Case Study: Expo 2020





Platform:

Sitecore® Experience Platform™

Languages:

- Arabic
- Armenian
- Azerbaijani
- Bahasa
- Bangla
- Czech
- Dutch
- French
- German
- Hindi
- Hungarian
- Icelandic
- Italian
- Japanese
- Korean
- Latvian
- Lithuanian

- Malayalam
- Nepali
- Polish
- Portuguese
- Romanian
- Russian
- Simplified Chinese
- Spanish
- Swedish
- Tagalog
- Tamil
- Traditional Chinese
- Ukrainian
- Urdu

Tools:

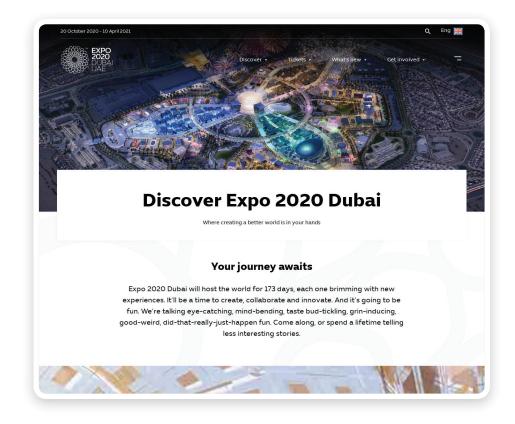
- Globalization Project Management Suite (GPMS)
- GPI's Translation Services
 Connector for Sitecore
- Sitecore® Experience Platform™
- GPI's Translation Services Portal
- Microsoft Office Tools
- Adobe Creative Suite
- Google Docs
- Google Keyword Planner
- Trados Studio

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.



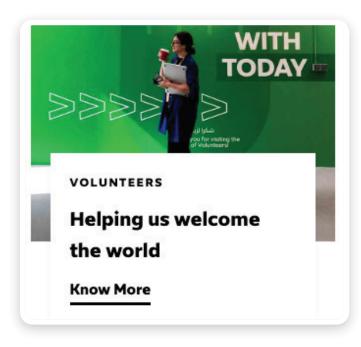
The world in one place

Visit your favourite countries and discover new places you've never considered. It could change the way you see the world. 192 country pavilions featuring narratives from every corner of the globe.

Learn More

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
- Glossaries & style guide development
- Client review and approval of glossaries
- Translation, editing and proofreading
- Translation Memory usage and maintenance
- Transcreation / copywriting where required
- Multilingual desktop publishing
- Audio/video translation
- Online quality assurance (QA) in staging environment
- Client review and approval
- Interpretation
- Publishing of final localized content to a range of formats including web, document, audio/video





8000 Towers Crescent Drive, Suite 1350

Vienna, Virginia 22182, USA

Phone: +1 703-286-2193

Toll Free: +1 866-272-5874

Website: www.globalizationpartners.com

Dubai Media City, Business Centre 2

Building 8, Office Number 71

P.O. Box 502068, Dubai, UAE

Phone: +971 56-499-2369

Website: www.globalizationpartners.ae

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 Localization
- Website Localization
- Audio/Video Localization
- Global Digital Marketing

GPI is an ISO 17100: 2015 Certified Translation Company



Expo Road

Dubai South, Jebel Ali

Dubai, United Arab Emirates

Phone

Contact Centre: (+971) 800 EXPO (3976)

Main Office: +971 4 555 2020 https://www.expo2020dubai.com

About Expo 2020

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