



# Working with Asian Customers and suppliers

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Don Shin  
*1-Stop Translation*





# Agenda

1. Basic Knowledge and Problems om Asian Language Projects 20'
2. Suppliers in Asian Markets 10'
3. Questions 15'



# Dialects of Chinese

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# WHERE THE MAIN CHINESE 'DIALECTS' ARE SPOKEN

- Cantonese
- Gan
- Hakka
- Xiang
- Mandarin
- Min Bei
- Min Nan
- Wu



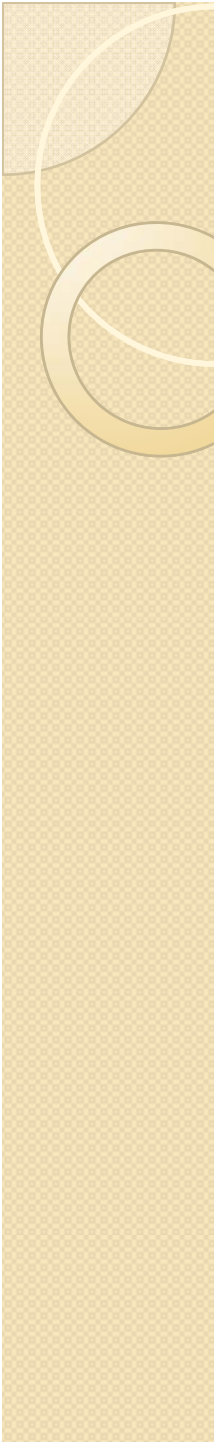
# Major Dialects of Chinese

Dialect	Chinese Name	% Population*
Mandarin	普通话	74.8
Wu	吴语	8.0
Yue (Cantonese)	广东话 (粤语)	4.8
Xiang	湖南话	4.0
Southern Min	闽南话	2.7
Northern Min	闽北话	1.0
Hakka	客家话	2.7
Gan	江西话	2.0



- **February 2, 1956, -A Scheme for the Simplification of Chinese Characters (汉字简化方案).**

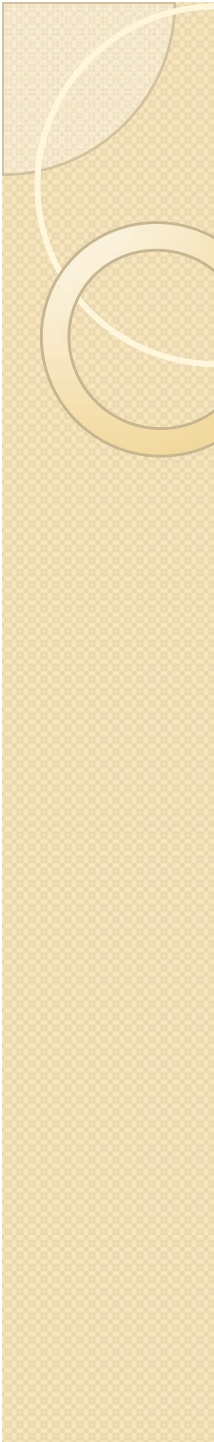
- Table 1 : 352 simplified characters that cannot be used as radicals.
  - Table 2 : 132 simplified characters that can be used as radicals,  
○ plus 14 simplified radicals.
  - Table 3 : 1,754 characters
  - -----
  - total number of 2,236 characters.
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- In 1977, the Chinese government published the Second Scheme for the Simplification of Chinese Characters. Table 1 contained 248 characters. Table 2 included 605 simplified characters and 61 simplified radicals. However, since the simplification was so extreme, it met with strong resistance from the society. On June 24, 1986, that second scheme was rescinded. Later in 1986, the first scheme was republished with a few words in the tables adjusted. As a result, the total number of simplified characters now stands at 2,235.

# Simplified/Traditional vs. Madarin/Cantonese

Target Market	Spoken (Interpreting)	Written (Translation)
Mainland China	Mandarin	Simplified
Taiwan	Mandarin or Taiwanese*	Traditional
Hong Kong	Cantonese**	Traditional
Singapore	Mandarin	Simplified
Others including USA	Mandarin/ Cantonese***	Traditional





\* Mandarin is the official language in school and broadcasting, but Southern Min--often called "Taiwanese"--is commonly used in conversation. So, if an interpreting client is a businessperson going to Taiwan, he or she will need a Mandarin interpreter, but if your client is an elderly person from Taiwan, you should confirm whether he/she speaks Mandarin or Taiwanese.

\*\* Mandarin is increasingly prevalent, subsequent to Hong Kong's return to Chinese control.

\*\*\* A large percentage of Chinese immigrants came from a region where Cantonese is the spoken dialect. Still, Mandarin is regarded as "standard." However, one should not send materials for the American market to translators in China, since they will not understand the idioms and common expressions that are used only in the USA. This is particularly true in the context of insurance, social security and education.



- Mandarin:

- 1 普通话 (Used in China, Referring only to spoken language)

- 2 国语 (Used in Taiwan. In Taiwan, this term refers not only to the spoken language but also to the written Traditional Chinese language)

- 3 北京官话 (Old translation that was in use about 100 years ago.)

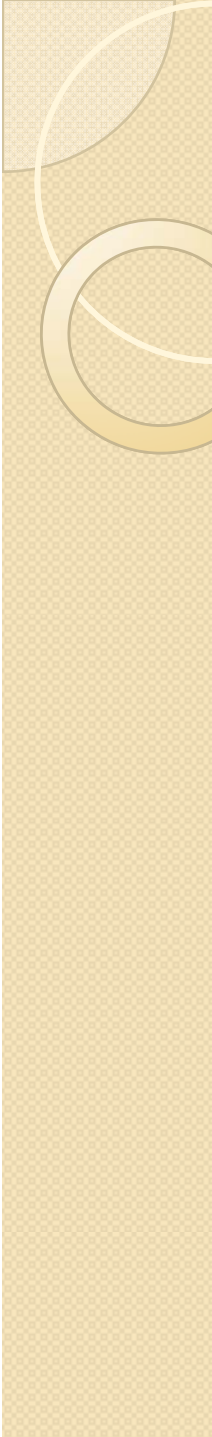
- Chinese:

- 中文 (The Chinese Language, The language of 中国)

- 汉语 (Language of the Han Nationality. 95% of Chinese are of Han Nationality, then there are 55 more other minority nationality.)

# Proper Name Translations

- “The name Coca-Cola in China was first rendered as Ke-kou-ke-la(蝌蚪啃蜡). Unfortunately, the Coke company did not discover until after thousands of signs had been printed that the phrase means "bite the wax tadpole" or "female horse stuffed with wax" depending on the dialects”

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- There are hundreds of different ways an English name can be translated into Chinese. But only a carefully selected Chinese name will win respect

English	Chinese
Coca cola	可口可乐
Pepsi	百事可乐
McDonald	麦当劳
mega mart	每家玛
HP	惠普
Microsoft.	微软
Adidas	阿迪达斯
Nike	耐克



# Japan

- **The perfectionists**
  - **How to say vs.what to say**
  - **Manga(Cartoon) Culture**
-



# No 1 Tip for Japanese Projects!

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# Korea - Troubles

- **North, South and Chinese Korean**
- **Honorifics, omissions and locations in the sentence**





# Korean - Market

- **Testing Beds**
  - **Small country**
  - **Best Infrastructure**
  - **Well educated early adaptors.**
  - **Otaku, or Mania culture- very responsive audience**
  - **Influence to Other Asian Country Culture**



# Future of Asian Market

- Thai
  - Vietnamese
  - Indonesian
  - Malay
  - Tagalog
  - Cambodian
  - Lao
-



# Thai

- **Floating Accent Problem in Indesign Mac.**
-



# Malaysia

Good Infrastructure

Good English command

Good for center for SE Asian Languages- Thai too.

Similar to Indonesian



# Indonesia

- 4<sup>th</sup> Population in the world
- Very limited Infrastructure
- Good Emerging Market
- Good English Resources
  - Higher cost than Thai and China



# Vietnamese

- Emerging Market
  - 85% of populations are under 35
  - Good in testing
  - Problem with Fonts and encoding
  - North or South!
-



# Vendors in Asia

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# China

- Becoming Development Center
  - Hub for Asian Languages
  - Big Resource pool
-



Type	Size	Good	Bad
Boutique Tr. House	3~20	Specialty Marketing Finance/ Banking IT/ LION Technical	Capacity Reliability TM enabled
Local MLV vendors	10~200	Experience in TM	Limited to IT/Internet Limited Project Management
Local MLV offices	10~100	Reliable Much Experience	High Cost Limited In-house Limited in Testing/Engineering Limited Subjects
Local Agencies	5~300	Many in-house Wide Subject Wide Languages Low Cost	No TM exp. Not reliable
Big SI companies	10K and above	Good Engineering	Limited Subjects



# Japan

- **Good Local Companies**
  - Specialized in Subjects
  - Reliable
  - Good Quality
- **Hard to work with**
  - Cost
  - Turn around Time/ Capacity
  - Into English
- **Some located in USA and Canada**



# Korea

- No Big local Companies
  - Biggest are less than 50 people
  - Reliable and hard working
-



# Others

- Not many Choices
  - Reliability- Last Minutes AWOL
  - Technical Issues
  - Mac troubles
-



# Working With Asian Vendors

- Know your needs
  - Do your homework
  - Check the ability and capacity
  - Participate in the process
-



# Summaries

- Dialects of Chinese
- Proper Name translations in Chinese
- Tip for Japanese Jobs
- Opportunities in SE Asian Countries
- Into English - Participate



# Buying Products vs. Buying Service

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Client :

How long will it take to translate 400 words?

Translator :

About a week.

Client :

Whole week for just 400 words? God created the world in 6 days.

Translator :

Then just take a look at this world and afterwards take a look at my translation.



## 3. Some Common Problems

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- **In a Japanese hotel:** You are invited to take advantage of the chambermaid.
- **In a Bangkok dry cleaner's:** Drop your trousers here for best results.
- **In a Rome laundry:** Ladies, leave your clothes here and spend the afternoon having a good time.





# Into English Translations

- Not enough resources
  - Native English speakers also has problems
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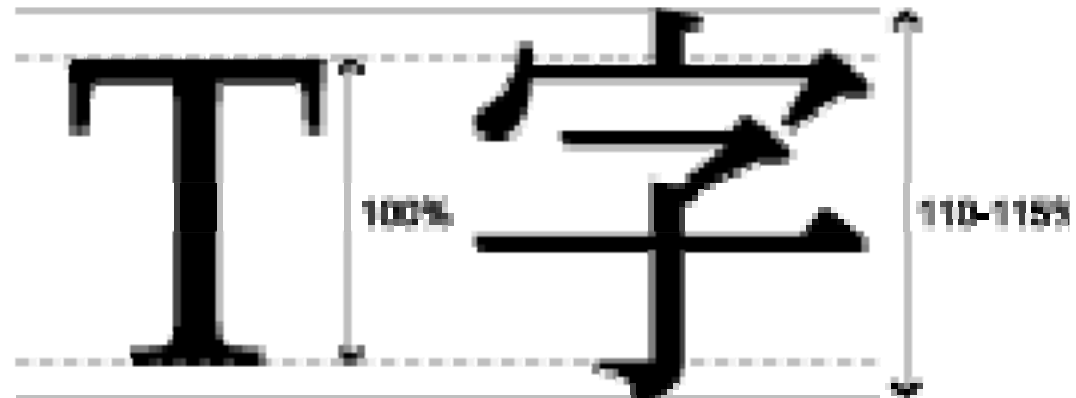


## Solutions:

- Participate as proofreader
-

# DTP Problems

- Font Size



SPR 8705 Marquard\_r8\_DE.pdf - Adobe Acrobat Professional

Internet-Services für die Mineralölindustrie

## Marquard & Bahls AG zentralisiert die globale Kommunikation mithilfe von Sprint IP VPN™

**Die Herausforderung**  
Die Marquard & Bahls AG ist ein führendes Import- und Großhandelsunternehmen für Mineralöl in Europa und einer der größten Anbieter von kommerziellem Tankraum weltweit. Das Unternehmen beschäftigt über 2.500 Mitarbeiter in Niederlassungen auf vier Kontinenten.


In der Vergangenheit verbanden verschiedene Netzwerke die Mitarbeiter des Unternehmens untereinander. Daraus resultierten eine eingeschränkte Netzwerkgeschwindigkeit und erhöhte Kosten. Um weiterhin wettbewerbsfähig zu bleiben, war sich die Marquard & Bahls AG bewusst, dass der Informationszugang zentralisiert werden musste. Ein einziges Kommunikationsnetzwerk für das gesamte Unternehmen war die geplante Lösung. Die Mitarbeiter der einzelnen Profitcenter in den Bereichen Handel, Logistik und Buchhaltung sollten zukünftig mit einer einheitlichen, weltweiten Netzwerklösung arbeiten.

Dafür suchte die Marquard & Bahls AG einen globalen Diensteanbieter, der eine einfache Verwaltung der weltweiten Konnektivität anbieten konnte und somit eine verbesserte Mitarbeiterproduktivität gewährleisten konnte. Außerdem erhoffte sich das Unternehmen eine spürbare Verbesserung der Wirtschaftlichkeit.

**Die Lösung**  
Das Unternehmen entschied sich für Sprint und eine IP-basierte Netzwerklösung (IP VPN). Diese umfasst gemanagte Netzwerk-Services, eine gemanagte Netzwerksicherheitslösung und die Netzwerkverwaltung.

Das IP VPN bildet jetzt die Grundlage für alle Systeme und den Datenverkehr des gesamten Unternehmens. Es ermöglicht den Zugriff auf zentrale E-Mail-server, die Ressourcenplanung, als auch die Verwaltung der Kundendatenbanken und Groupware-Systeme. Außerdem bietet Sprint einen globalen IP-Fernzugang per Einzelwahl, damit Mitarbeiter der Marquard & Bahls AG sich auch von entfernten Standorten aus sicher mit dem Netzwerk verbinden können.

Dank der Sprint Service Level Agreements profitiert die Marquard & Bahls AG von einer kontinuierlichen, kalkulierbaren Netzwerkperformance. Dabei werden garantierte Leistungen in Bezug auf Netzwerk-Schwankungen, Latenzzeiten, Verfügbarkeit, Packet Delivery und Dienstimplementierung geboten.



Die Marquard & Bahls AG ist ein führendes Unternehmen im Mineralölhandel und der kommerziellen Tanklagerhaltung. Das Unternehmen ist über seine Tochtergesellschaften Mabanaft (Ölhandel) und Oiltanking (kommerzieller Tankraum) weltweit tätig. Es beschäftigt mehr als 2.500 Mitarbeiter auf vier Kontinenten. Der Jahresumsatz 2002 betrug 3,8 Milliarden Euro.

SPR 8705 Marquard\_r8\_CS.pdf - Adobe Acrobat Professional

为石化业提供互联网服务

## Marquard & Bahls AG 采用 Sprint IP VPN™ 实现集中全球通信

**挑战**  
Marquard & Bahls AG 是欧洲一家领先的独立进口商与批发商，也是最大的全球商业存储提供商之一，其业务遍及世界各地，员工达 2,500 余人，分布在全球四大洲的各个营业网点。


过去，该公司的员工依靠拼凑而成的网络保持连接，致使服务速度缓慢、成本颇高。Marquard & Bahls AG 认识到，为了在竞争中保持领先，就要集中信息访问，并提供一个遍布全球企业的统一通信网络。它希望为员工提供位于全球各利润中心的贸易、后勤与会计平台。

Marquard & Bahls AG 需要一个全球服务提供商，以帮助其更加便利地管理全球连接，从而实现更高的员工生产率。此外，该公司还希望实现切实的成本效益。

**解决方案**  
该公司选择了 Sprint 为其提供网络解决方案，其中包括具有托管网络服务、安全监控以及网络管理的 IP VPN。

IP VPN 现在是该公司所有企业系统与数据通信的主干网，它支持对集中托管电子邮件、企业资源计划、客户关系管理与群件系统的访问。Sprint 还提供全球拨号 IP 远程访问服务，以便 Marquard & Bahls AG 的员工能够从远程位置安全接入网络。

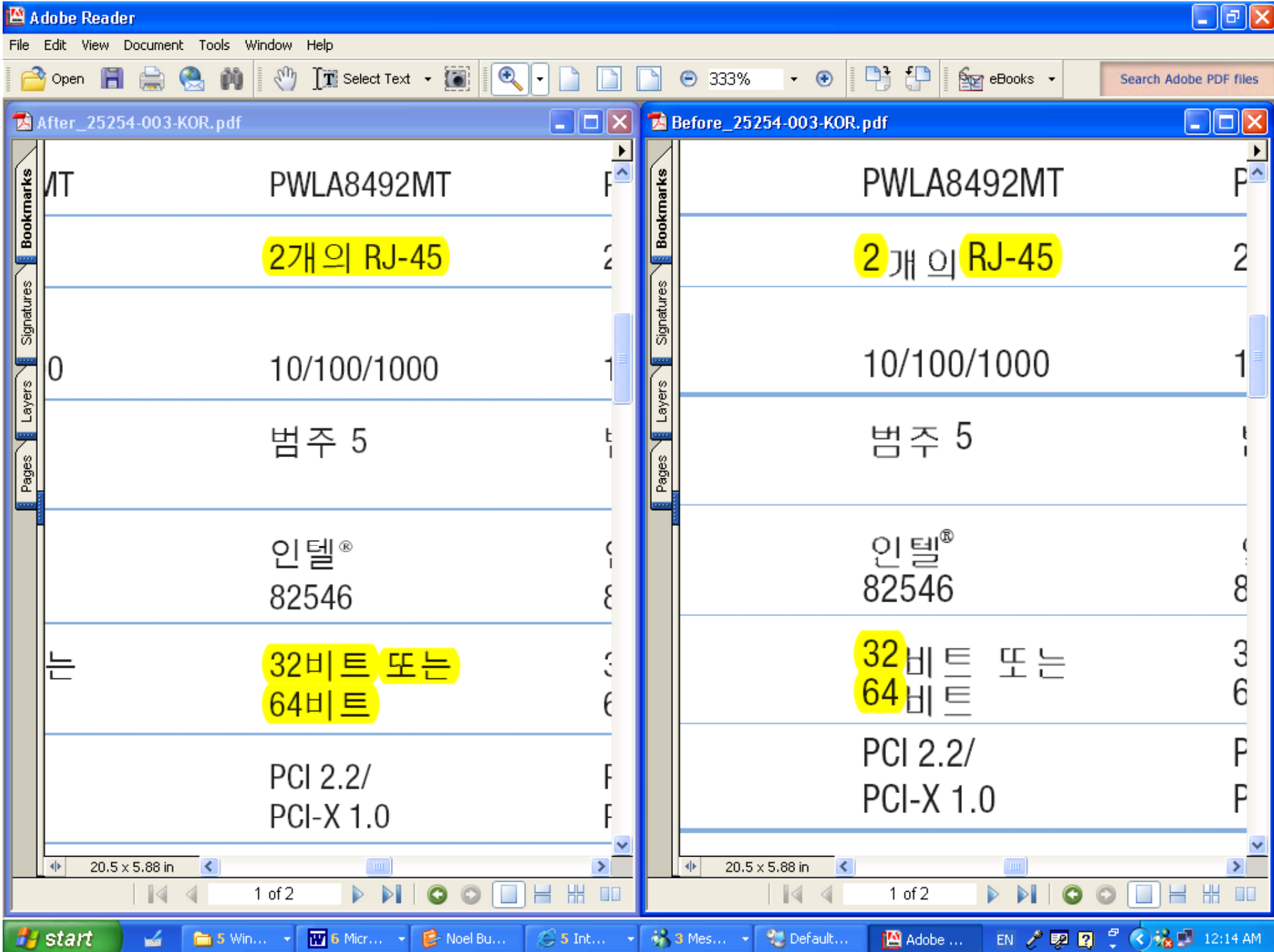
Sprint 在其整个网络上均提供服务等级协议。这意味着，Marquard & Bahls AG 能够享用稳定可靠、服务等级可以预知的网络性能，其中包括延迟抖动、延迟、可用性、数据包交付及服务执行等各方面的保证。

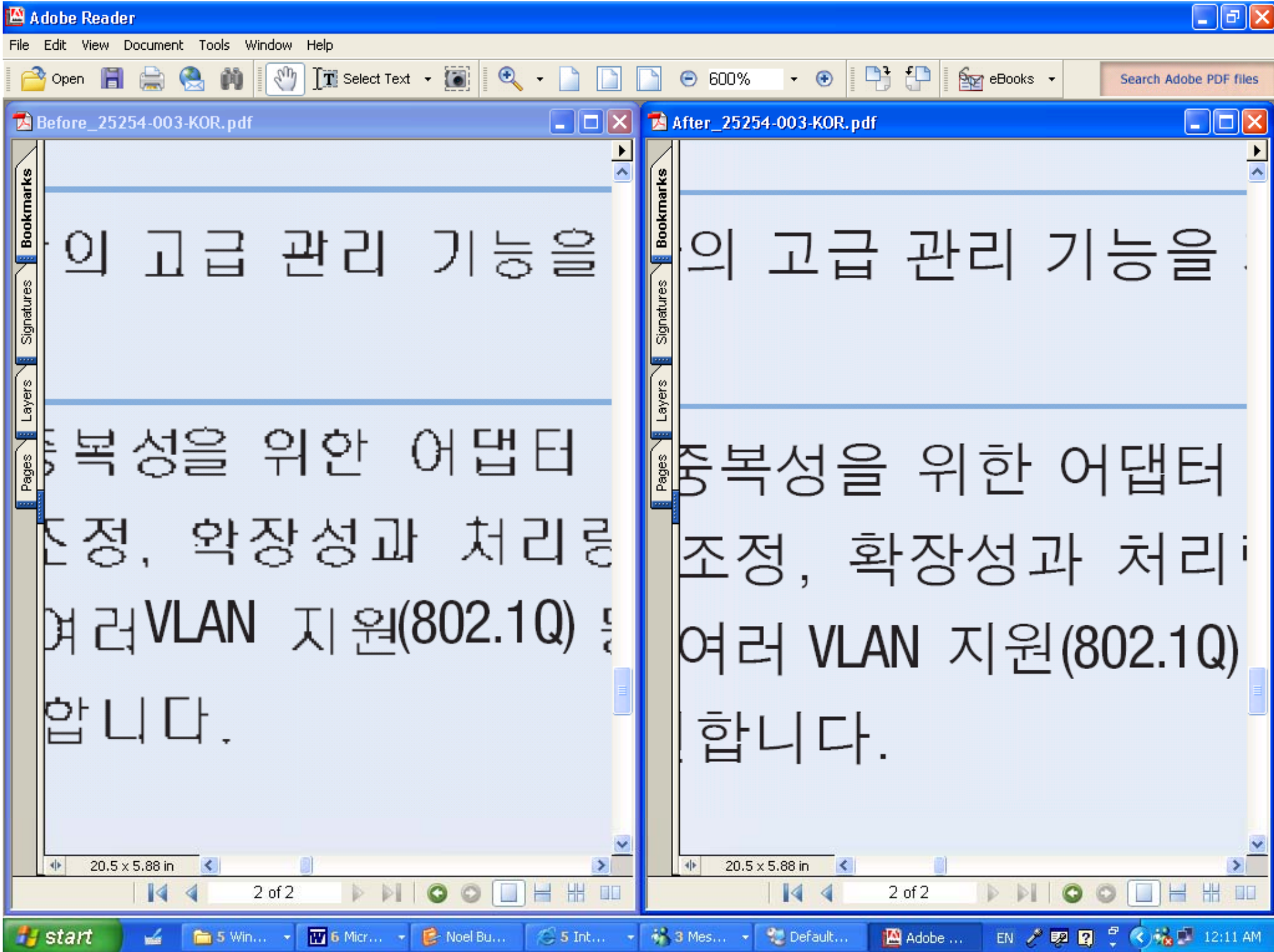


Marquard & Bahls AG 是一家石油贸易与商业油罐存储的领先合作商。该公司通过其子公司 Mabanaft (石油贸易) 和 Oiltanking (商业油罐存储)，作为管理控股公司实行经营，其 2500 余名员工遍布世界四大洲。2002 年收入达 39 亿欧元。

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의 고급 관리 기능을

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# 4 points to check Asian DTP Quality

- Baseline
- Font embedded or bitmap?
- Justified Alignment
- Used original English characters for English Alphabet and numbers



Feedback/ Evaluations

Translations getting right

PPT files : [don@1stoptr.com](mailto:don@1stoptr.com)

Business cards: