



ASIAN TRUST  
TRANSLATION

Making communication simple

## COMPANY PROFILE

MAKING  
COMMUNICATION

*Simple*

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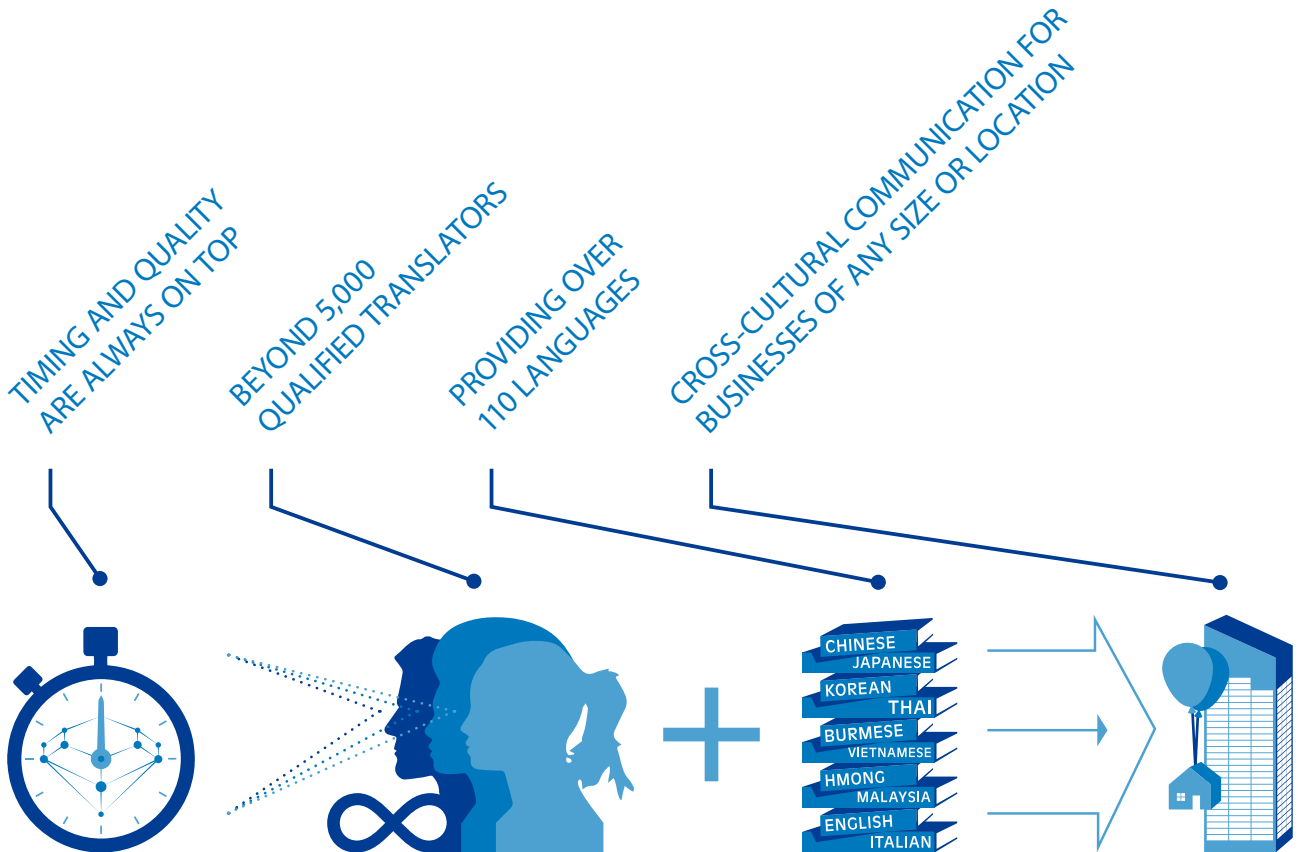
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# WHO WE ARE



Founded on September 30, 2005, Asian Trust Translation offers multilingual translation, interpretation, and localization in over 110 languages. We abide by one core principle – to make cross-cultural communication quick and simple for businesses of any size and in any location. Our organization has helped over 1,500 local and overseas clients complete thousands of translation projects. Our strong network of connections across all of Asia and an unwav-

ering dedication to meeting deadlines have helped make us one of the most popular translation service providers among European and Asian businesses.

Asian Trust Translation is based in Ho Chi Minh City, Vietnam, Tokyo, Japan, and Beijing, China. We currently employ up to 5,000 freelancers as well 60 in-house translators covering a wide variety of languages.

# VISION

At Asian Trust, we're striving to create a world in which language barriers no longer divide international business partners. We want to help clients from every part of the globe, no matter how obscure their language may be, make the connections they need in order to grow their businesses. In providing a broad range of services for our clients, we make global communication as easy as speaking to a neighbor next door.

SEAMLESS TRANSFER  
OF INFORMATION  
BETWEEN MEDIUMS

BROAD RANGE OF SERVICES



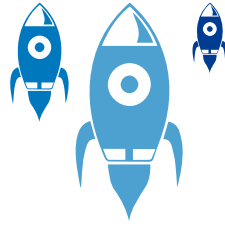
NO BORDERS BETWEEN  
INTERNATIONAL PARTNERS

DEDICATED TEAM  
OF SPECIALISTS

We envision a world in which all international business dealings – from outsourcing to global marketing – are every bit as common as their domestic counterparts. We're working diligently to create a global environment in which infor-

mation can be transferred seamlessly between mediums without losing any of its communicative force. The dedicated teams of specialists that make up Asian Trust are committed to making this cross-cultural vision a reality.

# MISSION



Every service we offer flows from our mission to make information transfer – regardless of its language or format – an easy and seamless endeavor. We carry out that mission by providing clients with the level of care and professionalism they'd expect from any world-class organization. We understand the complex information concerns facing global business leaders today – from strict deadlines to cross-cultural collaboration. Our teams work tirelessly to remove the linguistic barriers that keep global businesses from running effectively.

Central to our mission is a concept that is literally central to our name: Trust. Clients submit their texts to us in trust that the translation they receive will be faithful to the original message. Our clients' peace of mind is of the utmost importance to us. We go to great lengths to develop relationships with our customers because we know that trust is hard earned, yet worth every bit of the effort. We believe the best way to ensure a fruitful process and complete customer satisfaction is to collaborate and communicate every step of the way.

PROVIDING CLIENTS WITH  
WORLD-CLASS PROFESSIONALISM



REMOVING LINGUISTIC BARRIERS



TRUST – PEACE OF MIND  
BY COMMUNICATION

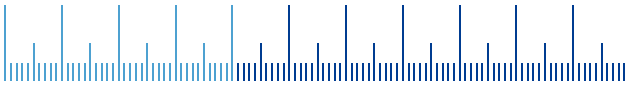


# VALUE COMMITMENT

Our entire process revolves around **four** key values:

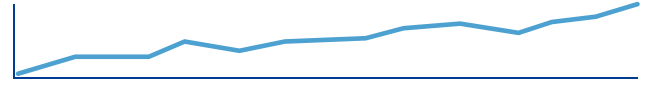
## Accuracy

There is nothing more important to professional translation than its faithfulness to the original text. To that end, we've gathered a team of highly trained and experienced niche language experts from all over the world. We put each of our translators through a rigorous selection process to ensure that every project will always be in good hands – no matter what the job demands. We also have a quality control process which places a keen emphasis on checking and re-checking our work at every step.



## Budget

No business has an infinite well of funds. We completely understand that communications expenses can represent a significant burden for business leaders. That's why we've made it possible to offer very competitive prices while maintaining a high level of service and accuracy. We are confident that no other translation service can match the quality of work we do at the same low rates.



## Efficiency/Deadlines

Few things are as important in the business world as working efficiently and consistently meeting deadlines. For that reason, we've streamlined our processes to ensure every translation is completed as quickly as possible without sacrificing accuracy. We always get our clients' projects back to them in time so that they never have to face a deadline without their completed product in hand.



## Customer Satisfaction/Interaction

We have not forgotten the age-old slogan: "the customer is king." No matter what our clients need to be done, Asian Trust will always be attentive and happy to cater to their needs. Unlike other translation companies, we make every effort to include our clients as part of the team. We communicate and collaborate every step of the way to ensure that they're not merely satisfied with the final product but feel as though they've played an integral part along the way.

# THE ASIAN TRUST WAY

Gathering an ethnically diverse team of translation experts is vital to any translation service. You would be hard-pressed to find a company anywhere in the world with an employee pool as diverse as the one at Asian Trust Translation. Like any other translation company, we employ experienced linguists and professionals from a wide array of countries to deftly translate text between media. What sets us apart, however, is our emphasis on hiring persons from mixed cultural backgrounds. Many of our translators have extensive experience living in countries other than the one in which they were born.

EXTENSIVE EXPERIENCE  
WITH CULTURES OTHER  
THAN THEIR BIRTH-GIVEN

EXPERTS WITH MIXED  
CULTURAL BACKGROUNDS

They've developed a solid grasp of the new language and culture, even in spite of their foreign upbringing. Others are from a multi-racial ethnic background and were raised to understand two or more different cultures simultaneously. In either case, **our translators' deep multi-cultural experiences significantly help them to bridge multiple cultures and languages to produce appropriately contextualized and accurate translations.** All of this ensures total cross-cultural understanding in a timely and efficient manner for each of the parties involved.

FUSED CULTURE AND  
LANGUAGES SUPPORTS  
THEIR UNDERSTANDING  
BEYOND WORD-BY-WORD  
TRANSLATION



# WHAT WE OFFER



Our professional services include:

a ..... Translation

- We offer more than 110 languages with a broad range of specialization.
- We have full-service in-house translation and revision teams.
- Our translations are certified by the Translation and Interpreting Institutes of Vietnam and Japan as well as in China.

b ..... Proofreading/Editing

- Our proofreaders will check content meticulously to ensure there are no spelling or grammar mistakes.
- Proofreading is also available as a stand-alone service for documents of any format or language.

c ..... Subtitling

- We offer both time coding and translation of subtitles.
- Speakers of both source and target languages collaborate to ensure that colloquial phrases and idioms are translated correctly.

d ..... Transcription

- Speech to Text software is helpful, but never 100% accurate. Our transcriptionists can provide more accurate transcriptions for our clients.
- Send us any standard audio format in any language, and let Asian Trust Translation's transcription veterans take care of the rest.

e ..... Certified Translation

- Our connections with various Asian government agencies allow us to offer certified translation services in most written Asian languages.
- Our Certified Translation services are secure, timely, accurate, competitively priced, and customized to fit all your business needs.



# WHAT WE OFFER



## f ..... Interpretation

- "Interpretation" is essentially another word for live translation done in real time.
- Our interpreters are skilled in facilitating meetings between people who speak different languages.
- We offer the highest level of interpretation services, combining highly-qualified interpreters with our own extensive industry experience.

## g ..... Audio Voiceover

- We can prepare translations for distribution via podcasts, video, and/or DVD.
- Speakers of both source and target languages collaborate to ensure that colloquial phrases and idioms are translated correctly.

## h ..... Data Conversions

- We convert documents, images, sound files and videos from and to any digital format in almost any language.
- We are equipped with top-of-the-line software that will ensure the data conversion job is done quickly and accurately.

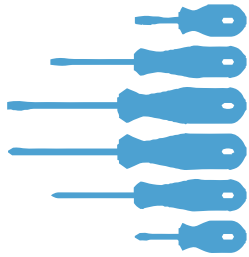
## i ..... Desktop Publishing

- We use professional software and printing materials to create complex printed projects at a higher quality than home printing can achieve.
- Multimedia portions of the original document (images, tables, etc.) are retained in the final printed product.
- Our desktop publishing team will take a document, translate it, and craft it into a beautifully printed product.

## k ..... Online Content Writing

- Many businesses underestimate the power and value of quality web content.
- We provide rich web content in nearly any language of the client's choice.
- Our content writing experts focus on making their content shareable. This greatly increases our clients' social media presence across all networks.

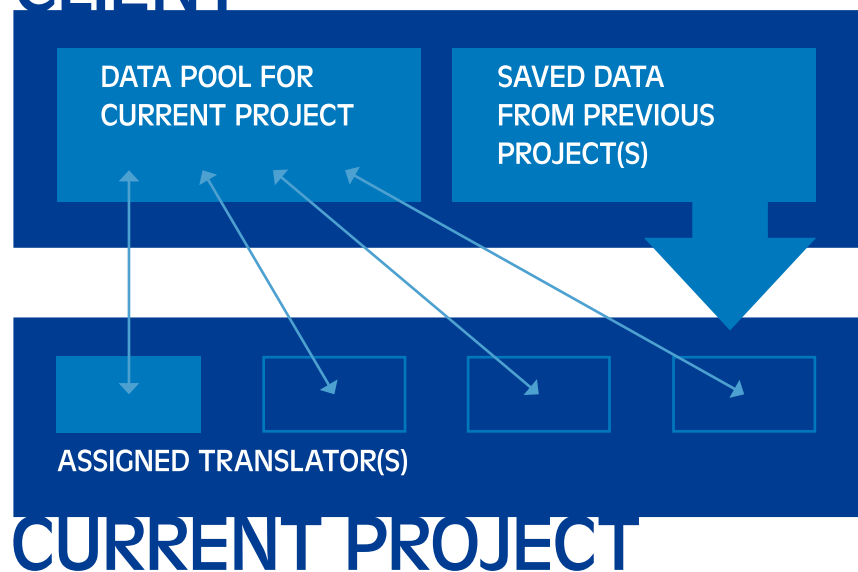
# CAT TOOLS



Computer-Assisted Translation (CAT) software dramatically increases the consistency, accuracy, and efficiency of human translation efforts. We use a variety of industry-standard CAT tools such as SDL Trados, Wordfast MemoQ, and Across. The two core elements that make CAT much more efficient and consistent than unenhanced translation are Translation Memory and Terminology Management.



## CLIENT



## CURRENT PROJECT

### Translation Memory

Our CAT software preserves a database of previously translated content which can then be applied to new translation requests from that same customer's previously translated content.

Example – A client may have a mission statement that they wish to appear multiple times throughout the translation work they do with Asian Trust. With Translation Memory, the mission statement will be logged the first time it is done. When it reappears later on, even in a separate document, the Translation Memory database will automatically insert the translated mission statement, saving us time and you money.

### Terminology Management

We also maintain a glossary for each client. When more than one translator is assigned to a project, it allows them to pool their knowledge and ensure consistency in translation throughout every project.

Example – Each client has their own set of particular idioms or colloquialisms that appear more than once throughout their work with Asian Trust. Using terminology management, we make sure the idiom is translated in the same way each time it appears, regardless of whichever translator is working on the project at the time.

# HOW WE WORK

These professionals include:



..... Account Manager

Once the customer delivers a project, specifies a deadline, and makes any other specific requests, our process begins. The document is run through a consistent sequence overseen by experienced professionals.

- calculates total cost of the translation project and generates a quote
- draws up contracts for large orders



..... Business Development  
Department

- communicates with clients
- receives project feedback
- ensures final product adheres strictly to the client's needs
- develops client relationships



..... Project Manager

- provides leadership for each project
- creates a "plan of action" for the project that outlines work to be done and resources needed
- communicates with Asian Trust Translation employees
- carries out quality control and problem-solving
- writes a follow-up report for each project



..... Desktop Publishing

- checks document formatting to ensure nothing is lost in translation
- assesses and maintains aesthetic quality of all finished products



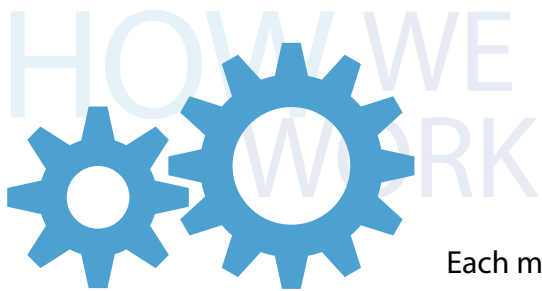
..... Professional  
Translation Teams

- senior source-language translators with rich experience in the client's field
- ensure each project is completed according to client specifications



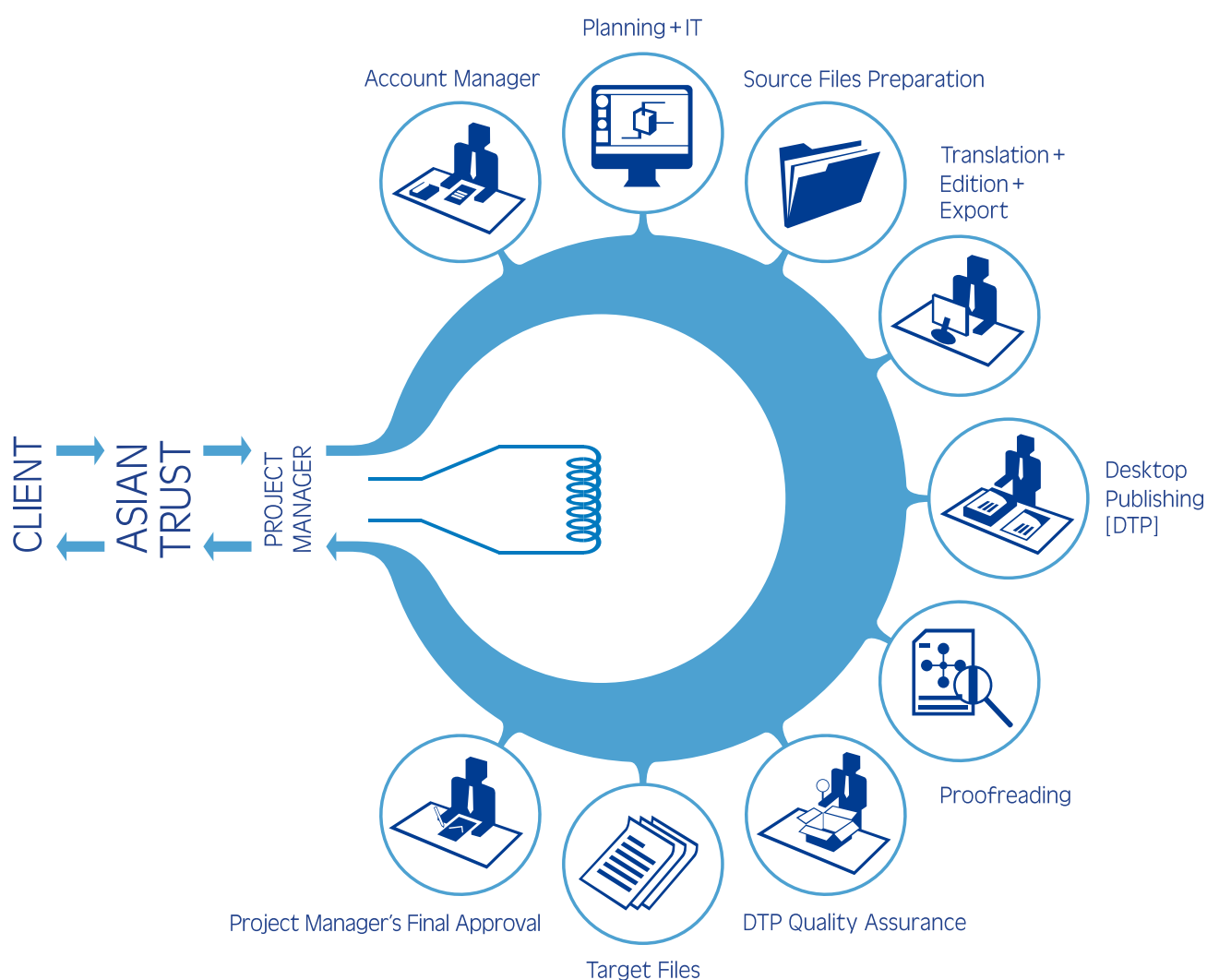
..... Proofreading  
and Localization

- proofreads each project to ensure the translation is consistent with the meaning of the original work
- native language experts proofread and polish the translation
- professors of the target language proofread the text to make sure it is accurately contextualized and appropriately worded



Each moment in our process is overseen by a veteran project manager. Our project managers take the time necessary to learn about our clients' businesses and gain intimate knowledge of their specific needs.

*As always, both the client and the project manager will be called into every part of the process.*



# KEY TEAM MEMBERS



These are a few of the names behind Asian Trust Translation:



**Collwing Watanabe**  
*Founder & C.E.O*

Having worked for over 15 years in the industry, Mr. Watanabe is a master of translation and localization. His professional experience includes two years as a one-person translation agency, three years in quality management systems, and nearly 10 years as the business mind behind Asian Trust. As head of the Linguistic Services department, he is responsible for client relationships and business development. Mr. Watanabe holds an MBA from The University of Greenwich.



**Spencer Shibata**  
*Account Manager*

In his many years of experience in managing client accounts and working on translation projects, Mr. Shibata has successfully managed 1000+ projects from start to finish. He is an expert when it comes to leadership, which is why we've trusted him to run several of our most challenging teams.



**Chen Ching Kang**  
*Head of Marketing*

Mr. Kang has been in charge of the marketing team at Asian Trust for over 5 years. Before that time, he worked for the firm's Multinational Enterprises department.



**Anna Lavato**  
*Sales Director*

Working closely with European and US clients within various sectors, Anna Lavato is responsible for much of Asian Trust's business development. Before joining our team, Ms. Lavato managed several complex projects for Fortune 500 clients. Her extensive experience has made her an invaluable member of our team.

# KEY TEAM MEMBERS



As many of our clients conduct business in Asia itself, some of our business heads focus specifically on work done within that continent. Additionally, we have employees focused on overseeing operations in South America and Europe.

IN ASIA



**Yoshikazu Watanabe**  
*Project Manager*

Yoshikazu has over 14 years of translation experience, including three years in management systems, four years as Vice President of Global Trade (Singapore) and close to seven years at Laws Institution (Japan). Mr. Watanabe is a government-certified translator and is the head of our Eastern Asia translation team.



**Ashwal Rudrah**  
*Project Manager*

With over 20 years of experience in the translation industry – including five years as a oneperson translation agency and another five as Vice President of another large translation company – Mr. Rudrah is head of Asian Trust Translation's Indian and Middle Eastern translation team. A speaker of many South Asian languages, he is one of Asian Trust's most experienced team members. Ashwal has been with us for close to 10 years – nearly the entire lifespan of the company – and is also a government-certified translator.



**Emily Leong**  
*Project Manager*

Ms. Leong has been part of Asian Trust Translation for almost seven years and now heads up all Chinese projects. She graduated from Peking University with a major in linguistics.



**Ryan Tyler**  
*Project Manager*

As Asian Trust's Head of Production, Mr. Tyler handles projects in over 30 Asian and European languages on a daily basis. He also oversees almost all large projects in Eurasia. Mr. Tyler's customer satisfaction skills make him a core part of Asian Trust Translation's quality assurance team.

# KEY TEAM MEMBERS



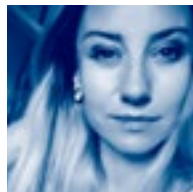
IN SOUTH AMERICA



**Olivia Florencia Russo**  
*Project Manager*

Ms. Russo has over 13 years of translation experience. In addition to spending 4 years in management systems at Dialectasl Translation Services, she studied for 4 years at The National University of La Plata. Over the past 5 years, Ms. Russo has acted as one of the business minds behind Asian Trust. She holds a B.A. in Spanish to French translation and is head of the South America translation team.

CO-OP OFFICE IN EUROPE



**Ingrid Kirkilaite**

Ms. Kirkilaite has spent over 18 years in the translation industry. Her experience includes 10 years of work as a translator from Italian/German/French to Lithuanian, 5 years as Head of Quality Translation Systems, 3 years of Human Resources Management and nearly 7 years as Master of Management (Italy). Ingrid has specialized in the management and coordination of large projects with multiple teams. Ms. Kirkilaite has been with Asian Trust for 8 years. She is the head of the European and United States translation teams and our entire organization's Master of Management.



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**THANK YOU  
FOR LEARNING  
ABOUT US**

anyeonghi gasyeo  
tạm biệt tschüss  
hejdå **bye**  
adíos  
au revoir 再见  
じゃね adeus  
תוארתהל tot ziens  
**arrivederci**



**ASIAN TRUST**  
TRANSLATION

Making communication simple