



English to Chinese Translation

8 Winning Pointers to save your budget for translation from English to Chinese.

To do business with or sell to Chinese, the expectation is always that you'll communicate in Chinese - that means translation. How to ensure the best outcome while not blowing the budget on trivial stuff yet ensuring you spend your marketing dollars in the best way?

ENGLISH TO CHINESE TRANSLATION TIPS

Some important considerations and solutions for your translations

1. Who is the communication for? China, Hong Kong and Taiwan use different versions of Chinese and have different expressions and terms. Nothing says "you don't care about our market" more than using the wrong version of Chinese. Choose a translator from the target market.

2. What is the purpose of the end text? If it is just conversational and not for public distribution you may be able to use machine translation to translate to and from Chinese – to get the gist. For example Google or WeChat have translation functions. If you have Chinese colleagues they may also be able to help.

3. Is the text of a legal nature – for example contracts, negotiations, agreements? In this case, to protect your interests, a qualified legal translator is vital. Clients sometimes rely on their Chinese partner or distributor's Chinese translation – this is very risky without review or back-translation. Don't sign something until you are confident of the translation.

4. If the text is technical or specialised in nature - for example specifications, financial papers or instructions, a machine translation might work well for a first draft and save time and money but is not to be relied on without a thorough checking process.

5. Is the text for marketing purposes? If the answer is yes, you will certainly need a professional translation and translator. Examples could be brochures, web pages, sales materials; if the text is for social media, eg Wechat, Weibo or Red, not only is an experienced translator necessary, but also creative writing skills (sometimes called transcreation) – this is to adapt and create appropriate messages that appeal to the audience. This is where you'll get the most bang for your buck.

6. Are you creating beautiful designs like brochures, posters, or product labels – in this case not only is professional translation required, but also beautiful design and layout. Chinese has some unique requirements in terms of layout. A bodgy design or layout or the wrong colour scheme or image will be rejected. Companies like Chin Communications



can do both translation and graphic design/layout to make sure the end product is spot on (and save you more dollars).

7. Product labelling and packaging. Not only is it critical to be accurate in translation – for example ingredients or method of use, but also in the layout of the label – font size, spacing, etc. Mistakes here could mean rejection of your product once it arrives in market. A very costly lesson.

8. Is your text for a video, eg subtitling or voiceover? Professional translation and creation of the titles to fit the timing (or for voice recording) is a very tricky process to be left to experienced translators and subtitlers. For understanding or internal purposes, there are online translation tools, but if the video is for publication, a professional translation process from scratch is your best bet.

It is important for you to be part of the process, to control the risk and the purse strings and consequently to be confident in the end result.

Competition in the Chinese market – in every sector – from all around the world is massive. Professional English Chinese translation is one way to improve your chance of success and avoid expensive mistakes. It costs a lot to create the content. Best to make sure the English Chinese translation is suitable and doesn't put your business at risk.

Why Chin?

Chin Communications is Australia's leading Chinese language and marketing communications specialist. Our in-house language team has rich experience in translation and interpreting. Chin Communications partners with you to unlock the Chinese market with respected recognition from industry, business and government communities. Getting the message right requires experts in both worlds – Australia and China.

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