

newsupdate

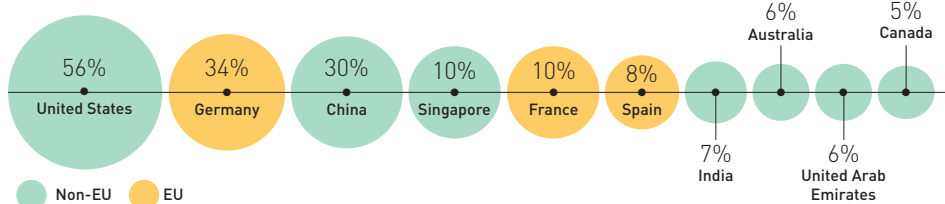


Brexit presents unprecedented opportunities

While the United Kingdom and Europe continue with Brexit negotiations, business leader's express optimism in the wider global economy. *As the International Monetary Fund (IMF) predicts a World growth boom with the best economic conditions since 2011, UK CEO's prepare for new opportunities. The Washington based institution upgraded every advanced nation in its latest set of forecasts and claimed that there was 'good cause for greater confidence' in the World economy. In response a survey of UK Chief Executives chose three countries, as most important for their organisation's growth prospects over the next 12 months.

MOST IMPORTANT COUNTRIES FOR UK ORGANISATIONAL GROWTH

UK Chief Executives chose three countries, excluding the UK, most important for their organisation's growth prospects over the next 12 months.



As business prepare for new opportunities, either growing existing World markets or venturing into new territories, it is more important than ever to have a professional translation company in place. Prima Lingua, with 20 years' experience in Global markets, provide accurate translation of your marketing message and the documentation that support your products and services.

To learn how we can help call Andrew Ashton on + 44 (0)845 555 2020 or email andrew.ashton@primalingua.com now.

*Source IMF report



contents

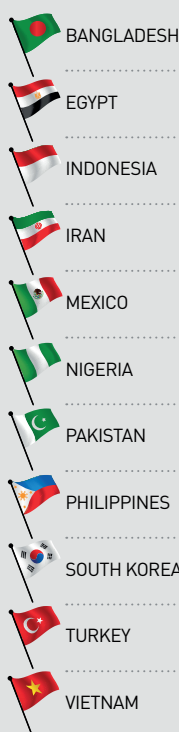
- 2 Next 11 replace BRIC
- 2 S1000D
- 2 Reduce your translation costs by 80%
- 3 Dita/ XML
- 3 Translation review
- 3 Prima Lingua built on quality

Next 11 replace BRIC economies for growth



Achieve world beating growth by selling to the NEXT 11 economies, writes Soriya Gidden.

Source: World Bank



With Europe preoccupied by sovereign debt and Brexit, and even the BRIC economies on a slowdown, is it time to look for new opportunities for your business?

The BRIC countries (Brazil, Russia, India and China) were named in 2003 as the most rapidly developing countries with the greatest economic potential. With these countries continuing to develop, albeit at slower rates, it is useful to look at the next tier of emerging economies. Those countries following the BRIC path will typically experience high rates of population growth, creating a growing pool of potential consumers, at the same time as rising disposable incomes.

Labelled by Goldman Sachs as the 'Next 11' (or N-11) to describe a diverse group of countries that – one for one reason or another – have the potential to become major players on the World stage.

The N11 countries are Bangladesh, Egypt, Indonesia, Iran, South Korea, Mexico, Nigeria, Pakistan, the Philippines, Turkey and Vietnam. Although varied both geographically and economically, these 11 countries have features in common that are believed to single out their high economic potential:

The N11 countries share the characteristics of rapidly growing populations combined with significant industrial capacity or potential.

All 11 countries demonstrate population growth rates above those of Western developed economies, indicating greater consumer market potential over the medium term. Large populations represent a wide potential pool of consumers for businesses to target, while high growth rates mean that this market will expand rapidly, providing proportionally more potential customers.

The N11 countries can be categorised in two different ways: developing economies and newly industrialised economies. These are both 'emerging economies', but the latter have greater industrial capacity and are typically beginning to export heavy manufactured or refined products, while the former are still largely reliant on primary exports, with some industrial capacity. Typically, developing economies have lower standards of living than newly industrialised economies.

Of the N11 countries, Bangladesh, Iran, Nigeria, Pakistan and Vietnam can be

categorised as developing economies, while all the others except South Korea can be categorised as newly industrialised economies.

South Korea is the only N11 economy that could be categorised as a developed economy, owing to its high level of industrialisation and relatively stable macroeconomic fundamentals.

Those countries that are most stable – whether via democracy or dictatorship – will have better prospects for consistent growth. These include South Korea, Vietnam, Mexico and Egypt.

A key factor for Iran will be the continuation of economic sanctions by the USA, which would curtail growth.

Although there are many economic and political factors impacting on the potential of these markets, it is worth research into the potential opportunity for your business.



S1000D

S1000D is an international specification for the production of technical publications. Although the title emphasizes its use for technical publications, application of the specification to non-technical publications is also possible and can be very beneficial to businesses requiring processes and controls.

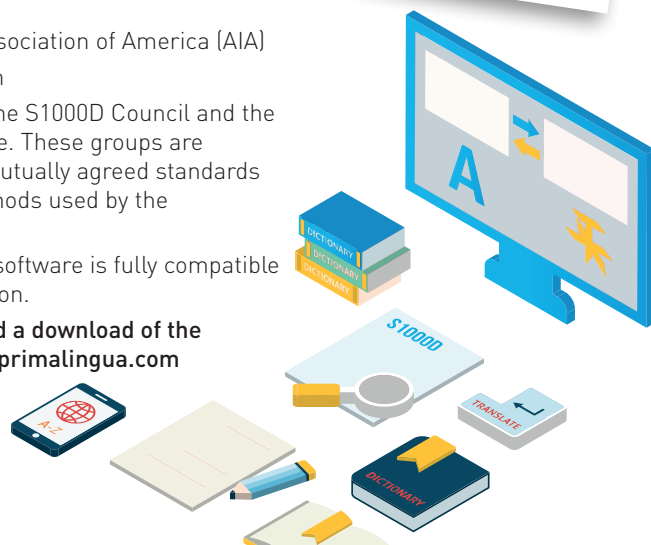
This specification was initially developed by the AeroSpace and Defence Industries Association of Europe (ASD). Currently, S1000D is jointly produced by the following organizations, their members, and customers:

- ASD
- Aerospace Industries Association of America (AIA)
- ATA e-Business Program

These organisations form the S1000D Council and the S1000D Steering Committee. These groups are dedicated to establishing mutually agreed standards for the documentation methods used by the participating parties.

Prima Lingua process and software is fully compatible with S1000D and its operation.

For further information and a download of the standard please visit www.primalingua.com

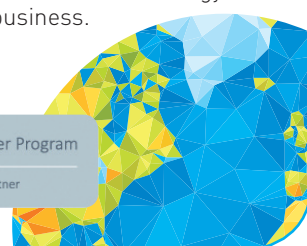


Reduce your translation costs by 80%

As a partner company of SDL, the World's largest provider of translation memory software, Prima Lingua can translate your documentation faster and for considerably less cost, giving your business a competitive advantage in international markets. Providing access to the latest translation technology, Prima Lingua, with headquarters in Warwickshire, deliver World beating solutions in the field of document translation.

Prima Lingua offer a free consultation to assess the impact the latest technology can have on your business.

SDL LSP Partner Program
Associate Partner



Dita/XML

Variation in authoring and publication platforms across different territories can result in inefficient and costly processes for content generation.

Such scenarios have led forward thinking companies to move to the DITA (Darwin Information Typing Architecture) standard.

DITA is an XML-based architecture developed and offered free of charge by IBM® and OASIS®.

The DITA standard offers a structured description for texts, enabling classification of content into themed fragments called topics. These referenced topics allow texts to be used multiple times without the creation and maintenance of redundant copies. Topic maps let you arrange DITA topic files and maps into components similar to the classical TOC.

Content managed via DITA is produced once, translated once and then stored for future deployment.

For technical publications, this changes the use of common applications such as Adobe® FrameMaker® and Adobe InDesign®. They are no longer authoring tools, but are used instead as layout tools for DITA content residing within a database or content management system that could be accessed by authors across different territories around

the globe. There are also powerful XML editors such as XMetaL® that interact with DITA and serve as structured authoring tools. In turn, these tools can interact with content management systems.

DITA changes the process of translation, as only the required topics in XML format need be translated, not the entire document. We ensure that translators do not lose the context of these smaller "fragments" of text by providing access to the full source material for reference. Thereafter translators review the finished translation in context as a PDF document generated from FrameMaker or InDesign enabling final amendments to occur to bilingual files.

With Translation Memory Tools such as SDL Trados Studio, Prima Lingua can efficiently translate DITA and XML content for seamless import into the respective authoring tool, delivering real efficiencies of time to market and budget.

Translation review causing a delay in your document publishing?

New technology solves the issue.

A common issue in publishing translated documents is the review stage in the workflow. This is where translated documents require approval or sign off by in country agents and distributors. This important step is usually handed to colleagues who are busy with their own jobs and have little time to devote to the task.

Traditional methods of document review mean this task is also lengthy and laborious, the end result of which can mean long delays in getting documents published.

How can be this be improved?

Recent developments in software technology have introduced a completely new process specifically aimed at solving this issue. Word based, and with no requirement for additional features to be activated, such as 'track changes', this simple format shows original and translated text side by side allowing quick referencing for the reviewer. Additionally, any changes made are automatically captured into the translation memory.

The technology also allows export of 'new text only' – i.e. previously checked sections in a document do not need to be continually output for review – meaning that a much smaller document is sent each time, and the reviewer is only checking new additions or changes, not the whole document.



For a full demonstration of how this process works and to see how this will benefit your organisation please contact the Prima Lingua project team.

Prima Lingua build on quality

Prima Lingua have been certified to the British Standard Institute's (BSI) ISO 9001 Quality Management System Standard since 2008.

ISO 9001, the World's most established quality framework, currently being used by 1,064,000 organizations in 178 countries worldwide (source: BSI, 2017), sets the standard not only for quality management systems, but management systems in general. Prima Lingua are proud to be one of only a handful of translation companies in the UK to hold accreditation through the BSI.



Policy at Prima Lingua is to understand customers' needs and to deliver a level of service and quality that exceeds these expectations. The standard has allowed Prima Lingua to develop a quality system within the business framework, enabling a better understanding of the processes required for delivering the highest service to customers.

A key part of this strict adherence to quality is the ability to bring continual improvement to business processes. Monitoring of measures such as KPI's (key performance indicators) allow performance within areas such as customer satisfaction, delivery targets and customer cost savings to be continually assessed and improved.

“This demonstrates to our customers that we are committed to satisfying and exceeding expectations in service and quality.”

Yi Pei Koh, Prima Lingua's Quality Manager says, 'We are extremely pleased to have passed our 2017 continuing assessment in April this year. This demonstrates to our customers that we are committed to satisfying and exceeding expectations in service and quality. Annual audits by the BSI are rigorous and demanding but the outcome is definitely worth the hard work.'




For more information on BSI standards, or to find Prima Lingua's listing in the BSI directory, please visit www.bsigroup.com.



The smarter choice for translation

Translation is not just a matter of finding the right word, but also of using the right technology.
Find your solution with Prima Lingua.



Prima Lingua provide global language solutions to clients across the world.
We specialise in:

- ✓ Technical translation
- ✓ Interpretation and conference hosting
- ✓ Global content management
- ✓ Localisation

With the ability to handle any software, including specialist packages such as AutoCAD and ISOdraw, Prima Lingua deliver translation solutions right across your organisation, internally and externally.

From correspondence to tenders and contracts through to Installation, Operation and Maintenance manuals, web sites and software, Prima Lingua can integrate all your needs into one system.



Prima Lingua

Your *first choice* for technical translation



Speak to a client manager today on

+44(0) 845 555 2020

email projects@primalingua.com

or visit www.primalingua.com