

WORDEXPRESS Summer 2008 QuickNews

Dear Client: In our **Summer QuickNews**, we would like to draw your attention to Foreign Markets...

Today's Topic: Targeting foreign markets

by Nadja El-Shafie , Client Care Manager

Lately **WordExpress** has been receiving an increasing number of **translation requests from public relations, advertising, marketing and marketing research companies expanding into foreign countries**. More and more of our clients are realizing that foreign markets offer an immense opportunity for growth.

These companies represent exporters of all sizes. They promote a wide range of products and services, such as consumer goods, health, beauty and fashion products, telecommunications equipment, computer hardware and software, industrial equipment and machines, business services, and hotel and restaurant supplies. **More and more companies in many industries operate now on a global level** and especially target the fast-growing economies in China, India, Indonesia, Russia, the Arabic Emirates and Brazil to name a few.

Make the most of your marketing approach:

Even though English is the “lingua franca” in international trade and commerce, it is **crucial to address potential consumers in their native language**. As we all know, psychology is always involved in our purchasing decisions. As these decisions are largely made unconsciously, only our mother tongue can provide the emotional environment that is conducive to **pleasant feelings, favorable opinions and positive decisions**. Thus, approaching buyers in their native tongue creates an atmosphere in a setting of familiarity and safety. It makes them feel appreciated and understood, as they are met on their own turf.

WordExpress is the solution:

If you plan on expanding into foreign markets, **WordExpress** is the right company to assist you with multilingual solutions worldwide.

Our professional linguists are able to translate or interpret your advertising and marketing material accurately into any of **more than 100 languages**. Additionally, in each language pair, **WordExpress** has the right specialists available, who are familiar with the specific subject matter of your text. Last but not least special attention is given to adapt to the particular cultural environment of each region, so your prospective buyer will not be able to discern between a translated document and one that has originally been written in his native tongue. That is what an excellent translation or interpretation is meant to achieve!

From **Written Translations to Multilingual Desktop Publishing, from Oral Interpretations to Audiovisuals, from Transcriptions to Website Localization, WORDEXPRESS DOES IT ALL!** Our broad range of linguistic services is available to clients all over the world. These clients appreciate that just one stop to us takes care of all their language projects. They know that our all-inclusive services guarantee **FAST** and **EFFICIENT PERFORMANCE** at **LOWER COST!**

WordExpress uses the **LATEST TECHNOLOGY** available on today's market to provide our services.

WordExpress is in compliance with the stringent quality standards of ISO 9001

Our quality control processes are unmatched in thoroughness—our goal is perfection!

For a free quotation on your next project, please call us today at (310) 260-7700, ext. 125

or (800) 570-0700, ext.125

Or e-mail your request to clients@wordexpress.net

Visit our website for more information: www.wordexpress.net

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