

# WORD EXPRESS *SPRING 2010 QUICKNEWS*

**Dear Client:** In our **Spring QuickNews**, we would like to draw your attention to the increasing **importance of addressing Chinese and Spanish speaking markets.**

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**Today's Topic:** **Chinese and Spanish are more important than ever!**

*by Emanuela Giangregorio, Client Care Manager*

Chinese and Spanish are the second and third most widely spoken languages in the world. Technically there are more speakers of English than of either Chinese or Spanish but those figures include people who speak English as a second language. **When it comes to native speakers however, Chinese and Spanish are the first and second ones.** Needless to say, businesses that are able to appeal to Chinese and Spanish speakers have the opportunity to substantially increase the size of their markets.

**There are over one billion native speakers of Chinese.** This fact might be reason enough to convince companies to make sure that they are addressing the Chinese speaking world. In addition, China's economy is growing by leaps and bounds and its importance on the world stage is increasingly felt. Its trade links with the USA are worth \$409 billion annually according to Business Week magazine and its trade with Europe equals or surpasses that amount. Its economy is expanding rapidly with new corporations and multinational partnerships emerging all the time. With all this in mind, the case for attending to a Chinese audience in Chinese makes itself. *The business elite is already oriented towards the booming China market.* Chinese can open doors in virtually any industry.

Spanish is definitely in the running along with Chinese for the position of the most important second language in the business world. **Well over 500 million people across the world speak Spanish.** With Latin American countries such as Chile and Mexico experiencing unprecedented economic growth, the business advantages of addressing the Spanish speaking market directly increase exponentially. For companies headquartered in the Western Hemisphere, Spanish is especially essential. In the United States alone, there are over 30 million Spanish speakers. Businesses that ignore this important community by not advertising or communicating in Spanish could limit future growth.

It is not certain that English will always be the main international language of business. And its hegemony among other languages is no longer as pronounced as it once was. It behooves businesses to adjust to the changing international arena by not limiting themselves to what may have been sufficient in the past.

As you may know, WordExpress offers top quality translation and interpretation services in over 100 languages, but we want to draw attention to our services in Chinese and Spanish because of how important these languages have and will continue to become. The WordExpress team includes over 1,000 Chinese and Spanish professional translators and interpreters located in the United States and throughout the globe. We have such a selection of Chinese and Spanish associates that we can guarantee that your project will be worked on by the most talented people in the industry and that the translators or interpreters will be experts in the terminology specific to your project.

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