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Is the Culture Behind Anime Translatable?

8 Interesting Words and Phrases from Asia

Quality Definition: A Key Ingredient for a Good Partnership

Ian Shin, Elia and His Article "Project Manager – the Connector"





reface

In the translation industry, we always talk about culture, and we always talk about content. But sometimes, we forget something very important — to just take the time and glimpse at the small, vibrant details that form the very thing we refer to as *culture*. After all, a specific *culture* can be a puzzle with thousands of pieces, something far more complex than the word itself suggests ... something with many shades and nuances to it, if we only have the eyes to see them.

Languages can contain many diverse ways of conveying expression and meaning, opening up a whole new world in front of us and allowing us to see it like we've never seen it before. A single phrase can show us how an entire nation sees the world differently.

With this magazine, we'd like to show you Asia — the way we see it on a daily basis. The way it enhances our work with its richness and beauty. The new things we learn every day while collaborating with our colleagues around the world, and how this lets us become better at what we do.

The truth is, it's not something to be seen. It's not something to be heard. It's something to be felt. We invite you to please open up all your senses now, and allow yourself to feel it ... the Pulse of Asia.

Thank you for doing that!

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Localization Station

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MAJOR FACTS ABOUT VIETNAMESE

"Vietnam's fast-growing economy has made it a great location for investors, leading to increased demand for translation & localization services."



Tissana Wateesatogkij

Thailand Marketing Manager Asian languages are full of wonder. Every language is like a different art. They have their own styles, writing systems, accents, local dialects and so on. In this article, we'll talk about a nation's language — one spoken not only in its country of origin, but also ranked as the sixth most commonly spoken language in the United States. That language is Vietnamese.

The Mix

Originally, Vietnamese was only an oral language — at least until the 17th century, when the Latin alphabet was introduced to Vietnam by Roman Catholic missionaries. Since then, that alphabet has remained in use.

It's undeniable that China's had a strong influence in Asia, and it shows in that it's become the main source for loan words in Vietnamese. A lot of commonly used words and phrases in modern Vietnamese are borrowed from Chinese or the so-called Sino-Vietnamese, and they can often be seen in medicine, religion, science, and politics. A few examples are:

quân đội (军队 jundui) – armed forces quân sự (军事 junshi) – military affairs hành chính (行政 xingzheng) – administration cử hành (举行 juxing) – to hold: an activity, a meeting, a party

However, all the Sino-Vietnamese words have equivalent vocabulary in pure Vietnamese vocabulary. Both exist at the same time, despite their meanings being totally equivalent — Sino-Vietnamese words alongside pure Vietnamese vocabulary. However, the choice and use of these words seem to be determined by the context and the speaker's personal intention.

When it comes to technology, you'll find some English influenced words like TV (tivi or TV, same as in English), e-mail, Internet (same as in English); while French has had an impact in categories like food, fashion and toiletries. See the following examples:

áp phích (affiche) – poster bánh quy (biscuit) – biscuit cà phê (café) – coffee

The Tone

Unlike English, where a word has the same meaning even when you change the tone (except when it's a question), in Vietnamese there are 6 different tones. It's just like music to our ears. A change of tone will change the meaning of the word, making it a challenge for non-natives (especially Westerners not used to tonal languages) to learn the language. For example:

ma with ngang ("level") tone means ghost mà with huyền ("hanging") tone means but, then má with sắc ("sharp") tone means mom mả with hỏi ("asking") tone means grave mã with ngã ("tumbling") tone means horse mạ with nặng ("heavy") tone means plate/rice seed



눈이높다

[nun-ee nop-da]

Language: Korean, South Korea

Literally: Eyes are high.

Metaphorically: Having high standards

or unrealistic expectations.





This idiom is used to refer to someone who maintains standards that border on the unreasonable. A person who fits this description is someone whose perception inhabits a much higher plane (thus, their "eyes are high"). You'll often find this used in the context of relationships, when a person expects far too much from their potential suitor.

Example:

친구가 결혼을 안 하고 있다. 그 친구는 눈이 높다

[chin-gu-ga gyul-hohn-eul ahn-ha-go eet-da, geu-chin-gu-neun nun-ee nop-da]

Meaning: "My friend won't marry anytime soon, his/her eyes are high."

눈이 뒤집히다

[nun-ee dwi-jip-hee-da]

Literally: Eyes are turned upside down.

Here's another idiom involving the eyes that paints quite a picture! You can probably think of a time when someone (or even yourself) reached their breaking point and snapped. Of course, people's eyes don't literally turn upside down when this happens, but the expression does reflect a loss of normality.

Meaning: "To be mad, insane."

Example:

너무 화가 나서 눈이 뒤집히다

[nuh-mu hwa-ga na-suh nun-ee dwi-jip-hee-da]

Meaning: "I was so mad my eyes turned upside down!"

HYDOTHEJAPANESE REPAIR WITH GOLD? "We share the story of how a broken piece of art can

become a masterpiece when its defects are enhanced."

Nikol Haytova

Content Writer

There's a term called **kintsugi**¹ — have you ever heard of it? Even Japanese beginners can easily dissect the word—**kin** means **gold** and the literal translation of **tsugi** is **to repair**. Kintsugi (also referred to as **kintsukuroi**²) is the art of repairing broken objects, mainly ceramics, with liquid gold or lacquer dusted with powdered gold. This beautiful traditional Japanese art style brings the pieces of a broken pottery item together, enhancing it at its previous breaking points at the same time. The technique consists of joining the fragments and giving them a new, more refined look.

In Japanese culture, the color of gold is very popular. Gold is used extensively in decoration and is associated with wealth and prestige. It's also used in tools and weapons, representing precision, masculinity and high technological proficiency. But did this technique come to be only due to the lack of other possible applications of gold? Of course not!

Kintsugi art dates back to the late 15th century. According to the legend, the craft got its start when Japanese shogun Ashikaga Yoshimasa broke his favorite **chawan**³ (a type of tea bowl). He sent the piece of pottery back to China to undergo repairs. Upon its return, to Yoshimasa's horror, he noticed that the piece had been mended with unsightly metal staples. This prompted contemporary Japanese craftsmen to look for a more aesthetically pleasing means of repair. According to the myths, collectors became so enamored with the then-new art that some were accused of deliberately smashing

valuable pottery, just so they could justify repairing it with the golden seams of kintsugi.

But was this technique so easily absorbed in Japanese tradition just because of the high value of gold? Was it merely a way to show off one's wealth?

Sinceits conception, Kintsugi has been heavily influenced by prevalent philosophical ideas. As a philosophy, the practice is very similar to the Japanese philosophy of wabisabi⁴. In traditional Japanese aesthetics, wabi-sabi is a world view centered on the acceptance of imperfection. The aesthetic is sometimes described as one of beauty that is "imperfect, impermanent and incomplete". Its characteristics include asymmetry, roughness, simplicity, economy, austerity, modesty, intimacy, and appreciation of the ingenuous integrity of natural objects and processes. In a way, kintsugi is the physical expression of the ideas of the wabi-sabi practice. When you think about it, by repairing broken ceramics it's possible to give them a new lease on life, that life becoming even more refined thanks to its "scars".

This unique repair method is also believed to be related to the Japanese feeling of **mottainai**⁵, which expresses regret when something is wasted, as well as **mushin**⁶, the acceptance of change.

There are 3 predominant styles of Kintsugi: crack, piece method, and joint-call. While in each case gold-dusted epoxy is used to fix the broken pottery, the methods themselves vary. When the crack approach is



utilized, objects are touched up with minimal lacquer, while works restored with the piece method feature replacement fragments made entirely out of epoxy. Finally, pieces fixed using the joint-call technique make use of similarly-shaped pieces from other broken wares, combining two aesthetically different works into one uniquely unified product. Every repaired piece becomes unique, because of the unpredictable way in which ceramics shatter and the irregular patterns which are formed and then enhanced through the masterful use of precious metals.

The art of kintsugi is also alive and well in modern times. A lot of artists nowadays derive ideas from it or find meaning in what they're creating in this philosophical form of art. For example, the concept of kintsukuroi inspired Tim Baker of the popular Canadian band "Hey Rosetta!" during the creation of their 2014 album. The lead single, "Kintsukuroi", takes its name directly from the art form, and the cover art of the record features a bowl repaired using the kintsugi method.

Another example is an episode of the TV series "The Man in the High Castle", which was named "Kintsugi".

The kintsugi method is yet another aspect of Japanese culture that is heavy with important, but nevertheless beautiful messages. It suggests that we shouldn't throw away broken objects. When an object breaks, it doesn't mean that it has no more value and further uses for it can't be found. Its flaws can actually become valuable. This is essential to the way people should deal with difficulties and trauma. Each of us should look for a positive way to cope, one that would let us develop from negative experiences, take away valuable lessons from them and come to realize that those are exactly the experiences which can help us grow and become better at managing both our present and future.

1金継ぎ – kintsugi

²金繕い – kintsukuroi

³茶碗−chawan

⁴侘び寂び – wabi-sabi

⁵もったいない – mottainai

⁶無心-mushin

DID YOU KNOW?

There are roughly 50,000 characters in the standard national Chinese dictionary, though a comprehensive modern dictionary will rarely list over 20,000 that are in use. An educated Chinese person will have memorized about 8,000 characters. A person has to know 1,500 to 2,000 characters in order to be considered as having the basic education level everyone needs in their day-to-day-life.



Tracy Shang
General Manager for China

Having been a General Manager in the translation industry for years, I've enjoyed the unique advantages of being able to work with a group of excellent translators. I remember that one day, we had a wonderful discussion on what the top quality of a good translator is. The prevailing opinion was one I didn't expect. It turns out that when you translate from English to Chinese, mastering your ability to use Chinese (the target language) is far more important than learning the intricacies of English (the source language), at least from a translator's point of view. This completely overturned my previous understanding of the way the translation process worked.

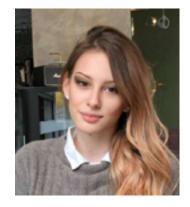
As I gathered more experience in the industry, I started to find myself agreeing with that view more and more. Speaking English well doesn't mean you'll be a good English to Chinese translator — if your Chinese writing ability is poor and you can't deliver a beautiful, logical and nicely flowing translation, chances are you won't be considered a good translator. This is because your readers will be native users of the target language, and it's their reading experience that's important. Speaking English well isn't enough to guarantee good results.

Translation has always been worthy of awe, at least to me. No matter how much artificial intelligence and machine translation develops, I believe that a human linguist's warm emotions, insight, deeper understanding and the uniquely human nature of their wisdom can never be replaced.

Translation can be a lonely process, but it can also be a very satisfying one. The people who continue walking along this particularly hard path are deeply in love with it. As someone who manages the direction of a translation company, although my own abilities are limited, I always hope I can do something to assist our dedicated and respected translators.

HE LINGUISTIC SECRETS OF THAI

"The team of 1-StopAsia is here to take you on a magical tour through the most charming cultures on Earth yet again."



Nikol Haytova

Content Writer

This time around, we're going to introduce you to the Thai language and some of its peculiarities and quirks.

Lying in the heart of Southeast Asia, Thailand has geographic and economic advantages that make its economy one of the most dynamically growing ones in the region. With a population of more than 69 million people, Thailand is a promising market for foreign investors and quite an interesting place for countless tourists. Whatever the reason behind your visit to the country, you'll probably need to know some basics about the Thai language. Here are some facts about it that will give you insight into the unique culture of Thailand.

The Roots of the Thai Language

Thai, which is sometimes referred to as Siamese, is part of the Tai language family. The languages in this family belong to the much larger Austric language group. The spoken language is believed to have originated in an area which in modern times is now the border between Vietnam and China. The area is thought to provide clues to the origin of the Thai people, though whether or not it's their birthplace is an area of continued academic debate. The Thai Language was introduced by the king of the third Sukhothai period, Ramkamhaeng, in 1283. In addition to the creation of the Thai alphabet, king Ramkamhaeng is also credited with the firm establishment of Theravada Buddhism as the state religion of the kingdom. The Thai writing system has undergone little change since its introduction, thus even inscriptions from the Sukhothai era can be read by modern Thai readers. The writing was based on

Pali, Sanskrit, and Indian concepts, and many Mon and Khmer words are present in the language as well.

Thai Borrows Many Words from English

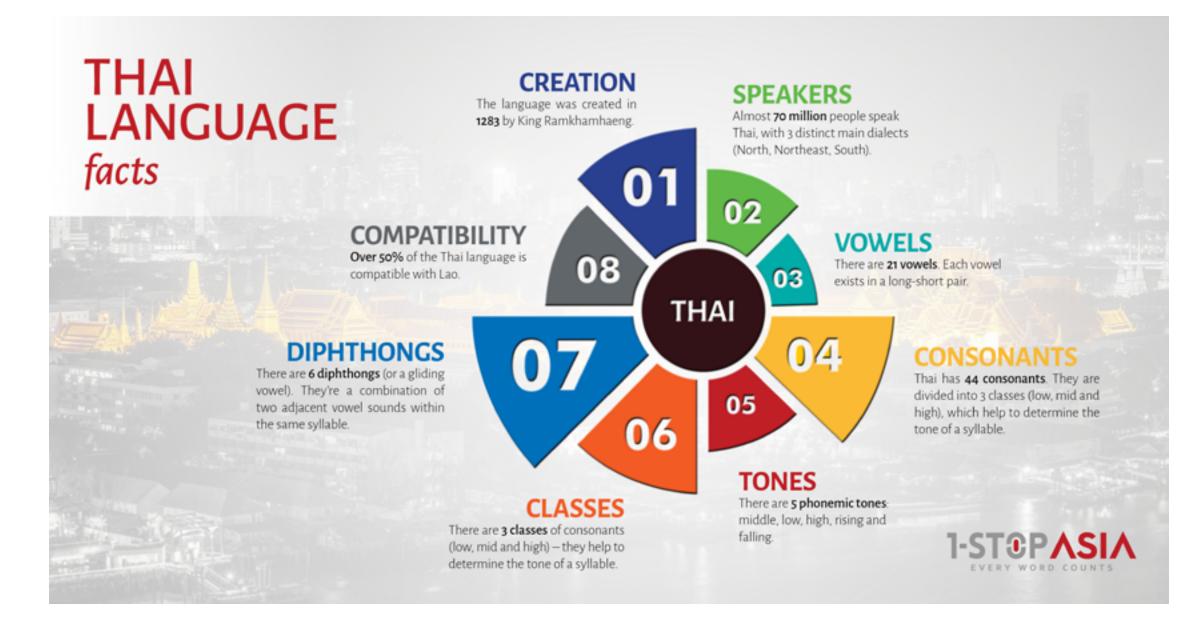
Almost every language spoken on Earth has been influenced by English, and Thai is no exception. Many Thai words — especially terms related to science and technology — are borrowed from English. They're adapted to the Thai sound system so that Thai people can use them easily. Tinglish or Thaiglish is the imperfect, macaronic form of English that has developed due to language interference from English. It includes errant pronunciation, unusual word choices and grammatical anomalies, in addition to innovative vocabulary. There are also borrowed words such as "ฟอร์แมต", which is simply the English word "format" spelled phonetically using Thai letters.

The Thai Language Has No Tense

There are no past or future tenses, unlike in English. So to get that meaning, you have to add words that indicate time (yesterday, last week, last time, tomorrow, next month; there are a lot of them) or words that indicate the timing of such an action (will do, used to do, have been doing). But don't let that fact confuse you — the language isn't easy to learn at all.

Thai Is a Pretty Hard Language to Learn

The Thai Alphabet uses 44 consonants & 15 basic vowel letters.



The first difficulty beginners meet when learning Thai is that it's a tonal language with 5 distinct tones. Using the wrong tone can change the meaning entirely, or change it to something that isn't even a valid word. "Shirt", "tiger" and "doormat" (seūa¹) differ only by the tone with which they're spoken. People with a musical background tend to pick up on this quickly when listening to spoken Thai, but for others, it takes longer.

Another obstacle that Thai learners face is the construction of sentences. When forming sentences, a beginner tends to construct them in the same way that they would in their own native language. Unfortunately, the pattern both languages use aren't likely to have any similarities between them. If a Thai person wants to say that they don't need anything, the equivalent translation of that statement would sound like "not need what". There are many examples such as this.

Thai Is an Expressive Language

Sometimes Thai is very ambiguous, and other times it can be used to easily express concepts that require a very detailed explanation in English. On the other hand, if a Thai person says that they're feeling down, there are several words for sad³, so people know the source of their discomfort right away, just from the specific word the person chose.

Body Language Is Very Important

The way you move and look at other people is very important when having a conversation in Thailand. They consider the head to be sacred and the feet to be dirty. To show respect to senior people in a conversation or when passing by, Thais always try to lower their head. The Western habit of resting one's foot on the desk is offensive to Thais. Therefore, you should be careful with your gestures when you travel to Thailand.

So what do you think? Are you ready for the joys of taming the unknown while also having a lot of fun? Are you interested in discovering the magic of a means of speaking so complex, yet so simple? If you're considering learning a new language which combines both the old world and the new, then Thai is the best choice for you!

¹ **Seūa**: เสื้อ – shirt เสื้อ – tiger

เสือ – doormat

² ไม่ต้องการอะไร (mai tong garn a-rai)

³ เศร้า (sao); เสียใจ (sia jai);

จิตตก (jit tok)



HE YIN AND YANG OF TRANSLATION

"Culture and language aren't opposites, they're complementary. They are the two ingredients that can shape a simple text into a quality translation."



Tissana Wateesatogkij

Thailand Marketing Manager

The Philosophy

Yīnyáng is a Chinese philosophy concept derived from Taoism (also known as Daoism). Although its conceptual meaning has been interpreted differently by many different schools of thought, it's safe to say that Yin and Yang is all about the balance between two opposite attributes that complement each other. In this article, we'll discuss how a great piece of translation should contain a similar balance. There are two pillars which represent the secrets behind high-quality translation, and we want to share them with you.

The Linguistic Knowledge

First and foremost, the language is a critical factor in the translation profession. Without knowledge of the language, it's not possible to translate, let alone reach the desired quality of translation. It's true that a native can fluently communicate in their own language, but not everyone has linguistic knowledge profound enough to produce good translation work. It's not only about speaking, listening, reading and writing — high quality translation works are usually produced by those linguists who possess a strong understanding of syntaxes and have a lot of pragmatic knowledge. They're able to translate the source language to the target language by implementing correct grammar and making the proper word choices, in order to ensure that the translations in the target language are beautifully arranged and the appropriate meaning is efficiently communicated.

The Cultural Knowledge

The translation work would be lifeless and stiff if the linguist doesn't have the cultural knowledge of both the source language and target language. There are so many word choices, adjectives and adverbs you can use in translation. In order to choose the most appropriate word that expresses the source language's intention best, the linguist must have enough cultural background or knowledge to convey all the sense and meaning from one language to another. In terms of having access to context, translators should possess at least a basic level of understanding of both cultures when it comes to the way of life, religion, food, politics and so on. This allows them to obtain a deeper understanding of the source, ensuring they know exactly what to translate and how they should make it sound in the target language.

Why the Yin and Yang?

We do thorough research throughout the process of analyzing our work and creating our content. We've asked our linguists about the essentials of a good translation time and time again. These two features come up every single time when we ask about a certain language. It doesn't matter if it's Simplified Chinese, Burmese or Japanese. The natural balance and gracious flow of a professional translation comes from these two factors — language and culture, intertwined into the perfect shape of Yin and Yang.





Japanese people love cats! This fact, combined with how poetic their language can be, has resulted in numerous idioms that refer to these adorable felines. We can't seem to get enough of these cat expressions and we're glad we get to share some of them with you today!

猫をかぶる

[Neko wo kaburu]

Literally: "To wear a cat on one's head." **Metaphorically:** "You're hiding your claws and pretending to be a nice, harmless person."

猫の額

[Neko no hitai]

Literally: "Cat's forehead."

Metaphorically: "A tiny space. Often, you'd use it when you're speaking humbly about land that you own."

猫舌

[Neko jita]

Literally: "Cat tongue."

Metaphorically: "Needing to wait until hot food cools down so you can eat it."

猫も杓子も

[Neko mo shakushi mo]

Literally: "Cats and rice paddles."

Metaphorically: "Anyone and everyone."

S THE CULTURE BEHIND ANIME TRANSLATABLE?

"Translating from Japanese is difficult by itself. When you throw Anime into the mix, the task at hand becomes a complicated mixture of culture and language."



Gergana TolevaHead of Global Marketing

¹アニメ – anime ²おにぎり – rice balls

³ラーメン – ramen

We've all seen some of the wonderful sagas, like Yu-Gi-Oh! and Pokémon. In the last few decades, manga and anime have become more and more popular around the world. But how does such a different culture have its message transmitted to the rest of the world? In this article, we're going to tackle the challenges that present themselves when trying to translate and localize Anime¹ into foreign languages.

Translating from Japanese

There's always been a debate when it comes to whether an anime show should be subtitled or dubbed into another language. The end results are always similar—it's very hard to achieve a suitable and clear translation using either method. The reason for that lies within the language itself, not with the capability of the people who are doing the translations. Here are some of the reasons why it can be so difficult:

Transmitting Emotions

If you're not familiar with the language itself, it's hard to grasp the differences, but fans of anime know all about them. The Japanese language has specific ways to express ideas, emotions, and even concepts. In Western languages, the most common way to express emotions like anger, surprise and shock are words (swear words, exclamations, shouting, gasps), while in Japanese there are grammatical rules that you use in order to achieve that same effect. This is one of the reasons you might even hear people refer to it as a "non-swearing" language.

Role Language for Different Characters in Japanese

When it comes to anime, we all know some of the characters from popular shows, as well as how different

each one can be from the next. It's one of the great things about this genre, right? While English tends to have similar variations — formal English, business English, local dialects with different words, specific phrases and expressions that various social classes use — in Japanese these are a hundred times more varied. And we do mean that — the grumpy old man, the princess, the small boy who's particularly passionate about something, the hero who's always ready to protect others — all of them and whatever other kinds of characters you can think of have a specific language and vocabulary, different nuances in the expressions and tone of voice they use, a different way in which they form their sentences. There are so many stark and subtle differences that mentioning all of them would be a monumental task.

Cultural Differences

Last but not least, there are the differences between the cultures of the East and the West. These refer to small, meaningful details that are incorporated in the speech, lifestyle and the local customs of most people from those regions. For example, in Pokémon's localization, "rice balls" were translated as "doughnuts" in order to convey a more understandable message to a Western audience. The same applies to "ramen" being localized as "pizza", and so many others. In the Shaman King anime, several names were changed in translation. "Hao" was localized



Localization Station













In Japanese, anime just means animation. Outside of its country of origin, anime is referred to as a distinct style of animation which has gained a worldwide following despite its quirks. As a direct result, its translation has been a hot topic ever since anime started gaining popularity outside of its native Japan. The thing is, a regular translation is simply not enough to make the content of an anime understandable to non-Japanese audiences. To see what what happens when it's translated as generic content, without its oddities being taken into account, we've compiled a few examples of spectacular anime translation failures. Enjoy!

INTERESTING WORDS & PHRASES FROM ASIA

While doing some research on Asian Cultures, I recently came across some pretty interesting words and phrases

that are native to some of the Asian languages we work with, and I couldn't stop myself. I just had to write about

"Sometimes a single word or expression can transmit the mindset of a nation. It can be difficult to grasp the meaning, and even more so to convey it"



Content Writer

Joshua Hector

them! There's a wealth of them if one isn't particularly selective, but for the sake of this article I've narrowed it down to 8 words/phrases. I'll probably write another article for some of the other words/phrases I've found, but for now, let's get started with these.

1. Thong¹ ทอง

Now, if you're familiar with the English meaning of this word, right away you'll assume that I'm talking about something other that what I'm actually talking about. It's not what you think. If you're ever in Thailand and someone asks you if you like to wear "thong", please know that they're not referring to the type of lingerie. In Thai, thong can mean a number of different things depending on how it's said, and interestingly enough, gold is one of the meanings. So yeah ... don't get freaked out if you hear it mentioned.

2. Pinakanakapagpapabagabagdamdamin

Tagalog

Yes, try saying that a few times without fumbling your words. If you aren't aware, this is actually a single word. Arguably considered the longest word in the Tagalog language, it consists of a staggering 32 letters. If you were to translate it into English, it would simply mean, "the most emotionally disturbing or upsetting thing". Okay, maybe it's not that simple after all.

3. Bap meogeosseoyo? - "How are you?" 밥 먹었어요?

Korean

What's most fascinating about this phrase is its literal translation, which is "Did you eat rice?". In Korean, this greeting is used to show concern for others, which is really cool and shows the beautiful hospitality and care that they show towards each other's well-being. While this isn't the only way for someone to ask you how you are in Korean, it's the most interesting way to do so in my opinion.

4. "Do Not Disturb, Tiny Grass Is Sleeping"

请不要打扰, 小草正在睡觉

Chinese (Simplified)

If you're ever in China and you see a sign on the grass that has this quote on it, know that they're just politely telling you this — "Do not step on the living grass". We love how they put it in such a way that upon seeing it, you're cautioned to not only avoid stepping on the grass — the "tiny grass is sleeping" part sort of urges you to walk by it as quietly as you can. It's like it's telling you to shush. We love that.



5. Jodoh

Indonesian

This word doesn't have a proper English translation. It represents "Something that is just meant to be". It can also mean other things, such as a soulmate or just when two people look good together — if they do, they're considered Jodoh. It could even be used to describe a situation where something worked out for you! Like for example, you go to the gym to sign up for an upcoming pilates class, but when you get there they tell you that the class is already fully booked. As you're walking away, you're suddenly stopped by a passerby, who tells you "I just got a text message saying that I have to work that day, so I won't be able to make it to that class," and then they ask you if you'd like to take their spot. In that situation, you and that pilates class would be Jodoh.

6. LỆ

Vietnamese

This is another word with a cool meaning, which is for describing "teardrops filled with deep sorrow". So beautiful. This word alone just makes you want to start writing poetry for someone. Anyone.

7. Hak Paeng Gan

Lao (Laotian)

This phrase is also something that can't be directly translated into English. It's similar to someone saying "I treasure our friendship" or "I love you guys". Something you might hear a close friend or relative from Laos say to you or someone else after you've spent some time

eating and drinking with one another, having had an enjoyable time.

8. "Brew and drink the dirt from under someone's fingernails" 爪の垢を煎じて飲む

Japanese

So ... getting straight to the translation ... if someone tells you that they want to "Brew the dirt from under your fingernails and drink it like a tea", take it like a compliment. Trust me. Let me explain.

In Japanese culture, if someone is telling you this, they're pretty much saying that you have admirable qualities and that they hope that those qualities will somehow be bestowed onto them. This is probably the best idiom I've ever heard in my entire life. It destroys every other idiom that's ever been thought up any other human being. I mean come on, what better way is there to tell someone that they have admirable qualities? You just can't beat that. I'm definitely going to start using it.

Thanks For Reading!

I hope you enjoyed reading this article and learning about these interesting words and phrases from Asia. I really had a lot of fun researching them and learning something new about these cultures. Like I said, more are on their way, so please stay tuned for our next article on Asian Cultures. See you then!

¹Thong: **ทอง** – gold ท**่**อง – memorize ท้อง – stomach; being pregnant





Nicola Alcaraz

Account Manager for France

When it comes to Khmer and the successful completion of a project involving it, one of the most important things to consider is the fact that it's one of the rarer Asian languages. Capable linguists in rare Asian languages can be hard to find, so it's very important that resources should be consulted beforehand and booked well in advance.

Another key factor to consider should be the time differences: as we have locations across multiple time zones, the instructions, turnaround time, and pretty much every other aspect of the project — these all need to be carefully double-checked. There's no place for mistakes in this kind of project.



WHICH JAPANESE FONTS YOU SHOULD USE?



Gergana Toleva Head of Global Marketing

The Japanese language is a fascinating topic, and inspired by our week on Japan, we decided to keep things going and provide you with some practical information regarding it. One of the most important factors when preparing marketing materials (or really, any written document) in another language is the way you choose to display text.

Asian languages are very demanding in this regard, and can actually be quite difficult to handle. Due to the difference in the writing systems and the space distribution of the languages themselves, we often perform desktop publishing after translation so we can adjust the way the information is displayed in the target language.

We'd like to share some practical advice about getting that process right, based on our previous experience with utilizing Japanese fonts.

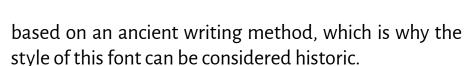
Japanese Language & Fonts

Let's start with the basics and see which options are suitable for serif and sans serif fonts in Japanese.

Our first choice is **Mincho**, and we recommend it when you need to use a serif font. "Min" in "Mincho" stands for "Ming", and the "Cho" particle stands for dynasty. It's

MS Gothic





When you look at the "Mincho" font, it's comprised of contrasting vertical and horizontal strokes. Mincho typefaces are often recognizable by the small triangle nestled into the stroke. Most of the time it can be found on the top or top-right edge of the stroke, adding a little bit of a more traditional touch to the way a text is written. The triangle itself is called "uroko". It represents the exact moment of "pause" after performing a brush stroke, when the writer is preparing to continue the stroke or has completed it.

When it comes to Japanese fonts, **Gothic** would be our recommendation for when you need to use a sans serif font. These typefaces, similar to western sans serif fonts, often have consistent stroke-weights, as well as more simplistic strokes. You can't spot an "uroko" on these guys. Gothic is often used in digital marketing materials



and other online content, and if a modern look is what you want to embody, this is a typeface that will allow you to do so.

There are Japanese fonts that come with various font styles, some of which are easily distinguishable from one another. The Maru and Kaku font styles in particular appear to be polar opposites, at least when compared directly. If you're looking for a font style to complement a typical Gothic font or other sans serif fonts, you should use ones with the Maru font style. The name of the font style itself means circle (or round), and as you might be able to guess, this is because most "maru" typefaces have rounded corners.

Kaku, on the other hand, literally means "corner". Fonts using the Kaku style represent a distinctly different style: sharp, with pointed corners, and are thus a good choice to use when you're aiming for a simpler, non-serif look.

"P" Stands for Proportion

You've probably seen the letter "P" next to a font while you were searching for one that matches your requirements. In this case you've stumbled upon a font where each character has been condensed independently, which results in tighter letter-spacing. If you're still wondering why this is important — the big advantage is that the characters take less space but remain readable.

Do Not Use Italics with Japanese Text!

Unlike European fonts — where italics developed from cursive hand-written script — in Japanese the very structure and creation of the language by hand doesn't support the use of angling when writing in cursive at all. In Japanese, writing in cursive doesn't lead to the characters being displayed in a more angular fashion.

You can replace the Italics by using font weight variations (e.g. light or bold), brackets, or writing the word



in katakana (if appropriate) to emphasize the text. For titles of books, publications and media articles, use the Japanese double quotation marks. For introducing terms, use the Japanese single quotation marks. In other instances where italics are used in English, it's usually safe to use the Japanese single quotation marks.

About Font Size

Due to the full-cap height and square profile of Japanese characters, they can appear larger, so you may reduce the font size by 10 to 15%. You may reduce it by a lower percentage for body text and a higher percentage for headings.

For the same reason, the leading should be increased by 10 to 15% so the lines of text don't appear too tightly stacked together and they have some breathing room between them.

In conclusion, when we talk about designing text — it's a highly preferential thing. Asian languages, however, generally have their limitations and requirements.

Japanese audiences are highly sensitive when it comes to the way information is displayed, and choosing the proper fonts will definitely help you with reaching and impressing such an audience. That choice of a suitable Japanese font is just like everything else that relates to Japan—you should know the culture and the differences between their market and yours in order to be successful at what you're doing.



Quick Guide:

screen & publication 2. MS Gothic — sans serif; screen & UI 3. **Meiryo** — sans serif; screen; proportional 4. Noto CJK — sans serif; versatile; harmony

1. **MS Mincho** — serif.

across languages 5. Kosugi Maru sans serif; monospaced; designed for readability

HOW TO OVERCOME THE LANGUAGE BARRIER In International Business

- 1. Train your employees
- 2. Have a close focus on the chosen market
- 3. Ensure mutual understanding with your client
- 4. Work with a language service provider
- 5. Develop a multilingual website
- 6. Provide information across multiple platforms

Market **Employee** training focus THE LANGUAGE BARRIERS Clear Company businesses often face in their info common international operations can channels goals be difficult to tackle. Multilingual **Translation** website partner

Language barriers can create impossible challenges for the overseas operations of businesses worldwide. How can those challenges be surpassed in order for a reputable brand image to be built and for smooth communication to be established?

Today's global economic landscape has incentivized many businesses to focus on expanding into overseas markets. International business relations, however, have proven to be challenging for companies, some of which struggle to establish efficient communication with their foreign partners. According to statistics, almost half of nearly 600 executives find that language misunderstandings are the main reasons for failed international business deals. The language barriers businesses often face in their international operations can be difficult to overcome, and if not handled correctly, companies can lose their opportunity to establish a credible brand image. Effective communication can be hindered by countries' linguistic diversity, including differences in accents, the use of idioms or the existence of cultural barriers. Business owners need to adopt an effective strategy for getting past these language barriers to make the most out of their valuable partnerships and future business opportunities.



TIPS ON TRANSLATING A BOOK WITH AN LSP

"Books open our eyes to different worlds, but conveying those worlds to others requires us to speak their language. It's not a simple task to undertake ..."

We often receive questions about translating large volumes, and to be honest, the best projects are the big ones. But



Gergana Toleva

Head of Global Marketing

managing a big translation project isn't a simple process, which is why we've decided to lift the curtains of how you can successfully do that with an LSP partner—and how that would benefit you.

Think of your favorite book, and imagine you've been just one company, ideally one that has the capability to

entrusted by the author to manage the successful launch of that book in a few Asian markets: Japan, Vietnam and Korea. You do your research, you find a few companies that offer translation into Asian languages, and you start wondering which one you're going to choose for the job.

What to consider when choosing an LSP for the purpose of translating a book?

The Credibility of the Company You Choose

Having a straightforward and clearly defined process is always a big advantage. So, you're looking for them to have ISO certification: 17100/2015 and 9001/2015 in particular are both good options to check when sending a request for a translation. Companies that have invested in certification and established the necessary processes are already a step ahead, because they're aware that it's important to maintain a consistent process and to be accountable for following it.

Opt for a Single Partner Instead of a Few

Ifyouchoose multiple companies with which to translate your book, managing efficient communications with all of them is going to be an arduous task. The work you have to do will be reduced immensely if you choose

just one company, ideally one that has the capability to translate into all the languages you want. You'll then spend the time you saved talking to your clients, rather than talking to your vendors.

Eastern Knowledge, Western-style Customer Service

Choose a company that has their production offices in the East, but has their customer support and sales teams in the West. In my opinion, this is essential due to the fact that the Asian perception of customer service is completely different than the one you find in western countries. It's all based on the cultural differences and believe me, it can be frustrating to deal with. Issues such as being misinterpreted by customer support may arise at any time, and talking to someone that speaks your language fluently can greatly alleviate that concern. Think of how much time you spent learning your client's language — and how it's helped you close deals more efficiently.

Time Means Quality

Time is of the essence for everyone, but when we're talking about a project as important and costly as translating a book, you should be aware of something: allowing for more time means receiving a better translation. The best way to proceed is to have a single team comprised of a



Translator, Editor, and Proofreader work on the entirety of the book. This ensures maximum consistency, but it also has an impact on the time-frame in which the project can be completed.

A second option would be to have multiple translators, but utilize a single editor. Having all of them refer to an up-to-date glossary is another point that's worth mentioning.

Provide a Glossary and as Much Other Information as Possible

Spend time with your client and talk to them: about the expectations they have for the translation; the tone of voice that should be used throughout the book; if there are any other books they've had translated and have already approved. Or if they've had any mishaps or bad experiences going through that process before. Create a glossary with the appropriate terms and jargon and make sure to include any and all information pertaining to the translation of names, images, or the style of speech that should be used in specific segments.

Quick Guide:

- 1. Reliable company
- 2. Single partner
- 3. Local knowledge & western customer service
- 4. Time planning
- 5. Provide a glossary
- 6. Desktop publishing

Ever Heard of Desktop Publishing? Do It!

Desktop Publishing is something you'll definitely need at the very end. Going through this process will mean finalizing your book in a print-ready state, all while keeping the layout and formatting looking as close to the original as possible. The pages will all fit the target language translations, the size and fonts will be readable and all of the text will be exactly where it should be. That's especially important with Asian languages, as their whole structure is completely different than the structure of English and most other Western languages.

In conclusion, it's important to acknowledge that the quality of the final translation is crucial, and we all know ensuring it is the biggest and most important part of the entire process. When you work with an LSP, maintaining a high standard of quality is a team effort. The rewarding feeling of delivering a professionally made, top of the line product after spending long and difficult hours working on it together with your team makes it all worth it in the end.

UALITY DEFINITION: A KEY INGREDIENT FOR A GOOD PARTNERSHIP

I've been hearing about and discussing the evergreen topic of Quality in the translation and localization industry

constantly, from the moment I joined the industry 2 years ago. Having previously spent over 10 years in Sales, I've

learned a lot about being an efficient Sales Person. Now, as a Global Marketing Manager, I tend to analyze how I'd



Gergana Toleva
Head of Global Marketing

proceed with this or that all the time — how I'd approach a client and what I'd do differently. A key word that always popped up in my previous career (and still does so in my current role) is "Quality". In this article, we'll explore the different angles to this "Q" word and how it relates to our relationships with clients.

Main issue: Expectations vs Reality

Turning a prospect into a client is hard work! Anyone that says differently is either lucky or exceptionally good. Sometimes Sales People — in their desire to make things happen — promise the stars. That's where it all goes awry, because then clients start expecting the stars.

"The truth is there is no such thing as perfect quality. We all make mistakes."

Solution: Be Honest

What we can do is to meticulously define what quality means for our clients. Along with that, be completely honest with them and offer the exact service that best matches their requirements. Because honesty is the base — as well as the glue — that keeps relationships together!

How The Quality Definition Process Goes

For the purpose of this article, we'll use an example in order to explain the process:

Let's say we need a test job done — translating from English to Korean. We choose a company to complete it for us. We send them the text (whose volume is about 200 words) and the topic is quite common — a description of a product, as well as its brand, one of the brand managers and a location. We've got a nice-looking design and some awards badges that the company has included in order to add some credibility to it all.

"If you score 97/100, but the client requires a 98/100 and you didn't know their threshold in advance, it doesn't mean your company delivers poor quality translations. It just means that you haven't properly understood and set the client's expectations."

Scenario 1: The company takes on the assignment, processes it and then delivers it to you for assessment. You check the translation quality and it's very poor. Naturally, you decide to save yourself the future hassle and don't send them any more work.

Scenario 2: The Salesperson responsible gets in touch with you and gives you a short list of questions: what's the target audience, could you point them to a reference website if possible, should names stay in the original

(source) language, should the stamps have their text translated, things of that nature. You wonder why they need that kind of information for a small two hundred word sample translation, but you answer anyway. Along with the questions, the Salesperson asks you one more thing: what are the requirements to pass the test?

The test is processed and all is well: the spotless result you expected is there!

Partnership and Quality Definition

The best foundation for a partnership is to be able to define what a client expects from you and your company, and then offer them the type of service that will make sure their expectations are met. A simple Translation Only (TO) service can be satisfactory for a client who has a skillful team of in-house editors. At the same time, refusing a job because it demands something you and your team aren't capable of doing well will earn you more trust than anything else. The next time you state with certainty that you can take on a task, your client won't doubt that you'll get the job done and provide a good quality service, because they know you're aware of your limits.



HE ESSENTIALS OF A QUOTE

really important to get right when trying to make the lives of both sides easier.

"In order to help you understand how the quoting process works, in this article we show you the intricacies of Quoting Asian Languages."

We've all asked about offers for various services in our daily routines. A situation that nobody is a fan of is when

an offer is either delayed or not understandable at all. You can stare at the information all day long and fail to

comprehend how the numbers you've been provided with fit together. We've taken some time to study how the

quoting process goes in the Translation and Localization industry, and we've compiled a short list of details that are



Gergana Toleva

Head of Global Marketing

"Preparing a quote for an Asian language is more like preparing a quote for an Alien language."

Most Asian languages have a completely different structure and writing systems when compared to European languages. That fact leads to a few issues:

- ► There are specific ways to operate with CAT tools
- ► There are two different ways of quoting, depending on the source and target language
- ► The type of language to be used usually depends heavily on the target audience

Word Count — Per Word or Per Character? Which Is Better and Why?

Knowing how many words should be translated is a must-have when asking for a quote. The word count of a document is the base with which all of us work in order to estimate how much a translation will end up costing and how much time it's going to take for it to be completed. When it comes to Asian languages, a quote can be provided in two major ways:

▶ Per source character — that is the best and most precise way of preparing a quote. You run the file through specialized software, and it gives you the number of characters (Asian and otherwise). Based on that, you can provide a nice and understandable quote.

▶ Per target word — using this kind of word count can lead to discrepancies between the estimated word count and the final word count. In order to provide a quote, we estimate approximately how many words the target text will be, based on the source text. There are rules and ratios regarding how much a body of text will expand or shrink in size based on the language pair, but the inconvenience comes from the fact that it can only be estimated due to the dynamic nature of the content. The final cost becomes fully clear only after the translation is done, so you won't know the exact sum it'll cost you until the work is finished.

Time Is Important — the More You Can Provide, the Better!

Be aware of the potential negative consequences when you force your vendor to rush — shorter turnaround times usually come with sacrifices when it comes to the quality. The more time the translators are given to work on a translation, the better the outcome will be.

If you're looking for quality translations, you'll need to make compromises with timeframes sometimes. We know it's all about time, but advising your client to allow more time in order to get a better translation is one of the most important things you can do, if you plan to keep the client as a frequent partner — which is easier if they're happier with your service. Think about it this way: if you explain the reasoning behind your request for more time and then pose this question to your client — "What do you prefer, good quality or a faster delivery time?" — which option are they more likely to choose?

An example from experience: having a 30,000 word translation done in 5 days instead of 10 days is possible—but it would involve having a few teams doing the translation concurrently. Each translator has their own style, vocabulary and way of understanding the content they're translating. In the entire body of content, there might be repeatable segments that are given to different teams of linguists — and each team can translate them slightly differently. The text would technically be translated correctly everywhere, but at the end of the day it's likely going to lack the desired finesse due to an important characteristic called "consistency".

When a single team is working on the same translation, that text will be one and the same everywhere—and the team will be able to maintain and improve consistency the more they get to work on the same or similar files, as they get a feel for the flow.

We would prefer a 10,000 word translation that's due in 4 days to one that is 1,000 words but is due tomorrow! It has a lot to do with the availability of the most qualified people for the job. When you rush, making compromises is inevitable — which is not what you want to be doing when you demand and aim to deliver quality.

Support Materials and Information

Additional information — the more information you provide us with right at the start, the faster we'll be able to quote you and the better and more precise the desired translation will end up being. You may not think it's important, but even giving us a link to the client's website would have a positive effect, since our linguists

would be able to get a feel for the language and the tone of voice the company likes to use. This will allow them to match the word choices much more precisely when they're translating.

- Target audience most Asian languages heavily rely on pre-existing hierarchies, leading the words used to change based on who you're addressing. Knowing what the target audience will be is really important when it comes to the final quality of a translation. If the audience isn't specified, the translation can still be technically flawless but it may not be relevant to the people you want to reach.
- ► Type of languages is it Simplified Chinese, is it Traditional Chinese? Is it aimed at Chinese people living in Hong Kong, at Chinese people living in the United States or another country? The variety of dialects and the subtle differences in each territory are something that's important when choosing the right resources. Different areas call for different specialists, so if you can share as much detail as you can from the very beginning, it will definitely make it easier for everyone.
- **Glossaries**, TMs (Translation Memories) and any other reference materials (especially editable files, if available) all these are valuable assets when it comes to preparing a quote, and later on, doing the translation.
- ► In scope or out of scope knowing which content is which will save everyone a lot of time. Content that is in scope will be translated and reviewed, whereas content that is out of scope is content that won't be translated (and you won't be charged for it).
- **Specifying** if and how we should translate names, addresses, titles, authors or references is crucial. The same goes for text in logos, stamps, images, etc.

Never Assume That a Job Is Being Processed!

One of the most important actions you can take after being quoted is to give a heads-up to the company that you've chosen and who'll be doing the work for you. It might seem a bit much, but if you miss this step you

Quick Guide:

- 1. Word count
- 2. Timetable
- 3. Support information
- 4. Job confirmation

might not manage to get your job done. A translation company won't start processing a potential job just because you requested a quote for it — requesting a quote doesn't mean you've agreed with it and confirmed that they should proceed. You need to confirm that you chose them for your task and are instructing them to proceed with that particular assignment. They can't assume that's the case until you let them know — as doing so when they most probably receive a hundred quotes request per day would be unprofessional.

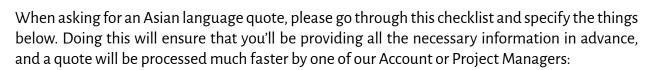
Our advice is to check the quoted turnaround time (TAT) carefully and just give the company a simple confirmation — "Yes, please proceed with that deadline." would be just fine. That way you're going to be sure you've successfully assigned the task to the vendor you chose and rest assured that they'll be proceeding with it.

Final Advice

When it comes to quotations and customer service, there are many ways to approach the subject. With the knowledge that our industry is very time-sensitive, optimizing the quotation process and making it easier on both sides is essential. That way both sides can be as swift as possible in stipulating the conditions of a project, and that only improves things for the end client.

We've designed a short checklist to make it easier on you when you need to request a quote. You can save it to your device, and you can use it each time you need a quote for an Asian language translation. Please try using it and share your experience with us.

Download it here: Your checklist for Asian language quotes



✓ Document type

What's the file type of your document? If possible, please provide an editable version of it.

✓ Source and target language

What language do you want the document translated from, and what language do you want it translated to?

✓ Specify the target audience (age group and location), the website of your client, any glossaries, TMs (Translation Memories) or any other reference materials

✓ Service requested

Do you know exactly what type of service you need? If you need help deciding, don't hesitate to ask.

✓ Embedded images and what you'd want to be done with them. Should they be left untouched? Should the text within be translated? Do you need them recreated in the target language?

Deliverable

Exactly what type of files will you need us to deliver? The same as you provided or different somehow? Be as specific as you can.

✓ Requested turnaround time

How soon will you need the files from us? The more time you can give us, the better we can do.

✓ Your client's deadline

(Optional) When do you need to deliver the files to your client?

✓ When do you need to receive this quote by?

This is especially important for large volume projects, as the time to generate an accurate quote increases in correlation with the complexity of the task.



Yana Dinchiyska

General Manager for Europe

Sales and Marketing form two complementary links of a chain, the complete chain being a company strategy. Its creation takes a long time and requires a knowledge and experience, but once properly applied, it can result in excellent returns on the initial investment. It's very important for this strategy to match both the company personality and the target audience.





ONGRATULATIONS TO OUR AWARD-WINNING TEAM IN KOREA!



Gergana Toleva Head of Global Marketing

The Korea Superb Brand Awards are some of the most famous and respected across the nation, which is why we'd like to say "Congratulations to the Korea Team at 1-StopAsia"! The judging panel that determines who deserves such an award consists of experts in the field, university professors and CEOs from big companies who've assessed the marketing activities and management of each contender according to several strict criteria.

This is the first time that we've received an award at the annual "Korea Superb Brand Awards" ceremony, and this event has increased our business presence and how much we're trusted by industry clients due to the increased exposure we've been getting through various online and media outlets.

make sure we live up to."

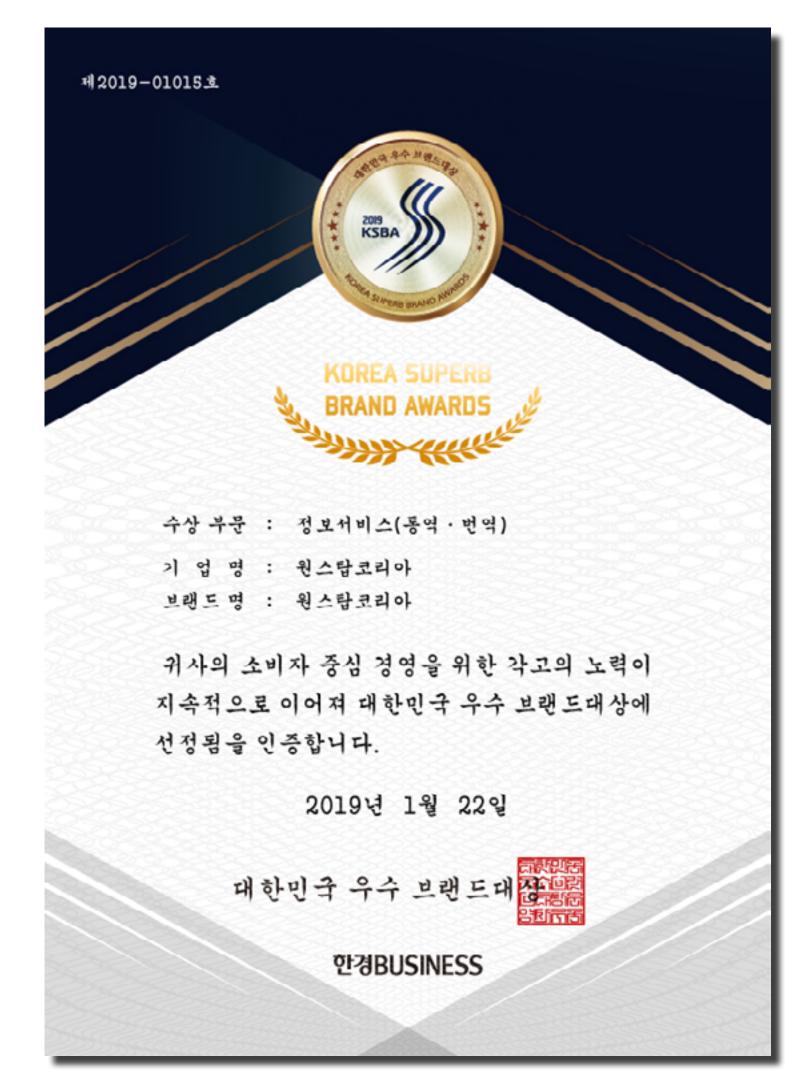
Jay, who accepted the award on behalf of 1-StopKorea, said "It's a great honor to receive the award based on the support of many of our customers. At the same time, I feel a heavy responsibility because of the high expectations of our clients and customers, which I'm determined to



Kay, who accepted the award on behalf of 1-StopEdu, said "I was very happy to start the year with 1-StopEdu's brand award. I think our business hunches have been very good this year. Although I was awarded on behalf of the company, I think we all deserved it due to the hard work and passion of our 1-Stop family. In the future, I'll continue to do my best to make this an English & Chinese education company where everyone can enjoy learning foreign languages."

Once again, a round of applause to all of the Korea team for making us proud!





About the Korean Superb Brand Awards

These awards are given out annually by an expert jury comprised of experienced judges, each of whom has had their merits recognized in their respective fields.

The main criteria of this review is how a company's recognition and various activities throughout the year are evaluated. The final choice is determined among the companies' applicants, and the winners are chosen by specialized surveyors.

This award benefits the credibility of a company and helps its maintain it's good reputation. It's the first time that 1-StopAsia has received it, and the nominees for the next year are yet to be decided.

THE LARGEST LSPs IN THE WORLD



Gergana Toleva
Head of Global Marketing

Independent market research firm CSA Research recognizes 1-StopAsia as a leader in the \$49.6 billion global translation, localization, and interpreting services industry.

(Los Angeles, CA, USA) — **1-StopAsia** has announced it's official ranking as one of the largest language service providers (LSPs) in the global translation, localization, and interpreting industry. In its May 2019 issue of *Who's Who in Language Services and Technology:* 2019 *Rankings* independent market research firm CSA Research named 1-StopAsia as a top-grossing LSP for outsourced language services and technology. 1-StopAsia was included in the TOP 100 largest LSPs in the world, and has been ranked in the Top 30 largest LSPs in North America for the last three years.

1-StopAsia is a Language Service Provider that specializes exclusively in Asian languages translation. Since we got started in 1998, we've been constantly growing, and at the moment we're spanning 3 continents and have more than 10 offices located around the world. Our most important goal is to be able to provide our partners with an easy and efficient process when outsourcing Asian languages.

lan Shin, our General Manager for the USA, comments that "I'm very happy with the fact that our company keeps a solid position in such a prestigious list. For us, this is a recognition of our efforts to be a good partner to our clients and to provide the services they need. I consider this a combined effort from all our teams around the world, and it makes me proud to be a part of it."

The firm found that the market for language services and supporting technologies will grow 6.62% from 2018 to 2019, but the 100 largest LSPs would grow at 20.08%.

The industry's compound annual growth rate over the last 11 years was 7.76%.

"People worldwide prefer consuming information that is been presented in their own language. Meeting this expectation — and sometimes the legal requirements to do so — fuels an indispensable global industry that continues growing due to global digital transformation," comments Dr. Donald A. DePalma, CSA Research's Chief Research Officer. "Language service providers and technology developers support those global experiences in other languages, delivering essential translation, interpreting, and localization outsourcing capabilities to businesses, governments, NGOs, and individuals around the world."

The ranking of the largest 193 language service providers is included in CSA Research's market study globally and by region, and all of them offer language and localization services to enable enterprises to expand their global reach and respond to their domestic needs.

The verified and validated list of the largest 100 LSPs in the world is publicly viewable, and you can check it out here.



About 1-StopAsia

Our company is specialized in Asian languages translation, and we work exclusively with other LSPs. Since we started more than 20 years ago, we've been constantly growing and we're currently spanning 3 continents, with more than 10 offices located around the world. Our aim is to be the home to the best translation experts — and a go-to partner when it comes to Asian languages translation.

About CSA Research

Previously known as Common Sense Advisory, CSA Research is the premier market research firm which specializes in language services and the technology industry. It provides primary data and insight to assist companies with planning, brand strategy, innovation, competitive positioning and a better understanding of global markets. As an independent market research company, its trusted and verified data helps companies profitably grow their international businesses and gain access to new markets and customers. If you'd like to know more information about them, we encourage you to visit csa-research.com or twitter.com/CSA_Research.

1-StopAsia Media Contact: marketing@1stopasia.com

CSA Research Media Contact: media@csa-research.com





COMPANY RECORD IN OCTOBER, 2019

[Nov 04, 2019 — Los Angeles, CA, US] — **1-StopAsia** announces that we've reached another milestone in our company's 20-year history. October is usually one of the busiest months of the year, at least for us in the Translation Industry. This October in particular has brought us a pleasant and well-earned result, which we'd like to share with all of our clients, partners and employees.

We've broken our record when it comes to the highest number of jobs processed in a single month! In October, we managed to take on **3,433 jobs**, breaking our previous production record.

Our CEO Don Shin is taking the opportunity to acknowledge this moment as reaching an important goal together. He shares:

"Someone may ask us why we celebrate the number of jobs instead of the sales numbers. I understand their point of view. These days, the size of each job is getting smaller and smaller, and we're always asked for a quicker turnaround time. It's true that we sometimes lose money on really small jobs. That's why more and more companies are raising their minimum payment amounts. I believe this is a current business trend, and it's one of the biggest problems for our clients

too—I believe if we really want to work as their partners, we should share their problems. We don't reject small jobs and we adjust our minimum fee policy for many of our major clients in order to share their losses. By sharing their losses when times are difficult, we're qualified to share the fruits of their labor when it's time for them to harvest positive results."

We're celebrating together with all of our employees today, and we wanted to share the news with all of our clients and partners. Thank you all for being with us!

Check out our Gallery to see how we celebrated!

1-StopAsia Team



UR ANNUAL AUDIT ON ISO 17100 & 9001/2015

[Plovdiv, BG, July 02, 2019] — At **1-StopAsia**, we're true to our promise about continuously improving. That's the reason why we're taking the annual audit on our ISO certification very seriously. Thanks to a lot of preparation and careful planning, last week we successfully passed the annual audit for both certificates:

- ► ISO 17100/2015 Translation Services
- ► ISO 9001/2015 Quality Management Systems

The audit took a full day and involved going through lots and lots of documentation. We're glad our efforts are rewarded with such an important distinction, one that affirms that 1-StopAsia is walking down the roads that lead to quality management and optimized translation processes.

Our General Manager for Europe, Yana Dinchiyska, had this to say: "In our industry, a company has to deliver the right services and always ensure a high level of quality. Quality is something that needs to be constantly maintained, so proper procedures for identifying errors are essential. Because of that, we regard ISO certification as a self-improvement tool, rather than a necessary piece of paper."

About ISO certification

At 1-StopAsia, we've seen how beneficial the good practices of ISO certification are. Knowing your strengths and having a well-structured process to follow both fit the requirements of the translation industry very well. Due to the benefits we've gained from having these two certificates, we're seriously considering implementing other ISO certificates that are relevant to the Translation Industry in the future.





Gergana TolevaHead of Global Marketing

FIRE Certificate
N≥ 2017.X8Q.0256

issued to

1-STOP BULGARIA LTD
part of 1-STOP ASIA
13, Samara str., fl. 6, 4003 Plovdiv, Bulgaria

in the following operational units:

Translation Office
13, Samara str., fl. 6, 4003 Plovdiv, Bulgaria

it is hereby certified that the services of the above mentioned translation service provider conform to the following standard:

ISO 17100:2015

for the following activities:
TRANSLATION SERVICES





HECK OUT 1-STOPASIA'S NEW CALENDAR!

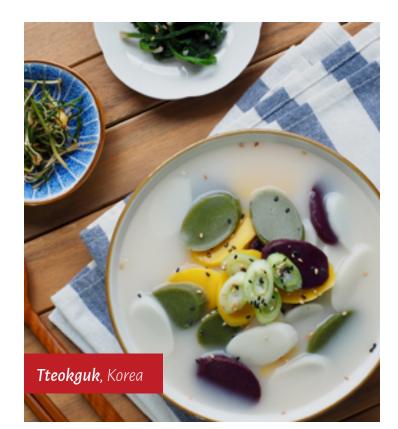
As the end of the year is swiftly approaching, we at 1-StopAsia have taken the time to get creative. Who's to say you can't get creative while also honoring and loving tradition! For a second year in a row, we've created and produced our annual calendar, which brings you something special from each of our offices.

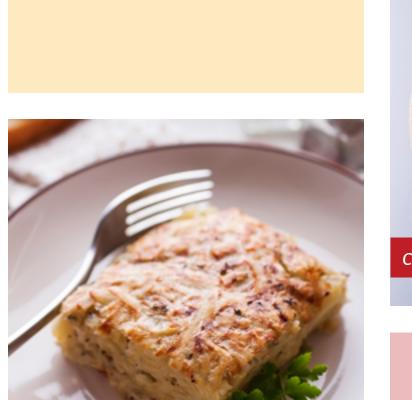
Our 1-StopAsia Calendar serves as a guide through the multitude of cultures in our company. We've consulted with our colleagues around the world, and we've decided to highlight the traditional cuisine of all the countries in which we're currently located.

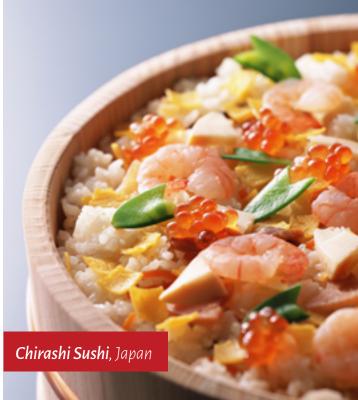
In order to do that, we've prepared a quick tour on Asian, Balkan and American cuisine — traditional dishes in all their colors, simplicity and flavors. The best thing is, you can try them too!

Are you ready to cook in 2020? Check out the recipes in our 1-StopAsia Calendar "2020 Edition" later on, after we've published them on our website. There will be a special download section where you can gain access to them and try them out. We'll be happy to learn about your cooking experience after that!



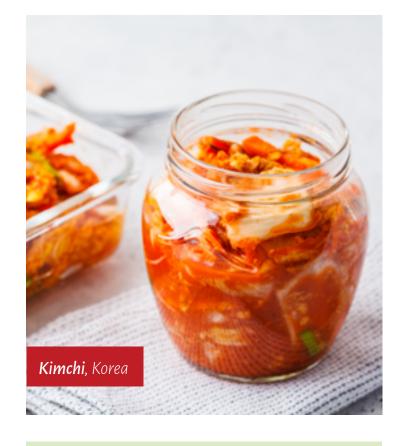








Patatnik, Bulgaria

















an Shin, Elia and his article "Project Manager— The Connector"

This time, at 1-StopAsia, we'd like to take our time and share the success story of one of our colleagues with you. It has to do with Ian Shin, General Manager of our office in the United States.

lan, who's been involved in the translation industry for quite a while at this point, has taken the initiative to share some of his experience by writing an article for the annual edition of The Elia Handbook for Smart PMs, Volume 4. For those who aren't familiar with the organization, Elia is one of the leading non-profit associations in the translation industry.

Ian's article, titled "Project Manager — The Connector", has been listed among the most helpful ones that have been submitted. The Elia Handbook for Smart PMs is being issued for the 4th time, and it's gradually grown into one of the handiest and most educational tools in the industry. It's managed that by compiling some of the collective experience and know-how of the world's leading localization Project Managers into a single book.

As you might expect, Project Management is one of the few evergreen and consistently hot topics in the Translation Industry. To stand out among their peers, companies and aspiring professionals always strive to share something special on it, though producing good content on the topic can prove to be problematic. It's for that reason that we feel proud that an article written by one of our employees was chosen to be featured in this year's edition.

His article showcases the complexity of being a Project Manager, along with the different types of personalities

that he's managed to spot in the profession. It also leads us through the pain points of clients and the issues they have to deal with on a daily basis.

We asked Ian what he thinks about the inclusion of his article in this year's edition of the Handbook, and it's his opinion that:

"Sharing experience and knowledge with the people that we work with on a daily basis is both rewarding and intimidating at the same time. They know as much as you do, and the information you decide to share should be from a very personal and exclusive experience. This makes it special and difficult to obtain. I'm glad that my personal experience is valuable enough to be shared with others, and would like to extend a big thanks to Elia for giving us the opportunity to do that."

All we want to do is acknowledge our colleague Ian's success, and say "We're proud of you and we thank you for the effort that you've put in!". We hope you'll continue to be the "Connector" between all of our teams around the world.

















S LOCALIZING KOREAN EASY OR COMPLICATED?

"How many Korean languages can you think of?"

It's the first question that pops in my mind when I start thinking about this particular language. A few years back, I considered it as a single language, but once I started digging, it turned out that it wasn't that simple.

Well ... I should have known better. If there isn't anything simple about Asia in general, why should Korean be an exception?

Different countries, same language?

We've got two countries — South Korea and North Korea, so this is the first difference when it comes to the language. Technically, the language is the same — but the grammar, expressions and styles are different and one should be very careful when using some words. The South Korean language is called 한국어, while the language used in North Korea is referred to as 조선말.

When translating into Korean, it's very important to consider that difference, as the target audiences in both countries are very sensitive. Using the wrong language in front of the wrong audience is always a problem, but even more so for South and North Korea. Other topics that should be handled with care are those that have to deal with names related to Japan and North Korea.

Just an example: Sea of Japan should be adapted to 동해 (East Sea), Liancourt Rocks to 독도 (Dokdo Island), South Korea to 한국 or 대한민국 (Korea or the Republic of Korea).

Which is the 3rd one?

Outside of the Korean peninsula in China, there's one more variation of the language that's used. It's a dialect of Korean, somewhat similar to North Korean but used by Chinese-Koreans instead. Despite the similarities to North Korean, this one has its fair share of differences as well — not that that makes it any less complicated.

Tips & Tricks

Use the right Korean translator, one who is native to the region for which you should be localizing, and choose them appropriately. Your choices should be between a North Korean, South Korean or China-based native translator.

Do prior research and come up with a strategy when it comes to sensitive topics, names and information. If necessary, opt for transcreation — as literal translations don't work well with Asian languages in general, but even less so with Korean due to differences in grammar and the specific way the word order works.

Why Korean?

With over 80 million speakers of the language and a dynamic economic environment, Korea is a country worth considering in any business portfolio. It's the 4th largest economy in Asia, and due to it's successful and ongoing development, we've all heard about brands like Samsung, LG, Hyundai and FILA.



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