

# Taking Advantage of New Emerging Asian Language markets and winning business



Presented by: Don Shin

*1-Stop Translation*



**1-STOP translation**  
Asian Experts Dedicated to You

# Introduction



## ■ Questions

### ■ Experience in Asian Languages/Market

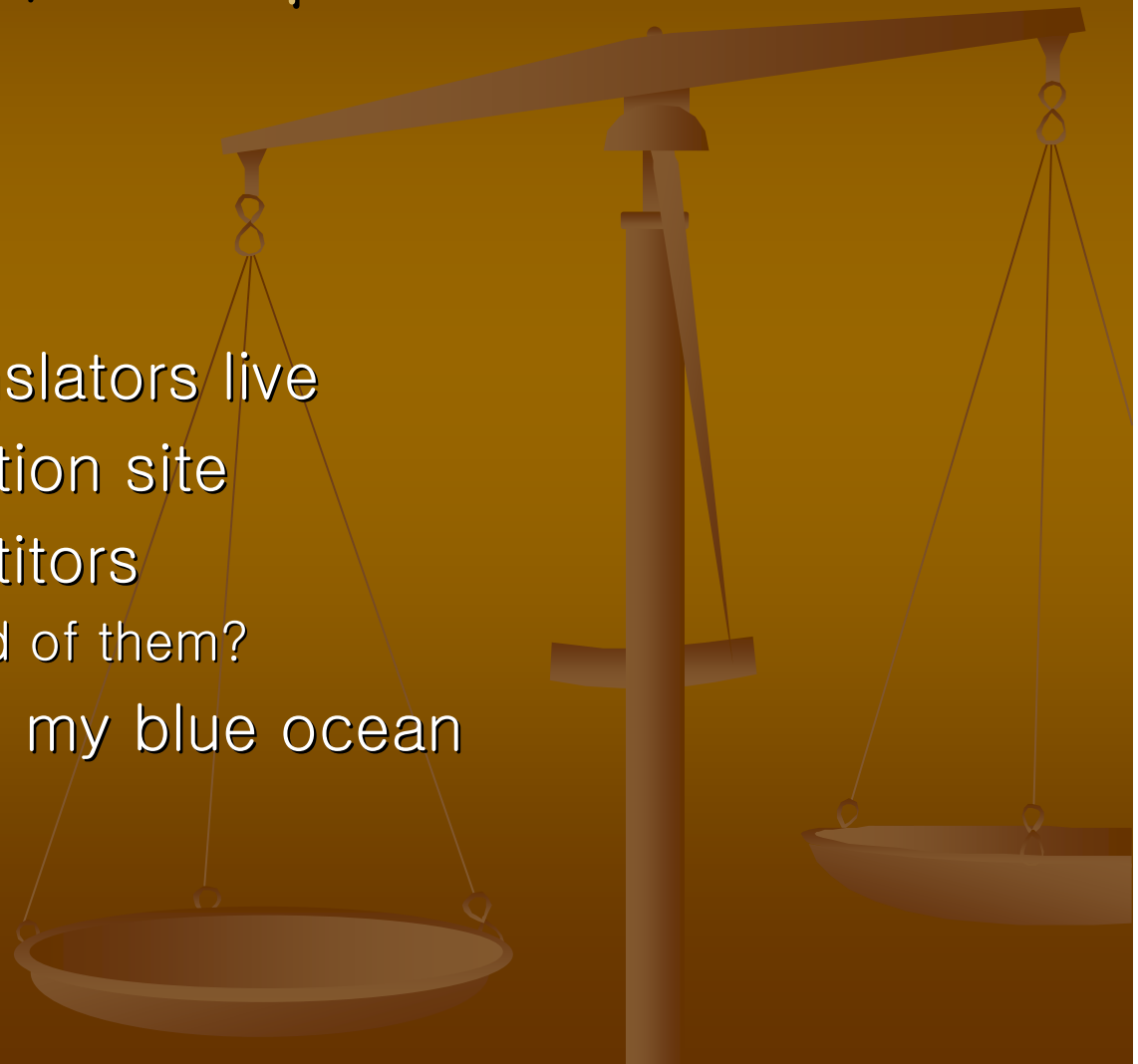
- Do Asian Languages
- outsource to Asian Countries
- visited there for Business
- partnership with Asian Companies
- office in Asia

### ■ Size

- No. of employees
- No. of offices

# How do you see Asian market/companies?

- Nothing
- Where my translators live
- Future production site
- Cheap competitors
  - are you afraid of them?
- Future market, my blue ocean



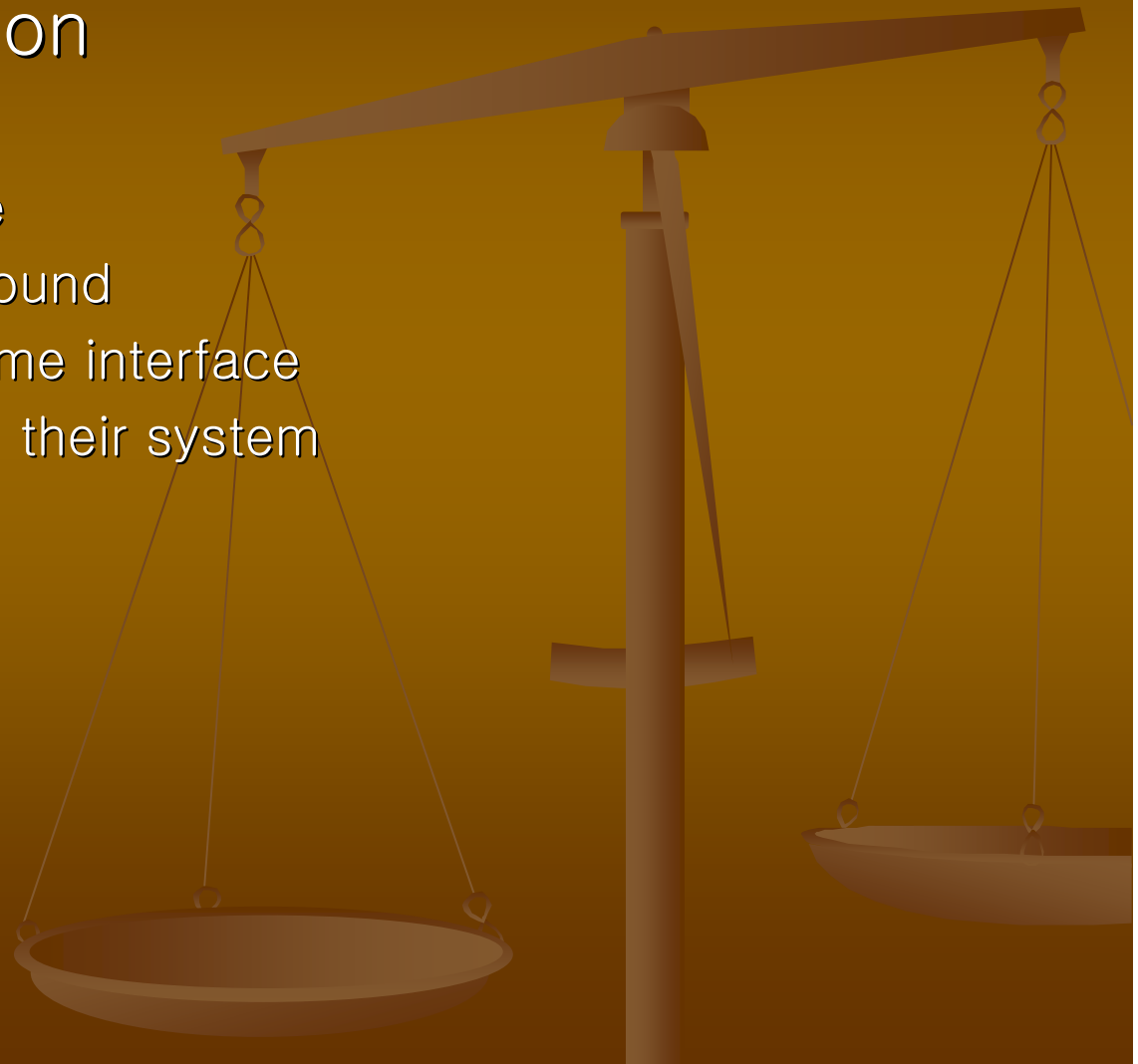
# Our problems

- No secret
  - prices
    - client
    - translators
  - technology
    - TM
    - DTP
    - L10N Tools
    - Project Management
    - Quality control



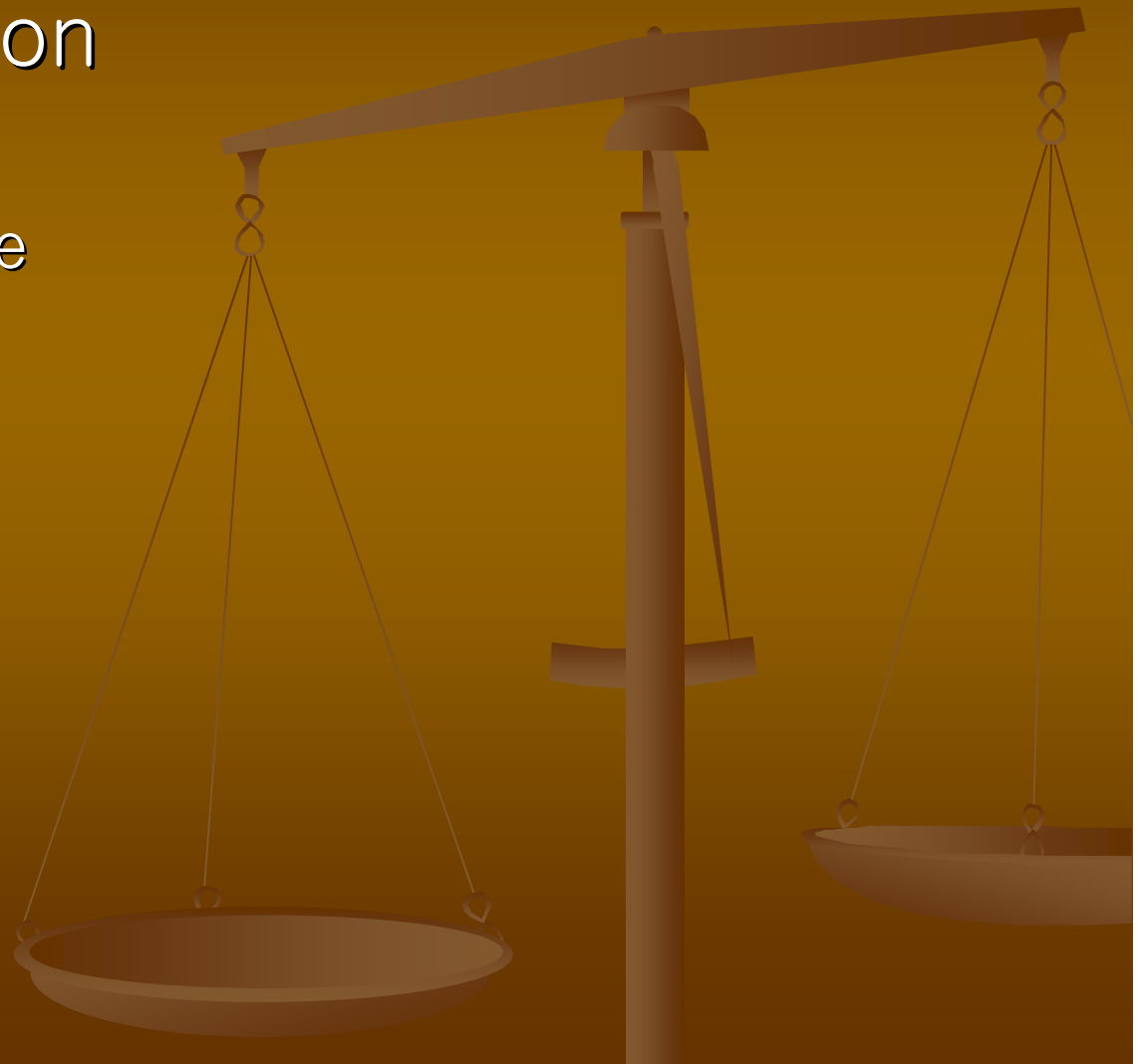
# Our problems

- More expectation
  - lower prices
    - better service
    - faster turn around
    - online, real time interface
    - interface with their system



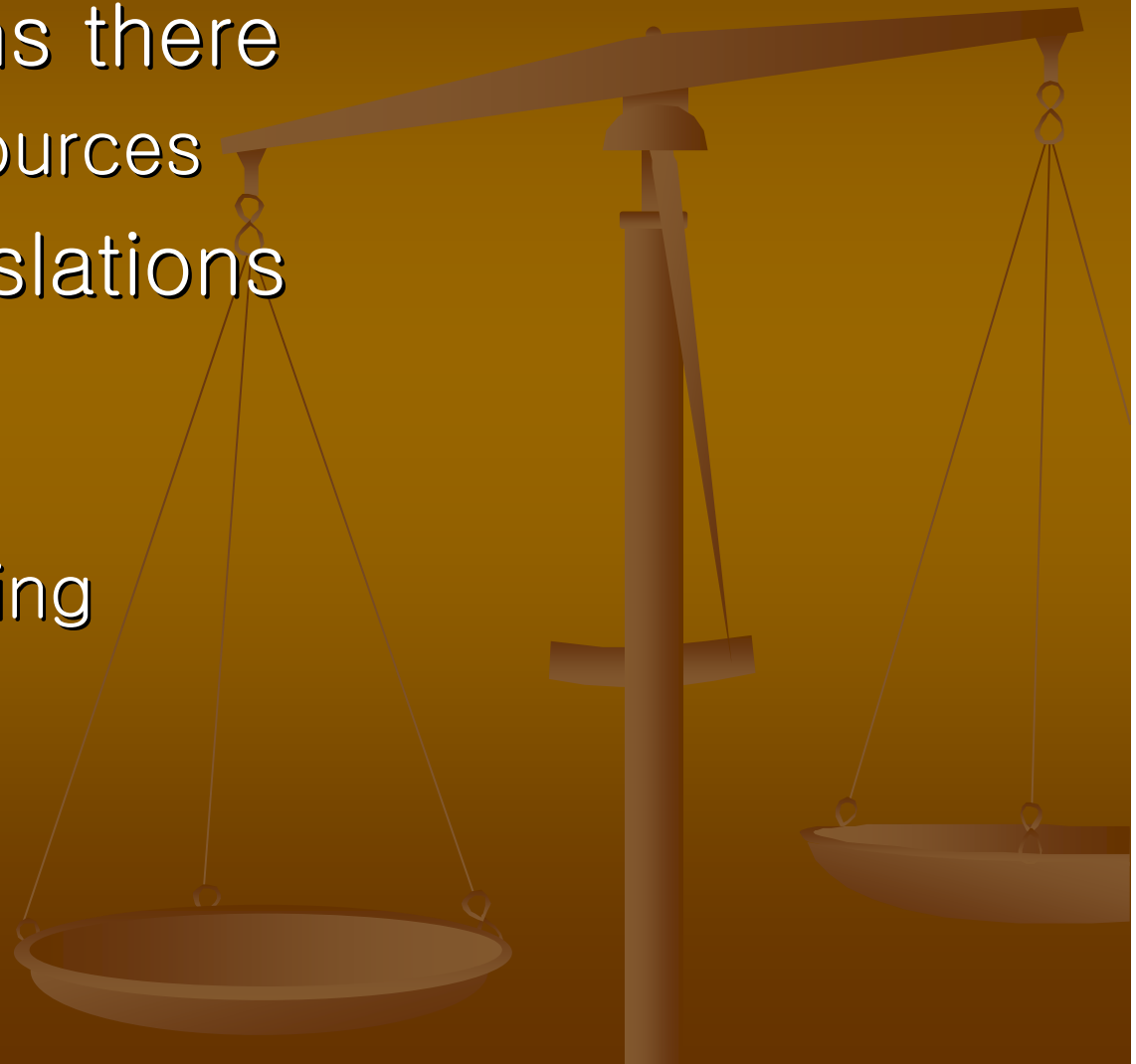
# Our problems

- More competition
  - boardless
    - Eastern Europe
    - Asia
    - Europe



# Chances in Asia?

- Get Translations there
  - very good resources
- More than translations
  - projects
  - PM
  - DTP, Engineering
  - sales



# Chances in Asia?

- Sell Asia
  - use Brand power
  - into English
    - very limited
    - more needs
    - higher prices
    - better resources





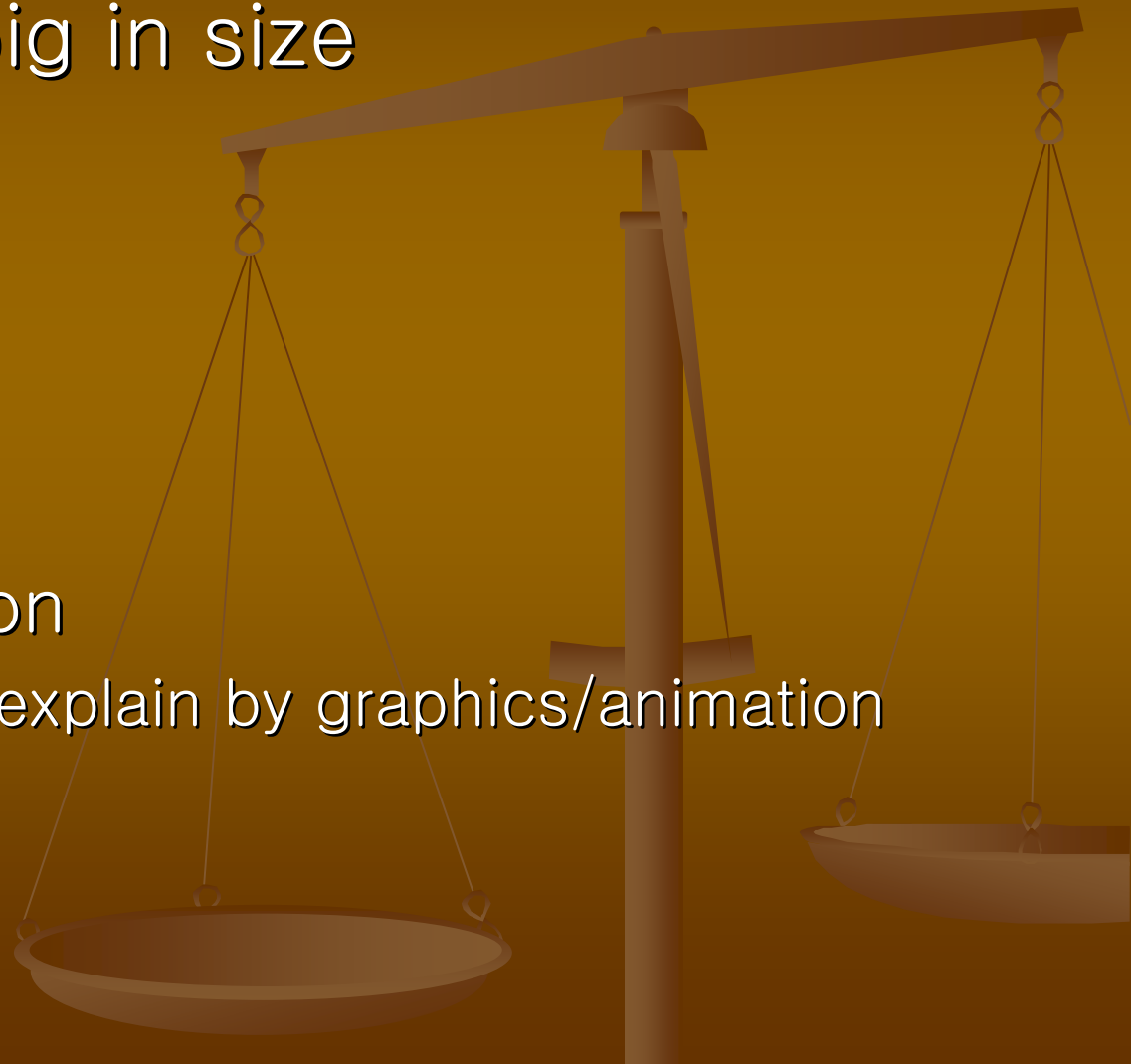
# Chances in Asia?

- Step by step
  - outsourcing
    - translation
  - build partnership
  - open office/ acquire local company
    - For EU company
      - Low production cost
      - better QA
      - Access to Local Market
    - For Local company
      - Learn technology
      - Better chance for job opportunities



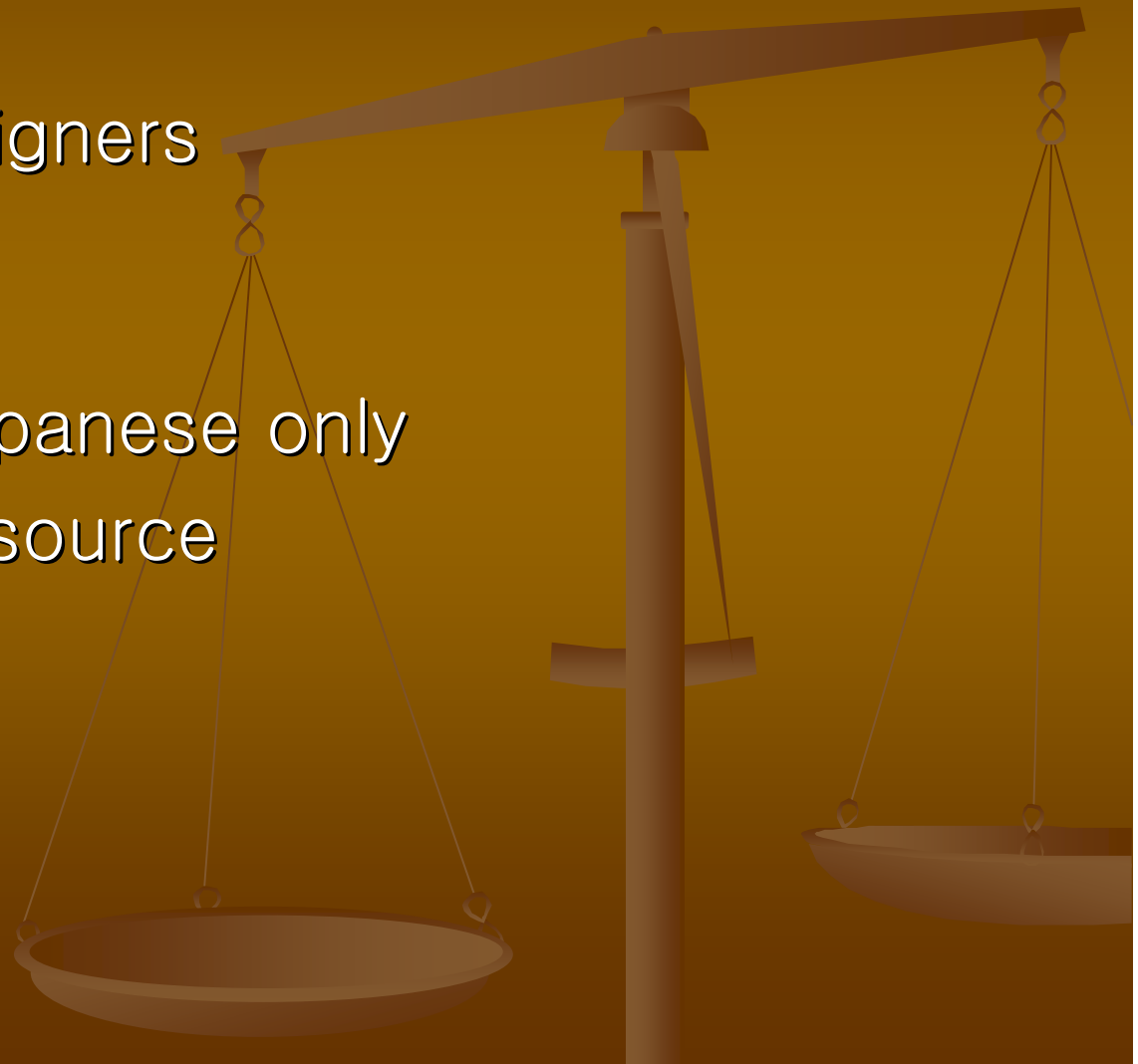
# Characteristics of Asian Market – Japan

- Long history, big in size
  - various market
    - legal/ patent
    - printing
    - specialized
      - value Added
  - high expectation
    - manga style– explain by graphics/animation
    - focus on style
    - perfectionists



# Characteristics of Asian Market – Japan

- High priced
- Closed to foreigners
  - Conservative
  - Slow to open
- Focused to Japanese only
- Very limited resource
- Case Study



# Characteristics of Asian Market–China

- China
  - Many market segments
    - Main Land
    - Hong Kong
    - Taiwan
    - USA and overseas
  - Big in size
  - Low expectation
  - High competition
  - Good resources



# Characteristics of Asian Market–China

- Do All
  - CJK
  - DTP
  - Testing
  - Engineering
- Fast growing
  - Aggressive in marketing/ investment
  - higher expenses
- Case Study



# Characteristics of Asian Market–Korea

- Technical savvy
- A lot of into Chinese/Japanese
- No big domestic players yet
  - High cost
  - Niche Market
- Case Study



# Characteristics of Asian Market–Others

- India
- Egypt
- Thailand
- Vietnam



# Summary

- Be friends with Asia
- Do your homework – know the market
- Go step by step
- Start now





# More Questions?

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