



## President's Message



Wilson Teixeira  
President

*As we reflect on the past year and make plans for 2015 we realize more and more that the world as we know it is changing. We continue to see reduction in trade barriers as economies continue to embrace globalization. Businesses will therefore need to align its marketing strategy in an effort to effectively compete in a global marketplace. As a result, the way we market our goods and services will have to reflect this phenomenon. Effectively translating one's marketing materials and website will significantly impact an organization's bottom line. Marketing is all about communicating; if a company is unable to effectively communicate to its customers as a result of language barriers then the marketing efforts would have been futile. Communicating to consumers in their own language can bolster a company's credibility and increase relevance while maintaining brand integrity and building loyalty.*

*Common Sense Advisory recently conducted a survey among top global brands and found that businesses with foreign language websites, those that increased their translation budgets were 50% more likely to report an increase in total revenue than their Fortune 500 peers.*

*Translation is a worthwhile investment. Businesses have been utilizing translation services for decades and have been reaping the benefits. So get on board; make your business relevant and engaging, thereby transforming your operation.*

## Have a Productive and Prosperous 2015!



## Bilingualism the Way of the Future



As the world becomes more global it is even more imperative for individuals and companies to align themselves so as to become relevant in these changing times. The ability to communicate has been and will always be the tool that will assist in forging lasting and profitable relationships. Therefore, being bilingual or multilingual is certainly a step in the right direction and will yield the following benefits:

### **Bilingualism promotes cognitive development and higher levels of abstract thinking**

Being able to communicate in two languages forces one's brain to recognize two different language systems. It therefore facilitates better cognitive development and higher levels of abstract thinking.

### **Makes you more marketable in the workforce**

More and more organizations are seeking persons who possess both the technical skills and experience necessary to fill a position as well as an individual that speaks more than one language especially if they operate globally in a marketplace where English is not the primary language spoken.

### **It's easier to learn a third language when you know two**

Usually, persons who are bilingual their English is enhanced as they become more exposed to language structures, grammar, literacy and language skills. As a result, they find it much easier to learn a third language.

### **Studies have found that it can help delay dementia and Alzheimer's**

Livingbilingual.com asserts that being bilingual "promotes mental agility and helps delay neurological disorders like dementia and Alzheimer disease."





## Romanian to English = \$\$\$ saved



Time is money. Able Translations understands this fact and always seeks to ensure that our customers are not only getting value for their dollar but also experiencing prompt delivery of our service, which can save them additional dollars.

Recently we encountered a situation where one of the major insurance companies in Canada needed a document to be translated from Romanian to English. A very short turnaround time was needed due to the nature of this being a medical file for a patient needing transportation back to Canada. Able is happy to report that we were able to deliver the translated document in a very expeditious manner allowing the client to have potentially saved thousands of dollars. We understand the need all of our medical and insurance partners have when it comes to repatriation of clients who find themselves in a time of need when travelling abroad and that timely translation allows loved ones to be returned home and for providers to save funds.

The example above, although a medical one with perhaps a higher potential for financial impact, does not stand alone, timely translation can help all manners of business needs. These can range from: posting job openings more quickly and filling vacancies, communicating executive decisions to all countries in all operating languages more efficiently, allow operations to be more effective, resolve possible contract concerns or legal challenges from other jurisdictions quicker. Able understands the need to make decisions timely directly impacts your bottom line! Able is here to help.



## Happy New Year around the World!



### Language

### Happy New Year!

Arabic	<i>Kul 'am wa antum bikhair</i>
Chinese (Mandarin)	<i>Xin nian yu kuai</i>
Danish	<i>Godt Nytår</i>
Dutch	<i>Gelukkig nieuwjaar</i>
French	<i>Bonne année</i>
German	<i>Ein glückliches neues Jahr</i>
Greek	<i>Eutychemenos o kainourgios chronos</i>
Italian	<i>Felice Anno Nuovo or Buon anno</i>
Japanese	<i>Akemashite Omedetou Gozaimasu</i>
Latin	<i>Felix sit annus novus</i>
Nigerian (Hausa)	<i>Barka da sabuwar shekara</i>
Philippines (Tagalog)	<i>Manigong Bagong Taon</i>
Romanian	<i>La Multi Ani si Un An Nou Fericit</i>
Spanish	<i>Feliz año nuevo</i>
Swedish	<i>Gott Nytt År</i>
Thai	<i>Sawatdee Pi Mai</i>
Vietnamese	<i>Chuc mung nam moi</i>

### Dates to remember

#### February

Dates

- 14 Valentine's Day
- 16 Family Day (BC, AB, SK, ON)
- 16 Islander Day (Pr. Edward I)
- 18 Ash Wednesday (Christian)

#### March

Dates

- 5 Purim (Jewish)
- 8 Daylight Saving Time Starts
- 9 Commonwealth Day
- 16 St. Patrick's Day (Newfoundland and Labrador)

#### April

Dates

- 3 Good Friday (National Holiday)
- 6 Easter Monday (AB, BC, NB, PE, QC, YT)
- 20 St. George's Day (Newfoundland and Labrador)
- 23 Yom HaAztmaut (Jewish)

Call **Mr. Ricardo Batista, Account Manager** at 905-502-0000 ext. 7508 today to find out about our services and how Able Translations can enable your company to overcome linguistic and cultural gaps more easily and effectively. Able Translations — **Your local global partner.**™

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