



LANGUAGE
SHOULD NOT
BE YOUR
BARRIER

Elite Asia Enables You And
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

**FINANCE
INDUSTRY
IN MALAYSIA**



Speaking your **client's language** is important

Globalisation has allowed a new level of companies' outreach to consumers all over the world



Daily interaction with international consumers and internal clients is inevitable



Common Needs In Communication

Send your documents or reports to industry translators

Convey information accurately through professional interpreters

“Your industry is growing. Let's take a look at some facts on the next page.

“ Translation and Interpretation in demand

“ The following facts show an increasing number of **international correspondents**:

- Citibank provides services to more than 65,000 corporations in **140 countries**.
- ICBC has a network of 1,630 foreign correspondent banks in **138 countries**.
- JPMorgan Chase has presence in **39 countries** and ties to more than 3,000 global banking correspondents.

- Forbes Fortune 2000, 2013

“ With the efforts **to further increase the internationalisation** of Islamic finance that can cumulatively contribute towards strengthening economic linkages and thus enhance international economic connectivity.

- Dr Zeti Akhtar Aziz, The Global Islamic Finance Forum 2014, Bank Negara Malaysia



Translation and Interpretation in demand

“The Association of Financial Advisers (AFA) President Alfred Sek said....”The local financial advisory industry is **now entering a new era thanks to Bank Negara Malaysia (BNM) which has expanded the list of qualifications** to become a financial adviser under the Financial Services Act (FSA) and financial planner (under the Capital Markets and Services Act),” he added.

- Malaysia's financial industry to see big leap in growth in 2015, The Star, 2014

“According to the UNCTAD 2015 World Investment Report, **Malaysia is the fifth largest recipient of FDI (foreign direct investment)** inflows in East and Southeast Asia. It is also among the 15 countries **most favoured by multinational companies** in 2015-2017.

- Malaysia: Foreign Investment, Export Entreprises SA, 2015



What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Annual account and reports
- Datasheets
- Fact sheets
- Financial reports
- Financial newsletter
- Internal communications
- Investment document
- Investment transactions
- Legal contracts
- Marketing materials
- Regulatory documentation
- Service agreements and contracts

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



Conclusion

Due to the rapid growth of the industry, finance companies would like to consider **adopting multilingual strategies to stay competitive.**

Industry translators and interpreters with specialized knowledge can help you to **convey the intended message or information effectively to consumers as well as overseas counterparts.**

Potential problems such as miscommunication, regulatory breakdown and ineffective advertising **will arise without language localisation services.**

Language should not be a barrier in opening new markets. Language service provider plays an important role in assisting your business.

At Elite Asia, our conscientious translators and interpreters will place a premium on **considering cultural factors and your business needs** before executing your project.