

Pulse *of* **Asia**

**Marketing in China
Uncovered**

**CAT Tools:
diversity matters**

**Sales Strategy
for the Translation Industry**

**Top 5 tips for Fintech Translations
for Asian countries**



Preface

Dear Reader,

We've been here before and we are happy to stand where we are again. Reading these first words means we're at the end of yet another year working in the dynamic translation industry. It means we weathered the changes, we hiked the ups and downs, and learned a lot on the way.

True to our idea of sharing knowledge, we carefully crafted the content of the 3rd issue of our magazine *Pulse of Asia*. We picked bits and pieces of professional experience, a cocktail of cultural differences, and a pinch of our company progress.

We are again inviting you to a journey among the diverse languages of Asia, their subtleties, their beauty, and what we learned about them. We'd be happy for you to take something from it this year and share it with your colleagues, friends, and family.

Thank you and Happy Holidays!

Gergana Toleva
Global Marketing Manager

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Localization Station



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（炭粉与其他材料和制而成，”）。

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，可放香炉、香盒和香瓶等物。矮者不过几寸，几面多有围挡。几面多制作考究者则纹饰都颇具匠

香囊

又名香包，用于装填香料的小盒，材料多为绢、布、纸、皮革等，挂于车轿、衣襟、腰间等处。

香囊可香身辟秽。早在《礼记·内则》：“男女未冠笄者……”也言及香囊：“红罗复斗帐，四角垂香囊。”香囊也常用为爱情信物，如繁钦《定情赋》：“何以致叩叩？香囊系肘后。”

“”放冠帽，又称帽架。在冠架的“冠承”

MARKETING IN CHINA UNCOVERED



Gergana Toleva
Head of Global Marketing

No-one can deny that at any moment during the last year and a half China is a hot spot. Pandemic or not, the country is an attractive opportunity for both businesses and consumers. Highly controversial, culturally different and linguistically foreign to most people living outside of Asia, there is something China offers in abundance – opportunities.

There is, however, one thing that most entrepreneurs are not aware of when they look into this lucrative country. That is the different business and consumer environment born from the features I've already outlined above.

The role of this article is to create awareness of the differences and to outline only a few of the specifics that relate to Chinese marketing. The topic is so vast that it needs a book, not a single article but we'd like to point you in the right direction now when the time is right.

Let's talk Social Media

Social media and online presence had a leading role in China even before the pandemic happened. If we have to stick by the numbers the internet users in China in January 2021 were nearly a billion (939.8 million according to datareportal.com). That makes for internet penetration of 65.2%. On the other hand, the social media users in China in January 2021 according to the same portal, was 64.6% of the total population. As it figures that nearly 90% of the internet users in China are also Social media users.

One might ask what's the fuss about? The truth is that in China almost any platform can be Social media, too. The landscape is so diverse and the platforms are so mixed up that it is quite difficult to grasp it at the beginning.

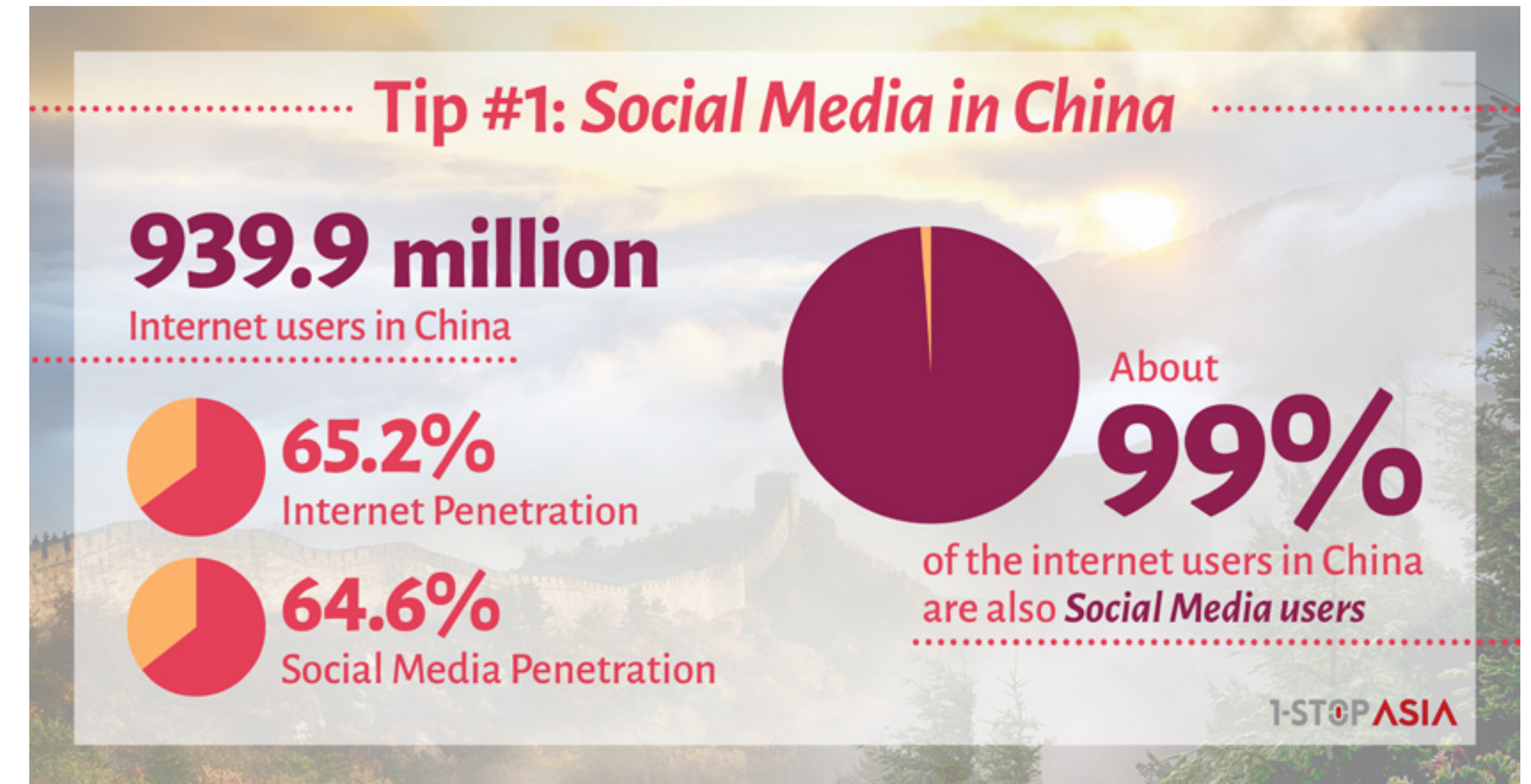
Take WeChat for example, which is an app for instant messaging while at the same time people are used to

making payments, transfer money or even buy things via the application.

Weibo and Zhihu are two of the most famous content platforms in China but they both differ in the type of content delivered to their audience. While Weibo is more a microblogging platform, Zhihu is more for narrow, business and specialized content.

I'll make a big slip if I do not mention E-commerce in China as this is a very well developed market. Names like Taobao, JD and Pinduoduo are familiar not only to Chinese consumers.

But the one I'd like to talk about is RED (Xiaohongshu, Chinese: 小红书; pinyin: xiǎohóngshū), which is not only an e-commerce platform but also a social media. RED is an interesting mix that actually reflects the current trends in China with regards to social media. It allows users to post various types of content like stories, photos,



reviews of products and even travel blogs. Along with that there is the RED Mall which offers international products to Chinese consumers.

Last but not least is video presence in China. The current trend is that in China everything is video, everything can be social media. People, brands, influencers, businesses everyone wants to be out there. In any form available! That is why there are so many video platforms, along with so many video posting options and content.

Pre- and post-COVID-19 customers

Customer values is a topic that we cannot avoid when it comes to customer behavior and where else would this start from if not China – the country that took the brunt of the pandemic first. With the shift of our world from safe to threatened by something like COVID-19 the values of people started to change, too. If a year and a half ago the Chinese customer has put on the personal values scale success as a top priority, currently that one moved down and its place is taken by the desire for security and health. The recognition of the family values

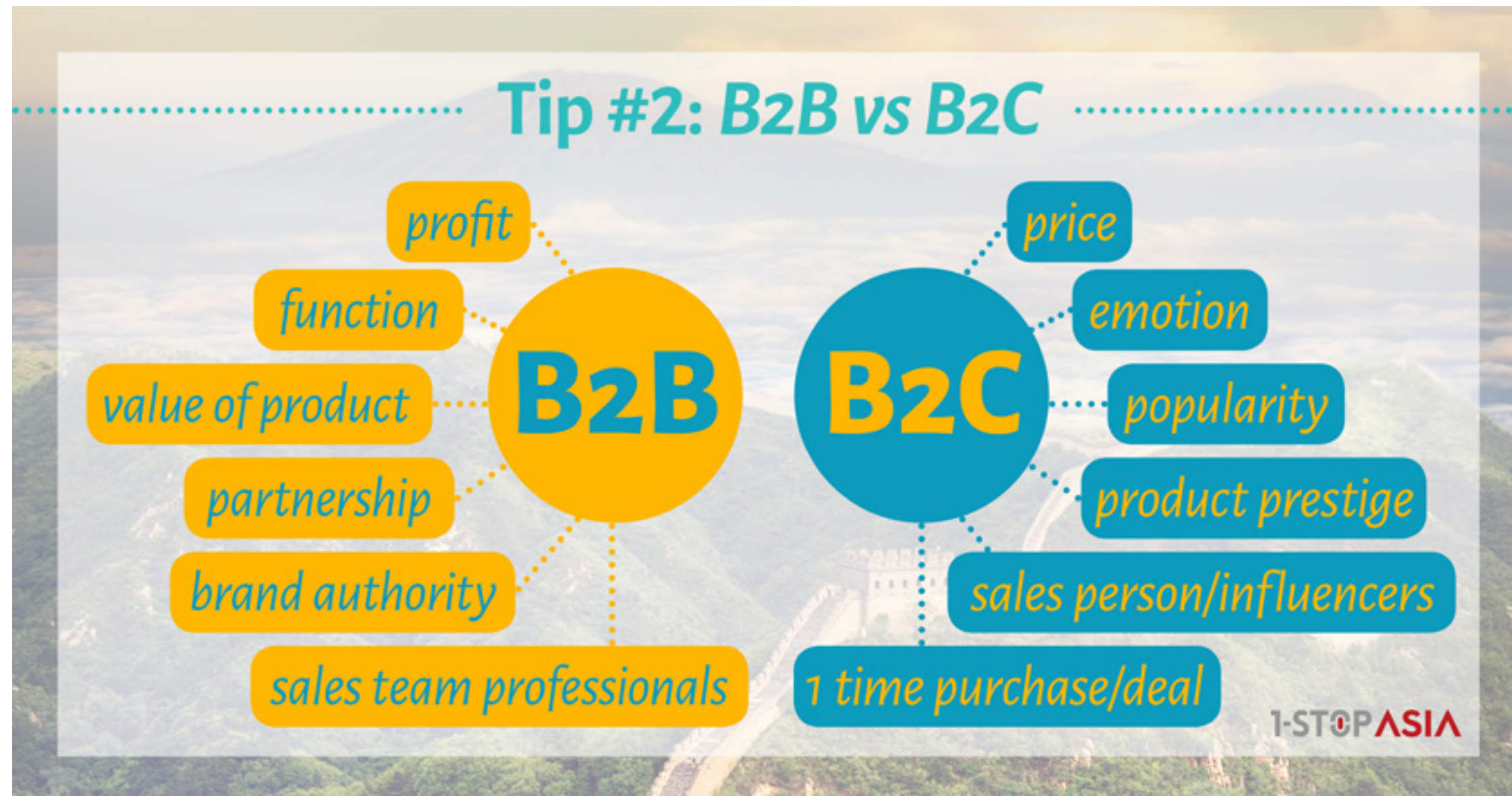
have also gone up a few notches along with the desire for freedom, which of course is understandable. These shifts always add complexity to the planning of a marketing strategy and should be carefully analyzed and considered prior to entering the Chinese market. With that being said we are going to the next logical feature that needs to be outlined – B2B and B2C customers.

Difference between B2B and B2C

That is a general topic, which is not only valid for Chinese marketing but for the rest of the world, too. Of course deviations are possible depending on the country and market specifics, so don't take all of this for granted.

In B2B marketing and sales the focus usually is on the brand, the functionality and what one can gain from a certain product. Company reputation and brand authority are highly regarded and are generally paid more attention.

On the other hand B2C consumers are more easily influenced by emotions, as well as pricing of a product, its prestige and popularity.



Another difference between these two is the way we approach the sales process. If for B2B a skillful sales team is suitable with the main highlight on their professionalism and authority, where B2C is concerned the accent falls on promotions, the trending of a brand and suitable personnel.

Other specifics like the decision making process and how long it takes to achieve an actual sale, also differ in B2B and B2C.

For example: a company that produces grinding machines can negotiate for months to get the best price for parts from a supplier of spare parts for their machines. That contract will be in force for years ahead in the best case scenario. While a 20 year old can see a T-shirt in an online shop, find out if it is trendy and buy it in about 10 min since noticing it.

But going back to the Chinese market, there is one thing we need to do and I am covering it further below. After all, this is what marketing is all about – be recognized, right?

How to stand out from the crowd

In a huge country like China there are limitless opportunities but there is also a huge variety of competition. The fact that the market is so crowded makes it essential for a company or a product to find a way to stand out. That has been taken into consideration by platforms like WeChat for example, which give various options for brands to produce more interesting content. Of course this transforms into better engagement and a more interesting user experience.

WeChat has different types of offers for this. Such an example is the SVG article design, where users actually have to interact with the content in order to read it. That gives a brand more options to become more recognizable and use design and brand recognition as a marketing tool.

When it comes to B2C marketing tools technology is already advancing with fun tools utilizing AR (augmented reality) and AI (artificial intelligence) when a consumer wants to choose a hair color, lipstick or even furniture.

What does this have to do with translation?

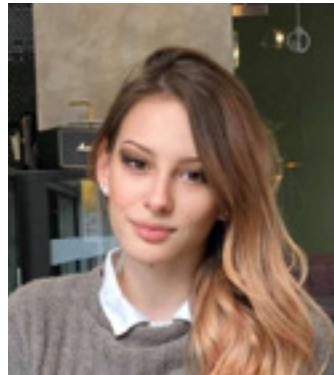
I am almost certain that you've been asking yourself that same question, while reading this article but it is quite simple. For countries like China, where there is a language barrier the marketing strategy is always tangled with lots of translation and localization and not only. The differences in the writing systems, the information display and the amount of video content the Chinese audience is used to, lead to services like desktop publishing and subtitling or dubbing.

So the earlier a company adds it into the steps necessary to access the Chinese market the better. The skillful translation and localization will give the company a head start and will make it accessible and trustworthy to the Chinese consumer. It will also give you a glimpse into the diversity of the country as well as the cultural differences one has to consider.

I will finish with a favorite sentence of mine, which you will find in other places in our content, too.

Marketing is the art to speak the language of your target audience. Marketing in Asia? Same but with a language barrier! I'd advise you to consider breaking that barrier to succeed.

THE DIFFERENCES BETWEEN WESTERN & EASTERN STORYTELLING



Nikol Haytova

Content Writer

This might come across as a topic that people rarely think about, but if you happen to be a fan of books and novels and have a background that involves reading many of them, you will probably appreciate this quick analysis.

So, is there a difference between stories written in the East and those created in the West? People's worldviews and philosophies can be very different in both of those worlds. It should definitely be expected that it affects the way stories are written in them too. So let us go through the main differentiating elements of Western and Eastern storytelling and see what you might expect.

Different perspectives and philosophy

You've probably noticed this particular difference between Western and Eastern storytelling. Typically, Western stories revolve around one person and are usually told from this person's perspective. We're presented with a plot structure where a single person, with the strength of his or her will, decides to change or achieve something. That is mainly because the mindset of westerners is individualistic, and they idealize action and triumph.

In Eastern stories, however, you'll often meet more than one person who takes the lead. The main character might not come in the beginning, but in the middle of the story, and instead of trying to do everything alone, often relies on teamwork and the kindness of others. The stories are often told from a third-person perspective, and there isn't necessarily an emphasis on just the protagonists. This is owed to the Eastern philosophy of collectivism and peace.

Protagonists and antagonists

This is a very interesting difference. Eastern and Western storytelling build completely different characters as their protagonists and their enemies. In the West, the leading character is somebody who has a strong will, is exceptionally smart and chases a certain big goal. The villains are bad people who want to stop the protagonist. The clash is comprehensible — a fight between good and evil, where good should win!

In the East, writers create characters whose main drive is to do something good for society. They're not going usually through tough challenges for their own sake. The antagonists are usually initially good people, who are confused, manipulated or have been lied to. Some stories don't even have an actual antagonist (nature, spirits and gods). Oftentimes, there is no actual clash in Eastern stories, because people believe that there is good in everything, and the real fight is to find this good and help it thrive.



Expectations and unpredictability

Let's admit it, Americans and Europeans have been raised to believe in "happy endings". They want to imagine that with enough courage and decisiveness, everything can be achieved — the two lovers will get together, the world will be saved and everybody will live happily ever after!

That is where Western and Eastern storytelling differs. In Asian books and movies, nobody is safe from the whims of life. This is because they see life as a chain of events, instead of it having a single final, fatal culmination and there only being silence afterward. This means that the main character might get killed in the middle of the story, robbing the story of its initial direction. Lovers rarely get together, and their stories can leave readers with a bittersweet feeling.

So, do you agree there is a difference?

Whatever the answer, there is one truth — no matter the type of novel or movie, you should first free your mind of prejudice and the stereotypes that are commonly adopted in the society you live in. This will allow you to really see the beauty of the work, and it will give you a deeper insight into the story. Keeping the style of storytelling in mind might help you notice a lot of **details** and hints you would have missed if you'd gone through it without being consciously aware of how different it can be. It will help you understand the characters better, and help you get a better idea about the world in which the story is set.

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HOW TO WIN FILIPINO CLIENTS

In other words, a cultural guide for your business in the Philippines



Desi Tzoneva

Content Writer

Situated in south-east Asia, the Philippines is a magnificently beautiful country, home to over 7,000 islands, some of which have either not yet been explored, or have not yet been placed on the world's maps. It is a country full of happy people, who try to find the positive in every situation, no matter how dire. While there is some social inequality, most of the population falls in the middle to lower-income groups, but despite this fact, Filipinos are well-known for their excellent sense of humor and friendliness. If you're planning on doing business in the Philippines, you'll need to know that the Filipino language, which is often mixed with English because the majority of the population speaks this language, sometimes doesn't have English equivalents, especially for phrases to indicate respect for an older person. These cultural intricacies are critical for developing a business strategy that adjusts itself to Filipino culture.

A mix of cultures

The Philippines has a rich history with influences from both Spain and the US. This cultural *interference* has also shaped the country's culture. Despite over 100 languages being spoken in the country, Filipino and English are the most prominent. These languages shape the country's culture and it's important to take into consideration some cultural influences as well as traditions when considering expanding your business there. For example, family is a central factor for most Filipinos and this is why so many (around 11%) have taken to work overseas (with one of the highest numbers of nurses in the world), sending remittances back home to raise their children and support their family and extended family. The nuclear family is a central point for starting any relationship with a Filipino. However, apart from family, there are other essential elements to Filipino culture you may want to factor in when considering the Philippines as your next business move. For example, religion also plays a critical part of daily life, with most Filipinos subscribing to the Catholic religion, with a small minority of Islam being practiced in the southern islands.

Culture and its impact on communication

The Filipino culture is an intricate mix of several cultures put together. They enjoy a variety of festivals due to their Spanish influences, laugh a lot (whether to save face, avoid embarrassment or simply to express positivity), and generally try to be good-natured citizens in all their interactions. However, despite their American influences, they have not adopted a culture of punctuality and the western concept of respect for time may be found to be elusive (for more on this, see the section below). In this section, we will take a look at some of the factors that can help or hinder communication with Filipinos when doing business.

A matriarchal society

Contrary to the fact that most other Asian countries surrounding the Philippines are patriarchal, the



Philippines is a relatively matriarchal society with women taking up prominent leadership, political, and business roles and positions. In fact, two women were presidents of the Philippines in the past. Therefore, respect for women is high and the mother in a family can be considered as the head of the household.

Time and being punctual

Despite the fact that there's strong US influence in the Philippines, and that this aspect of culture has often been translated in other US territories, the concept of time has not. This means that Filipinos will often be late for meetings and will also sometimes not finish projects on time. This may be due to the high traffic congestion in the capital, Manila, but it is mostly a result of cultural attributes of flexi-time. To meet deadlines, Filipinos will often work late hours and make up for lost time. However, this should not be construed to indicate that they are not hardworking individuals.

Business and personal relationships

It's common for Filipinos to want to get to know you on a personal level and they may ask you rather personal questions such as your age and marital status. This does not mean that they are rude, but rather, that they simply have an interest in you. When it comes to business relationships, it's common to refer to an individual by their title such as Doctor or Attorney, alternatively "Sir" and "Ma'am" are also common to indicate respect to superiors. Filipinos have a hierarchical business structure that requires that decisions are made by managers and superiors. However, there is a culture of common decision making, which should not be ignored or disregarded.

Saving face

Filipinos are very aware of embarrassment and shame and they will often laugh to avoid these situations. Laughter could mean friendliness or an indication that a situation has become uncomfortable for them, so you should take heed of these non-verbal cues and try to adjust your response accordingly. Another issue of saving face is the concept of saying "no". Filipinos will often try to help as much as possible, but when a situation is not doable, they will tend to say "maybe" or "if God wills it" to avoid giving an outright negative answer to your face.

Translating for Filipino clients

If you want to win more Filipino clients, you should take note of the abovementioned cultural intricacies related to Filipino culture and make sure you apply them to your interactions with them. Always address your business partner by their title and hierarchical status, as this shows respect, and educational and professional achievements are significantly valued in this country. Furthermore, don't expect a Filipino client to be on time and don't take this as a sign of disrespect or being rude. Never criticise a Filipino person directly—whether an employee or a business partner. If there is a problem, address this using covered and veiled language that will not cause shame or embarrassment, as what is referred to as *hiya*, is often a major no-no in the country. Treasure your business relationships as much as you can and try to get to know the people you're working with personally. When Filipinos establish business **relationships**, they focus on the individual and if that individual no longer works for the company, you may need to start relationship-building from scratch.

Tagalog Language & Culture

As seen in the translation industry

One of the languages in our portfolio is the Tagalog language, which is also referred to as Filipino. In this ebook from our popular series, we've decided to show you the culture and the language as well as to present some of the difficulties in working with this interesting language.

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WHY KOREANS SAY “US” & “WE” RATHER THAN “I” OR “ME”



Desi Tzoneva

Content Writer

South Korea is an incredibly beautiful country that has an advanced economy and a very rich culture. If you're planning on traveling there for pleasure or for doing business, your interactions with Koreans will be memorable. Koreans are warm people that value cohesiveness and unity and will do their best to make you feel welcome and at home. Korean culture is collectivist, which means that individualism is essentially something that's unheard of and everything is done for the greater good and for the benefit of the whole community instead. This culture is clearly manifested in the Korean language and small language errors could easily offend. This is something you'll want to avoid. In this post, we take a look at some reasons why Koreans avoid using “I”, “me”, or “you” and how this is ingrained in their culture.

Hangul

Considered one of the most precise phonetic systems, **Hangul was created by King Sejong the Great**. The alphabet consists of 14 consonants and 10 vowels and was designed to “mirror” the shape of the sound made in the mouth. Another interesting thing about Korean characters is the fact that they were initially based on Chinese. However, due to the fact that the dynasty at the time wished all for all people – both poor peasants and the rich alike – to be able to read and understand each other, Hangul was created. What's fascinating about Hangul is the fact that community spirit, unity, and cohesiveness are ingrained in the language. This is why, although there are words for “you” and “I” in Korean, these are generally not used, or only used among middle-aged couples talking to each other.

National cohesion

The value of unity is evident in all walks of Korean life. Koreans have a difficult history due to the Korean War, and unification among the people is one of the greatest cohesive forces in the country. This is reflected

in both political and economic spheres of life and even in personal life, too. This is why no one in Korea will say “my” country, but will rather use “우리” (Uri) to refer to “our country” instead. From jimjilbangs (sex-differentiated bathhouses) to communal eating and sharing of meals, Korean culture is collectivist and no foreigner should forget this. This means that most things are done together, for the greater good, while ensuring that communities are better off on a larger scale rather than focusing on individual circumstances that may be outliers in the general scheme of things.

Differences with the West

In the West, collectivism is relatively unheard of with the individualistic, and relatively self-centered culture that's prevalent there. It's common to refer to “my mother”, “my husband”, “my sister”, and others when talking about a member of your family. Not so in Korea. In Korea, it is considered ego-centric to refer to something as “yours” or “mine”. This is why “Uri” is such an important element of the Korean language. It reflects community and sharing, even when it sounds odd to a Westerner, who may wonder why their colleague is referring to “our

husband” or “our wife”. In Korea, it is considered that you are not the only person with a husband or wife, and that is why “Uri” is used to denote a commonality among people.

Among friends

Even among friends, the term “Uri” is used to refer to commonly shared characteristics and factors such as brothers, sisters, mothers, fathers, friends, etc. Age is another crucial element, even among friends, as your age will determine the appropriate title you will be given. From “older sister” or “older brother” to “younger sister” or “younger brother”, each person in a relationship is identified according to their hierarchical structure in the society.

Among superiors

In the business world, it is also common to refer to aspects such as “our colleagues” or “our company” to indicate community, cohesiveness, and unity. This language factor is translated in all walks of life and as a business person doing business in Korea, it would be wise to take cognizance of these community and cultural factors so that you avoid insulting or offending, or at the very least, sounding ego-centric.

The role of translation services

When it comes to translation services and the Korean language, it should then come as no surprise that Korean culture prevails in the written form, too. A strong translator and translation services, in general, will be

aware of these cultural differences and will ensure that they are accurately conveyed in the translation project at hand. From using the correct titles to refer to individuals to correctly conveying the unity that “Uri” signifies in the culture, a translation company will be best positioned if they are aware of these factors that are so crucial to Korean society.

In closing

Korean culture is exceptionally rich and valuable. And this is apparent in nearly everything a Korean does. From their relationships with their family members and friends, all the way to a professional relationship at work, this culture is carried forward and ingrained in the Korean language, which is used on a daily basis. This is why when meeting South Koreans for the first time or undertaking a translation project from Korean to another language, these small but significant cultural aspects should be accurately translated as well. Using “Uri” or “we/our/us” to denote a common and shared sense of unity is a deeply ingrained cultural element that one would be wise not to ignore. Likewise, in dealing with people on a day-to-day basis, it should now come as no surprise why “Uri” is used to denote things, which would be considered somewhat strange in the West.

Check our blog for more!

Korean Language & Culture

As seen in the translation industry

In this small ebook, we've collected various interesting information from the Korean lifestyle and traditions. Gaining an understanding of a country is one of the ways to improve your work with the Korean language in your company.

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TOP 5 TIPS FOR FINTECH TRANSLATIONS FOR ASIAN COUNTRIES



Desi Tzoneva

Content Writer

The financial technology, or fintech industry is revolutionizing the financial landscape in Asia. From the way we make and accept payments, to the financing of startups, or peer-to-peer lending, fintech is becoming a critical industry that is likely to see increased growth in the future. When discussing fintech, it's critical to consider translation for fintech companies, especially in Asian languages, as Asia is becoming the fintech hotspot in the world. In our increasingly globalized world, with many multinational corporations moving to Asia, a critical understanding of the language, culture, regulations, and other aspects are critical factors to a successful business venture. In this blog post, we offer five top tips for fintech translations for Asian countries.

1. Consider cultural differences

Cultural differences in the business sector between Western and Asian countries could mean the start of a very fruitful venture, if handled correctly. It's vital to always be polite and non-confrontational, greet your counterparts by their proper names, bow and shake hands, when necessary, accept business cards in the appropriately accepted manner, and not to place the other party in a difficult situation by asking them to take sides or answer yes or no questions. In addition, it's crucial to find out how decision making is carried out in Asian countries. In some cases, such as Japan, this is done collectively, whereas in others, it is done by superiors who make the decisions for the company.

Small talk is another critical element as it helps put the other party at ease when talking about traveling, hobbies, the weather, and other non-compromising topics such as religion or politics. Many of these cultural differences are reflected in the language – greetings, goodbyes, general communication, and others. This is why fintechs in Asia need to consider the cultural and linguistic differences before embarking on setting up a space in Asia. A translator who is aware of such

cultural differences will be better positioned to help the fintech start out on their business venture, and will help them settle in more smoothly, ultimately, with better prospects for networking and expansion.

2. Specify the sector

A fintech considering moving to Asia also needs to be aware of the sector they're entering in the Asian landscape, as the fintech industry is very broad, indeed. It varies from banking and insurance, to real estate, taxation, business and accountancy, auditing, and many others. Translation for fintech companies also needs to take into consideration the **educational background of the translator**. Since there are so many new buzzwords that arise and which surround fintech, it's critical to stay abreast of new terminology. It's also vital for a translator to be sufficiently educated in the relevant business field. Having the necessary accounting or business knowledge will help them be better positioned to provide more accurate translations without any losses in meanings, inaccuracies, ambiguities, or other problematic aspects related to a fintech translation.

3. Know local regulations

Local regulations and customs must also be considered thoroughly when entering the business space in Asia. Whereas some Asian countries have created “sandboxes” for promoting innovation for startups, others are still lagging behind. There is much space for improvement in terms of aspects such as Know Your Customer, Anti Money Laundering and Terrorism activities, transparency in financial operations, customer privacy and security, and others. Also small details help the translator provide the recipient with a more accurate translation. These may include the uses of periods or commas to indicate the relationship between certain numbers. Moreover, the precise language translation of certain terminology will not always help provide more accurate translations. This is why context is key.

4. Choose a translator with niche knowledge

As mentioned above, a translator translating in Asian languages doesn't only need to be skilled in the language being translated for the relevant company in the fintech industry. They also need to have sufficient background knowledge, and if necessary, the relevant educational exposure to complex and niche financial terminology and concepts that are commonly used in the Asian financial landscape. When choosing a translation company for the fintech industry, ask such a company to provide you with a translator who has the particular knowledge and areas of expertise that you need.

5. Define the use of MT and provide a glossary

It's an established fact that machine translation (MT), especially when it comes to Asian languages, can be inaccurate and may lead to less than satisfactory results due to cultural expressions, uncommon idioms, sentence structure and verb placement, levels of politeness

expressed in the language, and other similar factors. This is why the use of machine translation should be clearly defined when translating in Asian languages for the fintech industry. Another element to consider is the need to provide a glossary. If you have such a document, which acts as the foundation for most translations, it will enable the translator to offer more consistency in their work.

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.

Conclusion

The fintech space is rapidly growing in Asia, with a plethora of startups taking centre stage in the business world. We are making payments and transfers faster and more efficiently than ever before, sending funds to family and loved ones with the tap of a button on our smartphones. However, for fintechs entering the business space in Asia, there are several considerations to keep in mind, especially when it comes to translation for fintech companies. From cultural barriers and educational knowledge and expertise, to knowing local regulations and specifying the relevant sector, your translation project could be more successful than if these factors are ignored.

Why Fintech?



Focus on Experts

SIMPLIFIED OR TRADITIONAL: THE BEST CHINESE FONTS TO USE



Enitsa Koeva
Graphic Designer

Most of us living in the West are used to the concept of 1 country=1 language=1 alphabet. But when it comes to Chinese things are a bit more complicated. Okay, maybe **quite** complicated is the right way to describe it but we do not intend to explain that in the current article. Our aim is to actually make things simple, clear, and useful for you.

The purpose of this article

This article comes as a continuation of our previous insight on Chinese fonts we published a while ago. We wanted to summarize the basic information about the Chinese scripts but with a little twist. We know that the choice of fonts matters a lot when presenting information to a certain audience. With Chinese this is even more so due to the fact that there are two written forms of the language. So if you are creating content, which is going to be presented to a Chinese audience and you have never done that before, you will certainly end up in a situation where you don't have a clue which font to use. Why? Let's say you can trust us on this...

Hopefully, with the current article we'll be able to help, not only graphic designers and publishers out there but other professionals, too. We'd like to get you started working with Chinese. At the end of this article, you'll find a list of the best Chinese fonts you can use as a starting point on your journey when you have to work with texts in Chinese.

Written language & spoken language

- **Written language** – there are two written forms (scripts) of Chinese – Traditional and Simplified. Historically, the Simplified version was created in the

50s and was based on the Traditional one. Its purpose was to make reading and writing easier and more accessible to the general population. You'd think "Great, so they made Chinese easier for everyone!" but not so fast... There are many geographical and political factors at play and because of this now both traditional and simplified scripts are used according to geographical location or ethnicity. As a result nowadays both these scripts are used in different areas and by different communities. So let's recap: The Chinese language can be written in Traditional or Simplified script depending on the location or ethnicity of the target audience.

- **Spoken language** – and that's where we get to the tricky part. The thing is there isn't a single Chinese language. Instead, there are different dialects under the umbrella of Chinese and you won't be wrong to call them languages, as some of which are mutually unintelligible. In most cases when someone mentions "Chinese", that would refer to Mandarin but there are also Cantonese, Hokkien, and Hakka. Let's take Cantonese as an example. Do we write it in Simplified or Traditional script? The right answer, however, is not straightforward. The truth is it depends! Cantonese is spoken in Hong Kong, Guangdong province in China, Macau, Malaysia, Singapore, as well as in Cantonese

communities in other countries. So we should take into consideration both the proper written and spoken forms of our target audience in order to be able to reach them and not come off as obnoxious westerners.

All that can be quite overwhelming so we've added a table further down to help you get an overview of the most common cases. That cheat sheet is courtesy to our linguist Tina and you can [download a copy](#) to keep at hand at all times along with a detailed article we've already published on the topic, which you can read: [What is the difference between Simplified and Traditional Chinese](#).

Scripts & Fonts

If you want to learn more about Chinese fonts design-wise read our [previous article](#) which focuses on the different styles, tips on when to use what, and gives some font suggestions.

In this article we'll be answering another important question: do all Chinese fonts cover both the Simplified and Traditional scripts? In a perfect world...

The reality, of course, is a bit more complicated. Some fonts do cover both scripts, some contain glyphs for only one of the two scripts. We know this can be quite

headache-inducing so here we'll list the more popular fonts separated into these three categories.

1. **Fonts for Simplified Chinese (SC) script:**
 - Hiragino (the typeface family contains also Japanese characters, so it would be a good choice for Chinese texts with Japanese words in them or vice versa)
 - Microsoft YaHei (featured in Microsoft's user interface, it is optimized for screen use)
 - SimHei
 - SimSun
2. **Fonts for Traditional Chinese (TC) script:**
 - Microsoft JhengHei
 - MingLiU (Taiwan) and MingLiU_HKSCS (for Hong Kong respectively)
 - I.Ming
3. **The magical land where you get all the glyphs for both scripts** (also known as Pan CJK, meaning they contain all the glyphs for Chinese, Japanese, and Korean):
 - Source Han Sans / Noto Sans CJK – created by Adobe & Google
 - Source Han Serif / Noto Serif CJK – Noto's serif variant
 - Arial Unicode MS – the extended version of the well-known Arial

Locale	Spoken	Written*
Mainland China	Mandarin (official), many other dialects	Simplified
Taiwan	Mandarin (official), Hokkien, Hakka	Traditional
Hong Kong & Macao	Cantonese (official), Mandarin	Traditional (+Cantonese**)
Malaysia	Mandarin, Hokkien, Cantonese, Hakka, etc.	Simplified (new-school), Traditional (old)
Singapore	Mandarin (official), Hokkien, Cantonese, Hakka, etc.	Simplified (new-official), Traditional (old)
USA / SE Asia	Mixed	Traditional / mixed

* Usually all texts are written in *Mandarin* and smaller dialects shouldn't be written for any formal communication. However, in Hong Kong and Macao, it's possible to write *Cantonese* (with traditional characters). Beware, though, that people who don't speak *Cantonese* wouldn't be able to read and understand the text because the two languages are very different in terms of grammar, word order, and so on. *If your client asks for Chinese translations for Hong Kong, make sure to double-check if they want Mandarin Chinese or Cantonese.*



Why is all that so important?

We crunch up so much text on a daily basis that we hardly think about its layout or how it looks. But when we are preparing a text for an audience on the other side of the globe we should consider what they are used to and what feels natural to them. Otherwise it's very easy to look untrustworthy or disrespectful of the people you are trying to attract. The effect is similar to your own reaction if someone presents you with an English text that has no spaces or is written in Cyrillic? You'll have a tough time reading it if bothering at all, right? So if you want your message to reach the people it is intended for—keep in mind it should be tailored for them.

In conclusion: that one is like domestic work—if done properly it won't be noticed at all. But if it is not—it will leave a very bad impression on your guests. Our goal after all is to be the perfect host, right?

Table of Differences between Chinese Simplified and Chinese Traditional

Essentially, Simplified Chinese uses fewer characters and fewer brushstrokes than Traditional Chinese.

For example:

English	Simplified Chinese	Traditional Chinese
Glossary	词汇	詞彙
Hair	头发	頭髮
Open	开启	開啟
Browse	浏览	瀏覽
Label	标签	標籤
Release	发布	發佈
History	历史	歷史
Converge	汇聚	匯聚
Refresh	刷新	重新整理
Click	点击	按一下
Internet	互联网	網際網路

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January is a magical month for new beginings
so we are starting with...
a fresh new website
for our 1-STOP MEDIA brand!

Dedicated to our media translation sevices,
benefitting all the experience of 1-StopAsia

Chinese Language & Culture

As seen in the translation industry

Prior to one of the most important celebrations in Asia—the Lunar New Year, we decided to share our next piece of extraordinary information with you. We have chosen a country quite famous for itself with rich traditions, interesting history and at the same time very different from the modern western world.

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THE IMPORTANCE OF DESKTOP PUBLISHING

The secret weapon to being on top of your game



Desi Tzoneva

Content Writer

It's a given that we live in an increasingly globalized world with shrinking borders. In terms of language and translations, both are becoming very important components of doing business as many enterprises are shifting across borders, penetrating new markets, and trying to overcome cultural barriers when selling products and services to a brand new clientele. One aspect of a company's marketing strategy when it comes to language and translation for an overseas audience is the importance of desktop publishing. Also referred to as DTP for short, it's the way one lays out a document, presentation, newsletter, PDF, flyers, brochures etc. This blog post will explore the importance of desktop publishing in the context of language and translation.

The importance of desktop publishing

If you think that desktop publishing is limited to the confines of graphic designers who look at how to make web and print material pretty, you're wrong. Desktop publishing is crucial for translation services especially due to the language factor that comes into play. For example, you might have a text of 500 words in English, but this, once translated, will turn out to be about 600 words in the final translated text. If this is a presentation, newsletter, website content, or something else, it will mean knowing when to move certain words to a new line so that the word isn't broken up incorrectly in the target language, shifting images and using the right colors so as not to offend, revising the layout of the document in a completely new way, and various other factors.

Desktop publishing & software

There is a wide variety of software involved in desktop publishing ranging from Word, PDF, Powerpoint, to software with more complex requirements on knowledge such as Adobe Acrobat, Adobe Photoshop, and InDesign. It is critical to ensure that your language translator either works very closely with the desktop

publisher or graphic designer or that they have the right skill set to address some of the desktop publishing challenges mentioned above.

Here are a few examples of this:

DTP and Microsoft Word: When it comes to documents in Word format and their overall simplicity, some clients may even ask whether a DTP service is even necessary. However, this is why DTP is often added on as a separate service fee. In this case, if you choose not to opt for DTP with a Word file, your translator will simply offer you the translated text in a raw, unformatted file.

Microsoft Powerpoint: These types of documents are a bit harder than Word files to format. One of the reasons for this issue with layout is the fact that such files are not well suited for text expansion. If your translation ends up being longer than the original text, this will expand past the initial boundaries and will display incorrectly.

Images: Whether in Powerpoint or word, images present a separate DTP problem. Some text images

simply cannot be edited. With translation and DTP services, however, the text from an image can be extracted, translated, and then inserted back into the main image.

InDesign: This type of program is usually referred to as "the industry standard app for publishing projects". While it enables you to create a whole plethora of printed and web materials, they are usually much more challenging for translators. This is why when ordering your translation service, you should request that your translation, editing, DTP, and proofreading are taken care of in one go.

Multilingual DTP

Languages are so broad and varied across the world. From Arabic and Hebrew, which read from left to right to Korean or Chinese, which are character-based, you will need to hire the right translation company to help you with multilingual DTP and accurate translations. Multilingual DTP is exactly what it implies – many languages that are translated and formatted according to the specific layout or formatting required in the original document.

Benefits of desktop publishing

Work in any type of file and format: Such professionals are usually well-skilled in both translations and DTP and can work with a wide range of file formats so that the end client is satisfied.

Complex languages and complicated characters: By combining a strong translator with a well-functioning DTP service, you'll be able to overcome some of the main challenges in terms of translating and publishing complex languages and dealing with complicated characters, which, for example, may not fit onto a line but can't be broken up in order not to lose the original meaning.

Optimize your project's look and feel: Cultural components such as the impact of color or certain word usage may offend in some cases. This is why when you outsource desktop publishing, translators who work with DTP can help avoid and reduce any gaffes that might arise during the project.

A critical impact on your translation or localization project: Think of it this way – if you use improper desktop publishing, your layout and typos can lead to a poor impression of your company, a rejection of your product, and in some cases may lead to lawsuits if your information has mistakes due to incorrect formatting. By using a professional language service provider, you'll be able to have more confidence in the final product.

Save on time, money, and resources: By opting for a company to do both your translation and localization project, as well as your DTP, you'll have a stronger product and will need fewer revisions. By killing two birds with one stone, you'll also save yourself a lot of time, money, and resources.

Conclusion

Desktop publishing is becoming an ever-important field in the space of translation and localization. It is a critical component of any translation job and more and more customers are seeking web and print content that will be effectively taken up by the target audience in the new country. There are many benefits of desktop publishing and you should not hesitate to outsource your projects to companies that offer both translation and DTP services.



CAT TOOLS: DIVERSITY MATTERS



Gergana Toleva

Head of Global Marketing

It doesn't really matter if you've been in the translation industry for long or you only touched it briefly, the one thing that always gets stuck in your mind is the word CAT. From the cute fluffy animal you have at home it suddenly becomes a very powerful tool that makes a big difference when dealing with translation services.

This article is about the advantages CAT tools can give your company and your clients but with a little twist. We want to showcase what are the benefits of working with a large company covering a number of CAT tools rather than a bunch of smaller companies each specialized in working with a specific one. Does that make sense already?

Diversity means flexibility

In business, the one that can adapt faster or offer more is always a step ahead of the rest. Transferred to you and the CAT tools you work with means more options for your clients, too. Not to mention that you'll look more professional with a wide range of CAT tools in your list.

You don't need to know the tool in order to get the job

If you are an LSP and you want to expand your portfolio, it is not always a must to know and have everything in-house. This is where a company like ours fills in – with its knowledge and narrow specialization in the current case Asian languages.

The truth is that if you have a reliable vendor supporting a list of CAT tools all you need to do is send them the files and the instructions. They'll do the work for you: do the quotation, ask the questions, find the resources and send you the files ready to deliver to your client. That will also give you an option to skip training your team to work with various CAT tools and spend this budget, for example, on improving their abilities to sell better.

Need a particular tool?

On the other hand, if your project managers are used to working with one particular tool or a client comes and requests a special one to handle a certain project, then looking for a particular translator, in a defined field and that particular tool might be a challenge.

For example, we as a company that aims to work with most of the CAT tools available, spend time to train our in-house (and not only) translators to work with these tools.

Lower the price for your clients

Better price is something that we aim for not only to beat competition but to benefit our clients, too. Being able to save your customers money from a reduced price due to using CAT tools is something that will always put you in good favour.

Additionally, there are some tricks to use when working with CAT tools to assess the translation text and the word/character count.

Faster delivery to your clients

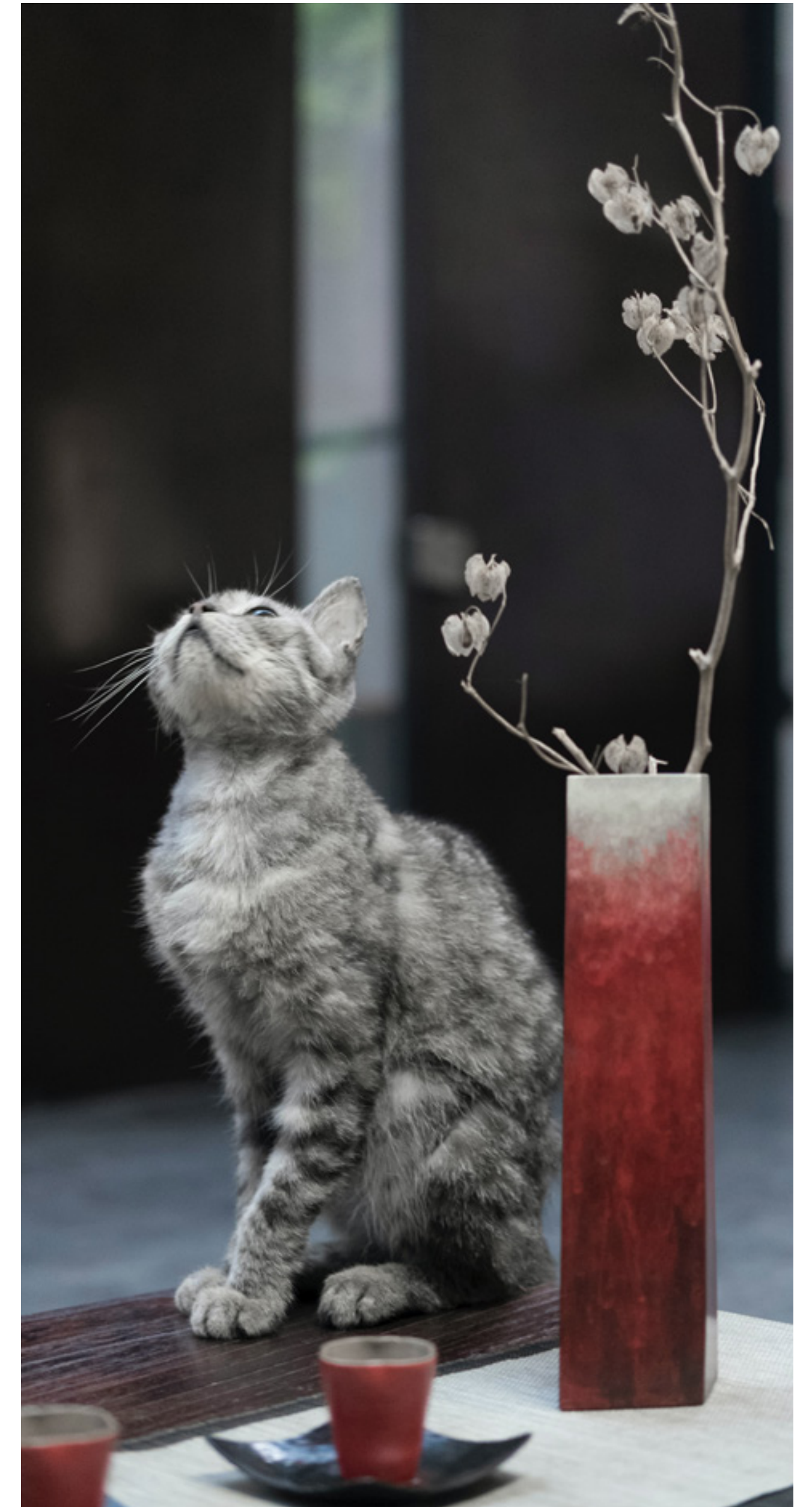
We all know that we work on a deadline and sometimes it is so tight we barely make it on time. Working with CAT tools makes the turn-around time faster as they do save us some of the manual work we have to perform in translation. So from here on it is easy to follow – if the vendor you work with delivers faster, then you do the same with your customers.

In conclusion

I hope you haven't expected an article full of technical terms and CAT tools explanations. The technical part is just as important as the one I've explored today but I believe that showing off the benefits for your customers is crucial when making a decision of any kind. A possible collaboration between LSPs to deliver the best **available service** to your client is a possibility which definitely needs exploration. Reliable partners are the key towards good performance and if done correctly will be part of your own customer's success. Do think about it!

If you wish to find out which CAT tools we can help you with, visit our website:

Go to 1-StopAsia



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PROPER PUNCTUATION WHEN DOING DTP IN JAPANESE



Desi Tzoneva

Content Writer

In English, punctuation might be taken for granted. After all, the comma that adds a natural pause in a sentence or the period that marks its end are things seemingly no one notices. It's become a part of the language and even culture. Yet, it might be surprising that in Japan, there was no punctuation in Japanese up until the Ministry of Education introduced it in 1946. However, there was some development beforehand, after the Meiji era, where the modern-day period was introduced from China. Usage of this interesting and effective punctuation mark was sporadic and erratic.

But thanks to Emperor Meiji's love for Western literature, the period and other forms of punctuation made their way into the language's structure. This possibly little-known fact is the secret behind desktop publishing in Japanese as well as Japanese language translation. So what is Japanese punctuation all about? How can you identify what symbols mean what, and where it is important to get started? We take a look at these questions below.

Spacing

When it comes to spacing, it's important to remember that punctuation marks are portrayed as full-width characters. This results in the absence of a space between words and punctuation marks, except after question marks and exclamation marks. Also important to know about Japanese desktop publishing is that typography is usually wider than the typography in English, using some extra space called *full width*. What's more is that there's usually no space left between letters and also no space left after a Japanese word. In some cases, however, a space may be needed in order to avoid confusion. Finally, it's important to keep in mind that Japanese text can be written either horizontally or vertically and that the punctuation adapts to the direction of the text.

Period

Also known as 句点 (Kuten) or 丸 (Maru), this is the Japanese version of the period. It looks like this: “。” and is placed at the bottom right hand corner of a word.

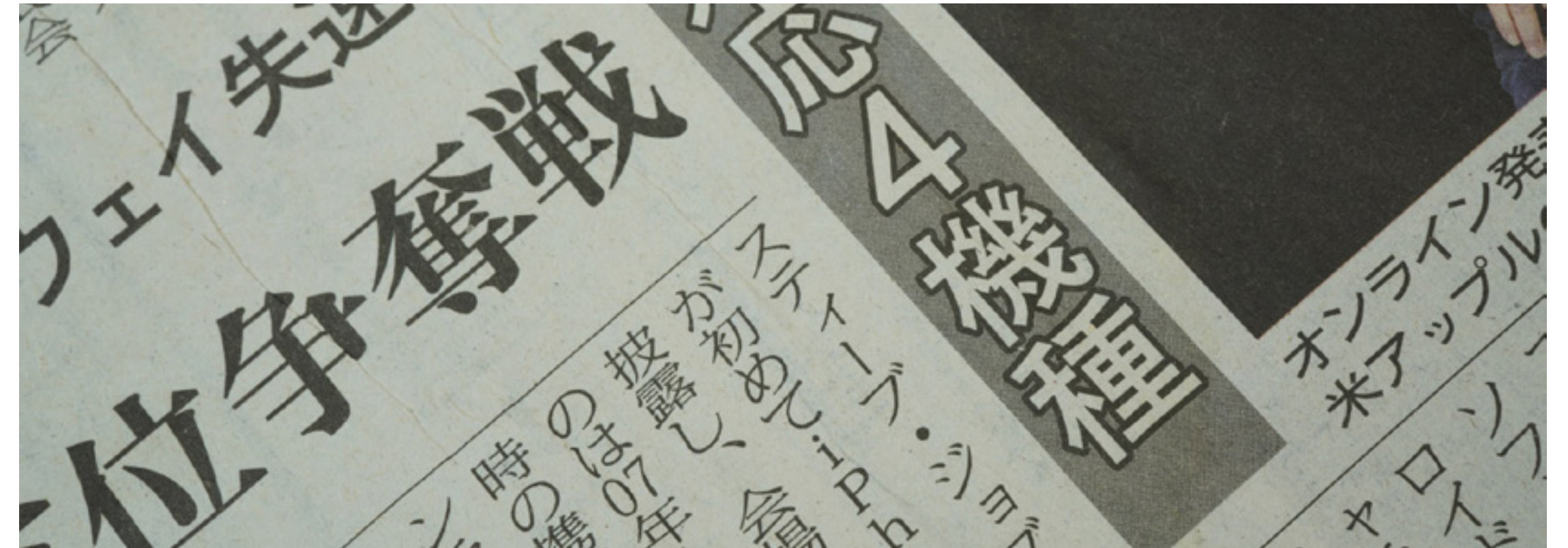
Furthermore, it's usually placed at the end of a word but unlike English, its main function is to separate sentences instead of really finishing them. That means that not all sentences will require a period to indicate their end. In addition, if a sentence ends with a question mark, the Kuten or Maru will be omitted as well because the question mark acts as a separator.

Comma

The Japanese comma, or 読点 (Touten) is used similarly to English, but its use is much more liberal than its Western counterpart. It can be used almost anywhere in a sentence to create a break or a pause in it.

Question mark

This mark, Giomnfu in Japanese, is a little tricky to use because in Japanese, there is a grammar-based marker called “ka” to indicate that an enquiry is being made. This makes the use of question marks redundant although it



is often used in casual writing, where the grammatical rules tend to differ.

The exclamation mark

Kantanfu is the Japanese exclamation mark and it is used just as its Western counterpart – in order to show emotion, volume, or both. They are typically avoided in formal Japanese, although this is not the case in informal writing such as emails and texts.

Quotation marks

In Japanese, there are single, double and English-like quotation marks. The single ones, also known as kagi-kako are half-brackets (「」) to indicate quotes and are the most common way of indicating quotes in the country. They are the most prevalent type of quotation mark. We now come to the double quotation marks or nijyuukgi-kakko (『』). These are used less often than the single quotations and are mainly used to quote text within a text. They can also be used for the titles of books as well as journals. Finally, the English quotation marks (“”) or inyofu, are used to quote English text.

The wave dash

Nami Dasshu (～) is mainly used for “from-to” sentence constructions which refer to ranges such as time or distances. In addition, it is used to draw out and change the pitch of a vowel sound, marking subtitles, or showing where something is from.

The Nakaguro

The Nakaguro “・” is mainly used to align things which have an equal status in a list of items, including the days of the week.

Additional formatting rules

Japanese is similar to the West when it comes to expressing percentages (%), degrees Celsius (20 degrees C), decimals (3.14), currency (\$100) and thousands (1,000), so keep this in mind going forward when you are dealing with a more technical translation that contains several numbers that need to be expressed accurately.

Conclusion

Despite its late entry into the formal language, at first sight, Japanese punctuation might seem daunting to say the least. This is why it's crucial to be aware of the rules of Japanese punctuation when undertaking any translation task. While the list of punctuation marks mentioned above is not exhaustive, it should help those involved in it prepare themselves for proper desktop publishing in Japanese. The fewer errors made, the better your translation **project** will emerge, and it will be more accurate, too.

Check out more about Japanese

Japanese Language & Culture

As seen in the translation industry

When writing about Japan there are so many things one can tell that a few large tomes are hardly enough. It is enveloped in beauty, traditions, cherry blossoms, and wisdom. And yet, here we are compiling bits and pieces of Japanese culture in a small ebook.

Download!

TOP 7 GAME TRANSLATION CHALLENGES



Desi Tzoneva

Content Writer

The world of games is vastly spiralling away with great demand for it. From teenagers who like to unload from the stresses of school to adults who would like to unwind, video games are fast becoming a method of release and tension relief for millions of people across the globe. While it's true that a great game can have this effect, a poorly translated game can have quite the opposite effect, turning players off and decreasing their enjoyment of the game. As a result, translation of games without localization and **desktop publishing (DTP)** is impossible, especially for Asian languages. In this post, we've prepared seven of the most common mistakes made in-game localization with a focus on Asian languages.

1. Conciseness

A game translator needs to employ brevity when it comes to translating games. This is because it's the very nature of games to have limited space for text. In addition, when it comes to text that's designed for voice artists, the text should be translated as concisely as possible. Otherwise, it risks overflowing into other characters' speeches and this will affect the overall output of the game. Employing conciseness, therefore, is crucial even if it means that the translation is not literally word-for-word, as this should actually, in practice, not take place in translations in any case.

2. Context

Providing your game translator with sufficient context is also critical to ensure that the game is translated as accurately as possible without frustrating its users. Context refers to the background information about the game: who are the main characters? What is the plot? How is the game supposed to be played? What additional information is necessary to convey a more precise translation of the finished product? These questions are

critical to giving the game translator sufficient details so that they can embark on the translation journey.

3. Creativity

It's true that sometimes literal translations do more harm than good. This is why creativity in the space of game localization is crucial. One needs to be able to substitute words for other similar words instead of their literal translation, as in some cases, the literal translation can sound awkward and unnatural. Use creative word substitutions to ensure a smoother, melodic-sounding tone or a harsher, more forceful tone. It's going to be a play with words, and this level of creativity will be required.

4. Quotations

It sometimes happens that unquotable quotes are actually quoted and this dilutes the quality of the game. This is why it's essential to see which quotes are fitting in the context and which quotes aren't. Always listen or re-read the text to see if it sounds natural. This should always be your ultimate goal.



Swearing and slang

Swearing and slang are often used to convey a strong feeling. But this is another area where translating literally can cost you your translator's reputation. It's not only about replacing one swear word or slang expression with the same literal word. It's about taking into account local cultures and customs too. In some countries, swearing is forbidden, while in others, it's advisable to use locally accepted swear words as opposed to using a direct translation which in some cases, can even come across as meaningless.

5. Intonation

Intonation refers to the manner and style of expressing a language. In Western countries, for example, the use of the word "please" is commonplace and even desired to convey a polite tone. However, in Asian countries, the use of this word could seem superfluous and unnatural and hence, this type of intonation should be avoided.

Style and language biases

Conveying a respectful and polite tone towards players – whether they be adults or children – is critical for the

ultimate user experience. Not using polite forms can teach children to be rude or lack the importance of politeness, while adults might feel offended when their character or the game instructions speak to them in a manner that's considered rude.

Conclusion

Ultimately, the gaming experience can be extremely rewarding for players, that is, if the translation is done correctly. This will mean localizing at every step of the way. Accurate localization and not just literal translations are a great way of taking your game to new markets. Asia is a wonderful marketplace to start out with but you should ensure that you do not offend your players who are ultimately your customers. This is why you need to steer away from literal translations of words and make sure to adapt the language to the Asian context which the game is aimed for.

PM's PERSPECTIVE:

Top 5 questions about Asian languages



Gergana Toleva
Head of Global Marketing

I've been thinking about this topic for a while now and the topic has undergone quite a few transformations. My favorites were along the lines of "Top 5 questions about Asian languages?" "What to ask about Asian languages?" and etc. However, I was never fully satisfied with its scope until I realized something: there are no universal questions and answers and there is no top 5 without taking into account who is asking.

So I started digging and asking around – mainly colleagues of mine, who have experience in talking with our partners and posing the right questions. **Sam Hardy** and **Rosen Ivanov** have knowledge straight from the source as they've performed some training to partner's account manager teams on the language services we deliver. I can't take credit for all of this, and I just love how a joint team effort came out as this "simple" article. This is what we came up with: an article containing 5 questions and answers for language services professionals concerning the translation project management process.

#1: If you don't speak the language, how can you process a translation project in it?

Maybe that will be shocking but only a limited number of our AMs speak the language they process. But...we've got a special trick up our sleeve here, so hear us out. For all the main languages we process we've got a special position in our company called Language Leader. This is the key person who decides who is gonna handle a specific project. The Language Leader is exactly what is implied by the name – skillful in the specific language and very well familiar with the strengths and knowledge of our linguists. So a project is not assigned without going through our Language Leader. Voila! Our AMs don't need to know the language and this means yours don't need to speak it, too.

#2: Where are your linguists located?

When it comes to Asian languages this is quite an important question due to the fact that some languages like Japanese evolve and change in time. To be skillful at translating this language the translator must be living in the country or at least lived in the said country.

Another reason for knowing the location of a translator is that sometimes language takes a different path based on the place where the people are living. Let's take Hmong language as a second example – Hmong immigrants speak a different dialect than the Hmong located in Asian countries and so are Vietnamese living in the US. Knowing this an account manager will ask more questions to the customer in order to better understand the expected result.

#3: Word count or Character count?

Now that is a question that might require a separate article but I'll try to sum it up in a few sentences. A lot of the Asian languages have very different writing systems from the Latin-based languages. The standard word count tools that we usually use don't work so well and will mislead you as they don't correctly identify words in most of the Asian languages might mislead you if you don't take this into consideration.

Simple examples with Chinese language:

- **Possible slip-up 1:** Quote for the wrong type of Chinese on the document, which can lead to a difference in the price.
- **Possible slip-up 2:** If you have Chinese – English translation project and you give a quote without knowing the ratio between character/word, there might be a difference in the price you'll give your client and the price we will charge you at the end. Best case scenario you just learn about it, before you make a serious mistake but worst-case scenario is you pay more than you've charged your client.
- **Possible slip-up 3:** If you don't have the right package installed on your CAT tool for it to recognize the Asian language you are processing. End result will be the same as above.

To avoid these scenarios we strongly suggest to quote source characters or target words. Our recommendation to prevent these from happening is to always coordinate in advance with your Asian languages vendor and double-check your quote with them. This will save you from any misunderstanding and supply you with the correct information on time.

#4: Anything specific on CAT tools?

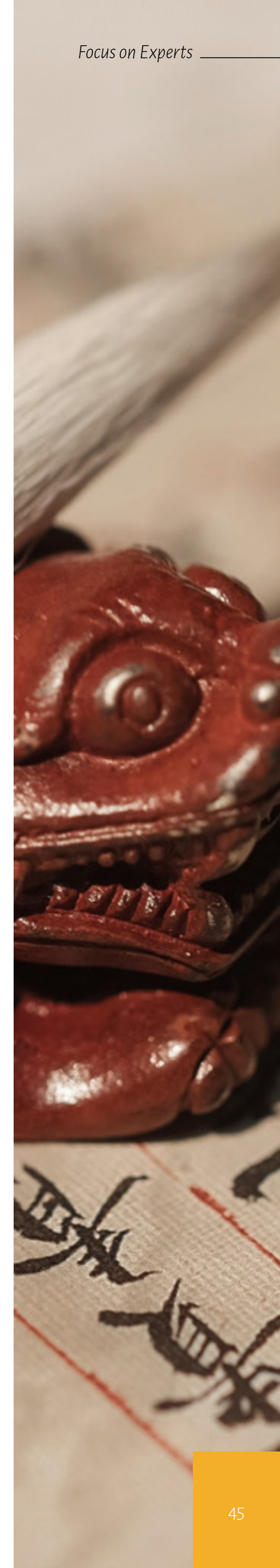
Yes, of course. As almost everything related to the languages we work with, CAT tools also need some specific knowledge to operate with them properly. There are small details like punctuation for the language, segmentation, and what each CAT tool considers a segment sometimes clashes with the meaning itself, the examples are quite numerous. However, this doesn't mean that CAT tools are useless, on the contrary, they are used but there are particular tools and ways to work with it for each language. Our account managers are trained to work with them and so are the linguists who perform the translation work in our company.

#5: What about quality assurance?

As an ISO-certified company, we've got a straightforward quality assurance process. Our internal QA team performs an obligatory QA at a random 10% of all our workflow. However, if a client of ours requires all of its work to be checked, they need to stipulate this with us as a necessary step of the work process and we will apply their request.

In the end, I have to share with you that there are plenty of other questions out there, which can be answered about working with the languages in our portfolio. In the future, we intend to follow up with more content on the topic, so stay tuned. The current article is part of a series on the topic, which aims to put into the spotlight the processing of Asian languages and make it easier for you to work with them.

PS: Thanks to our Production Director **Katya Danova** for the fact-check!



A high-angle photograph of a pond filled with several koi fish. The water is clear, showing the fish's colors and patterns. The fish include various breeds like Kohaku (white with orange), Sanke (white with orange and black), and Shogun (solid orange). The text "The Year in Review" is overlaid on the right side of the image in a white serif font.

The Year in Review

1-STOP RANKS IN CSA & SLATOR LISTS



Dimitar Dimitrov
Marketing & SEO

[Nov 22, 2021 – Los Angeles, CA, US] – People all across the world typically want to consume information in their own language. Meeting this expectation – and, in certain cases, legal obligation – supports a multibillion-dollar worldwide sector that provides translation, interpreting, and localization services. Independent market research companies **CSA** and **Slator** named 1-StopAsia yet another year as one of the major suppliers of language services internationally, rating it in the top 100 biggest LSPs in the world, based on their validated and confirmed data.

Ever since 1-StopAsia was established in 1998, we've been growing constantly – currently spanning on 3 continents. Today, we are one of the world's largest language service providers for Asian languages translation. Our most important goal is to provide 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 has been 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."



WE'RE SUCCESSFULLY RE-CERTIFIED: ISO 17100/2015 & 9001/2015



Desi Tzoneva
Content Writer

[July 01, 2021 – Plovdiv, BG] – At 1-StopAsia, we believe in continuous improvement and not only this but also improving in conjunction with industry standards. This is why we are delighted to announce that we have passed our annual ISO audit and recertification, which procedures are performed by an authorized company in the sector.

The two ISO industry standards that we recently passed are the ISO 17100/2021 for translation services and the ISO 9001/2021 for quality management systems – [check them out here](#).

While the ISO audit and recertification took some time to complete with the provision and evaluation of much documentation, we are pleased that we have been recognized as a company that has a well-structured work process in line with industry standards and companies that only work with ISO-certified translation companies.

We, therefore, believe that this is a testament to our efforts to build and maintain strong procedures for project management, workflow, security issues, and translators' quality.

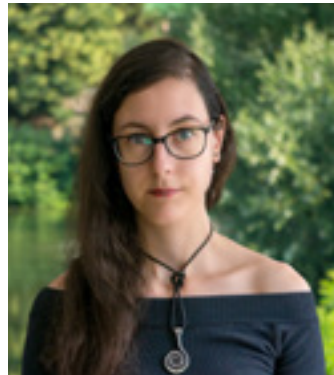
1-StopAsia's Annual Audit on ISO 17100 & 9001/2021

1-StopAsia's Executive Manager Europe Yana Dinchiyska states that "When it comes to ISO certification, it is not a mere certification, it is a standard. Companies in Europe and elsewhere expect you to have it and they require it if you want to be their trusted partner. Passing the certification process once doesn't grant a recertification, so we are really pleased that we've managed to go through the procedure again."

About ISO certification

To us, the recent ISO audit and recertification is a testament to good practices in the industry. In addition, such measures are aimed at harmonizing standards, improving efficiency and productivity, providing quality services, and maintaining consistent outcomes, which are critical factors in the translation industry. As a result, we are therefore very likely to implement other ISO certificates in the near future, which are relevant to the translation industry.

5 ASIAN CINEMA CLASSICS TO ENJOY DURING THE HOLIDAYS



Enitsa Koeva

Graphic Designer

Asian cinema has been in the spotlight for some time now. After the success of Bong Joon-ho's *Parasite*, the talented Chinese director Chloé Zhao won an Oscar for her *Nomadland*. In the field of television series, Korean dramas have been steadily growing in popularity and now *Squid Game* cemented the Western focus on Asian production.

So we compiled a list of iconic Asian movies for the cinephile that's looking forward to spending some time comfortably snuggled with a blanket and a cup of hot chocolate in front of the TV during the holidays.

1. The Flavor of Green Tea Over Rice (お茶漬の味)

Director: Yasujiro Ozu
Year: 1952

Watching an Ozu movie is an entirely different experience from watching the next Hollywood big hit. It's more akin to meditation. Nothing really extraordinary happens but it makes you contemplate and it makes you feel. If you have an eye for Japanese minimalism—your senses will feast on every frame. I won't get into details about the synopsis, I'll just tease your imagination saying that this movie is humane, warm, and it sends you back to a time when relationships weren't something you "swiped left" if it wasn't perfect. It is about the simplest things in life that bring us together. And the winter holidays are an especially good time to see it. Take the time, mute your smartphone and enjoy it with your closest people.

A translator's point of view:

We'll ask you to carefully pay attention to how flavor, taste, and smell are masterfully intertwined in this movie (and many other Ozu movies, for that matter).

Food can often be related to family, and especially in this one, you'll see it as a symbol of intimacy, too. Food in Japan has a special place and there are a few scenes in the movie where you'll find that Mokichi Satake and his wife Taeko share the smell of food.

And what does translation have to do with it? A good translation transmits it all—cultural layers, linguistic expressions, and all that goes with it.

2. Still Walking (歩いても 歩いても)

Director: Hirokazu Kore-eda
Year: 2008

This one is in the top 5 of my favorite movies. Many view Koreeda as the new Ozu—and there are certainly similarities—but his work would be a bit easier to relate to since he's working in the present time, rather than post-WW2 Japan. *Still Walking* is a masterpiece of a family drama painting a heartfelt portrait of a family over the span of 24 hours. It is a window into a traditional Japanese home, every part of it shown tastefully and aesthetically. The holidays are an especially good time to see the movie as it will certainly make you appreciate more the time spent with your parents or extended family for that matter.

A translator's point of view:

Some aspects of his movies are sometimes lost in translation simply because they are purely cultural things imbued in the language. There are many cases in Kore-eda's movies (and not only) where emotions are buried deeper and not manifested verbally and directly as we are used to in the West. Emotions in Japanese society run deep but most of the time they are communicated very subtly. It is important to recognize this way of expression so it is not mistaken for lack of emotions.

3. Yi Yi (一一)

Director: Edward Yang
Year: 2000

It's hard to put into words this Taiwanese family drama that has gotten a number of awards and nominations from prestigious film festivals all over the world. The struggles of each member of a Taiwanese middle-class family transcend the national and cultural boundaries—in the end, everything boils down to *human all too human*. The movie manages to bring up so many topics through the eyes of every character that each one could make a film by itself. Regret, modernity, coming of age, old loves, it's all in there. Jonathan Chang, playing the adorable 8-year-old Yang-Yang, does an amazing job and brings so much to the movie. Through his character the common **focal point** of all these topics becomes evident—the human struggle to step out of our own shoes in order to see our own lives clearly. Or how the little boy would put it “to see the backs of our own heads”.

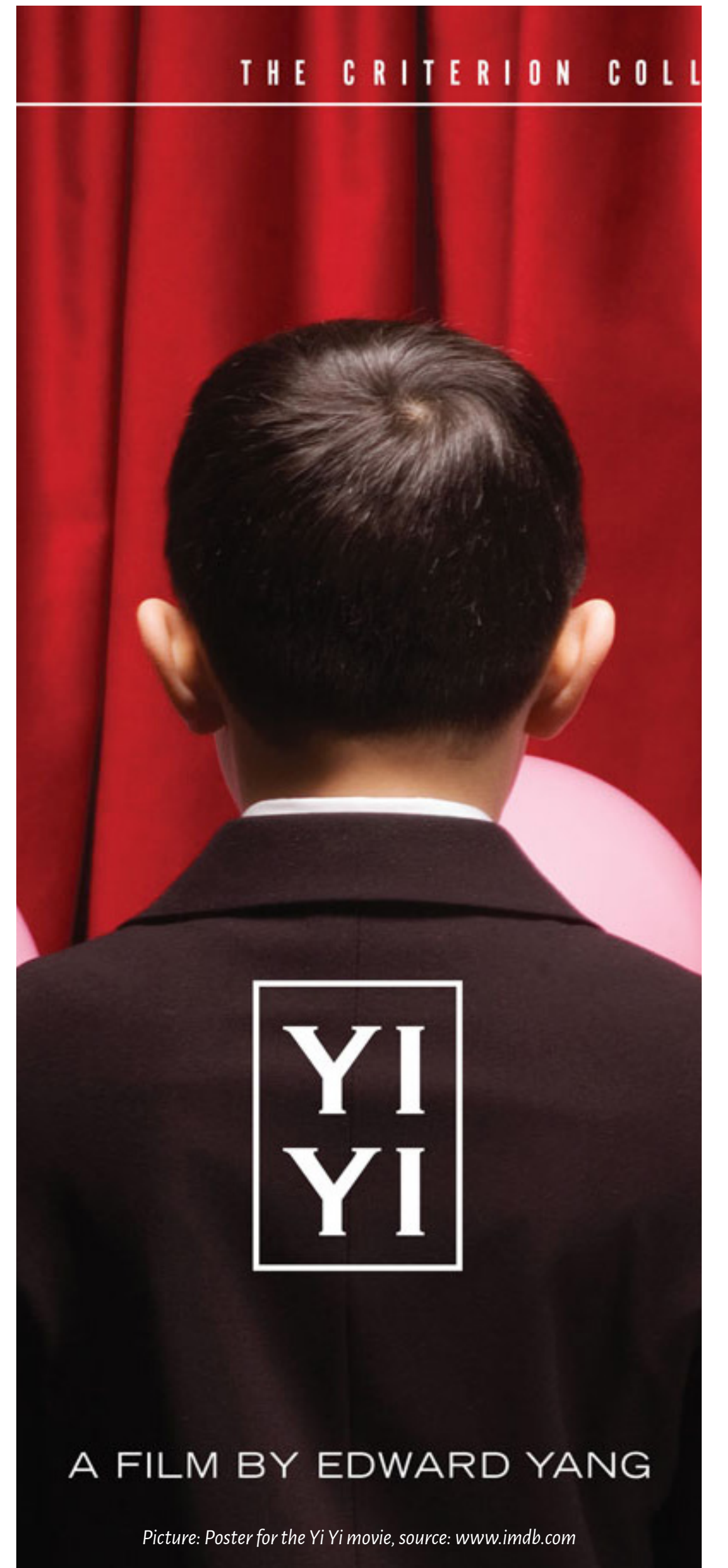
A translator's point of view:

The title in Chinese is “一一” (pinyin: Yī Yī) and literally means “one one”. It is translated as “one by one” but when written vertically the two strokes resemble the character for “two” (二), hence the subtitle “A One and a Two”.

4. Taste of Cherry (طعم گيلاس)

Director: Abbas Kiarostami
Year: 1997

This movie is a journey. Traveling and long shots with moving vehicles are something of a trademark for Kiarostami (like in *The Wind Will Carry Us* for example). And, to be frank, it is demanding. It demands first that you acclimate yourself to the slow pace and then it demands that you do some mental work. The topic is certainly controversial—it's suicide (“Why would I watch such a movie, during the holidays at that?” I hear you asking). Let me explain. The movie invites us to think about this painful but relevant topic in generality, abstractly. This is possible due to the complete lack of backstory and



Picture: Poster for the Yi Yi movie, source: www.imdb.com



Yasujiro Ozu (far right) on set with his crew, source: www.wikipedia.org

reasoning of the main character—it could be anyone, the reason could be anything. This allows the viewer to think rationally without being emotionally attached to the character. Why should we do it? Well, not thinking and not talking about a painful issue doesn't make it go away. Moreover, the movie gives us some simple (almost primitive) wisdom and some hope. So I invite you to take up the challenge and give it a try.

A translator's point of view:

There are many different approaches to translating a movie name and one of them is the literal translation. And *Taste of Cherry* is a very fine example of that. True to our purpose to show off cultural differences here I share a curious fact about the movie and Kiarostami: in 1997 he was awarded the Palme d'Or—what was seen at the time as the highest point in the director's career in the West—in his own country the focal point was on a completely different aspect. There was outrage about something we wouldn't even pay attention to. He kissed Catherine Deneuve on the cheek, which is unacceptable in his own society for an unmarried man.

5. Pather Panchali (পথের পাঁচালী)

Director: Satyajit Ray

Year: 1955

To be honest, I am a bit biased towards Indian movies, which is silly. One has to keep an open mind since not all of them (obviously) are Bollywood-style dancing and singing soap operas. *Pather Panchali* is the ultimate

coming-of-age story. The main character of the movie is little Apu—the second child of an impoverished family. His relationship and shared childhood experiences with his older sister Durga are the heart and soul of the film. For the movie nerds out there it will be curious to see many camera techniques that have inspired generations of directors afterward being used for the first time. For the rest of us remains the heartfelt story of a world seen through a child's eyes, a world of struggles and dreams.

A translator's point of view:

Did you know that the movie was based on an eponymous book that is considered a Bengali classic? Well, I am here to surprise you because the book is quite different from the movie and there was a recent effort to translate it into English. I have to share [an article](#) here because it would take entirely new material to cover the topic. The article tackles the challenges of translating the book from the first point of view. Enjoy!

Conclusion

In this article, I've strayed away from the more popular titles such as Kurosawa's *Seven Samurai* and *Rashomon* or Miyazaki's *Spirited Away* and *Princess Mononoke*. If you haven't watched them, do yourself a favor and enjoy them! I hope you'll find something of value in my recommendations and let's strive to discover and embrace new experiences and broaden our horizons in the coming year, since "The very basic core of a man's living spirit is his passion for adventure."

WE HELP OTHER COMPANIES SELL ASIAN LANGUAGES



Gergana Toleva

Head of Global Marketing

[June 15, 2021 – Los Angeles, CA, US] – At 1-StopAsia we've got a mission to be the bridge between the East and the West. To work together and to connect businesses through language and culture. Along with that one of our most important goals is to create long term partnerships rather than only to gain clients.

Recently we had the pleasure to truly stand by our principles by sharing our own knowledge and experiences first hand. We had the chance to work together with a few of our partners and help them improve their own understanding of Asian languages, the opportunities they hold and how to make their service better.

About our training programme

The "How to sell Asian languages better" training is done exclusively by our team to companies that have approached us to help them, but that is not the only stipulation. Before we do that we carefully analyze if we could possibly undertake this task and what kind of information and training the company might need from us.

We tailor the process based on the different stages or departments involved in the process—sales department, production department, quality assurance.

The benefits

The final outcome from our experience so far is easier processing of Asian languages, improved understanding of how to identify your clients' needs and increased volumes of projects in Asian languages taken due to the increased confidence of your own team to work with them.

We believe that the more you know about Asian languages and how to work with them the better. Being able to show your **professionalism** and gain your customer's trust is the most important way to success.

For more information, you can get in touch with us at: marketing@1stopasia.com

ASIAN LANGUAGES TRANSLATION:

a Book Inspired by Asian Languages and Created for Industry Professionals



Gergana Toleva
Head of Global Marketing

[Nov 15, 2021 – Los Angeles, CA, US] – True to our long-term commitment to bridge the gap between the East and the West, we've chosen to create a book on Asian languages and their translation. We want to show you the essence: the slight differences and subtle nuances of culture and language which are not limited to only the proper use of vocabulary and grammar. We believe this knowledge and understanding is essential when it comes to a skillful translation and that it helps us be better at what we do. That is why we are sharing it with you in the pages of this book.

About the Book

Asian Languages Translation – As Simple As It Gets is a collection of professional advice on translation of Asian languages as seen from the role of the language service provider. It covers 14 of the most spoken and popular Asian languages with which our company works on a daily basis. Anyone can find something useful in it—professionals at any position in the translation industry as well as for people who are just starting.

We dug deeper than the standard facts about each (but not all) of the languages we work with, and we've tried to make a compilation of facts and additional know-how that only practice can give you.

You'll find tips and tricks on how to work with them, specifics on desktop publishing, and formatting and even advice on how to handle the project management and quotation process. All of the above are structured and easy to understand.

The book is out now in paperback and ready to be shipped straight away. Very soon it is going to be available in digital formats, too. You can find out more about it [here](#).

About the Publisher

1-StopAsia has been in the translation industry for over 20 years and our main goal is not only to deliver translation services but at the same time, to be an ambassador between the East and the West. We believe that knowledge and experience are gained to share with others and thus the result is this book, which we now share with you.



A VERY SPECIAL “THANK YOU”:

This book would have been impossible to finish without the knowledge of our colleagues and language professionals. We want to add a special “Thank you” to all people involved in it.

Don Shin

Parker Smith

Wendy Liu (刘朝阳)

Aeryon Yang

Nagisa Tahakashi

Stacy Lee

Keith-krishanon SOOKSUD

Trang Dang

Hanna Na

Anne Tajon

Alisa Jin (金英兰)

Tissana Wateesatogkij

Coco Zhang (张爽)

Amy Park

Katya Danova

Yana Dinchiyska

Kiril Kulev

Livia Long

THE CHALLENGE OF (NOT) UNDERSTANDING ASIAN LANGUAGES—WEBINAR



Gergana Toleva

Head of Global Marketing

[Nov 15, 2021 - Plovdiv, BG] – Working with Asian languages can sometimes be intimidating especially to companies where that is not their domain of expertise or rarely happens to have a demand for them. At the same time processing them flawlessly is a necessity for your company, right?

At 1-StopAsia, working with Asian languages is our daily routine and this comes with a load of cultural differences, various mindsets, and complicated writing systems. Throughout the years, we’ve learned how to navigate the intricacies of bridging the gap between the East and the West and we’d like to share that knowledge with you.

We believe that understanding the peculiarities and complexity of Asian languages is key when asking the right questions to your customers. Being able to understand the process will give you more tools in your arsenal when talking to clients and is bound to increase your capacity to predict how much time a project will take, how much it will cost, and the kinds of questions to ask in advance.

For this purpose, 1-StopAsia joined efforts with the **Globalization and Localization Association (GALA)** to present a special webinar on the topic of Asian languages translation.

The webinar was named “The Challenge of (not) Understanding Asian Languages” and covered:

- A brief outline of Asian language specifics
- A practical guide on Asian languages quotations
- The Magic of Desktop Publishing
- First-hand experience in marketing Asian languages for LSPs

We were very happy to host a lot of interested people and we consider this a great experience for our company. Our speakers Rosen Ivanov and Gergana Toleva had the chance to talk directly to our partners and colleagues from the industry as well as to answer their questions.

We also say a bit “Thank you” to GALA who hosted the webinar and Isabella Massardo for the support.

A THROWBACK TO THE WONDERFUL ELIA EXECUTIVES IN GREECE



Gergana Toleva
Head of Global Marketing

[Oct 26, 2021 - Plovdiv, BG] – Reading all the wonderful and emotional posts on #Eliaexecs, while my mind was still reeling back and forth between the event and reality, made it even more difficult to put into words how I feel about these special few days in Rhodes.

The first thing that left me speechless is SHARING!

I am humbled by all the amazing leaders I met and how conscious everyone is about the great responsibility of being such. It is such a high level to benchmark and there is a lot to learn on the way.

Along with the excellent content delivered by **Veronique Oskaia** and Ian Windle, to whom I should say a huge thank you for sharing all that valuable knowledge with us. You are both truly an inspiration to dare and reach for the stars.

And the second one on my list is COURAGE!

A very special thank you to **Diego Crescieri**, **Simon Fry**, and **Christina Leoussi**, whose bravery got them out there in front of anyone to discuss solutions. At the same time a big shout out to everyone who supported and added their experience in the pot.

Diego (Creative Words) your team is lucky to have such a leader with this personal approach and their own well-being at the front of your actions. This is truly inspiring!

Tayo Ademolu (YTranslate) and his idea on outsourcing to people with special needs and mothers are one of the key takeaways for me from this conference. It is a benchmark approach that I will always have on my mind showing care and compassion for all.

And finally back to the SHARING—I am honored to have shared such an event with all of you and it makes me grateful every single day for the happy place I am—the translation industry. I am sure I am forgetting some names to mention, so please forgive me if I do but it was an unforgettable experience to have met you all:

One last mention I couldn't miss is 1-StopAsia for getting me there :) Thank you!

PS: Here are a few pictures from this wonderful event:



SALES STRATEGY FOR THE TRANSLATION INDUSTRY



Gergana Toleva
Head of Global Marketing

With the continued growth of the translation industry, there is a need for a new species of employees in almost every company we know. These are sales people and the thing is clients are so complicated sometimes that PMs are not enough if your company aims for constant strategic growth.

It is not because PMs lack skills! On the contrary – from a sales point of view they are the easy way in to talk with a decision-maker in a company. Their position, however, holds other key responsibilities and they are simply not as efficient in selling the services we'd like to sell as would be a dedicated sales person.

As our Executive Manager for Europe Yana Dinchyska likes to say: there are 3 things one would associate with Asia, when it pops out in a conversation:

- Cheap goods
- Beautiful travel locations
- Rich history

And these presumptions quite often are not in our favour. If you have decided to go along the line to develop Asian languages translation as a service that is part of your portfolio, you might be asked these same questions. With this article we want to give you some insight on how to go around them, as we've already had that conversation with quite a few of our long-term partners. The most probable outcome is: if you tackle them the right way, you'll end up with such long-term partnerships, too.

Do your research before asking any questions!!!

There is nothing more frustrating for a potential customer to receive a bad sales email from a company

that otherwise seems very reliable. I'll tell you why I say this. Currently there is a lot of emailing done in the translation industry. When I receive an email from a sales person in a company that is already working with us and it either doesn't mention this or it is obvious it is just a copy-paste from a template that speaks for itself. My conclusion is that first and foremost no initial research was done and the minimum effort hasn't been done to check if we are already working together. Secondly, either the person is not a professional or doesn't really care who is on the other side.

And that is a mass practise at that very moment!

So a few basic steps:

- Check your database
- Check the company's website
- Learn who is the decision maker
- Personalize your emails

Learn who is the client of your client

Is your potential client working with LSPs only or with end-clients? What do they sell and to whom? What is their company strategy for gaining more clients?

The more you know about the target of your clients the more you can adapt the conversation in your favour. Why?

It is simple: show your value and how it will help them in gaining more customers and they'll be happy to work with you.

When we relate this to Asian languages it is quite simple: ask them if their clients are interested in expansion? If their main goal is to gain a new service? Check if their portfolio has only a few services and offer them the option for more.

Ask about the problems!

You might find it senseless – to actually encourage people to burden you with their own problems. The thing is you do want their burden on your shoulders mainly because this is why they'll choose you to work with. What customer's want is their problems gone and if you know them, you can find a way around them.

If the quality of their current Asian vendor is poor, offer some tests or show ISO certification.

If they lack a certain pair of languages, they'll probably share it and you'll know how to tailor your offer later on.

Talk less, listen more!

A final piece of advice which I will wrap around with a lovely Japanese saying "Silence is golden". We'd encourage you to tone down the talking while you try to win a new customer. They are not interested in the polished words and phrases off your website. If you leave them talking and just listen, they'll probably tell you what they want by themselves.

At the end of it all dangle the "adventure" argument after all "sometimes taking the leaps turns into your biggest positive outcome" (and I am quoting Yana here again)

PS: A huge "Thank you!" to our Executive Manager for Europe **Yana Dinchyska**, who I bothered every single day until I got the right content out to create this series of articles.



Takeaway



THE UNICORN IN TRANSLATION: NATIVE ENGLISH TRANSLATOR



Gergana Toleva
Head of Global Marketing

At some point, we have to tackle this one and get it over with. We see it everywhere and at the same time, it is such an elusive definition. You have probably already guessed what I am going to talk about from the headline of this article—a must-have in the resources of every big translation agency, a sales pitch, and a requirement of almost every client your sales team talks to.

Oh yes, you’ve got that right!

I am going to discuss the topic of Native English Translators alongside Asian languages. And to be more specific—the narrowly specialized ones—medical, legal, technology, engineering, or any other specific field that is out there.

Who are the Native English Translators with Asian languages

One thing I am offering here is honesty. We all know what a native English speaker is, so I’ll skip that one and go straight to the whole phrase. From a historical point of view, the people who are fluent in the English language in Asia and have obtained a decent knowledge of an Asian language as a second one have usually spent a significant amount of time already in Asia. These are people who have moved to Asia in the past decades and had enough time to get the language right along with the cultural differences. They have either been soldiers or missionaries or something very similar to that but they are no doctors or engineers.

Let’s turn it the other way around – native in Korean for example with a very fluent English and a translation degree and an engineering degree. Do you see where I am going?

The truth is that English is so much more difficult for Koreans due to the difference between Korean and English, that they start to learn English from the age of six in order to have a decent level of English. And this is very far away from having a degree in translation and on top of that to get an engineering degree.

Another group of people, which can be defined as native translators are 2nd or 3rd generation of Asians born in the US. Do you think that if someone majored in Medicine working as a translator rather than his own hard-earned profession is an option? Even if we assume that it is so, the thing is these people still won’t qualify as a translator because they’ll lack the written language knowledge they need to do it. The spoken one is still good but it is not nearly enough with regards to vocabulary, grammar, and writing skills.

Did we mention the B-word so far?

I am talking about Budget here. In the translation industry, it is all about competitive prices, low budget,



and good quality. There is no single client of yours who won’t bargain for volumes and pricing. When we interpret this to the groups of translators I’ve described above we go way south—too much, too slow, poor quality technology-wise, and language-wise.

Newsflash!
*If you pay for peanuts
you will get peanuts.*

How about a solution?

Naturally, it would’ve been pointless to write all of the above without even having a suggestion or a plan to share with you on that topic. So, I’d be quite brief and make a simple list for you. This one will show you how we get a “Unicorn Translation” without a native English translator. It is no big secret, just a practical way to benefit the most from what’s available in reality.

- Step 1:** Get that expert to translate for you, despite the quality you’ll get.
- Step 2:** Continue with a top-notch native English editor.
- Step 3:** Secure a specialist from the side of the client to answer all the questions of your linguists.
- Step 4:** Don’t let your client buy the peanuts, please!

Voila! We’ve got it. And now you know better than to ask for a Native English Translator, right?

Thank you for walking the path along with us!

Gergana Toleva
Global Marketing Manager



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