

Joanne Chan and Henry Fu of IPPWORLD say: "The hotel sector is not investing enough in foreign language content"



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A local firm CREDENTIALIA GROUP together with IPPWORLD from Singapore, held a seminar today on 'Transcreation' as an effective marketing tool.



Tell us about the seminar, the importance of Transcreation in business growth and the partnership of working with stakeholders in the hotel and the financial sectors.

We are here primarily to share our knowledge with operators, especially those looking to position themselves in the international marketplace. We want to explain that one should not be contented with simple translation efforts, if that is your desire. When we talk about branding or publicity image, it is a door to a whole new level, especially when addressing international clientele.

Do not forget that unlike the local market, the company will be dealing with a different mentality. A foreign audience will not necessarily receive your message in the same way as your local audience. This is the case for Asian countries, such as China, Taiwan, South Korea or Japan. They have their own sensitivity on spoken or written language, as well as social norms. Ultimately, the goal of any business should be to understand the returns from its marketing content. For example, how it would be received by their Chinese customers.

It's been six months since you started the Transcreation service in Mauritius in partnership with the Mauritian firm CREDENTIALIA GROUP. What are the deficiencies that you observed in the local market?

If we take, for example, the hotel sector, which has always been an important industry for Mauritius, in terms of the level of content for certain languages, such as Chinese, they can be better to be of international standards. As Chinese customers are very sensitive with their language, this has significant consequences for the country to attract a new market like China. Amongst the Mauritius hotels with whom we had met, we noticed they do invest heavily in their English content, but it is not the same for their other language content.

What is the loss to companies that do not invest in content marketing to their target markets?

Returning to the example of hotels, this can reduce traffic at its website and stagnate booking numbers, which will impact on the company's revenue. As language is influential in communication, it plays an important role to visitors in choosing their destination, or whether to return or not.

Applying marketing content for foreign clients has significant bearings also for the financial sector as well, particularly for organizations that want to position themselves in the international marketplace. According to some of the feedbacks that we received from foreign clients, good content can help increased traffic at websites by as much as 30%.

What is 'Transcreation'?

It is a form of translation technique that recreates content for a brand to suit target audiences in other countries. It is more than just translation and is used by companies around the world as a marketing tool to reach international clientele. IPPWORLD is a Singapore company that specializes in transcreation, in addition to offering standard translation for general purpose.