

**GLOBAL LANGUAGE SOLUTIONS OFFERS TIPS FOR COMMUNICATING
IN A GLOBAL TRADE SHOW ENVIRONMENT**

(Newport Beach, CA) June 1, 2006 - International exhibiting is bigger than ever. Not only are more U.S. companies bringing going abroad, but an increasing number of foreign companies are setting up booths at trade shows or sending representatives here. If you're not communicating with this new audience in a language they can understand, you could be missing out on several business opportunities.

GLS offers the following suggestions and resources for communicating in a global trade show environment:

1. **Cultural appreciation.** Cultural differences need to be taken seriously. Be mindful of how different cultures behave in business with greetings, business card exchange, and personal space. In some countries, business people expect to do business on the same level, i.e. CEO to CEO. In addition, read up on the cultural norms of the host country you are exhibiting in, or, if you are expecting a high number of ethnic attendees at your domestic trade show, take the time to understand what their expectations may be.
2. **Limited English.** If you are going to a country where English is not widely spoken, such as Russia, and you do not have local staff available, hire an interpreter. If your product or service requires a lot of technical information, forward terms to the interpreter in advance. (See tip three, as well.)
3. **Translated audio tours.** Have an audio taped tour of the items on display at your booth translated into the most likely languages spoken by your international booth visitors. Then, your visitors can take a tape home in their native language and share it with colleagues.
4. **Materials in multiple languages.** Don't forget it is not just conversation that can be a problem – consider the printed word as well. You know your market. If your customers prefer their marketing collateral in their native language, then give them what they are looking for. If nothing else, having materials on-hand that are translated into at least one language, such as Spanish, can show your cultural sensitivity, adaptability, and event depth of ability. In addition, if you are taking your show on the road, research the languages of the attendees and translate materials accordingly.
5. **Accuracy counts.** Be careful - make sure the translation of literature and/or graphics makes sense. Avoid using colloquial expressions that may be untranslatable. For example, a seemingly simple expression, "we've all been there", would elicit a response, "been where?" if translated literally from English into other languages.

6. **Industry expertise.** Just as you would not hire a divorce lawyer to manage your meeting with the IRS, it is highly recommended you hire a translation agency or translator with experience in your specific industry. This is particularly important for highly regulated industries, such as medical devices, clinical research, finance, etc.
7. **Ask for help.** It never hurts to ask the trade show organizers if they will have on-site translators and interpreters available.

GLS has several more industry tip sheets available including: *How to Select a Translation Provider*; *Pharmaceutical and Medical Device Translations*; *Using Interpreters in the Legal Setting*; and more. Visit www.globallanguages.com (Resources & Downloads section) to view the full list of tip sheets, or send a request to tipsheets@globallanguages.com.



About Global Language Solutions

Global Language Solutions (GLS) is a full-service translation company delivering solutions in over 100 languages to increase its clients' multicultural and international market share. GLS provides culturally and linguistically accurate document translations, website localization, multilingual typesetting/ graphic design, real-time interpreting, voice-overs, and globalization consulting services. Its clients include public and private companies, convention centers, government agencies, and multinational organizations across a variety of industries.

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