




CLARITY CONTEXT CONVICTION



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**LANGUAGE**  
SHOULD NOT  
BE YOUR  
**BARRIER**

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Elite Asia Enables You And Your Business To Be Understood



## Who we are

Elite Asia is more than just a **one-stop language services provider**. We can help you navigate to and from different languages and create new materials in the language of your choice to meet your business needs. We stand equipped and ready to serve your **translation, copywriting and interpreting needs**, as well as **learning new languages**. We can help to define who you are with greater clarity and magnify your brand visibility to both businesses and consumers.



Elite Asia **was ranked among the top 3 language service providers in Singapore**, according to Common Sense Advisory Research (CSA Research) in 2015. We have established an extensive network of translators, interpreters and writers in strategic cities across Asia.

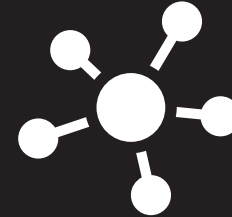
Our linguists are native bilinguals and / or have immersion experience in multilingual communities and are highly skilled in navigating to and from multi-languages.

Are you satisfied with  
**how your business is doing** right now?

Are you hungry for  
**more revenue?**



Do you want to  
**expand your business?**



**YOU NEED  
TRANSLATION SERVICES!**  
FIND OUT HOW WE CAN HELP.

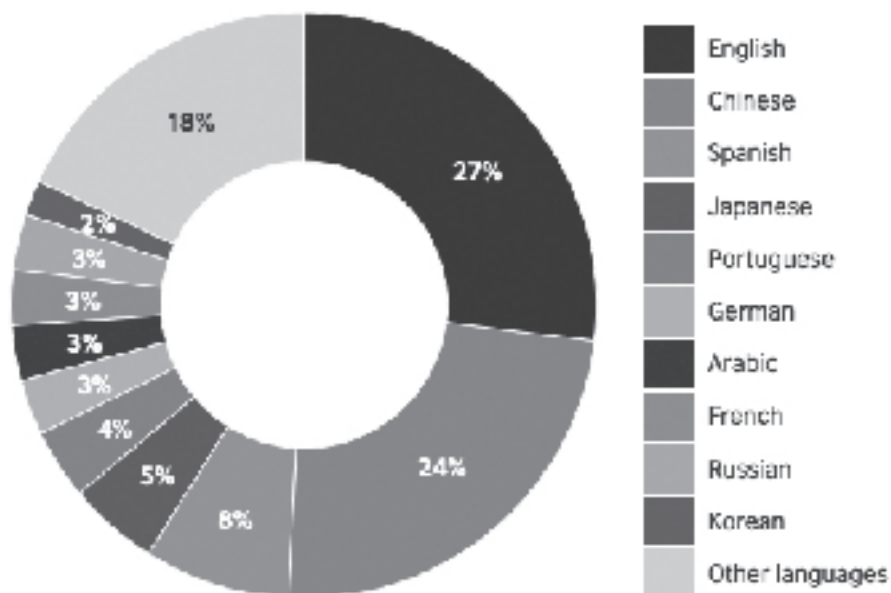




## Reach out to **where the demand is**



**You have probably been using the Internet as a business avenue, but you may probably not be using it to the fullest extent.** The internet is a global marketplace and the number of internet users keeps growing every day. Here're some interesting findings on consumer behaviour on the Internet.





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## **Surveys** by Common Sense Advisory Research

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**72% of consumers spend most of their time online on websites in their native language** and are more likely to buy a product if the information is available in their native language.



**Are you** speaking the same  
language **as your customers?**



## English alone **is not enough**

In a survey of 3,000 global consumers in 10 non-Anglophone countries in Europe, Asia, and South America, **75% of the respondents prefer to buy products in their native language**. In addition, **60% rarely or never buy from English-only websites**.

**30% of 3,000 respondents never buy at English-language sites**, and another 29% rarely do.

**Exactly half of them would prefer that at least the navigation elements and some content appear in their own language**, and another 17% strongly shared that preference.

– Survey by Common Sense Advisory Research April 2014



## The Solution: **Website localisation**



**Website localisation is one of the most cost-efficient ways to open up new markets**, and it's almost mandatory for any company wishing to grow internationally in today's digitalized world. **The ROI far outweighs the relatively low cost of translating a website..**



## In addition, localise your **marketing materials**



Regardless of whether you already gained a foot in an overseas market or are planning to penetrate into one, **translating your marketing materials into their native language is almost unavoidable**. The realm of marketing communication translation is all about transporting a company's positive message across language barriers without losing any valuables along the way.



## How **translation** can help your business

By adapting your corporate website to a local market through professional translation, **you can tug effectively at the heartstrings of the natives and maximise your profits.**



Do you know that because of the lack of **website localization**,

- Billions of dollars in potential revenue are lost annually.
- There are 32% non-English speaking Internet users globally, all of whom do not know that your website and company exist.
- Your website may never appear in the results of foreign keyword searches or on major search engines.
- Web surfers stay half the time on sites with their native language.





## Why you need translations services

- You want to sell abroad
- You are already selling abroad
- You want to keep growing
- You want to stay ahead of your competition
- You want to strengthen your brand
- You want to build credibility as a global player
- You want to maximize revenue size of your potential market
- You want to improve user experience and SEO/SEM on a global scale
- You want to reach out to non-native English speakers/readers





## Types of marketing translation services



But not limited to:

- Websites
- Google AdWords & keywords
- Advertisements
- Electronic Direct Mailer
- Press Kits
- Promotional Documents
- Brochures
- Customer Inquiry Forms
- Digital Content
- Product Catalogues
- Sales Materials
- Case Studies



To drive traffic to your website, we recommend that you should consider planning some form of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). **Our translators can help you translate original keywords or AdWords content for successful website localization.**



## Website / marketing materials **localisation process**



### Step 1 **Proposal and advice**

Our Account Manager will offer you a proposal and advise you during the meeting.



### Step 2 **Submit your requirements**

Email us the source document in Word or Excel format for word count calculation, as well as informing us about the language(s) you wish to translate.



### Step 3 **Content confirmation**

Our Account Manager will be able to advise you on the turnaround time and the final cost based on the total number of words and language types.



### Step 4 **The translation process begins**

Our team will work on the translation project after you have endorsed the proposal.



### Step 5 **Review and Delivery**

Depending on the scale of the project, revisions within 2-3 weeks of submission of translated document will be done with no additional costs.



## Why **engage us**

### **Our Service Assurance Guarantees:**

- All translations are done by native speakers /specialists
- All translations are done by real people – we do not use translation software
- Guaranteed delivery timeliness
- Unlimited revision rounds depending on scale of project
- Guaranteed quality with Translate, Edit & Proofread (TEP) Process by a minimum of two translators per language



## Client Satisfaction




**88.77%** of our clients expressed **high levels of satisfaction** for work turnaround time.

**85.23%** were very satisfied with our **work efficiency and overall service.**

**81.82%** would **recommend** our services to their colleagues or contacts within their industry.

– Elite Translations Asia Survey of 352 clients for the year 2014

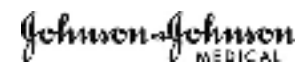
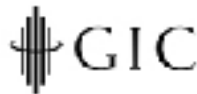
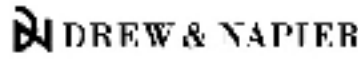
 Elite Translations Asia is the best which I have come across over 20 years in Asia. I am happy with the fast turnaround time. The quality of translation was good. My partner in China would always do the checking and rarely changes were made. I highly recommended Elite Translations Asia and the company is listed on my highly preferred vendor list.

– Ms. Melinda Earsdon, Oanda Asia Pacific Pte Ltd

 I am pleased with **their ability to capture the accuracy of translation within the quick turnaround time.** As such, I have recommended my colleagues to also engage Elite Translation Asia.

– Mr. Noah Lee, A.S. Louken Branding Pte Ltd

# “Clients we served



Marriott.  
HOTELS & RESORTS

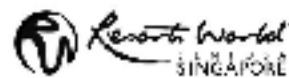
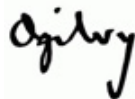
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For more information, please visit

**[www.elitetranslations.asia](http://www.elitetranslations.asia)** (Translation Services)

**[www.eliteinterpreters.asia](http://www.eliteinterpreters.asia)** (Interpreting Services)

**[www.elitelinguistic.net](http://www.elitelinguistic.net)** (Language Courses)

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