

Case Study: Expo 2020



Platform:

Sitecore® Experience Platform™

Languages:

Core Languages:

- Arabic
- French
- German
- Russian
- Simplified Chinese
- Italian
- Korean
- Portuguese
- Spanish
- Japanese

Other Languages:

- Azerbaijani
- Bahasa
- Bangla
- Hindi
- Malayalam
- Tamil
- Urdu
- Tagalog
- Nepali
- Hungarian
- Romanian
- Icelandic
- Latvian
- Lithuanian
- Czech
- Armenian
- Polish
- Swedish
- Ukrainian
- Traditional Chinese
- Dutch

Tools:

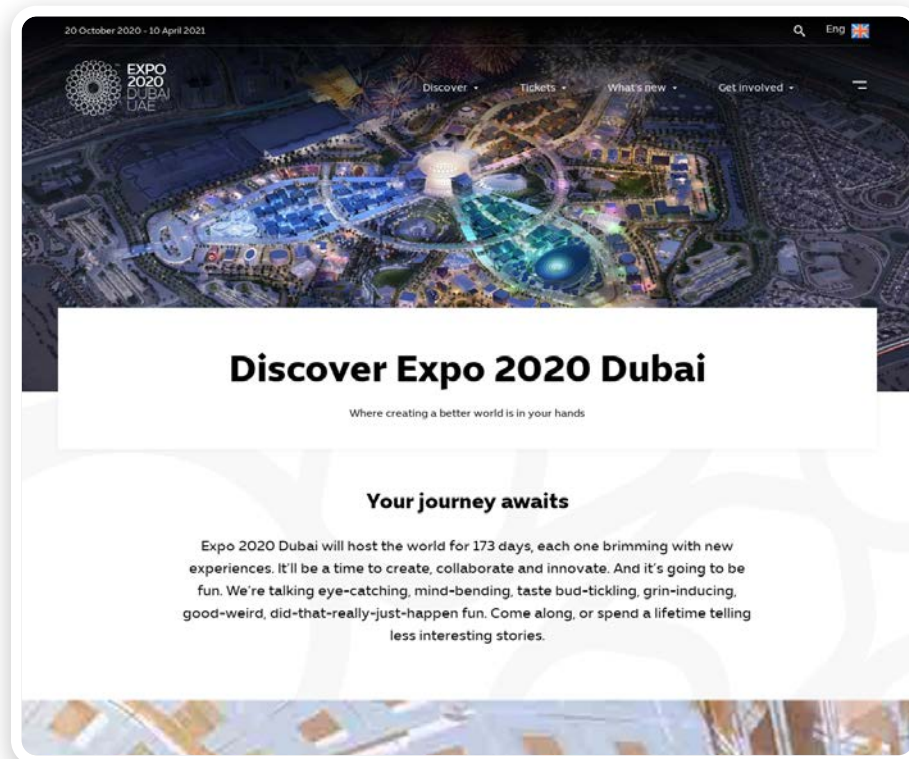
- Globalization Project Management Suite (GPMS)
- GPI's Translation Services Connector for Sitecore
- Sitecore® Experience Platform™
- GPI's Translation Services Portal
- Microsoft Office Tools
- Adobe Creative Suite
- Google Docs
- Google Keyword Planner
- SDL Trados Studio

Global Website, Multimedia, Document and Digital Marketing Services in over 25 languages for Expo 2020 Dubai

About the Client

Expo 2020 Dubai is preparing to put on the World's Greatest Event of human brilliance and achievement ever staged in the Arab world. The event is set to welcome 190 participating countries, and millions of visitors from across the globe. Here they will experience warm Emirati hospitality at its finest, as well as the UAE's values of inclusion, tolerance and cooperation. Expo 2020 aspires to create a meaningful legacy that will benefit generations to come, both locally and globally, spanning everything from innovations and architecture to friendships and business opportunities.

www.expo2020dubai.com

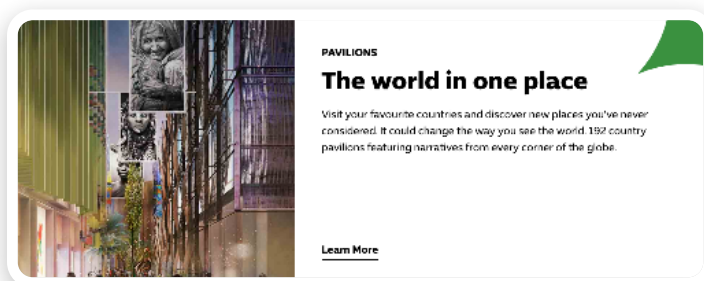
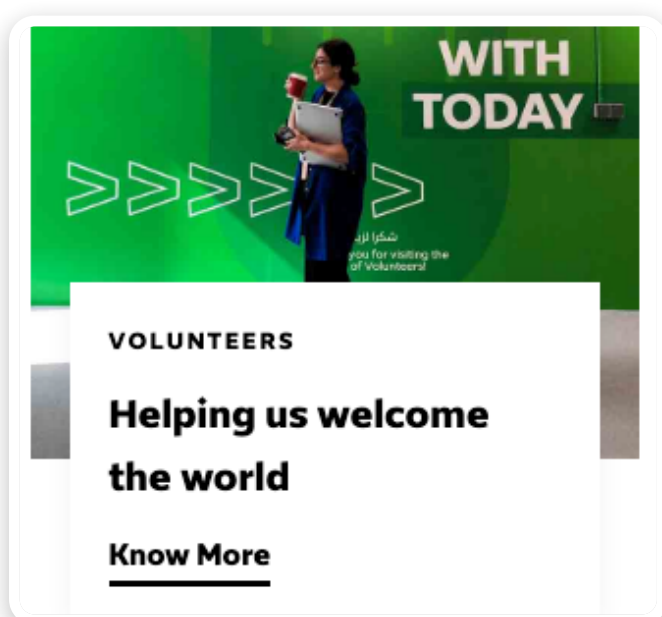


About the Project

Globalization Partners International provided a comprehensive range of translation, copywriting, multimedia localization, interpretation and global SEO services for Expo 2020 Dubai.

GPI's Services Included:

- Website Content
- Marketing Collaterals
- Theme Statements
- Pavilion Guides
- Press Releases
- Flyers
- Presentations
- Audio/Video Content
- Brochures
- Keyword Localization for Search Engine Optimization
- Onsite Interpretation Services



The workflow for web-based content utilized GPI's validated Translation Services Connector for Sitecore optimizing multilingual workflows reducing time and costs for all website launches and updates.

Primary Translation Services utilizing Best Practices included:

- Client onboarding and orientation
- Deployment of GPI's Sitecore Verified Translation Connector
- Pseudo- localization to test language support & workflows for websites
- Deployment of GPI's Sitecore Verified Translation Connector
- Glossaries & style guide development
- Client review and approval of glossaries
- Translation, editing and proofreading
- Translation Memory usages and maintenance
- Transcreation / copywriting where required
- Multilingual desktop publishing
- Audio/video translation, recording and production
- Online quality assurance (QA) in staging environment
- Client review and approval
- Interpretation
- Publishing of final localized content to all different formats, web, document, audio/video



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About Globalization Partners International (GPI)

Globalization Partners International, LLC provides an array of translation services that help companies communicate with the world. GPI's services enable firms to design, develop and deploy multilingual documentation, software and websites for worldwide use.

Translation services include:

- Document Translation & Copywriting
- Multilingual Desktop Publishing & Design
- Software and Website Localization
- Audio/Video Localization
- Global Digital Marketing (SEO, SEM, SEA, GEO)
- Human and/or AI-Powered Translation Workflows Available

 ISO 17100:2015 Translation Services

 ISO 18587:2017 Post-Editing of Machine Translation Output

 ISO/IEC 27017:2015 Cloud Information Security

 ISO/IEC 27001:2013 Information Security



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