

翻訳 Terjemahan
 Penerjemahan နှင့် ပြန်ဆိုခြင်း
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The **ELITE ASIA GROUP OF COMPANIES** provides professional language and communication services such as **TRANSLATION, TRANSCRIPTION** and **INTERPRETATION** for more than 70 global languages. We also offer **CHINESE LANGUAGE BUSINESS CULTURE COURSES** in Singapore to help businesses and professionals maximise their opportunities in the greater China market. Our number one goal is to help you to connect with your global audiences while retaining your distinctive image and voice.

The **ELITE ASIA GROUP** consists of 5 companies in 3 countries, each with a specific focus to help you to achieve your business' communications objectives.

Turn the page to find out more about **ELITE ASIA GROUP** and the services we offer.



WE'RE ALL ABOUT...

CLEAR, ACCURATE AND EFFECTIVE

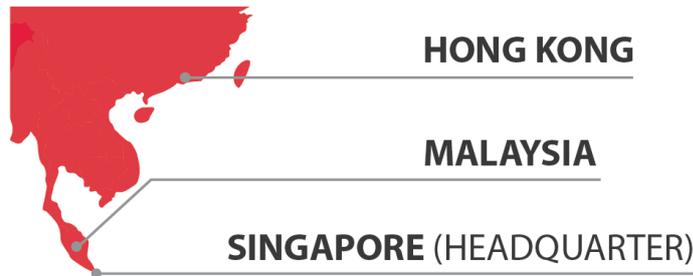
COMMUNICATIONS.

ELITE ASIA is more than just a one-stop regional linguistic services provider – our business is to help you to convey top-quality and effective communications to your target audience, regardless of who they are, which countries they are from and what their spoken and written languages are.

In a global community where almost everyone is virtually connected and accessible, the biggest barrier to communications is language itself. At **ELITE ASIA**, we provide you with the expertise to translate, transcribe, interpret, and even master the languages required to reach the global marketplace.

WHY CHOOSE ELITE ASIA?

1. AN ASIAN CONNECTION



ELITE ASIA is headquartered in Singapore and has established an extensive network of highly-skilled translators, interpreters and writers in strategic cities all across Asia, including Malaysia, China, Korea, Japan, Hong Kong, Thailand and Indonesia.

Our linguists are either native bilinguals or have immersion experience in multilingual communities who are highly proficient in two or more languages. They are committed to maximising competitive advantage for our clients, who can rest assured that nothing will get lost in the translation process – your message will retain its clarity, conviction and impact in the new language.

2. BENEFITS OF ENGAGING ELITE ASIA

- ✓ Obligation-free quotations
- ✓ Sample translation upon request
- ✓ Prompt response to your enquiries – within **2 HOURS** during working hours
- ✓ Dedicated pre-sales and post-sales service support
- ✓ Pre-project research & interviews to customise a proposal to fit your language and communication needs
- ✓ ISO 9001- 2008 certified Quality Management System

3. OUR QUALITY PROMISE

For every project that we take on, our number one goal is to provide true and accurate translations that faithfully convey the original text’s objectives to the target language. Other variations such as transcreation¹ or transliteration² can be applied whenever necessary.

We will achieve this goal through the use of our streamlined **TRANSLATE, EDIT & PROOFREAD (TEP) PROCESS**, as well as by:

- ✓ **ADVISING** our clients on the project deployment based on their objectives, business and localisation needs.
- ✓ **BEING** diligent in pre-translation research and preparations such as building a terminology / glossary to ensure consistency throughout the translated text.
- ✓ **UNLIMITED REVISIONS** and **CLOSE FOLLOW UP** on the translated copy to perfect the final version.

Our vast experience and networks in the industry assures our clients of the **#1 SUCCESS FACTOR** in any translation process – **DEPLOYING THE RIGHT TRANSLATORS.**



¹ Transcreation is the creative adaptation of marketing, sales and advertising copy in the target language.
² Transliteration is the conversion of a text from one script to another, to represent or spell in the characters of another alphabet, for e.g. a trademark application.

TRANSLATING & COMMUNICATING IN CONTEXT

TECHNICAL TRANSLATION

We spare no efforts in making sure that the translated document retains its essence and accuracy in the terminology used. Exhaustive research is done prior to translation in order to ensure its integrity.



MARKETING COMMUNICATION TRANSLATION

Our clients are assured that their messages will be professionally translated into the target language without compromising on fluency and readability.

To maximize the impact of the translated communication, we carefully choose translators who possess the following traits:

- ✓ **A KEEN EYE** for detail
- ✓ **UP-TO-DATE KNOWLEDGE** on the target market's trends
- ✓ **IN-DEPTH UNDERSTANDING** of the target audience's cultural background

COPYWRITING

Our copywriters are experienced and qualified to write copies that engage your target audience instead of just "talking to" them. Through incorporating emotional pull factor in each copy, our clients' communication effectiveness is enhanced further, building bonds that improve customer loyalty and brand value.

Besides copywriting, we also offer editing and proofreading services to help you polish existing business texts.

OTHER LANGUAGE-RELATED SERVICES

Our business is more than just providing translation services, but also to bring communication beyond language and cultural barriers. As such, we provide a wide range of other language services to support our clients in their pursuit of effective communications.

- **BRAND LOCALIZATION**
- **CERTIFIED TRANSLATION**
- **DESKTOP PUBLISHING (DTP), TYPESETTING & PRINT MANAGEMENT SERVICE**
- **MULTILINGUAL CONTENT MANAGEMENT**
- **MULTILINGUAL SEO & SEM**
- **MULTILINGUAL SOCIAL MEDIA**
- **ON-SITE AFFIDAVIT**
- **SPEECH WRITING**
- **WEBSITE LOCALISATION**

TRANSCRIBING WITH CONVICTION

ON-SITE TRANSCRIPTION SERVICE

In early 2013, we launched a new line of transcription services - **ON-SITE TRANSCRIPTION**, whereby the transcriptionists are required to transcribe video / audio content for business discussions or negotiations at a client-designated time and venue.

ON-SITE TRANSCRIPTIONISTS are usually working in pairs, taking turns as intense concentration is required to **LISTEN AND TRANSCRIBE AT AN ALMOST REAL-TIME SPEED**.

On-site Transcription Service is usually required for the following events:

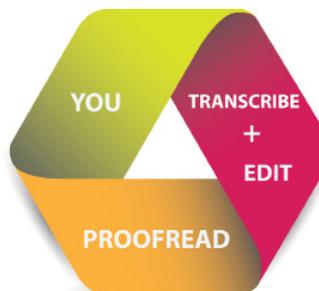
01	ARBITRATIONS / COURT- HEARINGS
02	OFFSITE SETTLEMENTS
03	RECRUITMENT INTERVIEWS / BUSINESS MEETINGS
04	CONFERENCES & SEMINARS
05	FOCUS GROUPS / RESEARCH DISCUSSIONS
06	PRESS ANNOUNCEMENTS & HIGHLIGHTS

The transcript is offered in the following formats:

- HIGHLIGHTS
- MEETING MINUTES
- VERBATIM

OUR TRANSCRIPTION PROCESS

We have a tried-and-proven process in place to **SAFEGUARD YOUR INTERESTS, AND PROVIDE YOU WITH ACCURATE TRANSCRIPTS** within an agreed timeframe.



At **ELITE ASIA**, we provide various forms of transcription services, for e.g.

- ✓ BUSINESS TRANSCRIPTION
- ✓ GENERAL TRANSCRIPTION
- ✓ LEGAL TRANSCRIPTION
- ✓ MEETING TRANSCRIPTION
- ✓ ON-SITE TRANSCRIPTION
- ✓ RESEARCH TRANSCRIPTION

INTERPRETING IDEAS WITH CLARITY

When organising an international conference, business meeting or a transatlantic conference call, it is crucial that you, your delegates and business partners are able to transgress language barriers and understand important messages and details clearly. This is why you should choose **ELITE ASIA** to help you with the key task of interpreting.

TYPES OF INTERPRETING

1. SIMULTANEOUS INTERPRETING

Most frequently used for large scale conferences or meetings. Simultaneous interpreting requires the linguist to **CONVEY THE MESSAGE INTO THE TARGET LANGUAGE AT THE SAME TIME AS THE SPEAKER IS TALKING**. As little to no delay between the speaker's speech and interpretation is permitted, simultaneous interpreters are often required to work in a team of two, taking turns to perform every 30 minutes or so.

The facilitation of simultaneous interpreting requires the use of **PROFESSIONAL SIMULTANEOUS INTERPRETING EQUIPMENT**, including microphones, transmitters, receivers and interpreting booths.

2. CONSECUTIVE INTERPRETING

Most appropriate for smaller scale events or meetings. In consecutive interpreting, **THE MESSAGE IS CONVEYED INTO THE TARGET LANGUAGE WHEN THE SPEAKER PAUSES** after a few sentences. The interpreter is allowed to take notes while the speaker is talking. To cater to a big group, the use of interpreting equipment is recommended.

3. ACCOMPANYING INTERPRETING

An alternative form of consecutive interpreting which is suitable for business meetings or informal discussions when traveling to foreign countries and you don't speak the native language. The accompanying interpreter usually **INTERPRETS WHAT IS SAID SENTENCE BY SENTENCE**, the use of technical equipment is not required.

TYPES OF SIMULTANEOUS INTERPRETING SYSTEM

We offer two types of interpreting systems to cater to your interpreting needs of any scale and size.

DIGITAL CONFERENCE INTERPRETING SYSTEM

Suitable for large-scale conference settings (more than 20 pax)
 Interference-free
 Interpreting via Infrared System
 Equipment Requires:

- Interpreters' Booth
- Interpreters' Console
- Receivers with Earphones
- Control Console
- Transmitters
- Infrared Radiators

WIRELESS SIMULTANEOUS INTERPRETING SYSTEM

Suitable for small-scale meeting settings (less than 20 pax)
 Interference-free within 200m range
 Interpreting via Radio Frequency
 Equipment Requires:

- Transmitters
- Receivers with Earphones

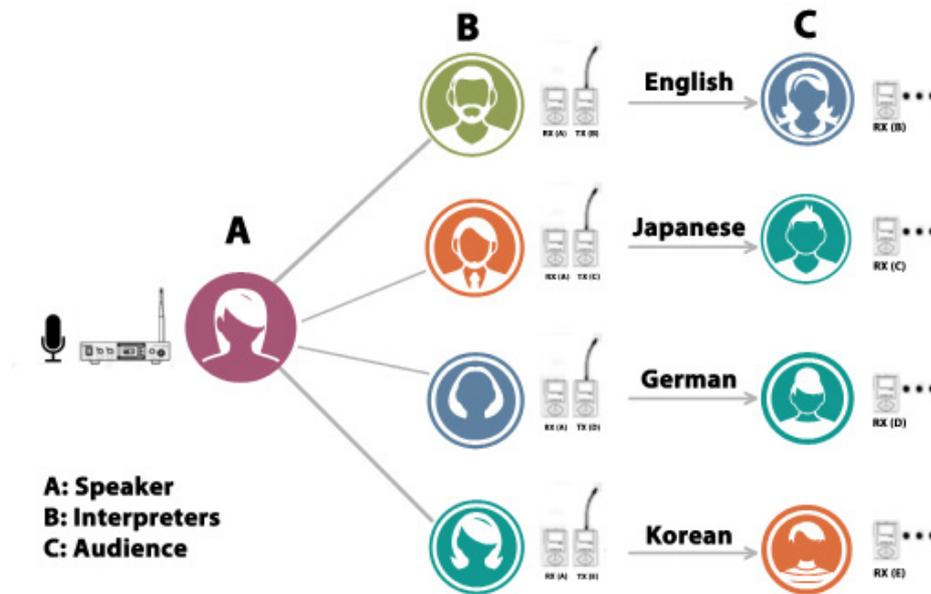
• **DIGITAL CONFERENCE INTERPRETING SYSTEM**

A digital conference interpreting system is required in order for interpretation to be heard simultaneously in different languages. Our digital simultaneous interpreting system is **DESIGNED TO CATER TO MEDIUM TO LARGE SCALE AUDIENCES** and has proven to be effective for over 1000 pax.



• **WIRELESS SIMULTANEOUS INTERPRETING SYSTEM**

Another alternative is our wireless simultaneous interpreting system which is highly reliable and has been proven to be more **COST EFFECTIVE FOR SMALL TO MEDIUM SCALE AUDIENCES**.



Benefits of wireless simultaneous interpreting system:

- ✓ **CLARITY** – free from interference and interruptions, long operational range (up to 200m away from the transmitter)
- ✓ **VERSATILE** – can be used in various settings
- ✓ **SIMPLICITY** – does not require complex and time-consuming equipment setup
- ✓ **AVAILABILITY** – for both rental and purchase at affordable and attractive rates

COMMUNICATING WITH ASIA

<p>BEGINNER LEVEL (144 Hours)</p>	<ul style="list-style-type: none"> • Learn up to 1500 essential Chinese vocabulary and phrases • Converse effectively using daily life expressions • Gain knowledge and form more complicated sentence with the acquisition of Chinese grammar • Learn to recognise up to 500 Chinese characters • Equipped with knowledge equivalent to the HSK Level 3 Test
<p>INTERMEDIATE LEVEL (192 Hours)</p>	<ul style="list-style-type: none"> • Acquire additional 3500 Chinese vocabulary and phrases • Learn to express opinions in paragraphs • Learn more variations of Chinese grammar • Learn to recognise additional 2000 Chinese characters • Equipped with knowledge equivalent to the HSK Level 5 Test
<p>ADVANCED LEVEL (120 Hours)</p>	<ul style="list-style-type: none"> • Acquire additional 5000 essential and commonly used words, idioms and proverbs • Learn article reading and presentation in Chinese • Acquire more competence on Chinese grammar and write passage with varied sentence structure • Learn to recognise additional 2000 Chinese characters • Equipped with knowledge equivalent to the HSK Level 6 Test

The following courses are offered in Singapore only:

- ✓ **CORPORATE CLASS**

 - Best solution for working professionals
 - Able to select trainer of your choice
 - Conducted at client's office
 - Curriculum is fully customised
 - Flexibility with rescheduling
- ✓ **PUBLIC CLASS**

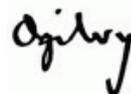
 - Most cost-effective learning option
 - Effective role play in group interaction
 - Convenient locations (Bugis and Jurong East)
 - Small class size (4-8 pax only)
- ✓ **PRIVATE CLASS**

 - Able to select trainer of your choice
 - Best solution for adult learners with busy and dynamic schedule
 - Curriculum fully customised to fit your topic of interest and learning objectives
 - Flexibility with rescheduling
- ✓ **CHINESE SPEAKING CLUB**

 - Chinese version of Toastmasters
 - 1 to 2 sessions per month and cover 12 to 15 interesting topics a year
 - Build individual confidence in speaking the newly acquired language
 - An interactive platform to practise speech delivery
- ✓ **CHINESE CULTURE BUSINESS COURSE**

 - Conducted in Chinese/English language and in corporate setting
 - 1 to 2 days workshop with customisable content of your choice
 - Interactive sharing of common issues and challenges encountered when doing business in China and effective solutions from a cultural perspective

OUR CLIENTELE:



THE ART OF TRANSLATING DISTINCTION

CLARITY

We keep the language simple and direct so the message is as clear in the target language as it is in the original.

CONTEXT

Our linguists have a keen sense of language and cultural contexts. We take the content from its original context and translate it into a parallel context that is meaningful to your target clients.

CONVICTION

The tone of voice and strength of conviction of the original content is retained in the translated content. We make every effort so as to stay true to the heart and soul of the message you want to put across.

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