



Simultaneous interpretation

BUILDING RELATIONSHIPS AND
BUILDING BUSINESS

Our client: Li & Fung Group – a leading flat-world enterprise specializing in export trading, retailing, distribution and a global leader in supply chain management.

The assignment:

- our client was looking for a trustworthy and professional simultaneous interpretation service for their seminar;
- they invited a professor from a famous university in China to keep the senior management abreast of the latest development of China and also to keep them informed of the skills in doing retailing business in China.

The challenges:

- they need top-notch interpretation service;
- they had bad experience in the past and the interpreters they used were not responsible and poor in working attitude;
- it caused us extra efforts to win their confidence and convince them that we could.



The process:

- to meet the person in charge in person to know better their needs. Sometimes, you'll only understand what a client really wants by talking face to face. We also needed to assure her that our simultaneous interpreters are well-trained and had over a decade of solid experience. Many of them are former interpreters of LegCo, Hong Kong SAR government as well as Ministry of Foreign Affairs of the PRC had served government leaders such as Jiang Zemin and Zhu Rongji;
- choose the right interpreters with them by referring to the resumes of several short-listed interpreters; comparing their strengths and experience.
- at the same time, our supporting team also chased the client vigorously for the presentation materials; but these materials were usually prepared in the last minutes. But these materials were crucial to the preparation of the meeting. They helped the interpreters and in turn helped the meeting ran smoothly;
- preparation is important but experience and responsiveness are even more important. 80% of information presented was not contained in the powerpoint.

The results:

- Thanks to the industrious preparation of our interpreters (they have to keep themselves well versed with various knowledge and know the news of the world); their work was satisfactorily done;

The managing director and other senior management were satisfied with our service

- confidence was built; they trust us and began to appoint us with various seminars, staff meetings, board meetings across the Greater China, including Beijing, Shanghai, Nanjing, Guangzhou, Macau and Hong Kong

"Everything ran smooth and thank you very much for your/your team assistance. Thank you for your useful information too and hope to work with you again very soon in the future." Sandy Poon, Personal Assistant to President, the Li & Fung Group