

Thanks for Considering

浩兰翻译

# HotLan Translation



[www.hotlan.com.cn](http://www.hotlan.com.cn)

*Bridging the Gap between Languages!*

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# About Us

- ❖ HotLan Translation, an officially registered translation company, provides clients from both home and abroad with quality and reliable services by leveraging its advanced cooperative management concept and high-caliber talent resources.
- ❖ HotLan provides both translation and interpretation services for Chinese (both simplified & traditional Chinese), English, Japanese, French, Germany, Korean, Russian, Italian, Portuguese, Spanish, Cambodian, Vietnamese, etc., covering a wide range of fields, such as business, finance, machinery, electronics, IT, chemical, medical, insurance, environmental, etc.

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# About Us

- ❖ We also provide special services such as monthly package, software and multimedia localization, captioning and dubbing for VCR, bilingual website construction, etc., in addition to the one-stop-shop services of designing, proofing, printing and delivery of leaflets and product manuals.
- ❖ With the progress of economic globalization, interaction and communication between different languages have become more and more important for enterprises in seeking business opportunities and market expansion. HotLan aims to Bridge the Gap between Languages through our unremitting efforts!

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# About Us

- ❖ Mission: Bridging the Gap between Languages!
- ❖ Core Concept: "3D" Philosophy

**D**epend on Quality

**D**elight Customer

**D**evelop People

- ❖ Vision: Build brand image with reliable quality & quality services.

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# Service Scope

- ❖ We can handle the following languages: English, Japanese, Korean, German, French, Russian, Italian, Portuguese, Arabic, Greek, Swedish, Finnish, Czech, Danish, Romanian, Hungarian, Thai, Hindi, Vietnamese, Mongolian, Malay, Laotian, Tibetan, etc.
- ❖ Language Pairs in which we have special confidence: English<—>Chinese; German<—>Chinese; Korean<—>Chinese; Japanese<—>Chinese; Italian <—>Chinese; Portuguese<—>Chinese; Spanish<—>Chinese; Arabic<—>Chinese;
- ❖ Interpretation:  
Consecutive (company & conference)  
Simultaneous (conference)

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# Service Scope

## ❖ Translation & localization:

Translation jobs are divided into six main categories, including general, IT, industrial technology, legal & regulatory, financial, and literature & ads. After receiving the files from customers, we will make assessment and have the most competent translator to do the job.

<b>General</b>	General business profile, commercial letter, c.v., meeting agenda, notices, application letter, etc.
<b>Industrial technology</b>	Machinery, electric, electronic, chemical, medical, food, textile, oil, environmental protection, including various product manuals, process specifications, PLC system, food processing, packaging, digital control, paper & printing, precision instrument, flow control, lubrication, sensor, engine, metering, MEMS, medical devices, etc.
<b>IT</b>	Computer, network protocol, wireless communication, hardware, peripherals, application, wide-band technology, GPRS module, etc.
<b>Legal &amp; regulatory</b>	Sales Contract, technology transfer contract, JV contract, lease agreement, agency agreement, labor contract, rules and regulations, power of attorney, legal proceedings, AoA, certificates, governmental documents, etc.
<b>Financial</b>	Financial, security, insurance, accounting, M&A, statements, annual report, corporate settlement, etc.
<b>Literature &amp; ads</b>	Editorial, copywriting, catchwords, press release, movie subtitling, etc.

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# Service Scope

## ❖ Remote Secretary Services (Monthly Package)

Targeted for those who need translation services for business letters and other materials but has not employed any translator. Appoint one of our talents to cover your translation jobs to ensure the consistency in wording for your clients or partners. Subscribers of this service are required to pay a monthly deposit. Monthly Package is available in four options: Golden Package, Silver Package, VIP Package and Mini Package. We can choose the right type for you according to your specific situations.

**One-to-One:** One of our employees through your appointment will be at your service wherever you are and whenever you want. This advantage ensures the consistency for your business style.

**Special Discount:** Under subscription of the Package Services, you can enjoy up to 15% of discount of our service charges.

**Promptness & Convenience:** You can assign translation tasks such as daily E-mails, mails, faxes, etc. to us anytime. Our fastest response could be in minutes. A cost-effective alternative to the employment of full-time linguistic talents.

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# Service Scope

## ❖ Localization

We have rich experiences in localization oriented to software companies, hardware manufacturers, multilingual service providers with a coverage over documentation, websites, software, multimedia, desktop publishing, etc.

1) Website Localization

2) Software Localization

3) Multi-media Localization (audio & video translations <subtitling & dubbing> including movie, teleplay, video tape, VCD, etc.)

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# Service Scope

## ❖ Headhunting for Linguistic Talents

With a huge database of high-caliber talents covering the fields of IT, telecom, machinery, electronics, economy, finance, legal, construction, chemical, medical, agriculture, etc., we have established partnership with organizations and institutions worldwide by recommending competent linguistic talents to meet their needs.

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# Expertise

## ❖ Our expertise & clients

- **Machinery:** EMAG, Bomag, Wartsila, Flowserve, AMT, WHVRI, Hengda, Chuanjia, ...
- **Electronics:** Ziehm Imaging, Philips, Faith Concept, MedNet, Fluke, TE Connectivity ...
- **Financial:** APP, Anta, VAI, Reed Exhibitions, Baird Asia, Danzas, IIR China, ...
- **Legal:** Baird Asia, Yaoliang Law Firm, All Bright Law Offices, Ctrip, Google China ...
- **Chemical & Food:** ExxonMobil, Nippon, Danisco, Maybelline, Dior, Amway, Silesia, ...

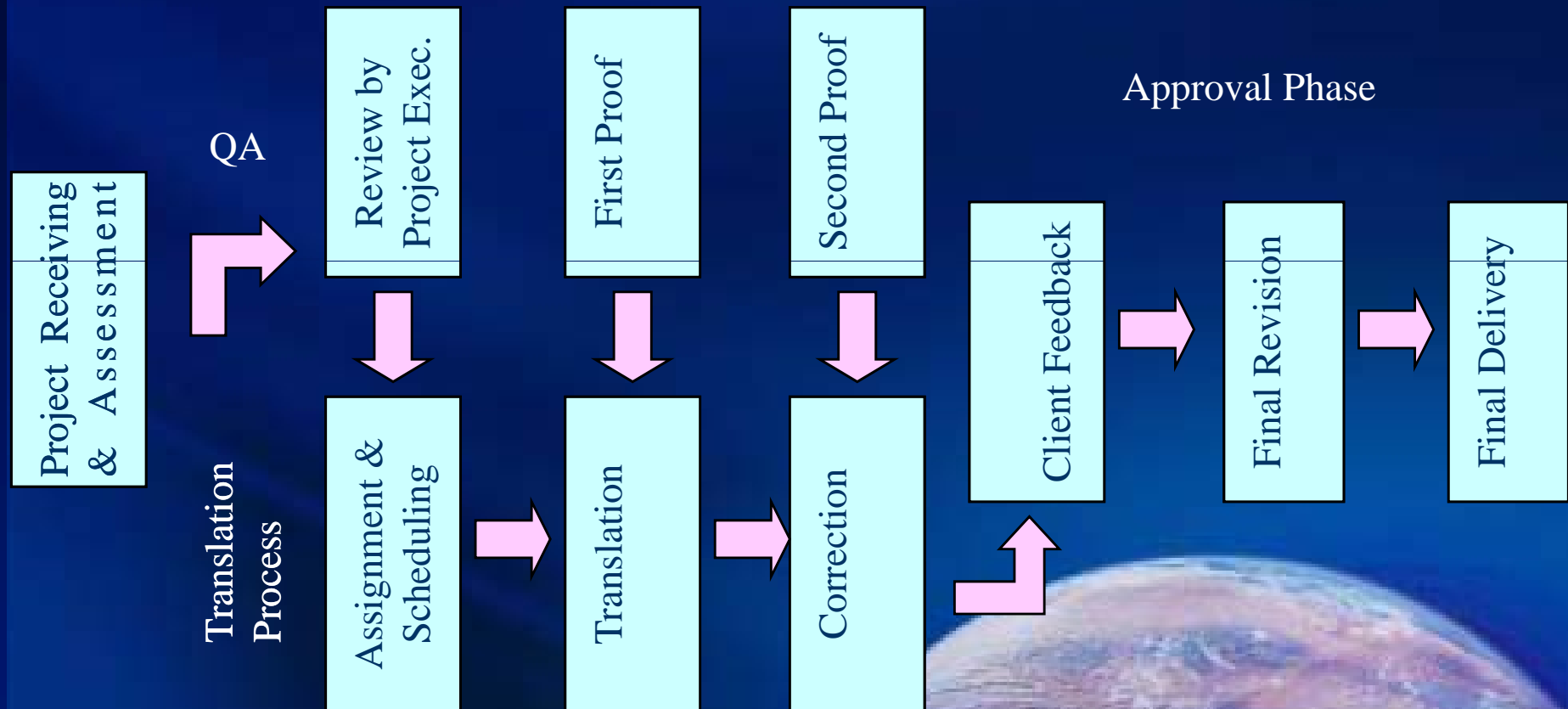
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# Quality Control

## ❖ Translation Process



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# Quality Control

## **(I) Project Analysis**

We accept files of virtually all kinds of formats. After receiving the project, our Project Executive will review the contents and customer requirements, and then count the words. Estimate of the cost will be provided to the customer within hours.

## **(II) Translator Assignment**

Competent translators with professional expertise and background will be selected from a huge base of talents. We will carefully assess the translator's skills and qualifications and the Project Executive will work out a detailed project schedule.

## **(III) Translation Itself**

The translation work will be carried out by senior translators with a profound knowledge of the native language. Our Project Executive will ensure the smooth implementation of the project and the consistency of quality and wording.

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# Quality Control

## **(IV) Proofreading & Typesetting**

After the translation work is done, we will arrange double proofreading of the work. The proofreaders will carefully check job word-by-word in a professional manner. This process will ultimately eliminate typos and grammatical errors, to ensure the appropriateness and consistency of wording. Typesetting will be done according to customer requirements.

## **(V) Quality Analysis**

After translation and typesetting, our Project Executive will thoroughly review the work output to completely match the original files. It is also possible to entrust our oversea partners to further proofread the translation.

## **(VI) Submission**

Translation works can be submitted via fax, e-mail, FTP, and other means. We can also send printouts and discs by courier to the customer.

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# Quality Control

To protect customers' interests and to improve the service quality, HotLan clarifies the service requirements by establishing a set of business standards, demanding every employee to assume the responsibility of controlling the translation quality and to provide customers with first-class services.

## Technical Requirements

- ◆ Serious error (frequency: 0)
  - a) Omission or error in some important chapters or sentences;
  - b) Mistranslation of technical vocabularies;
  - c) Mistakes resulting from misunderstanding;
  - d) Special terms not consistent with provided terminology or practice;
  - e) Mistakes in important figures or charts
  
- ◆ Relatively serious error (frequency: 1/3000)
  - a) Mistakes in non-key paragraphs;
  - b) Wording not consistent in context;
  - c) Grammatical errors;
  - d) Improper usage of idioms.

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# Quality Control

## Service Requirements

### ◆ Customer Communication

- a) Advisory services with activeness, passion, patience & great care.
- b) Keep information confidential for customers to ensure their rights.
- c) To handle the business flow chart with accuracy.

### ◆ Prompt Delivery

- a) No excuse for delay of document delivery;
- b) Customer decides the delivery and payment methods.

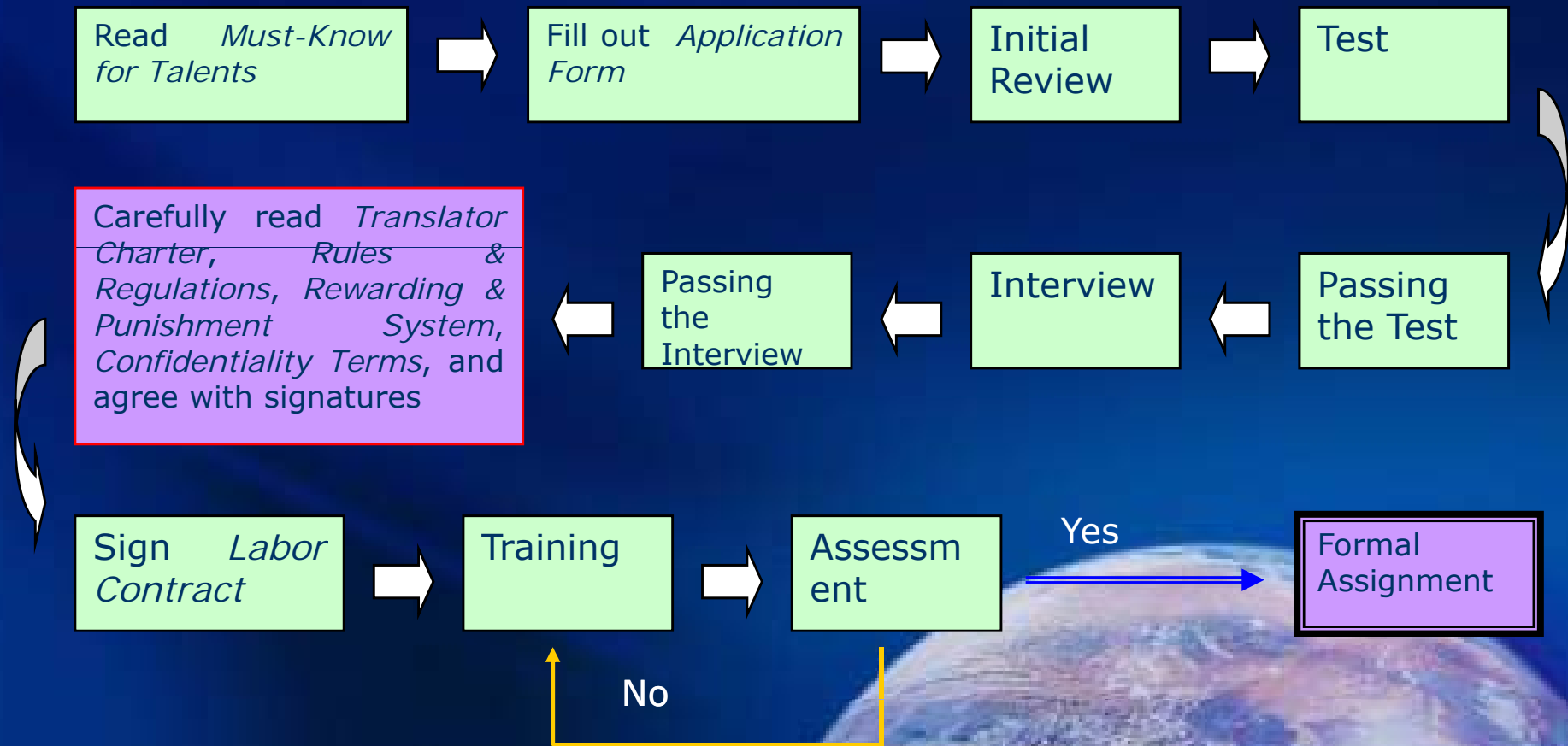
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# Talent Training

## ❖ Recruitment Process



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# Talent Training

## ❖ Must-Know for Talents:

Translation is a very demanding creative process and the customer demands can be varied greatly. Very often, overtime work is a must to meet customer's deadline. So the translators have to be highly dedicated and look into details with a solid language skills both in Chinese and foreign languages. Rich professional experience and broad knowledge are also crucial.

Specifically speaking, the translators have to be fluent in expression, errorless in grammar, accurate in wording, and professional in terminology. Not all persons majoring in foreign languages are competent in translation. Therefore, we suggest that the applicants double think before applying for a translator post.

## ❖ Training Program

We have an effective training system in place, which enables our talents quickly adapted to relevant professional fields based on their outstanding language proficiency.

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# Helpful Tips

## ❖ PREPLANNING

We fully understand that you need the translated file as soon as possible. However, the best way to get the best quality offering from us is to make the arrangement as earlier as possible. You ought to contact us and provide us with your files in advance. The time for translation depends on the technical difficulty and the length of file. The type of language involved also counts. Service for hot languages such as English, Japanese, etc., may be submitted in a short time since we have large quantity in the talent base and are experienced in the technical aspect. But the submission for other rare languages might take more time. The normal workload for translation is 1500-3000 Chinese characters. It also take time for proofreading, revision by customer, amendment, editorial work, delivery, and other relative procedures.

## ❖ FILE WITH DETAILS

Detailed background and utilization for the intended file should be identified so as to facilitate the translator to achieve balance of linguistic and cultural backdrop. When demanding quotation from us, the finalized original file should be provided with other auxiliary materials (e.g. files translated in the past, vocabulary, referential files and manuals), esp. for the files of very specialized technologies. The clearer you make the intended file, the higher quality submission we can deliver.

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# Helpful Tips

## ❖ LEGAL ISSUES

Our company is operated within the allowance stipulated in laws and regulations of P. R. China. We are only responsible for the veracity of translation itself, other than any legal, economic and other duties resulted from utilization of our service. We only translate the file with its copyright and translation right full owned by the customer. Unclear files will not be accepted for translation and proofreading in any form. The original file will be used as the only legal criteria. We reserve the full copyright for the translated file, which shall not be used in any form without our written approval. We bear no responsibility resulted from copying, transmitting, excerpting and revising of the translated file and reserve the right to prosecute against such action.

## ❖ TIMELY FEEDBACK

Generally, if the customers hold dissidence or misunderstanding of the translation work, they are expected to feedback to us within two weeks after submission. We will offer free revision services to meet their final satisfaction.

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# Thank You !



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