

### Dear Client:

In our **Summer QuickNews**, we would like to draw your attention to so-called **In-Country Translations**.

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### Today's Topic: **In-Country Translations – The Magic Solution?**

*by Serge Rocco, Project Manager at WordExpress Corporation*

Clients sometimes ask us if we provide so-called in-country translations. They assume that, whenever documents are translated into a foreign language, translators living and working in the country of that language (the target country) must be more familiar with its mentality, culture and business atmosphere, and therefore produce better translations.

However, this perception does not always hold true. Let us review the **major criteria that constitute competence of language professionals**:

- **Proficiency in the source language**
- **Native speaker capability in the target language**
- **Academic linguistic credentials**
- **Extensive experience in the translation industry**
- **Expertise in the particular subject matter of the project**
- **Familiarity with the culture of both, the source and the target country**

As you see, the question where the translators live or work is not included in this list. Why? For the simple reason that it is irrelevant. **What really counts is the expertise of the translators**. As a matter of fact, many in-country translators may be thoroughly familiar with the culture of their country but not with the one of the US. On the other hand, professional foreign translators living in the US make sure that they continuously stay in touch with new developments in language and business culture of their home countries by regular travels, communication and research.

Therefore, it is important to recognize promotions of in-country translations for what they are: An attempt to claim better quality where in fact merely costs are being cut by hiring out translations to certain countries where they are cheaper. Unfortunately this may sometimes result in worse and not better quality.

**WordExpress has access to more than 5,000 professional** free-lance translators, interpreters, desktop publishers, transcribers, editors and proofreaders **in the entire world**. This ensures that the **language professionals best suited for your documents are selected, no matter where they reside**. The best translators **may** live in the target country or they **may not, depending on the particular circumstances of your project**. As a client, you can safely trust that your Project Manager at **WordExpress** makes the best selection. This is what you pay us for.

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