

## TRANSLATION OF L'EXPRESS.MU ARTICLE

(<http://www.lexpress.mu/article/277963/partenariat-credentia-ipp-world-premiers-services-transcreation-lances>)

### **CREDENTIALIA-IPPWORLD Partnership: The first service in 'transcreation' launched**

By Shelby Emillion, 17 March 2016



The business development team of the joint venture during training sessions provided by Joanne Chan (first left) and Sanjeev Gopaul (standing).

After incorporation of the joint venture CREDENTIALIA-IPPWORLD in January, things have accelerated with this company that specialises in offering transcreation services. The training of 30 employees have been completed last week under the tutelage and supervision of Joanne Chan, Director of IPPWORLD, a Singapore company. Since then, the launch of its operations is underway.

Joanne Chan and Sanjeev Gopaul, Director of the Mauritian group CREDENTIALIA, explained that transcreation is a form of translation that recreates the content of a brand being written in multiple languages. What differentiates from traditional translation is that it has ability to accurately project the emotions and the intended impact of information as conveyed by a brand or by the company.

"Languages are alive and dynamic. They transmit an emotion", says the Director of IPPWORLD. "If a company wants a customer or a foreign native reader to understand a message that it has intended to convey, the translated version must go beyond literal meanings."

This sector is relatively unknown in Mauritius at this point in time. So, why go in for this type of business? Joanne Chan explains that the regions of the Indian Ocean have great potentials for such services. Not only is the joint venture targeting the local market, but also markets in the Indian Ocean and the African regions, especially with businesses operating in financial, tourism, hospitality and government service sectors.

The joint venture has other projects in the pipeline too, such as translating documents into and from Chinese or extending its transcreation services to other specialized sectors such as medical and legal. Referring to Mauritius' focus towards China, Sanjeev Gopaul believes that there is a real gap to be bridged for the Chinese language. "Whether as tourists or investors, they are very sensitive to the language of communication and the facilities available. We see this lacking at many levels in Mauritius".

Joanne Chan further added that with transcreation, it will certainly be helping tourists to better understand the Mauritian culture. "For example, by translating common items like restaurant menus, the Chinese tourists will be learning about the country too".

"It is to be noted that whatever brochures we translate and print for local businesses these will all be done in Mauritius. In this way we are also helping other sectors of the economy", stated Sanjeev Gopaul. To be able to carry out these activities, the company based in Ebène will be recruiting staff, says the businessman. The company can also count on the experience and expertise of CREDENTIALIA and IPPWORLD, the later has 24 years of continuous involvements in this specialized field and supported by 230 creative translators and bilingual editors based in Shanghai, Singapore and key cities around the world. CREDENTIALIA on the other hand specializes in investment and finance, and is assisting clients not only in Mauritius but also in other regions, including the Maldives.