫我“荷兰”！荷兰更换国家标识 改名尼德兰》

荷兰政府近日宣布，为重塑国际形象，将从2020年开始更换国家标识。在新的标识中，原来使用的“荷兰(Holland)”一词将变为“尼德兰(Netherlands)”，郁金香图案也将被设计成郁金香形状的“NL”所取代。



2017年1月21日，荷兰政府宣布，为重塑国际形象，将从2020年开始更换国家标识。在新的标识中，原来使用的“荷兰(Holland)”一词将变为“尼德兰(Netherlands)”，郁金香图案也将被设计成郁金香形状的“NL”所取代。

2020年1月，荷兰政府宣布，为重塑国际形象，将从2020年开始更换国家标识。在新的标识中，原来使用的“荷兰(Holland)”一词将变为“尼德兰(Netherlands)”，郁金香图案也将被设计成郁金香形状的“NL”所取代。

The country's government is looking to update its international image ahead of the 2020 Olympics and the Eurovision Song Contest, which the Netherlands will host.

2020年1月，荷兰政府宣布，为重塑国际形象，将从2020年开始更换国家标识。在新的标识中，原来使用的“荷兰(Holland)”一词将变为“尼德兰(Netherlands)”，郁金香图案也将被设计成郁金香形状的“NL”所取代。

The name Holland only refers to two of the country's 12 provinces, North-Holland, where Amsterdam is located,

and South-Holland, the home of Rotterdam and The Hague. However, the nickname is often used to describe the entire country, officially called the Kingdom of the Netherlands.

“??”????????12????????????????“????”????????????“????”? ?????????????????????????????????

The government is spending \$220,000 and, come January, companies, embassies, ministries and universities will only refer to the country using its official name.

?2020?1????????????????????????????????“????”????????????????22?????

It is reportedly part of a plan to draw tourists to other parts of the country as some cities battle overtourism.

????????????????????????????????“????”?????

"It is a little strange to promote only a small part of the Netherlands abroad, that is, only Holland," a spokesperson for the foreign ministry told the Spanish international news agency EFE.

????????????????????“????????????????????????????????”?

Earlier this year, the government revealed a new logo for the country so it can be "recognized internationally," according to a press release.

????????????????????????“????”?
—jiandongshicai.cn—



??? (The logo combines the initials NL with an orange tulip, the Netherlands' national flower.

??? " (Netherlands)" NL

The Netherlands Board of Tourism and Conventions previously used the symbol of a tulip and the word Holland.

????? "Holland" ?



???(?????????????)

The tourism industry started promoting the nation using the nickname 25 years ago but now wants to present the commerce, science and politics of the whole country.

?????25????????????????????????????????????

Minister for Foreign Trade Sigrid Kaag said the new style would help show what the Netherlands has to offer visitors, whether they come to live, work or holiday.

??????????-????????????????????????????????????

She added that it could be used in different industries "from high tech to agri-food and from sport to culture".

?????????????????"????????????????"?

The tourism board will also close its offices in Spain, Italy and Japan in the spring of 2020 in favour of countries that send larger numbers of recurring visitors, tourists and business travellers.

????????????2020????????????????????????????????

recurring[r?'k???]?adj.???;???



?????????2030???????????3000??

?????????????????.??

???“????????????????”

????????????????