



Website Globalization

Creation of a Chinese version of www.ecoexpo.com and deployment of a web content management system for China's largest environmental products and services conference.

Platform: Ektron CMS400.NET

Languages: English and Chinese

Tools: Microsoft Word, Adobe Acrobat and Photoshop, Trados, Ektron CMS400.NET

About the Project

Eco Expo, a leading producer of expositions for environmental products, technologies, and services formed an alliance with CIEPEC, the official trade show of China's environmental industries. CIEPEC is the largest, most influential event of its kind in China, with 270,000 sq ft of exhibit space and a projected attendance of 60,000.

Eco Expo needed to localize their English site into Chinese, and wanted to re-launch the new site using a web content management system that would allow their webmaster to:

- Manage all aspects of content creation, localization and publishing
- Easily integrate between their site's native language and any translated content
- Automate workflows for content reviews and approvals
- Easily expand into other languages

CHINA ECO EXPO at CIEPEC
June 21-24, 2007 China Exhibition Center, Beijing
Gateway to the world's largest and fastest-growing environmental market

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New Dates!!! June 21-24, 2007, at the China Exhibition Center.

We are pleased to announce that China Eco Expo has made an alliance with CIEPEC, the official trade show of China's environmental industries. As part of this agreement, CIEPEC has reserved a 9,000 Sq Ft. area for the China Eco Expo Pavilion, which will be dedicated to the best sustainable technologies, products and services from around the world.

Held every 2 years since 1986, CIEPEC is the largest, most influential event of its kind in China, with 270,000 Sq Ft of exhibit space and a projected attendance of 60,000. The 2007 edition will be held June 21-24, 2007, at the China Exhibition Center.

China Eco Expo at CIEPEC represents an historic opportunity for international companies to enter or to expand their presence in the world's largest, most exciting environmental market. This is particularly true for companies that can contribute to the goal of sustainable development announced in China's new Five Year Plan.

After several months of research and a short list of six potential localization companies to work with, GPI was chosen because of their:

- ✓ Documented quality assurance processes
- ✓ Online collaboration and workflow tools including their Globalization Project Management Suite® (GPMS)
- ✓ Domain expertise for translating content in a multitude of environmental products and services' fields
- ✓ Experience and certification with a recommended web content management system, the Ektron CMS400.NET.



GPI worked with Eco Expo's web design agency that created the English site and provided comprehensive development, localization, CMS deployment and hosting for the new multilingual website. The services included:

- Website Globalization Strategy
- Glossary Development
- Translation and Copy Writing
- Graphics and Multimedia Localization
- CMS deployment with Ektron CMS400.NET
- Global Search Engine Marketing (country-specific SEM)
- Website Testing



The project did not stop after site launch, but continued by GPI providing translation support services to EcoExpo and its clients leveraging GPI's domain expertise in a multitude of environmental products and services fields including:

- New & Renewable Energy
- Power Generation
- Energy Efficiency
- Water Treatment
- Waste Management & Recycling
- Clean-Up & Soil Rehabilitation
- Air Pollution Control

About the Client

Eco Expo (www.EcoExpo.com) is a leading US producer of public expositions and trade shows for environmental products, technologies, information and services. Eco Expo has held over 18 major trade shows/expositions in Los Angeles, NYC, Denver, San Francisco, Boston, Washington D.C., and Anaheim drawing over 5,000 vendors, 250,000 attendees and over 100 TV features.



Results

“A special interest from US companies in the enormous and emerging environmental Chinese markets spurred us to translate our site into Chinese and implement a web content management system which would allow us to expand into other languages as well,” said Marc Merson, Chairman of Eco Expo. “GPI’s domain expertise for translating content in a multitude of environmental products and services’ fields and their experience and certification with the Ektron web content management system contributed greatly to the success of our new site.”

