

# Expanding the growth of your company using language translation services for exports

A recent university study has proven that organisations using translation services are 30% more successful in exporting goods than those who do not, and we can see why!

Exporting goods is one of the best ways to expand your business and create an international presence, but the language barrier can be a crucial area of concern when considering the logistics of the expansion. A professional translation company can take care of all the associated language requirements to begin exporting and help facilitate the company's growth.

A large part of the success will be attributed to building strong business relations with overseas businesspeople to receive a healthy demand for the goods you are seeking to export. There is a risk of miscommunication between parties if you are not fluent in their language, which could lead to a misunderstanding in sales and a possible breakdown of relationship. However, a translation company that offers interpretation services can mediate in all business meetings to ensure all parties fully understand what is being negotiated.

In addition, professional translation capabilities can help to ensure that the company's goods, including packaging and labelling, are accurately represented in other languages, which will help to boost sales and growth. This is essential not only for direct translations, but also in understanding the localisation of the language, thereby ensuring there

is no unintentional meaning when the text is translated into the desired language that would cause offence and a decline in sales. This is also the case for developing marketing materials targeted at that specific country, which is a vital consideration, as cultural differences can impact how a product is perceived. Not correctly translating marketing materials can create confusion or even offend potential customers.

Another aspect of exportation that requires precise accuracy is knowledge of the region's industry regulations. A professional translation company will have linguists that specialise in your industry and will know if the country you're exporting to has specific additional rules that you must comply with.

Professional services can also help ensure that a company's website and other online materials are properly translated into the correct language. This is important, not only for customer service, but also for search engine optimisation (SEO). If a company's website is not translated correctly, potential customers in other countries will likely be unable to find your business.

Overall, a professional translation company can help an organisation expand its growth by ensuring that the products or services are appropriately translated and can effectively communicate with its target audience.

***For support exporting your goods, contact TW Languages through [chemicaltranslations@twlanguages.com](mailto:chemicaltranslations@twlanguages.com)***

