APR - JUN 2023
GLOBALIZATION PARTNERS INTERNATIONAL

Languages & Locales

The latest in the world of language & technology

Language Facts

The word "synonym" doesn't have a synonym.

Case Study

Website Localization Project for Marina Bay Sands - Singapore

Marina Bay Sands is a premier entertainment destination in Singapore and beyond, with its vibrant diversity of attractions and facilities. The vision was to build an integrated development that is timeless, a landmark that possesses a distinct identity which will distinguish Singapore from other cities. The property's web presence needed to be just as distinct and inspiring. The site needed to be available in seven relevant languages and be easily found in search engines by potential customers around the world. Globalization Partners International was tasked with website localization by designing, developing, and deploying a new multilingual web presence driven by a content management system for the Marina Bay Sands in Singapore.

GPI's Website Translation Services Included:

› Localization and web content management deployment

Languages:

› English
› Indonesian
› Korean
› Japanese
› Simplified Chinese
› Traditional Chinese
› Thai

Tools:

› Globalization Project Management Suite

› GPI's Translation Services Portal

› Trados Studio Translation Memory

Case Study - *cont'd from page 1*

Results

Following best practices for website design, development, and deployment, the client drafted very detailed requirements for the new site. These were generated from an understanding of the business requirements collected via interviews, focus groups, scenario maps and use cases, and then defined in a Functional Requirements Document.

About the Client

MARINA BAY *Sands*
SINGAPORE

Marina Bay Sands is the leading business, leisure, and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino - Paiza Club for premium players and an outdoor event plaza.

Download case study

Meet the Team

VIMAL PANICKER
Director: Global Business Engagement

Vimal Panicker is from Mumbai, India, and currently lives in Dubai, UAE. He has 10 years of experience in the translation and localization industry including roles in project management and account management. He has worked with a range of clientele from manufacturing, hotel & hospitality, legal, government, and interactive agencies from around the world. He has extensive experience working with various translation and project management platforms, tools, processes and practices for companies including Lionbridge and United Language Group.

Vimal holds a Bachelor's Degree in Commerce from Mumbai University and has completed the dual certification in Global Digital Marketing & Localization from the Boeing Institute of International Business, Saint Louis University.

He loves working with a culturally-diverse team and believes in exceeding client expectations. For him, translation is not only a great medium to work with people from diverse cultures, but also a great platform to connect with organizations from varied sectors and understand their business functions.
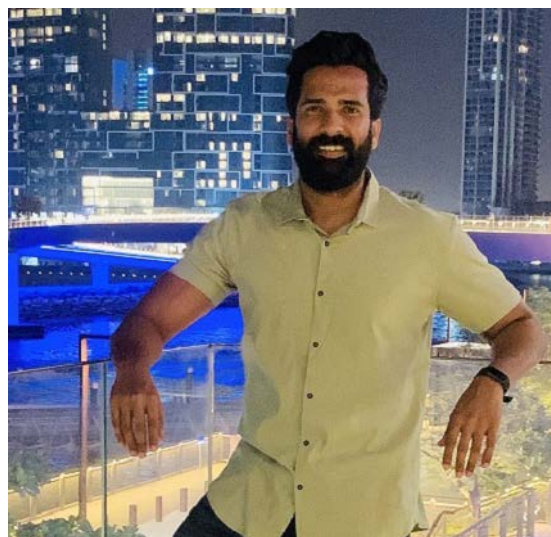

❝ **I love to watch and play football and have a great interest in fitness activities."**

Read his blog

GPI Translation Services Connector for Kentico

GPI's Translation Services Connector for Kentico enables users of Kentico-based websites to launch and manage multi-language websites. The Translation Services Connector streamlines content exports and imports allowing for the initiation of web content translation workflows with a single click. Users will gain access to an array of reports to track and manage global translation web projects through GPI's Translation Portal.

Connector Benefits:
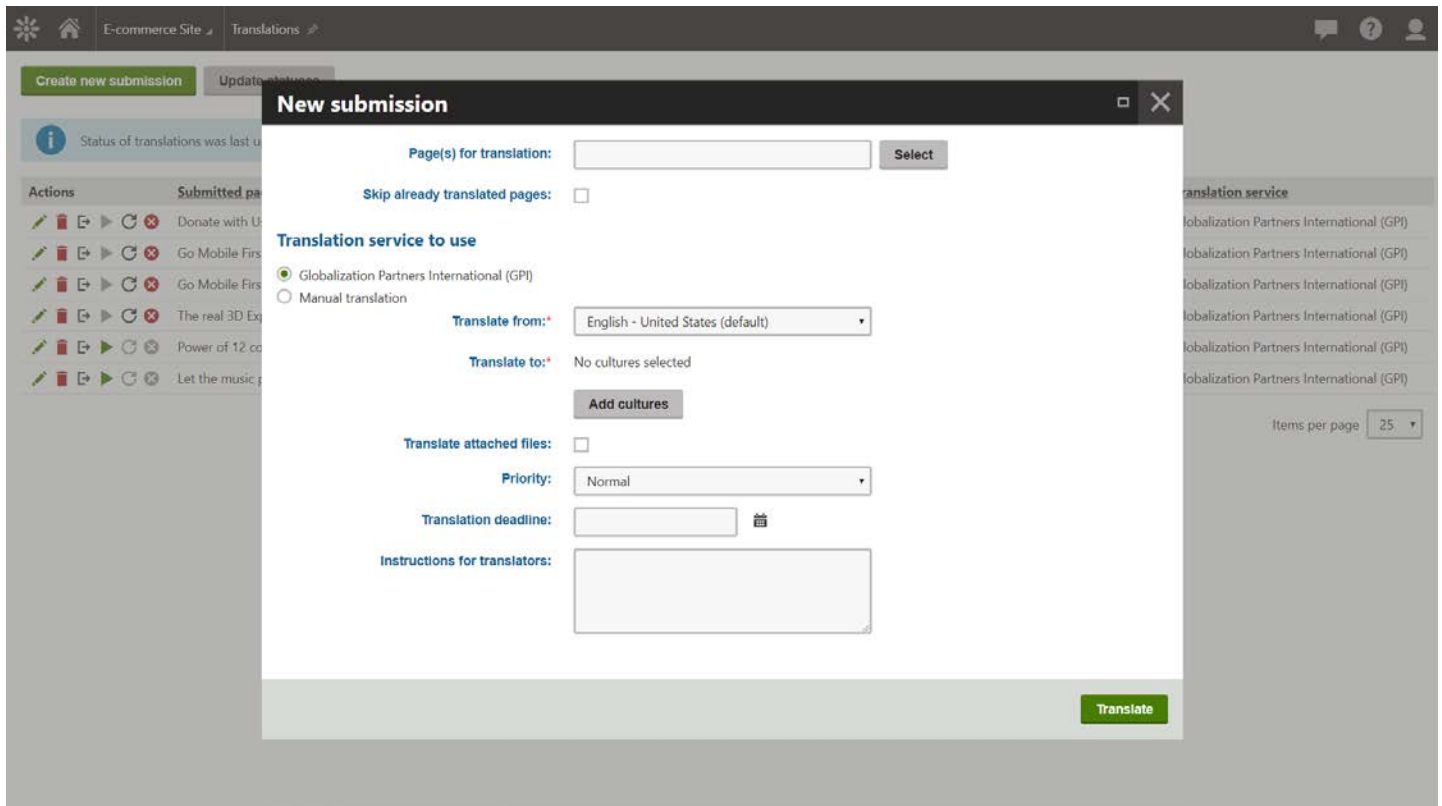
- › Easy integration with Kentico
- › Seamless import/export process for content translation workflows
- › 24/7 secure access for your global teams to collaborate and track translation projects
- › Quotes, proposals and a wide range of project materials available for download
- › Dashboard to view status reports, schedules and project task lists

About Kentico

Kentico's products include Kentico Xperience, the all-in-one CMS, E-commerce, and Online Marketing platform, and Kentico Kontent, the flexible Content-as-a-Service solution. Kentico EMS allows users to manage content, contacts, and campaigns, track customer journeys, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment. Kentico's CaaS solution, Kentico Kontent, enables collaboration across the entire content lifecycle and integrates with any system the customer has adopted. Flexible content models, collaboration, and workflow lead to faster content production and consistent experiences across channels.

Discover more!

Curation Corner

Has the Tourism Industry Found Its New Kingdom?

Article originally published on: *EHL Insights*

Vision 2030 is Saudi Arabia's plan to become a serious contender in the tourism industry. Along with a planned investment of $810 billion over the next decade to develop culture, recreation, and entertainment projects, the country has increased who can visit the country, with expanded visa regulations.

By 2025, the Kingdom is expected to achieve 22.1 million international visitors, 40% more than Dubai's current visitors.

As the Dubai market is seen as already saturated, the plan is that Saudi Arabia will emerge as the new market for hospitality in the region. Amaala, on the western coast, is being referred to as the "Middle East Riviera" thanks in part to the biodiversity of the area and the expected 2,500 luxury hotels planned for development.

With religious tourism on the rise, Vision 2030 also includes plans to develop this market and increase religious visitors to 30 million by 2030.

While Saudi Arabia is opening its borders and altering regulations to attract more visitors, they still need to overcome the negative perception of the region in terms of security, human rights, and the legal system. This along with competition from neighboring countries will present challenges to the region's plans, but Saudi Arabia remains undaunted and continues to move forward with vision 2030.

Discover more!

GPI Translation Services

› **Document Translation & Copywriting**
› **Software Localization**
› **Multilingual Desktop Publishing & Design**
› **Audio/Video Localization**
› **Website Localization**
› **Global Digital Marketing**

TRANSLATION
BUDGET CALCULATOR
QUOTE IN A MINUTE>

gpi

ISO 17100:2015
CERTIFIED

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