Pulse of Asia

Preface

It is again this time of the year when we share with you our pieces of the soul of Asia. We are staying true to our commitment to bridge the gaps between cultures and languages from the East and the West. It is true that the world is in turmoil and one of the things we learned from it is that we are all in the same pot. However, we chose to tailor the content of our current issue following the lines of the same philosophy from our first edition.

Throughout the year, we've carefully collected "bits and pieces" of Asia—its culture, knowledge and traditions. We had the chance to learn more, discover more and create more. We helped each other in hard times and we celebrated achievements together.

So, I'd like to invite you on a trip... and the road is among these pages. A trip to a thousand new places and a thousand different shades of languages, cultures and people. Tangible, vibrant and different from all we're used to. Let the beauty of this world immerse you in its charm and submerge you in its endless opportunities... Can you feel it?... the Pulse of Asia.

Thank you for reading!

Gergana Toleva
Global Marketing Manager

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炉瓶盒套装香具

由一香炉、一香瓶（带香箸、香匙等）和一香盒组成。常配有底座。盛行于明清。

香几

焚香的台状几案，可... 炉、香盒和香瓶等物... 腰，矮者不过几寸... 的围挡。几面多... 制作考究者则... 纹饰都颇具匠...

香囊

又称"香包..." 用于装填... 的小盒，材... 挂于车轿、... 香囊可香...辟秽。早... 记·内则》："男女未冠笄者……衿缨。"香囊也常用为爱情信物，如繁钦《定... 也言及香囊："红罗复斗帐，四角垂香囊。" "何以致叩叩？香囊系肘后。"

香箸、香匙等香具

用于插放香箸、香匙等工具，瓶口常有分隔

香炭

用于熏烧香品的炭（借助炭火熏烧香丸、香木片等香品）。可以是较好的木炭，也可以是更为精制的炭饼，...粉与其他材料和制而成，

Localization Station

BEING SUCCESSFUL IN JAPAN

The challenges of gaming localization and translation

Nikol Haytova

Content Writer

The interactive entertainment software industry, popularly known as the video game industry is reaching overwhelming numbers in net worth and profit from sales. Japan has the third-largest gaming market globally ($19,2 billion revenue), with the USA and China taking the first and second places, respectively.

The Japanese have always enjoyed video gaming and that is proven by the large sums of money they spend for in-game purchases. The reasons why Japanese people spend so much time gaming are various. Whether they use the long hours commuting to enjoy their favorite game or "meet up" with their friends in multiplayer games, one thing is constant – the regular Japanese believes that spending money on something they enjoy is only natural. So what does a game developer have to do if they want to grab the attention of the Japanese user? A simple game translation is definitely not enough for the overall experience of the Japanese game player.

Mind the tone and writing style

An important part of the process of game translation is preserving the tone intended in the source language. That is when gaming localization plays its role. As we know, Japan has different levels of politeness – how characters speak strongly varies depending on their age, gender, social status, etc. To avoid situations such as moms speaking like bandits or masculine heroes mumbling like schoolgirls, specific speech patterns should be used.

Having this in mind, you can really help your translator (and yourself) by providing a lot of additional information such as screenshots, videos, and extra notes. Good communication with your translator is vital to ensure a high-quality gaming localization, so be prepared to frequently answer a lot of questions.

Don't try to translate everything

A common mistake made in Japanese game translation is trying to translate everything to the target language.

Whatever the reasons behind such a decision, thorough market research will show that gamers in Japan actually prefer for the game interface to be in English.

A reason for that is something as simple as gamers thinking it is cool when electronic games use English. Since gaming had become a thing in Japan, players have become used to the English interface and commands. Although the level of English proficiency in Japan is very low, you might actually ruin the overall gaming experience if you go with the decision of translating everything. Some say such games make them feel like the game is made for kids, making the game look awkward and wonky.

Beware of sensitive topics

When hiring a translating team, make sure they are aware of the taboo topics of the country you want to sell in. If you are adapting a game for the Japanese gaming market you should have a couple of simple rules in mind.

Avoid promoting any religion, tobacco or drugs – this is taken as highly unpleasant in Japanese society. Whatever the storyline of your game might be, try not to kill off innocent civilians or children and more importantly – avoid turning the player's character into the "bad guy". Game localization is what will prevent such unpleasant occurrences and will save your game from certain failure.

Always proofread

This might sound quite logical but make sure to proofread. Creating the ideal product for the Japanese audience will require going through it again and again. It is always better to have the opinion of more people than blindly trusting a single professional. When hiring proofreaders, make sure they are people with in-depth knowledge both in the gaming culture and the target language.

How can we help?

This article is aimed at people who want to find their place in the Japanese market particularly in gaming localization. To do so, however, you will need experts that will polish your product and make it a hit. The translation and localization teams in 1-StopAsia will help you present the essence of your product to the demanding Japanese market. Check out our translation services or contact us!

4 PECULIAR FACTS ABOUT JAPANESE LANGUAGE YOU MIGHT FIND SURPRISING

With its numerous honorifics and four systems of writing, Japanese is no exception to the rule that Asian people speak the most difficult languages. Here are some interesting facts the Japanese language can surprise you with:

1

No plurals and no articles
While this might be an advantage to a person learning the language, it sure causes Japanese people some problems while studying and using English.

2

Japanese is widely used on the internet
Online user data regarding Asia Pacific shows that East Asia had the highest number of internet users with Japan ranking third in the region with 101 million internet users.

3

One of the most fast-paced spoken languages
Japanese has a spoken syllable rate of nearly eight syllables per second. This is faster than Spanish, French, and Italian. However, Japanese also has the lowest amount of information density per second.
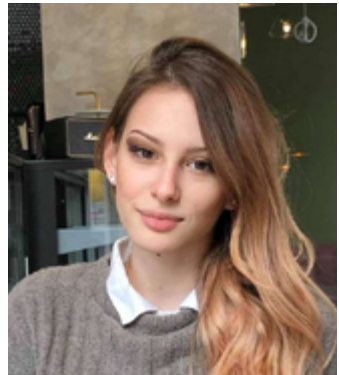
4

Politeness is a must in Japan
Special grammatical forms and even vocabulary are being used to show respect. Using this polite speech is necessary when communicating with people that do not have the same status as you.

1-STOP ASIA

CULTURAL DIFFERENCES: SAYING "NO" IN HINDI

How to read between the lines

Nikol Haytova
Content Writer

In this blog, we're often writing about cultural differences and peculiarities – habits some cultures have adopted that some of us cannot even imagine. Today we are delving into why Indians are not using the word "no" and how to read between the lines to understand if they want to back off. No, this is not going to be the plot of the famous comedy "Yes Man", but a real personality trait Indians adopt since childhood.

India – a country of politeness

A lot of newcomers' first impression when they arrive in India is how unnaturally kind everybody is. There are a lot of reasons behind this, but one of the main factors that make the people of India so careful and polite is their poor infrastructure. This results in people constantly needing to ask each other for help. In such cases, refusing or saying "no" directly in India's culture seems very cruel and rude.

Another reason behind this is that from a very young age, Indians are taught how they should live in harmony with themselves and the world around them. Not refusing anything seems like the natural flow of harmony.

The people of India are also very conscious of their environment. They take into account all the setbacks that might occur when deciding if they could carry out a task. Receiving a bland and unsure answer about whether an Indian will do something for you shouldn't be considered rude. That means they have in mind different circumstances that might appear in their way. They still wouldn't straightly say it, however.

How to read between the lines: forms of refusal in the culture of India

Direct refusals, such as saying the word "no", might be interpreted as rude and harsh. In the mindset of an Indian, refusal often leads to disagreements or disputes, which are usually avoided. That explains when an Indian doesn't plan on doing something, it is much likely for them to say something like "*I'll try*".

"*I'll do my best*" is another phrase that you might hear in India. As opposed to what westerners understand upon hearing the phrase, in India, it actually means that it is most probably not going to happen.

"*It might be possible later*" – in the Indian culture means that the person is just buying time for both of you before you actually see that the thing in question is not going to come about.

"*I understand*". This doesn't mean anything else but that the listener understands. It is neither refusal nor an agreement. So don't get your hopes up.

If the person you're speaking to gets silent and doesn't give you an answer, then you should be sure that the thing you're talking about is not happening. Postponing a conversation under whatever pretext means the same thing.

Indian body language and how to understand them

People often say that Indians are not so straightforward. It is true to an extent but this is the mask they wear in front of strangers only. The level of honesty and straightforwardness in communication depends on the level of closeness between people. In such cases, with people they know very well, Indians often get into disputes (except with the elderly, as they are highly respected).

An interesting gesture you might notice is the way Indians tilt their head to the side or shake it to both sides to indicate agreement and understanding. This movement is similar to how westerners show that they don't know something but in India, it equals a compassionate nod.

Indians do the nodding as well – in this way they show that they're following the discussion. This does not, however, mean that they have understood or agreed with you.

A bit of fellow advice, when in India, is to never point at something with your index finger as it is considered rude. Instead, point at the desired direction with your palm facing down.

Another thing to avoid doing is showing the soles of your feet. They are considered the dirtiest part of a human's body, thus they should not be shown.

How this can help your business?

Or in other words, why are we explaining this to you? Knowledge about the cultural differences of a certain country, especially when it is a very different one from what we are used to, can help you with your clients. If your clients need translation into the Hindi language, that might be for a few reasons including a trip there or a business development plan. Showing knowledge on the country for which they need translations will also build you as a credible and very trusted advisor for them.

We have always aimed to share our knowledge with our partners. This is the reason we take the time to carefully explain the useful and beneficial information that you can actually use to communicate with your clients.

HINDI LANGUAGE
facts

LETTERS
Hindi has **11 vowels** and **33 consonants**.

SPEAKERS
There are **over 430 million Hindi speakers** around the world, making it the 4th most spoken language in the world after Chinese, Spanish and English. Most Hindi speakers reside in India.

WEBSITE URLs
Hindi is 1 of the **7 languages** that can be used for website URLs.

SECOND LANGUAGE
Over 120 million people speak Hindi as their second language.

HOLIDAY
September 14 is **Hindi Day** in India. On that day, the country celebrates Hindi as their official language.

400 DIALECTS
There are about **400 different versions/dialects of Hindi**, as well as numerous regional spoken varieties of it. Literary language, there are **4 main varieties**, namely high Hindi, literary Hindi, nagari Hindi, and standard Hindi.

SANSKRIT
Hindi mostly descended from Sanskrit, a language that dates back to **almost 5,000 BC**.

01 02 03 04 05 06 07

1-STOP ASIA
EVERY WORD COUNTS

The written language

▸ **Loan words:** Hindi borrows heavily from Persian and Arabic. Over 5,000 words are loan words from these languages, which significantly enhances the vocabulary of the language making it a challenge when performing Hindi translation.

▸ **The details:** To a foreigner, the loanwords can look the same but a small dot can totally change the meaning of a word. The dot is called a Nuqtā (नुक़्ता), also spelled Nuktā and is a diacritic sign. In the Devanagari script, it represents a sound that has been introduced into the language later on.

The spoken language

▸ **Dialects:** In Hindi, there are over 400 dialects and 4 varieties of the language (High Hindi, Literary Hindi, Nagari Hindi, and Standard Hindi). The target group is the most important as you need to know which dialect exactly you will need. The translator has to translate into this dialect as well as to consider the region where the audience belongs.

And that is not all – the difference and sensitivity of the culture, politics, and society are a few more factors that should be taken into account.

▸ **Regional influence:** One of the biggest challenges in Hindi translation is the diversity of the language. The regional dialects are so many that it is hard to even count them all. When it comes to translating English into Hindi, the dialect of the translator is recognizable in the translation as well.

A SIAN SYSTEMS OF MEASUREMENT

Inching our way into their peculiarities

We might not pay a lot of attention to doing so, but we use vocabulary that relates to measurements very often in both our daily speech and official communication. We're well acquainted with the differences in the measuring systems used in Europe, the UK and the USA — but rarely hear about those in the continent of Asia.

Our translators come across measurement units vocabulary almost every day, and as professionalism requires, they have to be aware of all the quirks and peculiarities of Asian measurement systems in order to do their jobs properly.

Nikol Haytova
Content Writer

Units of measurement in Asian countries

Almost all of the countries in Asia have adopted the metric system as their system of measurement ever since it became global, hence more practical. However, you might be surprised by how many of them still keep and actively use their traditional systems of measurement too!

Japan

A **tsubo** (坪) is a unit measuring an area of 3.3m² used in Japan. This is the square area covered by two tatami mats put side by side. It's commonly used when discussing land pricing. Another commonly used traditional unit of measurement when describing room size is **jo** (畳), which is the size of one tatami mat. When speaking about clothing sizes, the Japanese don't have a special system — but as a rule, their clothes tend to be on the smaller side when compared to most clothes in the US or the UK. Just some friendly advice to keep in mind if you go on a shopping spree while in Japan!

South Korea

In Korea, **cheokgeun-beop** (척근법; 尺斤法) is the traditional system of measurement. The base unit of Korean area measurement is the **pyeong** (평), equivalent to about 3.158 m². The base Korean unit when measuring weight is the **gwan** (관), usually considered as equivalent to 600 grams. Volume is measured by the Korean **doi** (되), which amounts to nearly 2 litres.

South Korea signed the Meter Treaty in 1959, and nominally adopted the metric system, but a 2006 study found that 88% of real estate companies and 71% of jewelers in 7 major markets were still using the pyeong and don — after which the government decided to simply criminalize any further commercial use of traditional units.

China

China has had its own system of standard weights and measures for thousands of years. For measurements of distance up until the Early Zhou dynasty, a complex mix was used, similar to the imperial mishmash of inch, foot, yard, rod and chain. In 1912, the progressive government decided to end this confusion by aligning the traditional system of weights and measures to the international S.I. system. The conversion factors introduced were as follows: 2 **li** (里) = 1 kilometer, 15 **mu** (亩) = 1 hectare, 1 **sheng** (升) = 1 liter and 2 **jin** (斤) = 1 kilogram.

Thailand

Moving along, we reach Thailand, where the metric system was officially introduced by a law passed on the 17th of December 1923. However, old Thai units are still in common use, especially for measurements of land — which is often quoted using the traditional Thai system of **wha** (วา), **ngaan** (งาน) and **rai** (ไร่).

1 rai equals to 1600 m². In the provincial areas, old-timers will occasionally use the traditional Thai system of weights and measurements.

Vietnam

In Vietnam, some of the traditional unit names have been repurposed as metric units, such as thước for the meter, while other traditional names remain in the translations of imperial units, such as dặm Anh for an English mile.

Confused due to the wide variety?

We bet that you couldn't remember all of the units we've listed above. The good news is, you don't have to! Professional translators have eagle eyes and are specially trained and instructed on interpreting the entirety of this colorful mix of measuring systems. Asia's tendency of keeping the tradition alive — even with measurement units — it's unquestionably beautiful, but it also makes the job of a translator such that if they don't do it completely right, they might as well have done it completely wrong.

LOCALIZATION THROUGH SEO IN ASIA: CHINA

"We all want to be "seen"."

Nowadays, Google is like an online encyclopedia. You can look for anything and everything online with only a few clicks. Of course, all brands are competing to be on the first page in a Google search. We all want to be 'seen'. But when it comes to Asian markets like China, Japan, and Korea, you might have to think twice about that! Because in those markets, Google isn't the standard. They have their own search engines, and marketers need to be aware and understand how these local search engines work in order to drive the success of their brand.

In these episodes, we'll share some background knowledge about each country's main search engine, and offer business advice from a localization perspective – which should be useful for your business in one way or another. So stay tuned!

Tissana Wateesatogkij

Thailand Marketing Manager

What is Baidu and why it is dominating Google in China?

China is a great country with a long history, complex language, and culture. There's no surprise that there are many unique consumer behaviors. You may have heard of WeChat, the instant messaging application that's widely used in China. As for search engines, it's Baidu who's ruling the market, with more than 80% of online searches being made through it.

‣ **The specific ecosystem** – One of the key reasons why Baidu search engine is striving is because the 'Great Fire Wall' in China's digital ecosystem is making it difficult for Western companies to enter. The Chinese government also has a stake in Baidu, because it's providing data and information back to the state. At the same time, the search engine fully complies with the country's laws and censorship.

‣ **The magnifying glass** for Simplified Chinese – Since it's created by Chinese and for the Chinese,

Baidu search engine is meticulous in comprehensively scanning Simplified Chinese (mostly used in Mainland China) in websites that Google isn't yet capable of. Baidu understands thousands of complex Simplified Chinese characters, as well as how people in China search in a different way than those in Hongkong or Taiwan, where Traditional Chinese is used instead.

What you need to do in order to be searchable in Baidu?

‣ First and foremost, localize your website and marketing communication collaterals to be in Simplified Chinese. No exceptions!

‣ You also need to work with a digital agency who understands Chinese, knows about Chinese online behaviors and has a thorough understanding of Baidu's structure.

‣ Study Baidu's structure and prepare well, as Baidu will need to approve your website before you

can advertise on their platform. Your website needs to be optimized and structured according to Baidu search engine's distinctive search algorithm.

‣ Consider hosting your website in China for the sake of faster loading. However, this is impossible without obtaining a special license for the purpose called an ICP Beian license.

In short:

As an expert in Asian translation and localization, it's our opinion that SEO in local languages shouldn't be taken for granted. To have a presence in the predominating search engines in giant market such as China, you'll need to spend time and resources into localizing your communication material, using the right language and keywords and creating up-to-date, market-relevant articles.

BAHASA INDONESIAN AND ITS SWEET PECULIARITIES

Indonesian (or Bahasa Indonesian) is the official language of Indonesia and the Indonesian archipelago. It is a relatively new language that has quickly taken its place in the rank as the 9th most spoken language in the world with more than 43 million native speakers.

1-StopAsia has introduced Indonesian to its clients a long time ago – not only as a service but as a piece of art and culture as well. Today, we want to share with you some interesting facts about this affirmed language that you might have not known about.

Nikol Haytova
Content Writer

Indonesian is a successor of Malay

It is no wonder a lot of foreigners find so many similarities between Indonesian and Malay as Indonesian is a standardized variety of the latter. In fact, in the past when Indonesian lands have been occupied by European countries and trade had started to grow faster than ever, Malay was used as the lingua franca between those who did business in those lands.

In the early 20th century, while plotting on how to acquire independence from the Dutch, Indonesian nationalists took the decision that a new, refined language should be created using Malay as a base. They planned to use Bahasa Indonesian to unify more than 300 ethnic groups by making it an official language in the soon-to-be independent country. Did it work quite as it has been planned to, however?

The initial idea of Bahasa Indonesian had been turned against the language

Since introducing Indonesian as the new lingua franca on the archipelago, the language has undergone a lot of changes including its vocabulary being enriched. However, nowadays Indonesians rarely use the language in their daily lives. Indonesian is perceived as a means of communication in the official environment as it is considered by many to be stiff and rigid. A lot of people share that they often find using Bahasa Indonesian inadequate to express their needs and feelings.

The language that had been created to break barriers had evolved to create a new one, becoming the language of the press and politicians instead of one of the people.

The Indonesian language has been strongly influenced by Arabic

As you may know, Indonesia is the country with the greatest number of Muslims in the world. This fact makes it seem natural for Indonesians to have adopted a great deal of Arabic vocabulary. Most of the Arabic words that Indonesian language has borrowed, however, are connected to religion. A funny example is a fact that Indonesians call both the Jewish and Christian gods "Allah", too.

Indonesians do not specify gender

Don't get this wrong – it means that there are almost no grammatical genders. The Indonesian language rarely describes something as male or female. However, some words the language has borrowed come with their assigned gender. For example, there are no words such as "girlfriend" or "boyfriend" but there are "steward" and "stewardess".

Duplication of sounds to describe items

A funny means of creating nouns, verbs, and adjectives in Indonesian language is to duplicate sounds. For example:

- **teka-teki** means "puzzle"
- **mondar-mandir** translates to "roaming back and forth aimlessly"
- **ketar-ketir** means to be "apprehensive"

Learning the history of a language and how it has evolved is always important, but such small peculiarities are what help us dive into the culture and spirit of a language's users. In this article, we've chosen only a few but in truth, there are a lot more nuances to see and understand, and they all apply to translation works and people who do them. The cultural diversity of a country is in fact expressed in its language or languages in that case.

INDONESIAN LANGUAGE
facts

SPEAKERS
199 million people speak Indonesian, in more than 45 countries around the world.

01

ALPHABET
The alphabet consists of **26 letters** in total.

02

VOCABULARY
Indonesian (also known as Bahasa Indonesia [ba'ha.sa in.do'ne.sja]) shares **over 80%** of its vocabulary with Standard Malay.

08

CONSONANTS
There are **21 consonants**.

03

07

04

SPECIFIC LETTERS
The letters **q, v, x, and z** are used in loanwords from Europe and India.

DIPHTHONGS
There are **4 diphthongs**: ai, au, ei, oi.

05

06

VOWELS
The **5 vowels** are: a, e, i, o, and u.

VERBS HAVE NO TENSE
Verbs do not reflect the tense of the sentence. The past, present or future tense is designated by a word which specifies the time.

1-STOP ASIA
EVERY WORD COUNTS

Indonesia is the fourth most populated country in the world, and most of its population speaks Indonesian, making it one of the most widely spread languages. Indonesian or Bahasa Indonesia is the official language of the multiple islands united under its name.

When translating into Indonesian, it's very important to keep in mind that the population of the archipelago consists of distinct ethnic, linguistic, and religious groups.

Although Indonesian is taught in schools, each of these communities has its own views and opinions that need to be taken into consideration as part of the translation process. The language is similar to Malay – also known as Bahasa Melayu – though it differs in spelling, pronunciation, and vocabulary.

THE COLORS OF HMONG— A CENTURIES-OLD LANGUAGE

If you are a curious person, always searching for new, interesting facts and you happen to have a passion for languages and translation – then this article is for you! We've all heard that languages have various nuances and we are somehow used to this phrase. Today we'll take you on a tour with a language that has true colors and it is an interesting fact that its dialects are named after different colors. We are showing you the colors of Hmong.

Hmong is a dialect continuum of the Hmongic languages, spoken by almost 3 million people in Sichuan, Guangxi, Hainan, northern Vietnam, Thailand, Laos, and the USA. When a language is referred to as a dialect continuum, it means that it has different dialects across different territories that might strongly differ in sound and vocabulary.

Nikol Haytova
Content Writer

[1] Ethnicity, Reciprocity, Reputation and Punishment: An Ethnoexperimental Study of Cooperation among the Chaldeans and Hmong of Detroit (Michigan)

The history of Hmong people and their language

The Hmong language is a language that dates back a very long time ago. It is complicated to trace back the exact time when the dialect originated as the Hmong people have made significant alterations to the language during the centuries.

Author Natalie Jill Smith wrote in her study[1] that the Quing Dynasty had caused a previous Hmong writing system to disappear by introducing a law that forbade the use of it in the late 1600s. There is an old Hmong folktale saying that after the law had been introduced, a lot of important information had been written down in Hmong in a treasured book. The book unfortunately got eaten by rats and cows and thus the Hmong language became an oral dialect from that point onwards.

In the 1950s, however, a Christian missionary created a new written Hmong language using the Romanized Alphabet.

The colors of Hmong

Hmong has a lot of dialects but the ones that are used by most Hmong are the Hmong Daw (White Hmong) and Mong Njua (Green Hmong). Their names are inspired by the colors of the traditional women's attire in these groups.

The difference between these dialects is not only in the colors they use to name them. Some say that the different vocabulary those languages have resembles the comparison between British and American English.

Hmong grammar and interesting facts

As we have already mentioned above since the 1950s Hmong people use the Romanized Alphabet. However, a common mistake when trying to read Hmong is trying to pronounce it according to English transcription. The letters really are the same but remember that Hmong is a separate language with its own rules:

— "Hello" would be *Nyob zoo*, which is pronounced as nyaw zhong.
Another detail about Hmong that usually surprises people is the fact that the language may sometimes use up to five verbs to describe a single action!

— *Yam zoo tshaj plaws, nej yuav tsum mus nrhiav nug xyuas saib luag muaj kev pab hom dab tsi nyob ncig ib cheeb tsam ntawm nej* – "The best thing you can do is to go seek, ask, examine, look (explore) your neighborhood and find out what services are available."

Verbs in Hmong don't provide any information about the time an action takes place. Instead, Hmong uses adverbs to give details about when an event has happened:

— *Nag hmo kuv mus tom khw.* — "Yesterday I go local market"

How can this information benefit you?

At first glance, Hmong seems to be just a small exotic dialect. In reality, there are numerous people that speak Hmong as their second language all around the world. There are large Hmong societies in Vietnam, Laos, Minnesota, California, and Wisconsin.
You never know when you are going to find yourself at one of their Festivals or talking to a representative of the Hmong people!

Ntau txhais tes ua hauj-lwm sib Ntau lub tswv-yim ua tau txoj kev qhib.

Literal translation:
Many-hand-make-work-light many-idea-make-way-open

Meaning:
Many hands make work light; Many ideas open the way.

HMONG LANGUAGE *facts*

01 SPEAKERS
There are **more than 4.6 million** Hmong speakers around the world.

02 ALPHABET
The writing direction is from left to right, using the **Romanized Popular Alphabet**.

03 NO SUFFIXES
There are **no suffixes** in Hmong.

04 STRUCTURE
Hmong sentence structure is similar to English — **Subject-Verb-Object**. The difference is that adjectives in Hmong follow nouns, whereas in English they precede them.

05 / 06 DIALECTS
Among the many Hmong dialects, the two main ones are **Hmong Njua (Green Hmong)** and **Hmong Daw (White Hmong**.

07 VOWELS & DIPHTHONGS
There are **6 simple vowels**, **3 nasal vowels**, and **5 diphthongs**.

PHONEMES
There are **60 phonemes** in Blue Hmong and **58 phonemes** in White Hmong. Many of these phonemes have no English equivalents, such as the retroflex /r/, which is made with the tongue curled back — almost like in Chinese.

08 TONES
There are **8 tones** in Hmong.

1-STOP ASIA
EVERY WORD COUNTS

Hmong is the language of the Hmong ethnic group that has a rich history and is spoken by millions of people nowadays. Hmong translation is a challenging service to perform for both translators and DTP due to the fact that it is a tonal language with complex phonology and many different dialects.

The dialects: The two main ones are Hmong Njua (Green Hmong) and Hmong Daw (White Hmong). They are mainly spoken by Hmong Americans. While the speakers of both dialects can understand each other, there are still differences between them. That is one of the reasons for our recommendation about being extra careful with Hmong translation.

The tone: There are 8 tones (though some say there are 7). There is a high tone, low tone, and even a low falling tone. Regardless of the tone of a word, the final printed word will have an indication of which tone should be used when that word is to be spoken.

The difference: The written form of Hmong is very different from the spoken and that poses a challenge. It is written in the Latin alphabet but the spelling is not phonetically-alike. For example, Sib ntsib dua means "Goodbye" but it's pronounced She jee doua.

SIMILARITIES BETWEEN THAI AND MANDARIN

"They don't seem to have anything in common but is that really so?"

We're going to dive in and take a look at the linguistic similarities between two languages, both of which originate from Asian countries with a considerable proximity to one another. The countries we're bringing up are Thailand and China (the south-east coastal China in particular).

To the unaided eye (or should we say "ear"), especially to those unfamiliar with Asian languages, Thai and Chinese languages don't really seem to have anything in common. It turns out, however, that those two languages share a lot of similar words, structures, and expressions!

Nikol Haytova

Content Writer

Both are SVO (subject-verb-object order)

They consist primarily of monosyllabic words, use similar word and sentence construction patterns, and they don't conjugate verbs and nouns. Some would say that their grammar is quite simple.

Tones appear to be pretty similar

They're both tonal languages, but they're not in the same language family, despite what linguists tended to believe some 15 years ago. Thai belongs to the Kra-Dai language family and has 5 tones. Mandarin is related to the Sino-Tibetan language family, and the Chinese uses 4 tones. The users of those languages have also adopted different writing systems.

Grammatical rules

Thai and Chinese grammar is so much easier than Japanese and Korean grammar, but their pronunciation and writing systems are harder! People find that Chinese-speaking students can pick up Thai relatively easily, and at the same time, Thais can also progress in their Mandarin studies faster than they could while studying Japanese or Korean.

Identical vocabulary

But let's get to the real deal. No matter if you're a beginner, a Chinese or Thai native or you have no clue about those languages — there are similarities that are hard to miss for anyone.

Starting with the numbers:
2 – Soeng (Cantonese) – Soong (Thai)
3 – Saam – Saam
4 – Sei – Sii
7 – Chat – Jed
8 – Paat – Pead
9 – Kau – Kaau
10 – Sap – Sip
11 – Sap Yat – Sip et
20 – Yii Sap – Yii Sip
10 000 – Maan – Meuan

Continuing with some food-related words and animals: In Thai, the word for "cooked" is Suk, and in Chinese — Sok. "Tea" will be Chaa in both of the languages. "Horse" and "chicken" are respectively pronounced as Maa and Kai in both Chinese and Thai.

Now for some miscellaneous words:
Words for "sad" would be pronounced as Sau in both languages. "Old" would be Kau and "glue" – Kaau. "Ink" would be Mak in Chinese and Meuk in Thai, and "bad luck" will sound like Soei and Suei in Chinese and Thai, respectively.

The similarities of these languages aren't limited to the purely lexical categories. Resemblances are found in the modal auxiliaries as well. Classic Chinese used 將 (Mandarin jiāng) for future/intention (will), 當 (dāng) for obligation (must), 得 (děi) for potential (can). Thai equivalents are จะ (cha), ต้อง (tɔːŋ), ได้ (daːi). If they're not evidence to cognate languages, they at the very least suggest that the languages influenced each other quite a long time ago.

Similarities despite the differences?

When linguists encounter two languages that have features in common they ask
(a) Is this because they are part of a sprachbund
(b) Or is it because they're genetically related.

They will only conclude that the languages are genetically related if, by applying the comparative method, they can relate them to a common ancestor — whether known or reconstructed.

Whilst some 40 years ago every linguistic book suggested that Thai was part of a Sino-Tibetan language family, linguists are now not convinced that any genetic relationship can be shown between Thai and Chinese by using the comparative method. But there are similarities, and those similarities are undeniable. Are they there because of the word-borrowing that is common for these languages', or is there something else? As of yet, no consensus has been reached.

Focus on
Experts

LSPs, B2B, PMs & TMs: WHAT LANGUAGE IS THIS?

Gergana Toleva
Head of Global Marketing

Intrigued already? Now let's translate our headline into proper English...
When you dig into the Translation Industry, there are two types of companies:

One that operates and works with End-clients that are usually huge in numbers of employees, Social media engagement, website visits, and offices in every place in the world, and another that is on the other side of the same chain — a language company that works for language companies.

Both types of companies work in the same industry but this is where most of the common points between them end. Because even though the business is the same, the management, marketing, requirements, and systems to work with differ a lot. If a strategy is winning for companies that work with end-clients, it is not necessarily working for companies that work with other LSPs.

If we research a bit on the topics within the industry, it is highly possible to find out that one of the most discussed matter is Project Management. It is a topic so often chewed in blogs, industry websites, and others, but why do we bother to talk about this again?

Project Management for B2B is different

I was wondering exactly the same thing when I started doing my research on Project Management Trends for 2020 — why bother? But then I realized something while reading about AI and how we should choose the right Project Management software and that Customer service should be perfect and so on...

We are different! And this opens a whole different chapter in Project Management for the LSPs (Language Service Providers) who work with other LSPs. So I have chosen a TOP 5 of Trends for translation companies that work with translation companies and decide to tackle the Project Management issue in 2020 once again. I am not saying I am 100% right but I do believe it is the start of a discussion on the topic and especially when it comes to Asian languages and proper Project Management. Here we go:

1. Know where to bend and where to stand

In other words, flexibility is the key when doing business with other companies in the translation industry. B2B sector is all about negotiations, so one should be wise and fit the market shifts. That goes for pricing, timetables, soft skills, and marketing.

2. No such thing as "one glove fits all"

Software diversity is one of the essentials for an LSP to work with many other LSPs. It is the leverage that can get you more and more work. Translation companies that work with end-clients can choose one and just go for it. But if you as a B2B company want to work with as many other companies as you can, that is another story. You need to fit every client's expectations — meaning Project Managers need to be much more knowledgable. So working with more CAT tools and Project Management Systems will open your door to more potential clients.

3. Stirring the pot of different cultures working together

Most people will say that is a great opportunity and in general, it is a major perk to work in a multinational company like 1-StopAsia — located on 3 continents. You should, however, consider one thing — communication between cultures needs careful grooming. As well as lots of efforts on all sides. Cultural perceptions, understandings, hierarchy, management models — everything is different. All your Project Managers need outstanding skills in reading between the lines, considering and learning about other cultures, so such a team can function properly and perform at its best. This takes years to hone and the people who manage to do it are a valuable addition to your team.

4. It is all about "Now!"

Availability is one thing you can't deny your business partners, so when we say 24/5 we have to be there. That goes for all your Project Management systems and processes. We need to be open and ready to take a job, when a client needs it, as we all value our clients and partners. Another skill to add to Project Management requirements — all should be able to take the job and also to be team players. When one client wants to assign at 10 AM your time (CET for example) and deliver at 11 PM CET — that means someone else from your PM team will hand it over. All should still run smoothly, right?

5. Get Personal

Yes, our business is digital and we see each other at conferences and around the world but in this modern world we are still people and no machine can replace the human touch. A positive feeling or a smile combined with expert advice and good customer service will gain you much more than anything else. Soft skills are getting more and more essential in the industry and you can see this in the number of smaller events organized like gatherings of people from the industry for lunch or just small roundtables for discussions.

When Project Management trends for 2020 are concerned for B2B in the translation industry, AI is not completely relevant as we are going there anyway. That's why we are not addressing the hot topic of Artificial Intelligence (AI) in this article. For LSPs working with other LSPs, the essentials in Project Management are much more different than for translation companies that work with End-Clients. It is the complex mixture of skills, business intuition, and teamwork that will keep you afloat, not only technology and that is the most fascinating about it all. I'd be curious to know what you think about the topic?

4 SIGNS THAT AN LSP NEEDS A LOCALIZATION PARTNER FOR ASIA

Gergana Toleva

Head of Global Marketing

Localization is important all over the world and is an essential part of earning the trust of your target audience. Any marketing company will advise you to speak the language of your customer and that is a law in a good marketing strategy. And when we say language, it can mean a lot of things – the language a particular group speaks, a professional slang and many others. So we are not going to tell you how to speak to your customers or how to choose a reliable localization partner for the purpose, not at all.

In this article, we are going to point you in the direction of self-awareness as a company. Towards the fact that we as companies should recognize the exact moment when we have to grab the opportunity with both hands and use it in the best possible way.

With this said, we all know what localization is and that the demand for the service is growing. A lot of companies might be looking for improving their performance and brand identity. And it doesn't necessarily have to be from the East to the West or the other way around. The reasons/moment when another LSP might need to partner up with another one might be numerous. We intend to help other LSPs to recognize the moment when they need to start looking for such a localization partner. From our experience, here are the key signs you need to look for in order to make a decision:

1. A lot of your clients have the intention of expanding in Asia

We all talk with our clients and you are probably being a trusted partner for yours, so listen carefully about their intentions. In case they plan to expand or are looking for other opportunities, learn your lesson – see which are the locations they are interested in. If you know some key facts, why not even recommend other opportunities. If any of the countries like China, Vietnam, Japan jump out in the conversation be sure to listen carefully. This is a good way to expand your services with them in translation as Asian countries have a very distinct language barrier and a lot of cultural differences, which are significant in business.

2. Some of them have operations in Asia

Short research will give you an idea of where your clients are located and if some of them have offices in Asia do not hesitate to ask the questions about how they manage with the local communication. That will open up a conversation, believe us, and from there on it is on you.

3. Clients of yours are looking for new opportunities

To some extent, this is covering the same information as option 1 but here you could be in the role of an advisor to your clients. If you've got the right localization partner

Rosen Ivanov
Account Project Manager

Someone once said that "*You can't do today's job with yesterday's methods and be in business tomorrow*". This applies very much to the Account Project Manager role, as clients are coming with more complex requests every day. However the best feeling is when a client has come to us with a pressing and critical problem that we are able to solve.

If we are not flexible and don't adapt quickly that will be very hard in the dynamic industry of translation and localization.

If you want to get in touch with Rosen, send him an email at: 24@1stopasia.com

in sight, then why not point them in the direction of a certain market?

4. Expand your own portfolio

That is a good and very solid reason to start looking for a partner. If you want to expand your own scope of services and become more diverse as a company. Imagine, instead of doing only 4 languages, doing 10 more, or add on top of these more language pairs. It is worth considering, right?

In conclusion: difficult times call for different measures

We cannot avoid the current situation around the world. It is changing all the time, so one must adapt and learn to actively seek opportunities. We would recommend to never stop evolving. Our own improvement and flexibility are what makes us reach higher, so we hope these small pieces of advice will help you along the way. Do share some ideas with us if you have, we'd love to hear them. Our team can be reached at marketing@1stopasia.com

Pulse of Asia

Read our updated blog *Pulse of Asia* all year round!

THE REASONS LINGUIST FREELANCERS ARE LEAVING YOUR COMPANY

Tissana Wateesatogkij

Thailand Marketing Manager

It's true that there are plenty of fish in the sea. But is this statement also true in the translation and localization industry, where you can't afford to compromise with quality? There are many freelance translators around the world—those who are good at general translation, subtitling movies, transcreation, experts in medical, legal or engineering areas and so on. However, how many of them can deliver good quality, or even better, great quality? How many of them are reliable, how many excel at working with a variety of CAT tools? "Not many" is the likely answer.

You can see that human resources are one of the most important factors in driving your business to success. In order to satisfy customers' demands around the world in this fast-paced industry, you need to not only have a robust team of in-house linguists but an agile pool of great quality freelance translators as well. In this article, we want to reflect on another side of resource retention — more specifically, what are some of the reasons that make freelancers stop working with your company.

Consistency of the work

The key to the life of a freelancer is that they value their freedom and their places of work. Despite that, they also need to have a consistent amount of work given to them. This is where resource management, project managers or linguist team leaders come into play. They should take care in delegating assignments to each freelancer consistently, throughout the years or whatever time frame has been agreed on with these freelancers. Sending a consistent amount of work to them shows commitment, which in turn makes them more likely to stick with you.

The right job for the right person

Time is important for everyone — especially for freelance translators, as the more work they take on, the more they earn. Translation and localization companies need to know the strengths and weaknesses of all their resources, so they can be assigned translation tasks that they have proven to be good at. Giving a transcreation job to a linguist who's mainly worked with medical translation won't do you any good. As a result, a freelancer may find the task more time-consuming, thus reduce their productivity and earning potential while losing more time. If this happens consistently, it will easily make them unhappy with you.

For Editors, it's the quality of the translated work

It's understandable that the editor's work is to polish the translated content and make it sound better, but there are many cases where the translation quality turns out to be so poor that the editor almost needs to re-translate the whole thing. Unfortunately, this case is pretty common, and if the company didn't do anything to improve the quality at the first stage at some point, it's likely that the editors will start rejecting assignments and eventually leave the company.

Communication and process

Freelancers expect to deal with a project manager who can communicate clearly, is process-oriented and well organized. Translation does involve time and meeting deadlines — time can't be wasted due to unclear work processes or miscommunication. For example, when assigning a job to a freelancer, everything should be clearly stated — ie. the language pair, volume, task type, deadline, source, expected delivery date and other details. You should establish a clear and easy to understand the process in order to save time for everyone involved.

Compensation and payment terms

It would be impossible not to address this issue. As a company, it's your responsibility to offer fair and competitive pay to freelance translators. They'll surely stop translating for you if they know that they're being paid a lower than the market rate. Furthermore, the payment or credit terms must be according to a market standard and clearly stated in the contracts for both parties. Should there be changes along the way, the communication must be done in a professional manner, with no room left for mistakes.

Last but not least, treat all your freelance translators with respect. Although they are not your in-house teams, it doesn't mean they should be treated differently. A company's reputation takes a long time to build, but only seconds to tear down. We hope this article has been beneficial to you in some way!

ABOUT CHINESE FONTS

One of the most intriguing and fascinating features of Chinese is the way it is written. That, however, makes it quite specific to handle.

Gergana Toleva
Head of Global Marketing

When it comes to Chinese language, we don't need to quote numbers and statistics to convince someone that it's one of the most widely used languages in the world. Everyone knows that. It's a beautiful and fascinating language, and it looks so different than most western languages that we're used to.

How many kinds of Chinese are there?

As we know, Chinese can be written with two different sets of characters — Traditional and Simplified. Both have character shapes that are roughly square, and each character has a monospaced square width, which forms clean grids no matter the direction the text is typed in.

Simplified Chinese is mostly used in Mainland China, and it's been the official writing system there since 1954, while Traditional Chinese was used prior to 1954. Traditional Chinese is still used widely in Chinatowns outside of China, as well as in Hong-Kong, Taiwan and Macau, where it's the official written language. In Mainland China, it's used only in extremely formal cases. You can also find Traditional Chinese in other languages that have developed with influence from ancient Chinese.

Writing Chinese language

Historically, Chinese was set vertically and was being read from top to bottom and from right to left. However, in the 50s — alongside the introduction of Simplified Chinese — it became standard to write in the Western style, from left to right and from top to bottom.

Nowadays, Chinese text is mostly read from left to right, the same as English. Because of the square monospaced nature of the characters, it works equally well both horizontally and vertically. This means that in artistic contexts, where blocks of texts are relatively short (like book covers, logos and signage), it's ok to get creative when it comes to how you layout characters without losing too much readability.

Another significant characteristic of Chinese typography is the enormous variety of characters that are available. Without any exaggeration, there are literally thousands of them! The smallest standard Chinese font contains 6763 characters. A typical Chinese font file is usually at least 5MB in size and some of them can be over 20MB, which is problematic if you need it loaded on a website. That's the reason it takes so much time and effort to create a Chinese font, and it's also why Chinese fonts rarely have a variety of weights — unlike their European counterparts, which often have as many as five different weights.

Chinese fonts

The two basic groups of Chinese fonts are songti (宋体), which you could think about as the Chinese serif, and heiti (黑体) — the Chinese version of sans serif, respectively. Additionally, there are decorative brush script fonts called kaiti (楷体).

▸ **Songti (宋体)**
If one type of font had to be chosen to represent Chinese typography, it would be the songti type. Early songti scripts were in use as far back as the Song Dynasty (960-1279 A.D.), when Chinese woodblock printing was in its golden age.

Due to the grain of the wood in the woodblocks, which ran horizontally, horizontal lines were easy to produce and could be made thinner. Vertical lines, which ran counter to the wood grain, were prone to breakage during carving, and thus had to be made thicker. In addition, because the end points of the horizontal lines were easily worn away, flourishes were added to make them thicker, so they'd last longer. This is how songti — the Chinese serif characterized by perfectly straight horizontal strokes, wider verticals, and classy but regimented flourishes — was born.

The font Zhongyi Songti (中易宋体), or commonly known in English as SimSun, and its predecessor, New Songti (NSimsun – 新宋体) is the Times New Roman of Simplified Chinese, made popular due to its out-of-the-box inclusion in Windows XP. The Simsun love affair continued until very recently: it was still the default Simplified Chinese input font in Windows 7 systems. Ask a Chinese web designer what makes an interface look "Chinese", and you'll often get a chuckle alongside the answer "Simsun, 12pt" — that should give you an idea of how widely this font was used.

▸ **Heiti (黑体)**
The other major classification is the heiti, similar to "sans-serif". Heiti fonts are a relatively modern invention although they were seen emerging in commercial press around the early 1900's.

SimHei was the standard sans-serif to SimSun's serif. Recently, Microsoft Yahei has started to replace SimHei as the preferred standard in web layouts, but there are still a couple of compatibility issues: MS YaHei

was introduced in Windows Vista, but the number of machines still running Windows XP in China — even in 2020 — would blow your mind. So while everyone's pretty tired of looking at SimHei, we haven't quite reached the point where people are willing to give it up completely just yet.

正直坦诚 多元文化
值得信任
Microsoft Yahei

Yuanti (圆体) is typically considered a subclass of Heiti (sans-serif). It's more of a search tag than a font type — the Chinese word yuan means "round", and that's exactly what these are: sans-serif fonts with soft curves at the corners. Yuanti is popular in modern corporate collateral and advertising materials. There are no web-standard fonts here either.

▸ **Kaiti (楷体)**
A kaiti font takes the shape of basic brush script lettering — or so called "regular brush". A Kaiti font is still not a novelty font because it never gets overly flowery, yet it is constructed within certain parameters while maintaining an upright structure.

正直坦诚 多元文化
值得信任
SimSun

正直坦诚 多元文化
值得信任
Adobe Kaiti Standard

Which fonts should you use?

We've compiled a couple of convenient lists of fonts to choose from, according to your particular needs.

The most popular Chinese web-safe fonts:

Heiti fonts:
Hiragino Sans GB (冬青黑体简体中文)
Microsoft Yahei (微软雅黑)
Simhei (黑体)

Songti fonts examples:

SimSun,
FZCuSong,
NSimsun;

Heiti fonts examples:

SimHei,
Microsoft Yahei,
Source Han Sans/
Noto Sans,
Yuehei,
Shanghei;

Keiti fonts examples:

Kaiti (or Biao Kaiti),
FZKai,
Adobe Kaiti
Standard

Songti fonts:
Simsun (宋体)
(most screens are still non-Retina, so it's much safer for designers to use Heiti fonts)

Chinese fonts for free commercial use:

方正黑体 FZHei-B01S
方正书宋 FZShuSong-Z01S
方正仿宋 FZFangSong-Z02S
方正楷体 FZKai-Z03S

If you need a universal multi-purpose font (especially for multi-language tasks):

Source Han Sans

It's a sans-serif gothic typeface family, created by Adobe and Google. It was also released by Google (under the Noto fonts project) as Noto Sans CJK. What makes this font so special is the fact that Source Hans Sans has 65,535 characters and 7 different weights (ExtraLight, Light, Normal, Regular, Medium, Bold, and Heavy), and it provides a consistent and systematic style for Simplified Chinese, Traditional Chinese, Japanese and Korean. Things get even better— it's open-source!

A curious fact about this font: Despite having a *Regular* weight, it also has a *Normal* weight. The reason for that is the optical illusion that makes the font look bolder when used on a dark background. So, the Regular is for light backgrounds and the Normal is for dark ones. Neat, eh?

正直坦诚   多元文化

值得信任

Source Han Sans

Mixing Chinese and Western texts

Designers sometimes face the challenge of working with a mix of languages. That is especially common in places such as Hong Kong, where both Chinese and English are considered official languages.

It's strongly recommended to add a space between Chinese and English, because English naturally has a space between words, while Chinese does not. Chinese also has larger spaces between each characters, compared to English letters. Ideally, there should be treated kerning between Chinese characters and English letters. Luckily, both Adobe InDesign and Microsoft Word offer options on how to do that.

The current trend

As we mentioned earlier, it takes a lot of effort to create a Chinese font. Fortunately, a lot of big Chinese brands — such as Alibaba, Xiaomi, Tencent, Vivo, and Oppo — are developing their own fonts for marketing purposes. Hopefully, that will lead to a greater variety of Chinese fonts in the future.
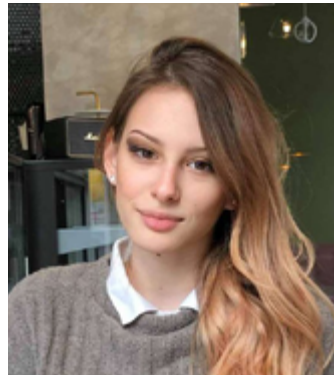
Kiril Kulev
Quality Assurance Team

For businesses that are unfamiliar with Asian languages but want to expand, there is one essential service that will step-up their game. Unusual as it sounds, this is Desktop Publishing or DTP in short. It helps you exactly where you might slip and look unprofessional. Why?

Take Japanese for example: unlike European fonts, in Japanese Italics are not used at all. Instead, a skilled DTP specialist will know weather to use font-weights, brackets or other methods to emphasize the text.

These small details are key when you need to be recognized as a reliable partner on a foreign market. And this is where our team and our combined knowledge come into play. We are the final step towards speaking your customer's language.

THE DIFFERENT GENERATIONS OF TRANSLATORS

Nikol Haytova
Content Writer

As a rule, translators usually work as freelancers. To a large extent, working as a freelancer protects translators from age discrimination. However, by the way, they perform and carry out their responsibilities, you can quite easily find out which generation they belong to. Operating such knowledge and bearing in mind that different generations are to be motivated in different ways, you can actually optimize your work by following some very simple rules.

Traditionalists

This is the generation born between 1928 and 1945. There are quite a few of them left in the workforce but not as few in the translation sphere. Why is that?

Translation has always been about mental acuity, rather than physical abilities. Translators and interpreters of this age have decades of experience, which you can put to good use. The generation of traditionalists is loyal and takes deadlines pretty seriously. You can easily motivate them by simply demonstrating that you respect their work.

The downside of working with traditionalists is that this is the least technologically advanced generation. They will probably need a lot of attention and coaching on how to work with different software.

Baby boomers

Born between 1946 and 1964, this is the generation that is referred to as "the most eccentric" or also the "Me" generation. They're loyal and ambitious but often stubborn and resistant to change.

Because of their age, when working with translators of this group, you are sure to work with a professional in the field. However, bear in mind that they might not completely agree with the way you want them to do things and silently execute them their own way. Take the additional time to mentor or coach them, persuasively showing them the benefits of newer technology and way of work. Unlike traditionalists, baby boomers prefer monetary rewards for their work. They're motivated by high levels of responsibility and challenges.

Generation X

Out of the different generations, this is the one with the smallest number. Born between 1965 and 1980, the members of this age group are now in their 40s and 50s. Those people are experienced and work quite well with technology as well. They are often driven by building a stable career but are the first generation to start managing the work-life balance.

Gen Xers prefer to work independently with minimal supervision. They enjoy maintaining personal contact with their clients and try to stick with them. Bear in mind that a lot of customers prefer to work with older translators as they believe them to be more stable, patient, dependable, and more self-aware than their younger colleagues. Should you have such a client – Gen Xers are your go-to people.

Millennials (Generation Y)

Born after 1980, most of the millennials are now in their 30s. This is the fastest-growing group in the workforce right now and they're finally beginning to come into their own in the working environment. The people from this generation are usually selling their skills the highest bidder, which, when compared to Traditionalists or Baby boomers, makes them less loyal and more prone to quickly jump from one organization to another.

Although it is an unstable generation to work with, the benefits of having them are endless – they have outstanding technical skills, they're flexible and very imaginative. Most millennial translators have a fresh approach to their work and clients, which helps them build strong relationships.

Generation Y can be motivated by flexible schedules, time off, high-quality feedback, and continued learning opportunities.

Generation Z

Out of all the different generations in the workforce, this one is the youngest. Born after 1995, they are now starting to enter the workforce. The oldest of them are now in their early 20s.

We cannot really talk about the experience in this age group but we shouldn't forget that this is the generation that grew up with technology as part of their daily routine. Gen Zers are fast learners and over-achievers. Most of the translators from this generation have grown up in bilingual families, which is not a rare occurrence these days.

Should you decide to work with a member of this age group, know that they will need clear directions and transparency. They're usually giving their best in their work as their skills are yet to be acknowledged.

Taking the best

In 1-StopAsia, we value experience as well as passion and curiosity. As Bruce Mayhew has once written:

"To manage across the generations we have to learn to be mindful of each other and treat each other as individuals."

And that is exactly the thought that we are guided by. Taking the best from each generation and building bonds by mutual respect is how we are able to deliver the best-personalized results.

NATIVE-SPEAKER OR PHILOLOGIST — WHICH ONE?
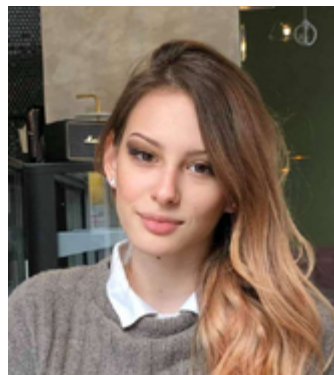
What is philology?

Let us start by answering the question "What is a philologist?" Philology was born and brought to us by the era of the Renaissance. Initially, its functions were to translate and interpret Biblical texts and books, but later on, people became more interested in how and why languages develop the way they do.

Nikol Haytova
Content Writer

Some people interpret the work of philologists with studying ancient languages and to be quite honest, there is a link between the two as philologists actually study the origin, development, and structure of a language. The word "philology" in Greek means "love for learning and literature", so it is natural for philologists to be people with a deep understanding of the language they're observing.

Advantages of being a native-speaker

As expected, there are a lot of differences between the ways native speakers and philologists use a language. A native speaker is a user of a particular language who has spoken that language since the earliest childhood. Because they grow and develop in such an environment, their mother tongue often becomes part of their identity. They don't have to spend time going through phrases and words to understand their meaning or usage – they just feel it.

Native speakers are often referred to people who picked up the same language later in their life, as they have an understanding of the nuances of a language and are bet-ter in receiving information by interaction. These people have great success in fields such as counseling, health-care, and primary and elementary education. However, is picking a native as an employee when choosing be-tween native-speakers and philologists always the best idea?

You might need a philologist

"I'm not sure. Just remember it" is an answer to the many of the questions I've asked regarding the new languages I have mastered. The main and most important differ-ence between native-speakers and philologists is that the latter can actually explain the "hows" and "whys" about the tricky parts of a language.

Yes, native-speakers take in the language they use and make it a part of themselves, which is awesome because it makes their communication natural and light but philologists look at languages from a different perspective. If you need somebody that understands and knows the politics and history behind a language rather than the slang or the popular use of it, then the philologist is your person. Those experts are also much more effective when translating or interpreting old texts or even when teaching the language to foreigners.

Today's problem of learning languages

You probably know that one parent takes pride in pay-ing for their child to study a new language with the guidance of a native speaker. This is a great method if the person already has a stable base of knowledge. It is a way for students to get used to the pronunciation and the flow of speech of the new language. However, when a person is still in the beginning, they need a profession-al who can answer all of their questions and explain the whole mechanism of a language.

Having such important facts in mind, it is impossible to say if one of the choices we have is better than the other. Both types of speakers have their pros and cons. At 1-StopAsia, we cultivate our resources through thorough recruitment, intense training, and development. This enables us to secure a team of both native speakers and philologists who have been in the industry over the years. On top of that, we have an experienced team of Project Managers to put the right man on the right job so you can rest assured.

The Year
in Review

HERE'S TO THE VAGABONDS!

WTF is WFH?

Robin Sung

Partnership Builder
& Brand Ambassador

So, 2020 has been quite a piss against the wind, isn't it? However, there was also good news.
For example: it turns out that the job you've been told couldn't be done remotely, can be done remotely. Nice!
But before you pack your bags and tell your managers that you're off to a tropical paradise forever... hold on a second. There are poisonous snakes here and everything!

•••

Picture this: a full moon shining brightly between skyscrapers in downtown Seoul. It's cold, it's dry, but there isn't much of the usual buzz. And there she shines...

But big-city life isn't always that beautiful.
In fact, I realized that night that I hadn't seen the moon in months.

•••

It felt similar when I left my hometown Berlin and embarked on to what I told myself would be a "half-a-year-or-so trip to Korea". Ten years later, I'm still in Asia - happier than ever.

But it was quite a bumpy ride with no clear direction and not really a plan. All I knew back then was, I was bored and annoyed by that awful grey that colours both the weather and people of Berlin. From about October to May.

Sounds familiar?
Here are some reasons why you shouldn't give up, stick to your work-routine and put on that sexy long underwear made of hand-shaved wool. Sure, you could just go to your boss and ask if you can work remotely. They will say no anyway, right?

Don't believe me? Here a few more things that could go wrong:

▸ If you think you can simply plan all your visa/banking/insurance essentials and then sit back and enjoy beach mojitos with a stupid grin on your face, you're mistaken. Things will go sideways. A Bulgarian ATM could swallow your last credit card for example... It's a sad day when you realize that TransferWise and an obscure Indonesian e-Wallet are your best friends.

▸ Apropos friends - how can you find them so far from home? You don't know anyone here, you don't understand the local dialects, and WTF is *"body language"*?? (We Germans are physically incapable of engaging our face muscles).

Also, imagine what happens if that nomad life just isn't for you. Some Thai curries are incredibly spicy! Oh, the humiliation when you return home - defeated.
You'll have WASTED so much time, and you'll have to start...
... pretty much exactly where you left.

▸ Did I mention the poisonous snakes? The wild monkeys, the sharks and the spiders?
They are *e-v-e-r-y-w-h-e-r-e.*
We went to a beautiful hidden waterfall the other day

where a friendly local girl, about six years old, greeted us with the words *"somebody died here"*. Lovely!

▸ Whatever you do, don't start surfing. Totally ruined my life.

▸ Finally, what if you have kids?

•••

Okay, I have to break character here because children can actually be a challenge. I'm not an expert, but I would suggest that especially before school, travelling will be awesome for your little PITAs.

The kids in our village here in Siargao can ride motorbikes when they are six.
They know which herbs heal their scratches, they can read stars, they smile and sing and play all day. At eight, they know how to kill and feather chicken, decorate your Halloween costume with it and make a soup out of it.

Climbing large coconut trees? Waya problema!
Not sure about you, but I had to learn a lot of that stuff well into my thirties, and I have to unlearn even more.

That's why, sometimes, it's liberating to get rid of your clutter and stick to a simple backpack. There's a little snake charmer in all of us, I'm sure, and there are certainly better ways to learn than being dragged to a private piano class after eight hours pre-school. Especially when you're four.

So if you choose to ignore my earlier warnings and want a casual chat with a fellow vagabond, hit me up on LinkedIn.

Or see you someday somewhere on this planet.

P.S. Just to be clear for the people who don't speak sarcasm: I don't know what's important to you and there are a million paths to walk your life. Personally, I love vagabonding, but it's often a struggle and—in case you've been living under a rock for the past months—we're in the middle of a global pandemic.

But I also think that this crisis forces us to pause and reflect on what we are doing in our lives, in our relationships and with the world that we're only borrowing it for a while.
For me, there's something beautiful in this and I hope my article emboldens just one person to reflect on these bigger questions.

P.P.S. Oh, and if you need time for this and can't be arsed to contact dozens of freelancers in Asia for every single project, please DO NOT message me.

Cause I can't be arsed either!

Just kidding, it's us.
We can make this process super easy for you, so you have time for the important tasks.

And YOUR LIFE.

I am Robin, 38 years old, from Berlin. I work in sales, but I tell myself that at least I'm funny. I read a lot, I'm djing and if you don't think Snickers and kimchi go exceptionally well together, we probably can't be friends.

After living and working in over a dozen countries in Europe and Asia, I now call Siargao home. I learned to ride a motorbike only three years ago in the narrow streets of Bali. I surfed with whale sharks and I watch the moon and stars every night.

I killed a chicken with my own hands. It's disgusting, but I did it. And then my girlfriend made a Halloween costume out of it. We eat less meat since.

Next, I'm gonna climb a coconut. You?

N INJAS AND SAMURAI

The true story of an Englishman in Bulgaria working in the L10N industry /editor's note/

だがおのれが刀を研ぐ間に我らの手筈は整った。
学んだのだ。この国の言葉、信仰、どの村を飼いならし焼き払うかをな。

*But while you were sharpening your sword, do you know how I prepared for today?
I learned. I know your language, your traditions, your beliefs, which village is to tame and which to burn.*

Sam Hardy

Key Account Solutions
Provider for UK

13 years ago I moved to Bulgaria from Newcastle Upon Tyne, and for those who don't know Newcastle, give Geordie Shore a Google and you will see why I left.

I really do love it in Bulgaria, and one of the great things about me moving here is that I have discovered the true importance of language. My wife is Bulgarian, and I now have a daughter who is Bulgarian and British. My wife does speak English, but If i didn't learn the native language my world would look completely different to the one I inhabit today. Ludwig Wittgenstein said it best "The limits of my language mean the limits of my world". If I would have only used English, I would have literally no relationship with my wife's family and with many other amazing people that I have had the pleasure of meeting during my time here. Which has really opened my eyes to just how important it is to be able to communicate in the native language of the country you live in.

A bit more about me, I was born in 1992, so my childhood was filled with plenty of time playing outdoors, and the rest of the time I was indoors playing video games. I am now 28 years old, and my love of video games has not changed. I am rocking the PS4 now, and by the time you are reading this I will probably be playing on the PS5.

You are probably wondering why is this guy going on about video games in the middle of an Asian translation industry magazine?

Well, today I want to talk about a badass game called Ghost of Tsushima, and how amazing the experience

was to play such a beautifully crafted Japanese Samurai video game completely in Japanese.

I do work for 1-Stop Asia, but I can only speak English and Bulgarian, I don't know Japanese, so I did use subtitles. This didn't take anything away from the absolute masterpiece that is GOT, and in particular the level of authenticity that was achieved with this game. It perfectly showcased the magnificent landscape of Japan, and was able to capture the level of discipline and grace that Samurai are famous for through detailed character mannerisms and actions. I believe GOT stands as a tribute to the legendary Samurai of Japan.

I have played a lot of games over the years, but I have never played a game that provided such an immersive experience with such unbelievable detail. This game is the 2020 'game of the year', in my opinion and is one of the very best games I have played. However, this quality of an experience is only achievable because of the professionals in our industry. Without translators and localization Ghost of Tsushima would only be known to a small audience, but because of the amazing individuals in our industry it gives people like me the opportunity to authentically experience another reality, visually and audibly from the comfort of my own home.

Back to the translation industry I do want to share an honest opinion on it from my point of view.

I have worked in the translation industry for more than two years now, and in an industry that is so automated

I have never seen so much humanity. I have worked in sales for many years for different companies, but communicating with translation industry professionals is so refreshing, as they actually show understanding and watch out for each other. You go to the conferences and you see the same faces, and you always have a great laugh. Communication via email is always filled with smiley faces and pleasantries. I am really proud to be part of such an esteemed international community that provides an invaluable service. I am also very proud to be part of the 1-Stop Asia family, we are a bunch of highly intelligent and capable ninjas, who strive for excellence in everything we do. I am blessed to work with such amazing people, who support each other and who are always ready to give you a hand.

That's enough from me anyway, I will finish with some words of wisdom. We are all going through some challenging times at the moment, but let's all remember to stay thankful and focus on the positive things in life. *"Tough times never last, but tough people do"* — Robert Schuller

About Sam

Sam, has many years of experience in customer service and as a sales executive. The knowledge he has gained throughout his career provides him with the necessary tools to support our partners in the most productive and efficient way in every business aspect.

The methodical approach Sam takes towards his work assures all tasks are accomplished—and all of them accomplished to the highest possible standard within the given time frame. If you need someone responsible, someone, with attention to detail, and someone that delivers consistent results, Sam is your guy. That's what makes him such a great asset to our team.

All of the above doesn't do him enough credit for the creativity, enthusiasm, and passion he shows whenever he's working. When Sam isn't working, he enjoys going to the gym, watching movies, and playing video games. He also happens to be an avid MMA enthusiast. His first child was recently born, so he is now enjoying the joys of fatherhood!

If you want to get in touch with Sam, send him an email at
business@1stopasia.com

AN INSIDER'S VIEW ON THE L10N INDUSTRY AND ASIAN CULTURE

For those who haven't been in touch with Asia at all, I would say it is like a French Blue cheese—you either fall in love with it from the first bite, or you never get to understand why people like it. There is, however, one major difference—one more often is on the side of being in love rather than the other.

I didn't have a clue about Asia when I started working at 1-Stop and neither had a clue about English or any Asian language. So far for the 3 and a half years I have been working as an Executive Manager in the company, my journey has been full of lessons, new experiences and new people every single day. And that, I should say is the best thing one can ask from a job, right?

Yana Dinchiyska
General Manager Europe

1-StopAsia Archive - Frankfurt, 2019

A personal insight on the translation industry

Throughout the years I am working in the translation industry one thing I have noticed is how closely it reflects the world and its ups and downs. It is of course understandable once you take a careful look at it and the processes around us. The fact is that each and every bit of our world needs to be transmitted to others and with the variety of nations around there is no other way to do that but translation. All branches of the world's economy are represented in the translation industry as fields for translation. Let's take the current pandemic for example: due to it, there are sectors which have been rising constantly like health and life science, while others respectively travel or technology are going down.

The East and the West working together

We've all heard how different countries have different cultures. Now let me tell you about my first hand experience on the matter. As an Executive Manager for Europe in our company I have to work and connect with all other offices as well as to participate in a number of decision making processes, which involve all management of the company. At the same time I need to know very well the European understanding and expectations in every case. Most of our readers would know that a huge part of our resources are located in Asia due to the specifics of the languages. There is no way I could miss quite a few differences between the western working model and our Asian colleagues and when I'm saying this — I wonder if we should take some of their examples and learn from them. Here is what I am talking about:

Listen more, ask less

It always happens in our international meetings and even if you don't know who is from where, one will easily guess by the attitude of the people. We (Europeans) always tend to ask, argue, speak more, while my colleagues from China or Korea would most of the time keep silent. That is not due to a language barrier I must add. They just have this in their culture—they listen more and tend to be scarce on words but then I noticed, when they do speak it is with good reason and well thought over.

Hierarchy and experience gain respect

And that is valid for almost any Asian country. Age, experience, and the length you've been working in a company gain you respect and it is not necessarily the same in Europe or the US for that matter. The good thing is that at 1-Stop we tend to adopt some things from the Asian way and implement along with the European model, then we take the best from both worlds.

The business model of giving before taking

That is one thing I learned from our CEO Don Shin on our numerous business meetings and to be honest I am fascinated by it. Don always insists we first give before we take and this is how we do it. We always approach a potential business partnership with open eyes and heart. And what we will do is give up our knowledge and experience even before we know if there will be a mutual collaboration. Our philosophy is that we have to teach our potential partners and give them without asking anything in return. Then it will come back in its own way.

How to train a new bee

One thing that never ceases to amaze me is our company's training process. That is something one rarely would see in large international companies. For me and my colleagues, we are just lucky to have the years of experience shared first hand. Actually, this is one of the secrets of how our company will keep the same philosophy for the years to come—we just pass the knowledge from person to person.

I can share numerous cases and examples of what I've learned so far from Asia and what I and my team actually teach our Asian colleagues. However, I'll stop here and keep other stories for a future article. One thing I must add, though, is that I do believe that the future of our world's economy lies in the common path of the East and West. To be able to strengthen this relationship we really need to be open to understanding and appreciating the other side.

1-StopAsia Archive, 2019

5 KEY GUIDELINES FOR B2B PROJECT MANAGEMENT IN THE LANGUAGE INDUSTRY

1 Know where to bend and where to stand
Flexibility is key when doing business with other companies in the translation industry. B2B sector is all about negotiations, so one should be wise and fit the market shifts.

2 No such thing as "one glove fits all"
You need to fit every client's expectations — meaning Project Managers need to be much more knowledgeable. So working with more CAT tools and Project Management Systems will open your door to more potential clients.

3 Stirring the pot of different cultures working together
All your Project Managers need outstanding skills in reading between the lines, considering and learning about other cultures, so such a team can function properly and perform at its best.

4 It is all about "Now!"
Availability is one thing you can't deny your business partners, so when we say 24/5 we have to be there. That goes for all your Project Management systems and processes.

5 Get Personal
Soft skills are getting more and more essential in the industry and you can see this in the number of smaller events organized like gatherings of people from the industry for lunch or just small roundtables for discussions.

1-STOP ASIA

RANKED #74 IN THE SLATOR 2020 LSP INDEX

[Mar 05, 2020 – Los Angeles, CA, US] – Slator's 2020 Language Service Provider Index (LSPI), has been recently published and we at 1-StopAsia are glad to see that we've been included in their classification for the language industry. We've been listed in the category *"Challenger"* among a limited number of other LSPs. We are listed at #74 and in Slator's article is mentioned that this is not an official rank but more an organizational number of the LSPs included in it.

We are honored to be included in Slator 2020 LSPI, having in mind we are working in a narrow segment of delivering services to other language companies along with the fact that our portfolio is specialized strictly in Asian languages translation.

Gergana Toleva
Head of Global Marketing

About Slator and the Slator 2020 LSPI

Slator is one of the leading translation industry online media as well as a major organizer of events. It published and analyzes regularly the translation industry. Its reports on various segments, news and business information published for translation companies is an excellent way to be up-to-date with everything that is going on in our ever-changing sphere.

The Slator 2020 Language Service Provider Index is a ranking and index of the world's largest language service providers, translation agencies, localization providers, interpreting services providers, and language technology companies.

For more information, you can visit the official analysis here: The Slator 2020 Language Service Provider Index

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

slator
2020 Challenger
Language Service Provider Index

WE TEAMED UP WITH MULTILINGUAL FOR THEIR SEP, 2020 ISSUE

Our team worked hard and compiled an article on SEO for the APAC countries and it was exhilarating to see it published.

[Sep, 2020 – Los Angeles, CA, US] – 1-StopAsia would like to share that staying true to our philosophy to share our knowledge about Asia, we've teamed up with one of the most popular magazines in our industry– Multilingual. For those who don't work with regular content and content strategies, the process behind an article getting published is unknown. Well, for us it all started early December, when we took the decision to get the article named "The Enigma: SEO & Asia Pacific".

We'd say it is a challenging job working for months on research, data-check, updates and then adjusting the content to the new reality we are in currently. The person behind the idea to write the article named is our CEO Don Shin. However, such a task is a team effort, not a single person task and we have to share that our hearts were definitely beating faster the day we saw it published.

And just a short teaser from our article:

About Multilingual

As the Multilingual team states *"Multilingual covers topics regarding the critical intersection of language and business. After all this is where international successes—and failures—often begin."*

You can read more about the magazine and check all latest news in the industry on their website: https://multilingual.com/

Gergana Toleva
Head of Global Marketing

"The Hitchhiker's Guide to Asia"

For someone who approaches Asia as a market for the first time, it's similar to the universe Douglas Adams describes in "The Hitchhiker's Guide to the Galaxy". And with good reason! Asia is so culturally, linguistically and geographically diverse — it sounds cliché, but we can't skip it — that the well-ordered world of Western languages, along with the option to always use English, is shaken from its foundations when the East meets the West for business. — excerpt from article *The Enigma: SEO & Asia Pacific* published in Multilingual Sep/Oct Issue

RECOGNIZED AMONG THE LARGEST LSPs WORLDWIDE

[Sep 17, 2020 – Los Angeles, CA, USA] – People worldwide naturally prefer consuming information in their own language. Meeting this expectation – and sometimes the legal requirements to do so – fuels an indispensable multi-billion global industry that provides translation, interpreting, and localization. Based on validated and verified data from a representative sample of 462 LSPs, independent market research firm CSA Research has named 1-StopAsia as one of the providers leading the delivery of language services globally, ranking it as the **93rd largest LSP** in the world and **24th largest** in North America Region.

Gergana Toleva
Head of Global Marketing

1-StopAsia is among the leading service Language Service Providers of Asian Languages translation in the world. Since we got started in 1998, we've been growing constantly – currently spanning 3 continents. Our most important goal is providing our partners with easy and efficient solutions whenever they need to outsource Asian languages.

Our General Manager for Europe **Yana Dinchiyska** comments: *"Being among the Top 100 companies in the Language industry especially for a company like 1-StopAsia, which is on the market for over 20 years, means a lot. The current recognition comes in times which are difficult for any service provider in the world and we fully realize its significance."*

"Most people don't recognize the value of interpreting or translation until they can't understand something—and the absence of spoken or written content in their languages happens far too often" comments **Dr. Donald A. DePalma**, CSA Research's Chief Research Officer. *"Language service providers and technology developers deliver essential translation and interpreting services."*

About CSA Research

CSA Research, formerly Common Sense Advisory, is an independent market research company helping companies profitably grow their global businesses and gain access to new markets and new customers.
www.csa-research.com
@CSA_Research
media@csa-research.com

About 1-StopAsia

1-StopAsia recently had its 20th anniversary in the Translation Industry. This is the 3rd consecutive year we are recognized among the TOP 100 LSPs in the world and the 4th time we are ranked in the TOP 30 of the LSPs in North America. Our most important goal hasn't changed throughout the years and we strive to provide our partners with an easy and efficient process every time they need to outsource an Asian language.

Takeaway

E-COMMERCE IN ASIA & LOCALIZATION

Gergana Toleva
Head of Global Marketing

Have you considered the fact that if you check out the statistics on the top 5 fastest growing ecommerce markets in the world 4 out of 5 are located in Asia? With that said, we don't need a further reason to explain why in the current takeaway I've chosen to address the topic.
Online shopping is going to grow more than ever with lockdowns, social distancing and malls closed. Along with that, the need of businesses to expand and search for new opportunities and markets is always present.

The scale of ecommerce in Asia

We've all heard about Alibaba but let me tell you about another one JD.com which is the second largest B2C marketplace in China and has about 300 million registered users. Comparing it to the US, where the population is about 331 million in total, makes it quite impressive, right?

And that is without India, Indonesia and the rest of the APAC countries.

What stands between you and the market?

Forget the technical stuff, the legislation and all the small details that you will tackle successfully if you really mean to do business within Asia. The real cornerstone of failure or success in ecommerce in Asia is and will always be the language barrier and how your business will cross that line.
The thing is that the beauty of Asia lies in its diversity and richness of people and cultures but the very same thing poses a potential wall for your business development. Why? Because you have to be as diverse as they are.

Here I am not going to go into the direction of you contacting a professional to do that for you. That is something each business has to decide on its own.

My own hand-on experience on localization

When I started in marketing at 1-StopAsia two and a half years ago, I was constantly nagging my boss using all these lovely marketing words "consistent brand", "similar company approach", "one multilingual website" and all these well known strategies suitable for many huge companies. Well, how little did I know then!

With Asia there is no such thing as consistent branding all over or one key visual everywhere for companies like ours. Truth to be told - sometimes even one multilingual website is not good enough.

Now I completely understand why we do have several websites, I personally chose to develop a localized version of our key visual for the Thai branch of our company and manage different content for the various markets—Asia, US and Europe. And it works...

I highly recommend to everyone who decides to approach Asian markets:
1. Do your research
2. Narrow down your target audiences
3. Localize

You'll see it's worth it as in time things start to develop and you learn more and more about the market, the cultures and the people there. It is a long term investment that pays out.
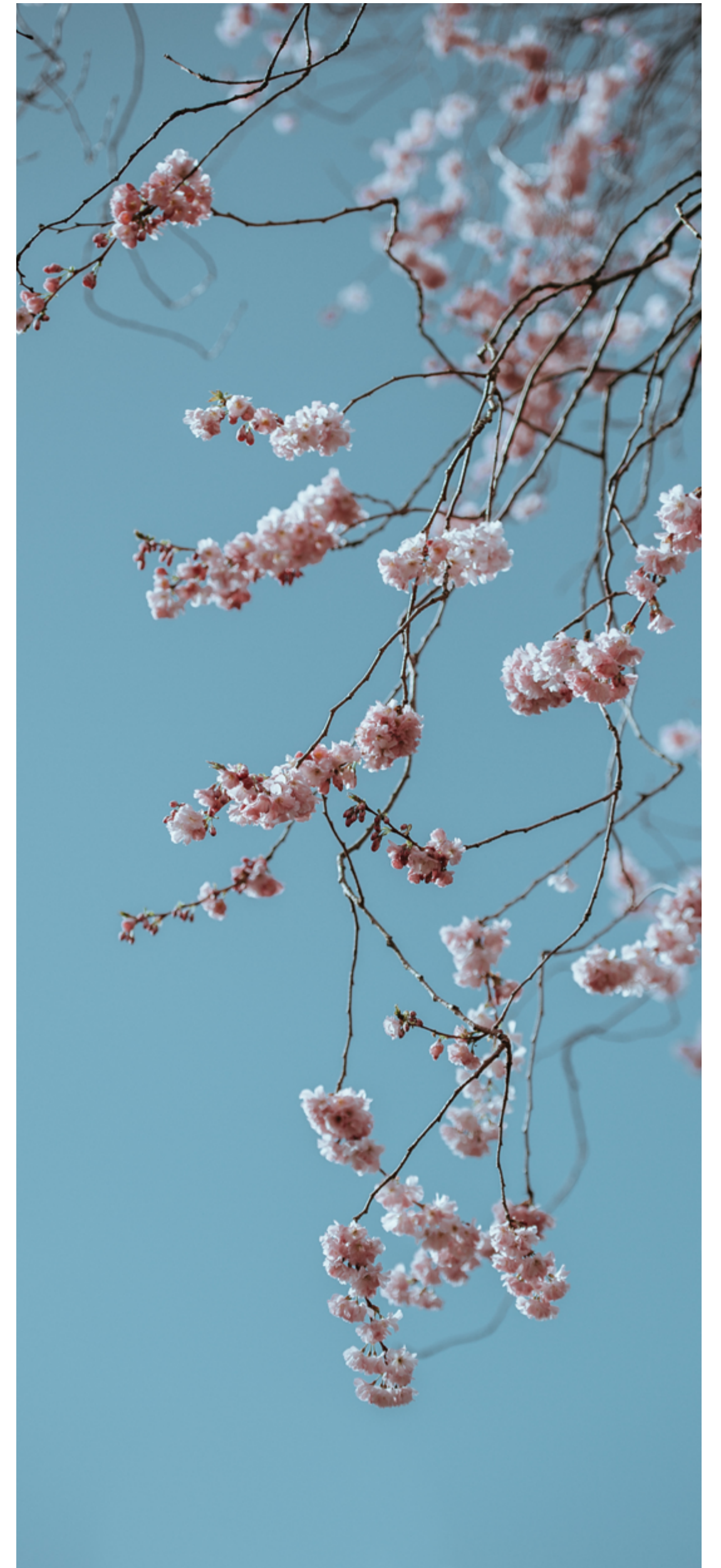
If you are reading this

You either skimmed through the pages, or you read most of it, or enjoyed the beauty of the pictures we chose to show you.

However, the whole magazine is aimed to show you all of the things I've mentioned above—the vibrancy, the richness, the charm and the obstacles one might find along the way. I hope we made it and that you've felt it.

Thank you for walking the path along with us!

Gergana Toleva
Global Marketing Manager