

Welcome to the May edition of the Burravoe newsletter, bringing you details of the latest news and developments within the translation industry, company news, client wins and another look into the life of one of our translators.

### **Burravoe Experiences Rise in Translations Work for The International Export Industry**

Burravoe Translations has seen a significant rise in the amount of businesses requiring translation support in this growth area of export, where companies want to succeed in the export business and recognise the communication investment required if they are going to succeed in taking their products beyond the UK's shores.

Effective communication is the key to success and it's important to be able to do so in the right language, which is where many would-be exporters fail because they are unaware of the language, culture and legal systems of the 'target' country.

With its extensive European transport links, Kent is home to a vast number of import and export companies and Burravoe has been working with a number of them in the last few months translating their websites, marketing materials and technical manuals into a variety of language combinations.

### **Use Translation Software Programmes at Your Peril**

US retailer, Abercrombie & Fitch, was recently subject to a high profile incident of identity theft and counterfeiting leaving them amidst legal proceedings and reputational damage after offensive language, generated using a translation software programme, was used on a fake website in their name. Consumers, believing they were on a legitimate Abercrombie & Fitch website, expressed outrage on social media platforms when they discovered that the website used racist language to describe the colour of a pair of trousers. Upon investigation, the website (named Abercrombie-Fitchoutlet, and now since closed) was discovered to be a counterfeit Chinese website.

Despite the retailer issuing a statement that the website was fake and initiating legal proceedings, social media outrage has continued, with a number of individuals continuing to believe that the website was legitimate and encouraging others to boycott the company. The incident highlights just how damaging it can be for any company not to use legitimate translators and interpreters such as Burravoe, who only use translators to translate into their mother tongue.

### **Burravoe Becomes DFDS in Dover's Preferred Translation Services Agency**

The Dover branch of Northern Europe's largest integrated shipping and logistics company, DFDS, has announced that Burravoe is now its preferred translation services agency for the English Channel routes of the five-time award winning ferry service, DFDS Seaways.

Following successful ad-hoc project work, Burravoe will now be providing regular translations from English into Dutch, French and German for the company websites, advertising materials and customer services queries, as well as providing general translation support.

Syd Henderson, Marketing Manager for the English Channel at DFDS Seaways said of the relationship with Burravoe; 'We view the link-up as a key strategic move to help streamline our business processes. We are also very keen to establish a long-term relationship so that the translators get to understand our product and the needs of our customers. Our market is international and we view the relationship as a key pillar of support to our business.'

### **Olympic Torch comes to Burravoe**

Olympic fever is building at the Burravoe offices as it has been announced that the Olympic torch will be carried past the offices on 18 July 2012 as part of the relay route.

Look out for the pictures on [Facebook](#) and [Twitter](#) and please send us your photos of the torch too!

**Don't forget Burravoe can provide translations of your website and brochures in preparation for the arrival of international guests visiting the UK for The Olympics.**



## Meet the Translator

For this month's 'Meet the Translator' feature, we spoke to Morocco-born translator, Amira Hague, about life as a translator.



Amira has lived in Switzerland and the UAE where her family run an international medical equipment company. Fluent in Arabic, French and English, she graduated with a Master of Arts Degree in Arabic English Translation from Portsmouth University in England.

## What do you like about being a freelance translator?

Professional translating is more than just knowing the language; it is understanding what the original text is saying and conveying exactly the same meaning. It is rarely straight forward text; the client needs a translation to achieve a particular objective which could be to win a court case, secure an order or add a foreign language version to a website or company brochure. It is great to be able to work on so many different types of projects and deliver a perfect translation every time.

## Tell us about your skills as a translator?

With my varied international background, I am able to hold a conversation in three languages simultaneously, as well as drive cars on the left or the right! There are times when clients need jobs completed quickly and I will always present the perfect translation, even if does mean losing a night's sleep in the process but my clients always come first.

## What is the most challenging aspect of your job?

Having worked in hotels and on exhibition stands in the medical business in Germany, Dubai and Cairo, I am aware of problems caused by misunderstandings, often caused by someone else creating a bad translation and me having to correct it. It is so important that translations are correct and I go to great lengths to find the correct translation. I have sometimes phoned contacts in other countries for a second opinion to find the best option.

## Pet Rabbit Registered as a Translator

Burravoe Translation Services follow a strict number of procedures and carry out detailed checks to ensure that all of their translators have the necessary qualifications and experience for the job.

In a recent case reported by the national press, a protest against linguist supplier, Applied Language Solutions, saw an interpreter successfully register her pet rabbit, Jajo, as a translator with the company to highlight their poor recruitment systems.

An online application, including Jajo's name, date of birth and an e-mail address was completed and the rabbit later received welcome e-mails from the firm and an invitation to an online seminar to learn more about his role!

ALS has confirmed that all of their interpreters are required to undergo assessment, security and qualification checks before being fully accepted to work within the criminal justice system - it will be interesting to see if Jajo the rabbit gets any further with his application on this occasion.

ALS has allegedly been causing "chaos" after taking over translator services for courts, which saw foreign suspects being allowed to walk free from police custody before questioning because of a shortage of interpreters from the service. In addition, an attempted murder trial was delayed for a second time recently when ALS failed to supply a court interpreter, and a re-trial costing £25,000 was ordered when an interpreter supplied by ALS muddled the words "bitten" and "beaten" in a four-day burglary case, with the mistake not being spotted until the cross-examination.

**If you require interpreter services, contact Burravoe today. We have a number of interpreters available to deal with specialist legal work – and none of them are rabbits!**



## Summer Sale Starts Now!

Receive a 10% discount on all translations over 1000 words, when confirmation to proceed is received before the end of June 2012.  
Please quote BUR66/0612



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