

Translation of article appearing in Actualité Business Magazine

<http://www.businessmag.mu/article/credentia-ipp-world-faciliter-louverture-vers-des-marches-porteurs-avec-la-transcreation>



Transcreation is an effective business tool, highlights Joanne Chan (2nd from the left).

Credentia-IPPWorld: Facilitating openings toward promising markets through Transcreation

By Shareenah Kalla, 16 Mar 2016

Credentia, located in Ebène, had earlier this year entered into a partnership with a Singapore company, IPPWorld. The objective of this joint venture is to offer transcreation services in Mauritius that encompasses creative translation of business information into respective derivative language versions.

"Credentia and IPPWorld were in discussions since last year and had decided to take matters forward at the beginning of this year," stated Sanjeev Gopaul, Chief Executive Officer of Credentia. "Mauritius is opening up to the world. Whether in financial services or the hotel and tourism sectors, it is important to be able to communicate well with customers or investors. Transcreation, which is translation infused with creative editing, helps break the language and communication barriers, hence being an effective business tool", added Sanjeev gopaul.

"Mauritius has great ambitions in economic developments and wants to establish herself as a financial hub, a centre of expertise and as a high-end tourist destination. However, the majority of websites are either in English or included only with French", highlighted Joanne Chan, Director of IPPWorld.

Better Visibility For China

Joanne Chan further explains as an example, that transcreation into Mandarin would create much better visibility for the Chinese market. Such initiatives fit with the vision of the authorities to focus on China, particularly in the field of tourism. Joanne Chan also pointed out that the Chinese people are the new rich. On the average, a Chinese tourist could spend between \$5,000 and \$6,000 during his or her stay in a country. Additionally, with the Renminbi's integration into the SDR (Special Drawing Rights) group, it would lead to a wider use of the Chinese currency.

"They are also the potential buyers of real estates in Mauritius. However, Mandarin is the common language used in China and most do not understand English, while French is hardly heard of. In Mauritius, information and directions at the airport are mainly in English. It is the same with hotels or restaurants here whereby basic information like menus are only provided in these two languages", Joanne Chan commented. She further substantiated that for tourist-related businesses to be closer to their Chinese clientele, it is imperative to have their contents in Mandarin. "Transcreation not only helps overcome constraints in communicating with foreign visitors, it can also facilitate Mauritian companies on their ventures into foreign countries," she added.

The hospitality sector and the Chinese market are the key priorities of Credentia-IPPWorld. The company is also able to offer its end-to-end services to the financial and real estate sectors, as well as in assisting public-relation and marketing agencies, amongst others.

Besides Mandarin, Credentia-IPPWorld offers speciality translations into 13 major languages. In the near future, the partnership will include interpretation services to facilitate effective exchanges with the Chinese as well as during communications with various foreign investors or business people.