

Say it just right: the importance of translation

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PROJECT UNDERWEAR: A STUDY OF ONLINE BUYER BEHAVIOR AND HOW LANGUAGE AFFECTS USER CHOICE



9 out of 10 global users will ignore your product if it's not in their native language.

nimdzi.com/project-underwear-a-study-of-online-buyer-behavior-and-how-language-affects-user-choice/

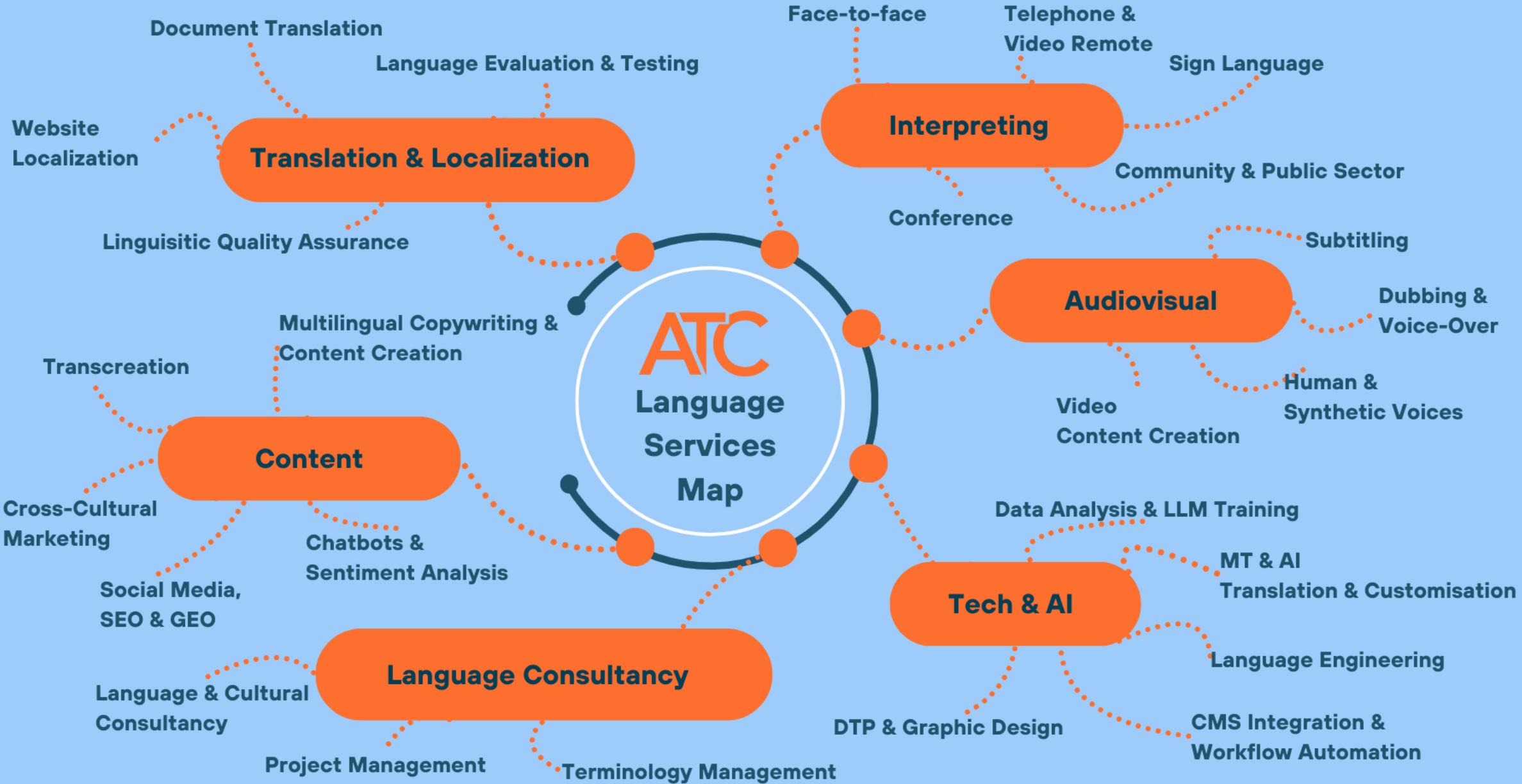
**SMEs make up 99.8% of
the business population in the UK –
but just 1 in 10 SMEs export.**

Translation is
the easiest and fastest way
to unlock serious ROI
on your export journey

- 1
- 2
- 3

1

Translation is...
AN EASY WIN



2

Translation is...

A LEGAL REQUIREMENT



European Commission

Access2Markets

Home Goods Services

[https://trade.ec.europa.eu/
access-to-markets/en/
content/guide-export-goods](https://trade.ec.europa.eu/access-to-markets/en/content/guide-export-goods)



3

Translation is...
**BRAND-CRITICAL
RISK MANAGEMENT**



Plopp - njut lite längre

Plopp är en älskad klassiker som lanserades redan 1949. Med sin krämiga insida och goda mjölkchoklad är Plopp en av Sveriges mest omtyckta choklad. Plopp är känd för sin krämiga toffefyllning med smak av klassisk karamell.

[Läs mer](#)

LO-C 30

Companies making use of
language capabilities are
30% more successful
in exporting than those who do not.

atc.org.uk/research-and-initiatives/lo-c-30-report/

Case Study 1

Concrete Canvas Ltd, specialise in construction solutions in the civil infrastructure, mining and petrochemical sectors, needing website translation and localisation into French, German, Brazilian Portuguese and Latin American Spanish.

Translation Solution with The Translation People

The company produced bilingual glossaries of company-specific terminology that was approved by in-country Concrete Canvas staff.

Native speaker translators worked on the content, then fully-formatted and branded PDFs were produced in desk top publishing for clients to download.

Outcome

Concrete Canvas were able to make their website more accessible to potential customers, clients and partners around the world. Just one month after the launch the 4 different localised home pages were amongst the most visited pages of the site. The content has helped Business Development Managers to communicate with their biggest target markets.

Case Study 2

Sponge, a digital learning agency provides innovative training solutions to some of the world's biggest brands including AstraZeneca, IKEA and Tetra Pak.

Translation Solution with COMTEC

Sponge needed high-quality learning courses translated in multiple languages – sometimes more than 40 at the same time – while ensuring everything was consistent, accurate and efficiently done.

Strict legal and compliance requirements in industries such as pharmaceuticals and technology mean the translations needed to be flawless, culturally relevant and delivered on time.

Outcome

Sponge were able to consistently deliver multilingual digital learning solutions that meet the highest quality and compliance standards. They launched global learning programmes in multiple languages and have gone from a £2 million to £20+ million company over the past 10 years.

So how can you
deploy language capabilities
to open doors for trade?

- 1
- 2
- 3

1

Scope out your
internationalisation readiness



YOUR Talk Global ADVISOR

Companies who make use of language capabilities internally and externally have 30% better export success than those who don't. How prepared is your company?

FIND OUT NOW →

LO-C 30

YOUR Talk Global ADVISOR

To help assess your readiness to increase international sales and profits, experts at Aston Business School and the Association of Translation Companies have researched hundreds of UK companies to ask how high performing export companies achieve success.

To help you assess where your own company is right now, we've put together a short quiz – answer each question and we'll tell how well you are placed to tackle your overseas market!

Set up your Profile and press the start button when you are ready to begin:

Company Sector:

Select 

Frequency of International Trade:

Select 

Percentage of revenue through exports:

Select 

My Role:

Type your answer

Choose Your Avatar:



START 



2

Map & profile your content
Low-risk nice-to-have or
regulatory & brand-critical?



Profile your content

Low-risk nice-to-have or regulatory & brand-critical?

Low-risk nice-to-have

Knowledgebase
Blogs
Social media
Secondary website pages

Regulatory

Product labels & packaging
Terms & conditions
User manuals & instructions
Contractual documents
Intellectual property

Brand-critical

Main website pages
Payment pages
Promotional content
Marketing

Translation Localization

- Document translation
- Website localization
- Transcription
- Language evaluation & testing
- Linguistic Quality Assurance

Interpreting

- Face-to-face
- Video remote
- Over the phone
- Conference
- Community & public sector
- Sign language

Content Creation

- Multilingual copywriting
- Content creation
- Transcreation
- Cross-cultural marketing
- Social media
- SEO, GEO & chatbots
- Sentiment analysis

Tech & AI

- MT & AI translation
- CMS integration & workflow automation
- Data analysis & services
- DTP & Graphic design
- Language engineering
- LLM training

Audiovisual

- Subtitling
- Dubbing
- Voice-over
- Human & synthetic voices
- Video content creation

Language Consultancy

- Language & cultural consultancy
- Project management
- Terminology management
- Linguistic staffing

Companies that invest in languages have 30% better export success.

2

Solutions & technologies

When using pure tech, watch out for...

- Cultural nuances, taboos, and idiomatic expressions
- Gender, racial, and colonial bias embedded in LLMs
- Hallucinations and non-factual facts
- Consistency and terminology
- Low performance in low-resource languages
- Privacy and data protection
- Differences in outcomes with Neural MT vs LLMs

<https://clearglobal.org/>

2

Cautionary tales on tech

Quit Drinking online course

Naukkaa vaikka lasillinen vissyä!

- Have a glass of wine, for example.
- Have a glass of whiskey!
- Have a glass of soda water!

Hotel breakfast

Aamiainen (ei-majoittujat ma-pe 7-9)

- Breakfast (non-military Mon-Fri 7-9)
- Frühstück (Nicht-Militär: Mo-Fr 7-9)
- Petit-déjeuner (Non-invités : lun-ven 7h-9h)

2

Cautionary tales on tech

Reservation Agreement

Eräiden kiinteistöhankintojen luvanvaraisuudesta annettu laki (470/2019)

- Act on the Authorisation of Certain Real Estate Acquisitions (470/2019)
- Act on the requirement of permits for certain real estate acquisitions (470/2019)
- Act on the Licensing of Certain Real Estate Acquisitions (470/2019)

Via Finlex.fi: Act on Transfers of Real Estate Requiring Special Permission (470/2019)



3

Find the right
language service partner



Content

What purpose do you need language support for?
What type of content do you have?
We'll help you audit your content and prioritise what you really need.

Languages

Brazilian Portuguese, Norwegian Bokmål or Mandarin Chinese? The world is full of languages and speaking the right one makes a difference.

Skills

What professional language, tech and project management skills do you need to make your multilingual content and communications shine? We've got them covered.

Risk

What's the risk profile of your content or communications? Nice-to-have or life-and-limb? We'll help you choose solutions to manage the risks to your brand, business and privacy.

Tech Mix

What tech mix will help you achieve your comms objectives? From AI to audiovisual, we'll put in place the right stuff.

Budget

Money doesn't grow on trees, we get that. We'll sort your language needs out, to your budget, on time, as planned.

**Who do you want to reach?
We'll get you there.**

atc.org.uk/member-directory

3

Engage your trade association or network





Association of
Translation Companies

DEFINING STANDARDS OF EXCELLENCE

Q&A

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**UK Export
Academy**