



INNOVATE GLOBALLY

Renato Beninatto
Editor

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Three ripe pears are arranged in a row against a white background. The pears are yellow with some green at the top and have a textured, speckled skin. A black horizontal bar is overlaid across the middle of the pears, containing white text.

People are at least three times more likely to buy a product when they are addressed in their own language.

Forrester Research

10

World's Top Languages



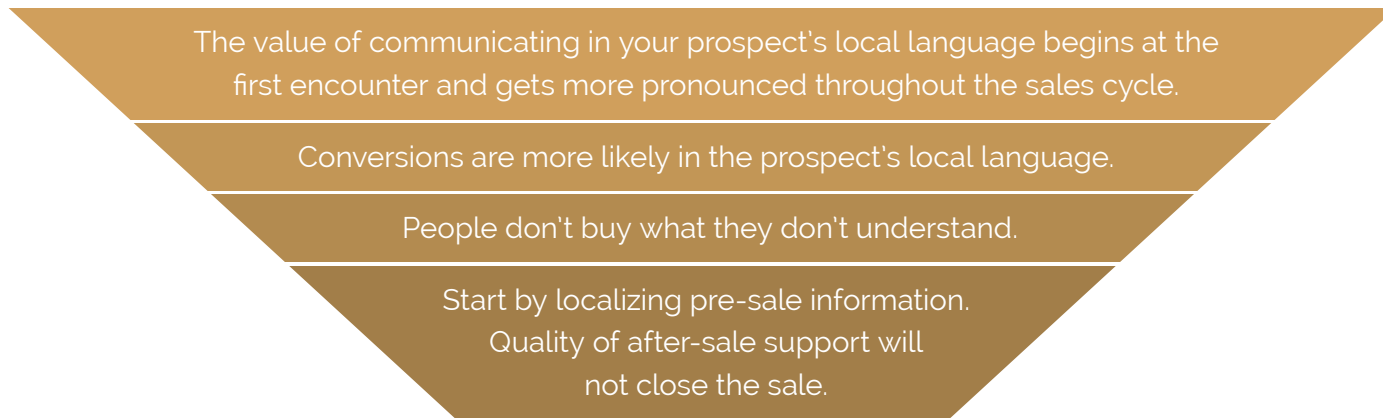
There are 6,900 spoken languages, but 3 out of 7 billion people on earth speak one of these 10 languages.



Do You Speak the Language of Your Global Customers?

With or without you, purchase conversations are happening around the world. They're happening on social media, smartphones and video screens - in retail stores, online, and across the dinner table. *What language your customers use is as inconsequential as what color their eyes are. Your shareholders only care how quickly you can join the conversation.*

Can't Read, Won't Buy



Client
Kund
Cliente
Kunde
زبون
顧客
顾客

The Underwear Effect

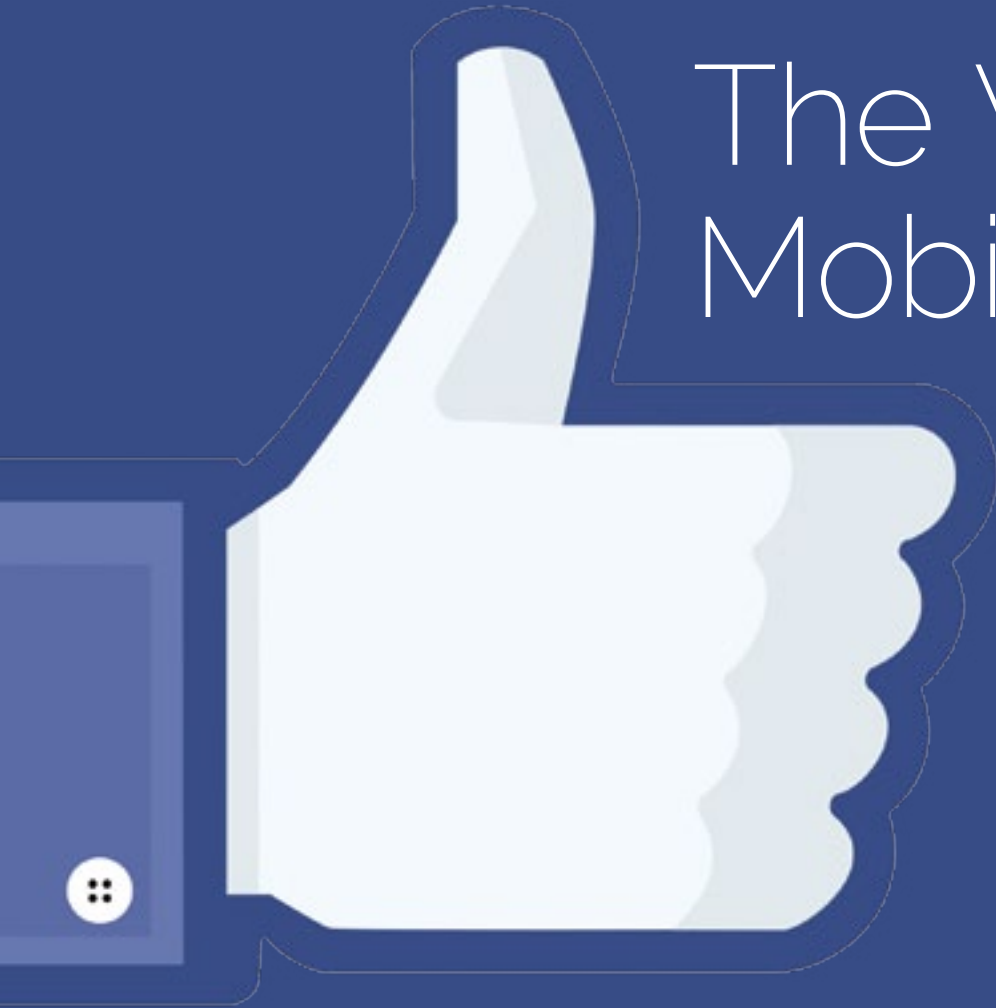
If you're selling shampoo to the Dutch market, would you bother translating the bottle into Dutch - when nearly all Dutch people read English? When everyone knows how to use shampoo?

You'd better.

People don't mind using formal language, even a foreign one, when they're in formal attire. But the closer you get to their personal lives, the more they expect to use their mother tongue. This is what we call the "underwear effect."



The World is Mobile and Social



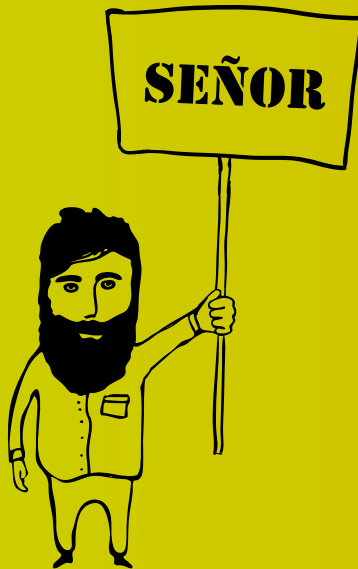
People are talking, texting, and sharing - and not just in English. Global smartphone sales are strongest in China, US, Brazil, India, and the UK.

Facebook is growing fastest in countries like Brazil, India, Mexico, Indonesia and regions in Africa. Brazilian Portuguese, Japanese, and Indonesian are the top languages on Twitter, after English. The top countries using tumblr are the US, Brazil, UK, Canada and Russia.

Be visible where your customers are communicating, or the conversation will happen without you.



Internationalize Be



Italic

Translation alone will not take you far if you fail to adapt for the technical, cultural and stylistic differences in your content delivery.

Irish does not have a word for “yes” or “no.”

Italics can render some Japanese Kanji unreadable.



fore You Localize

A large, bold, black Chinese character '欧' (O) is displayed on a white background.

Chinese, Japanese and Korean characters require two bytes to display correctly, while most other languages only occupy one.



Arabic and Hebrew read right-to-left, not left-to-right (except for numbers that read left-to-right). These are bidirectional languages.



Internationalize your code and content structure correctly from the start to avoid costly localization rework later.





What date does this signify?

- a) April 2, 2003
- b) February 4, 2003
- c) April 3, 2002

02/03/04

Any one of these dates is correct,
depending where you are,
and where you're from.



Counting May Count

Don't count on numbering and sorting schemes to make sense once you cross linguistic and cultural borders.

Quatre-vingt seize: the number 96 in French literally means four-twenty sixteen.

The Danish number 50, **halvtreds**, means "half part of 60," which makes no mathematical sense. 57 is **syvoghalvtreds**, or seven and two-and-a-half times 20. While Scandinavians typically understand each other's languages, everybody has trouble when Danes start talking numbers.

A-B-C order loses consistency across the Roman languages as early as G-H-I.

Adapt Your

Sure, English is the most commonly spoken language in the world. But which English are you using? There are sixteen variants spanning the globe from the US and UK to New Zealand, India, Zimbabwe and Singapore.

For its 250 million non-native speakers, English is just another language.

Thirteen other languages claim more than 100 million native speakers: Mandarin Chinese, English, Hindi, Spanish, Russian, Arabic, Bengali, Portuguese, Malay-Indonesian, French, Japanese, German, and Urdu.



Conversation

A man's profile is shown in a yellow-tinted image on the right side of the page. A white thought bubble is positioned to the left of his face, containing three paragraphs of text. The background is a solid yellow color.

In modern London you'll hear some 300 languages spoken, including Arabic, Turkish, Kurdish, Berber, Hindi, and Punjabi.

More than 1,000 different languages are spoken across Africa.

Your version of English is not driving purchase decisions worldwide. Bring the conversation to local communities and reach hundreds of millions of new customers.

My Homeland,

Words and lines defining boundaries are politically charged and may stir emotions of past disputes.

When you refer to the English Channel, French audiences expect to hear La Manche.

Calling Ukraine "The Ukraine" is just as offensive as calling the Czech Republic "Czechoslovakia."

Macedonia is a Greek province, but the Former Yugoslav Republic of Macedonia is the country.





My worldview

Japan refers to the Sea of Japan, where Korea calls it the East Sea.

What the UK calls the **Falkland Islands**, Argentina knows as the Islas Malvinas.

And China has actually blocked products that list Taiwan as a country in drop-down menus.

Nothing chills a conversation faster than revealing yourself as an outsider.





Top Companies Grow Globally

Among S&P500 companies, an average of **46.6%** of all sales are generated outside the United States.

The largest sector is Information Technology, with more than **56%** of its declared sales crossing international boundaries.

28 of Germany's top 30 companies on the German stock index (DAX) generate **75%** of their sales outside the country.

How much of your revenue is international in nature?

How much of your profit comes from abroad?

To Grow Somewhere New, Start Where You Are

- Localize your sales UI to test your gut feel about a given market. Lead focus groups. Survey global users of your English version to gauge demand for a localized version.
- Identify top social media and learn the local etiquette. Find infrastructure and channel partners to penetrate a region.
- Evaluate your existing solutions and content for international market readiness. Craft meaningful terminology to shape market perception of new technologies.

Select a globalization partner who believes in your potential and guides your journey to global ROI.





Innovation or Imitation? It's Your Choice

If you have a great business at home, it's time to replicate your successes abroad. It's going to happen with or without you.

Innovators launch early, solicit feedback, and adapt quickly.

Others leave foreign markets to global-savvy incubators who copy successful models and capture international sales before the original pioneers know what happened.

Culture and language drive buying behavior.
Use them well, and you'll be invited to the purchase conversation.

Why wait?

innovate@moravia.com

Request a free consultation
or assessment today!

Moravia is a leading provider of translation, localization and testing services.

Our globalization solutions enable companies to enter global markets with high quality localized products and services that meet the language and functionality requirements of local customers in any locale. Moravia maintains global headquarters in the Czech Republic and North American headquarters in California, with local offices and production centers in Japan, China, Latin America, Ireland, USA and throughout Europe.

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