Going Global Do's & Don'ts

Localize Africa

"If I'm selling to you, I speak your language. If I'm buying, dann müssen Sie Deutsch sprechen."

Willy Brandt, former German Chancellor

Is English really Enough?

Top Ten Languages Used in the Web - December 31, 2013 (Number of Internet Users by Language)					
TOP TEN LANGUAGES IN THE INTERNET	Internet Users by Language	Internet Penetration (% Population)	Users Growth in Internet (2000 - 2013)	Internet Users % of World Total (Participation)	World Population for this Language (2014 Estimate)
English	800,625,314	58.4 %	468.8 %	28.6 %	1,370,977,116
Chinese	649,375,491	46.6 %	1,910.3 %	23.2 %	1,392,320,407
Spanish	222,406,379	50.6 %	1,123.3 %	7.9 %	439,320,916
Arabic	135,610,819	36.9 %	5,296.6 %	4.8 %	367,465,766
Portuguese	121,779,703	46.7 %	1,507.4 %	4.3 %	260,874,775
Japanese	109,626,672	86.2 %	132.9 %	3.9 %	127,103,388
Russian	87,476,747	61.4 %	2,721.8 %	3.1 %	142,470,272
German	81,139,942	85.7 %	194.9 %	2.9 %	94,652,582
French	78,891,813	20.9 %	557.5 %	2.8 %	377,424,669
Malay	75,459,025	26.6 %	1,216.9 %	2.7 %	284,105,671
TOP 10 LANGUAGES	2,362,391,905	48.5 %	696.1 %	84.3 %	4,856,715,562
Rest of the Languages	440,087,029	19.0 %	585.2 %	15.7 %	2,325,143,057
WORLD TOTAL	2,802,478,934	39.0 %	676.3 %	100.0 %	7,181,858,619

Source: http://www.internetworldstats.com/stats7.htm

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Is English really Enough?

% of Population using the internet

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Spanish

7.9 % Of the total internet users!!

Source: http://www.internetworldstats.com/stats7.htm

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Online Language Content

Language	Percentage
English	55.5%
Russian	6.0%
German	5.9%
Japanese	5.0%
Spanish, Castilian	4.7%
French	4.0%
Chinese	2.8%
Portuguese	2.5%
Italian	1.9%
Polish	1.7%
Turkish	1.4%
Dutch, Flemish	1.3%
Persian	0.9%
Arabic	0.8%
Czech	0.7%
Korean	0.6%
Swedish	0.5%
Indonesian	0.4%
Vietnamese	0.4%
Greek	0.4%

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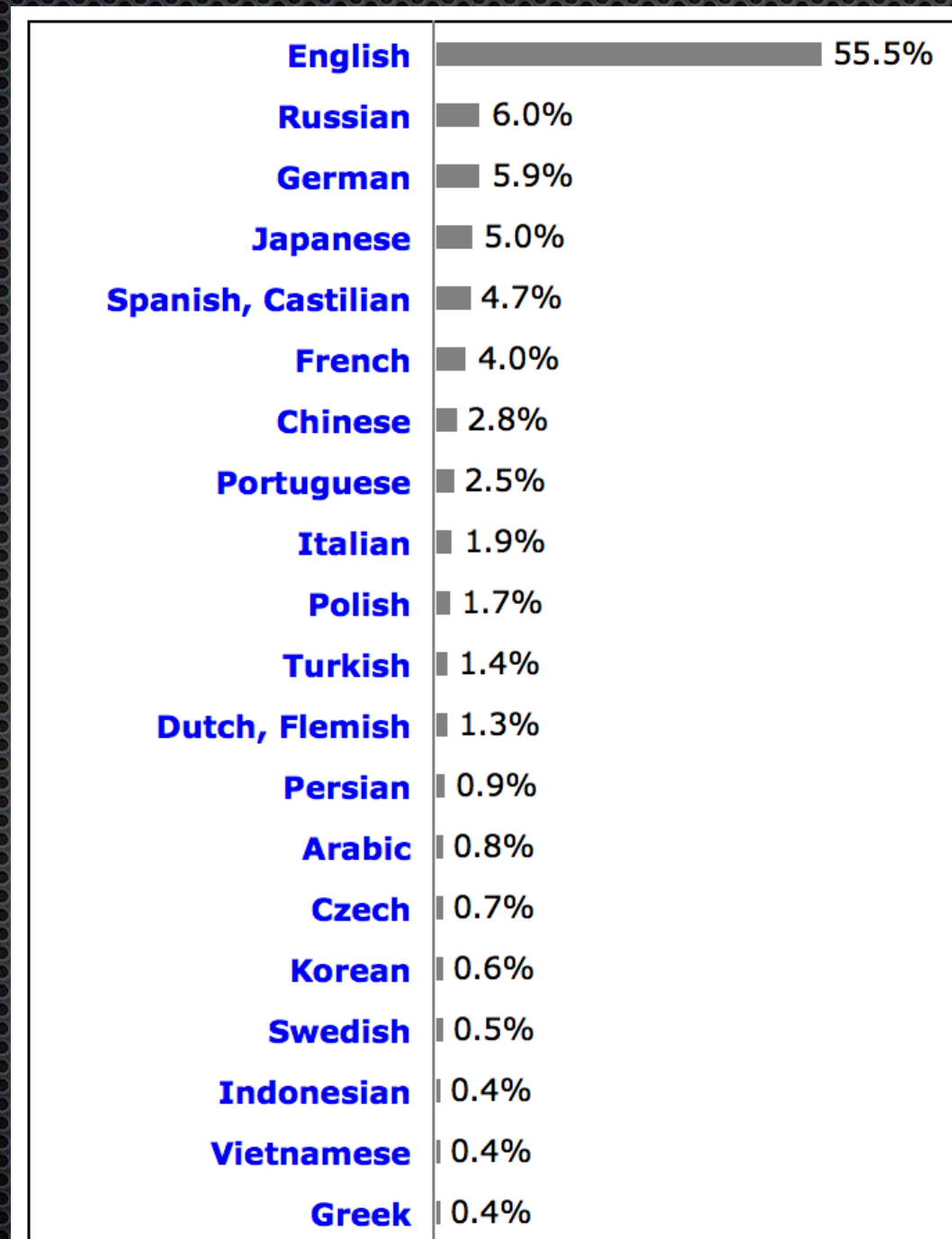
Online Language Content
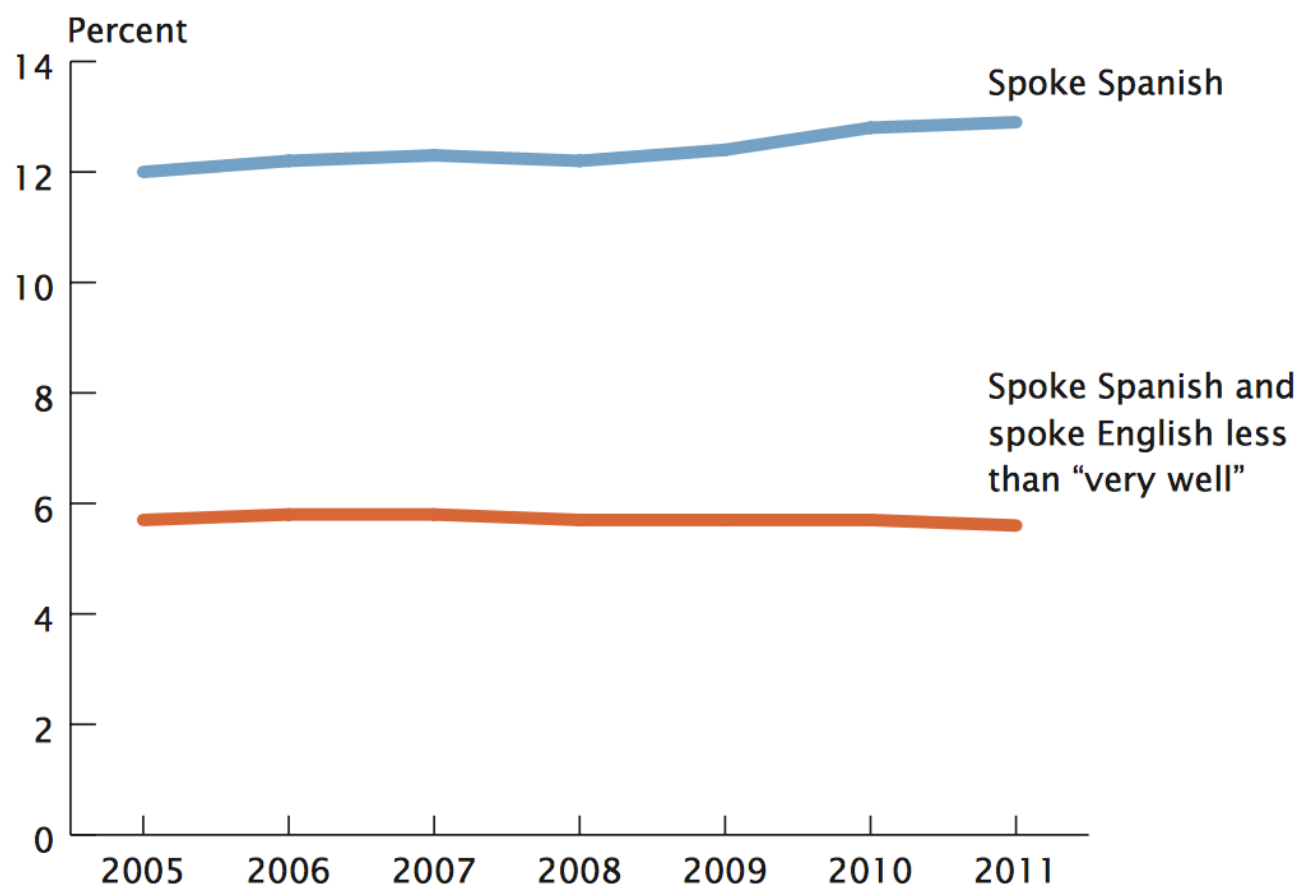
55.5% of the content is in English

VS

28.6% of online users speak English

All Americans speak English, don't they?

Figure 3.
Percentage Who Spoke Spanish and Percentage Who Spoke Spanish and Spoke English Less Than "Very Well" of the Population 5 Years and Over: 2005–2011

Source: U.S. Census Bureau, 2005, 2006, 2007, 2008, 2009, 2010, 2011 American Community Surveys.

Some Facts to Consider

- 37 million Americans do not speak English at home (US Department of Health)

- "Web users are up to four times more likely to purchase from a site that communicates in the customer's language" (www.idc.com)

- Website visitors are most likely to stay double the time when a website is translated in their language

- Over 100 million people access the Internet in a language other than English

Language Purchasing Power

Share of World Online Wallet	2013	2012	2010	2009	2013 Rank	2013 Growth
Persian	0.4	0.4	0.4	0.5	19	**30.5%**
Arabic	1.1	1.3	2.1	2.4	9	**19.3%**
Chinese Simplified	2.7	4.2	6.1	7.1	5	**17.4%**
Russian	1.4	1.2	2.0	2.3	10	**17.0%**
Malaysian	0.2	0.2	0.3	0.3	25	**11.9%**
Turkish	0.8	0.6	0.7	0.8	16	**8.0%**
Chinese Traditional	1.2	1.1	1.2	1.2	13	**7.4%**
Indonesian	0.2	0.1	0.3	0.3	22	**2.1%**
Japanese	10.0	10.9	10.5	10.5	2	**0.1%**
Portuguese	1.9	1.8	2.5	2.5	8	**-0.4%**
English	39.0	38.4	36.3	35.9	1	**-1.3%**
Spanish	8.5	8.1	7.8	7.6	4	**-2.6%**
French	7.3	6.2	6.2	6.0	6	**-3.8%**
Polish	0.8	0.7	0.7	0.7	17	**-4.1%**
Norwegian	1.2	0.9	1.0	1.0	15	**-4.2%**
Korean	1.8	1.8	2.2	2.1	12	**-5.1%**
Hebrew	0.4	0.4	0.4	0.4	21	**-5.5%**
Danish	0.8	0.7	0.7	0.6	18	**-6.4%**
German	8.7	8.6	8.4	7.7	3	**-8.5%**
Finnish	0.6	0.5	0.5	0.5	20	**-10.7%**
Dutch	2.7	2.5	2.3	2.1	11	**-10.9%**
Italian	3.4	3.0	3.0	2.7	7	**-11.5%**
Swedish	1.2	1.1	1.2	1.1	14	**-13.7%**
Czech	0.3	0.3	0.4	0.3	23	**-14.1%**

Table 3: The Changing Fortunes of the Top 25 Languages 2013, by Share of WOW Growth
Source: Common Sense Advisory, Inc.

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Japanese	10.0	10.9	10.5	10.5	2	0.1%
Portuguese				0.5		-0.4%
English						-1.3%
Spanish						-2.6%
French	7.3	6.2	6.2	6.0	6	-3.8%
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Czech	0.3	0.3	0.4	0.3	23	-14.1%

1 English   39.0

2 Japanese   10.0

3 German   8.7

4 Spanish   8.5

5 Chinese Simplified   2.7

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Why Africa?

Reasons to Keep Smiling because you are in Africa

- 6 of the 10 fastest growing countries are in Africa.

- In 8 of the last 10 years Africa has grown more than East Asia.

- The IMF expects Africa to grow by 6% per year over the coming period.

INSIDE THIS WEEK: TECHNOLOGY QUARTERLY

The Economist

President Newt? Brace yourselves
Britain's coming recession
Why India needs Walmart
France tries to stay AAA
The science of ethical foie gras

DECEMBER 3RD-9TH 2011   Economist.com
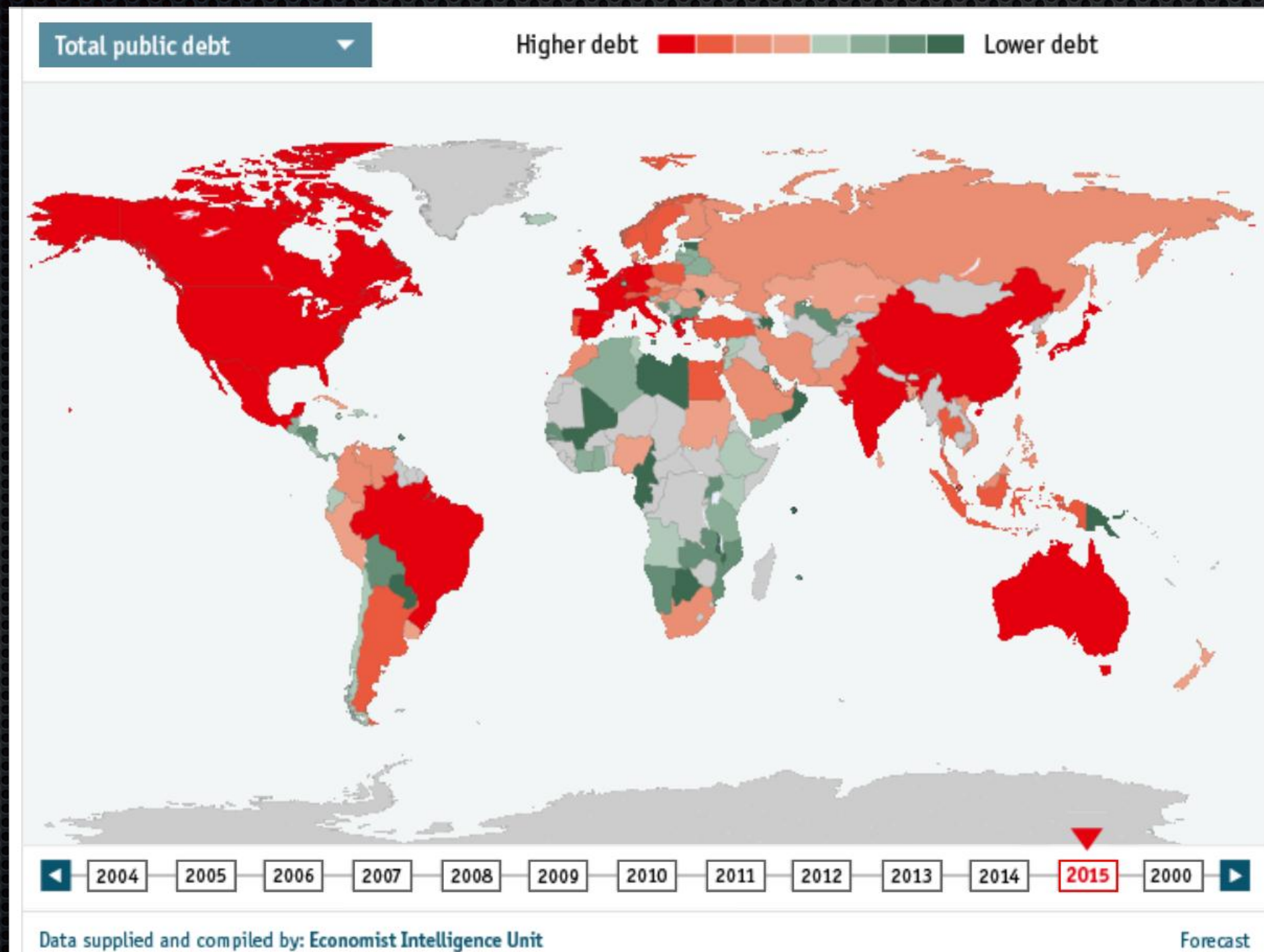
Africa rising

Key Language Factors in Africa

. More than 2,000 languages spoken

. Mass media – 242 languages

. Judicial system – 63 languages

. Public administration - 56 languages

. 500 in Nigeria alone!

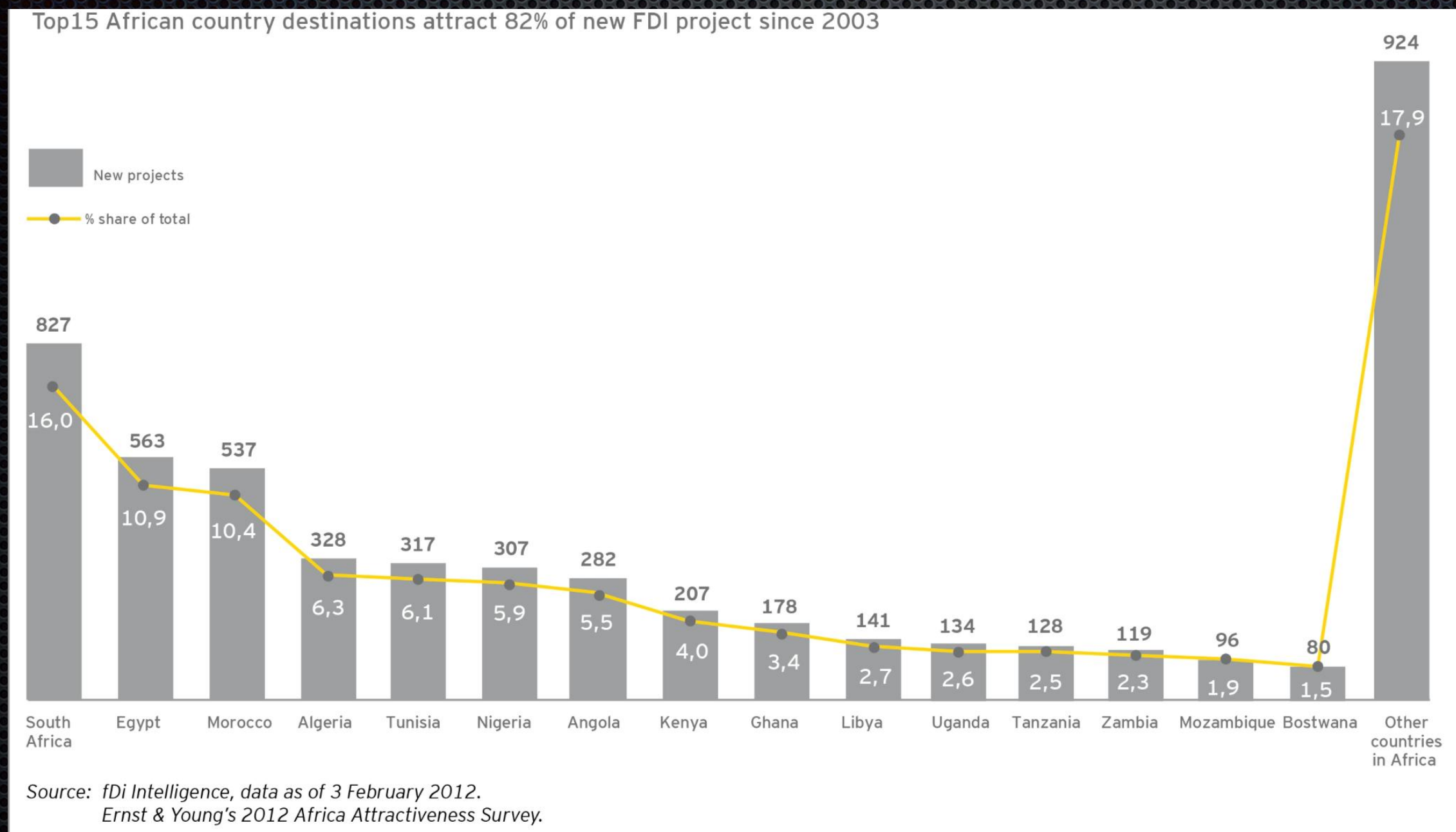**Table 1. Distribution of world languages by area of origin**

Area	Living languages		Number of speakers	
	Count	Percent	Total	Percent
Africa	2,146	30.2	810,209,997	12.9
Americas	1,060	14.9	51,456,819	0.8
Asia	2,303	32.4	3,770,496,032	59.9
Europe	285	4.0	1,656,808,477	26.3
Pacific	1,312	18.5	6,740,866	0.1
Totals	7,106	100.0	6,295,712,191	100.0

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Total Public Debt in Africa looks Promising

Top15 African country destinations attract 82% of new FDI project since 2003

New projects
% share of total

	827	563	537	328	317	307	282	207	178	141	134	128	119	96	80	924
% share	16,0	10,9	10,4	6,3	6,1	5,9	5,5	4,0	3,4	2,7	2,6	2,5	2,3	1,9	1,5	17,9

South Africa | Egypt | Morocco | Algeria | Tunisia | Nigeria | Angola | Kenya | Ghana | Libya | Uganda | Tanzania | Zambia | Mozambique | Bostwana | Other countries in Africa

Source: fDi Intelligence, data as of 3 February 2012.
Ernst & Young's 2012 Africa Attractiveness Survey.

FDI: Foreign Direct Investment

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African Economy Rankings

Economy	Ease of Doing Business Rank ▲	Filtered Rank	Starting a Business	Dealing with Construction Permits	Getting Electricity	Registering Property	Getting Credit	Protecting Minority Investors	Paying Taxes	Trading Across Borders	Enforcing Contracts	Resolving Insolvency
Mauritius	28	1	3	26	1	14	3	2	1	1	2	2
South Africa	43	2	7	4	27	13	5	1	2	5	4	1
Rwanda	46	3	15	5	4	1	1	18	3	33	9	13
Ghana	70	4	12	23	6	2	3	3	13	11	16	35
Botswana	74	5	26	17	11	5	7	14	6	26	8	3
Seychelles	85	6	18	7	16	9	40	3	4	2	18	4
Namibia	88	7	28	1	5	41	7	8	10	17	7	7
Swaziland	110	8	25	8	22	23	7	16	7	13	41	6
Zambia	111	9	8	21	14	31	2	7	9	41	17	10
Cabo Verde	122	10	9	25	18	6	10	43	11	6	1	39
Mozambique	127	11	13	16	29	15	18	11	19	14	38	16
Lesotho	128	12	14	36	13	10	32	14	17	22	20	22
Tanzania	131	13	17	41	9	20	32	30	26	18	3	15
Ethiopia	132	14	33	2	8	16	38	38	18	35	6	5
Kenya SUBNATIONAL	136	15	24	19	23	25	15	20	14	25	25	28
Gambia, The	138	16	30	11	21	18	36	39	40	3	5	14
Sierra Leone	140	17	11	28	34	33	32	5	21	15	19	29

Source: World bank - Doing Business Ranking

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Source: Twitter @hazem

Don't Get Lost in Translation

Top 5 Misconceptions about Translation

1. Anyone who speaks a second language can translate

2. Translators can also interpret

3. Translators can translate any subject matter

4. Highest Quality at Lowest Cost

5. Machine translation can do the job

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Translate or Localize

- Translation is supplemental to localization

- Localization should be completed by an in-country bilingual linguist who knows intimately the language, customs, and cultural biases of the target culture.

The end result of localization is a product that:

- is appropriate for the target locale business and cultural conventions

- appears custom built for the end user's cultural and linguistic background

- does not change the original intended meaning

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Examples of Brand Failure due to Non-localization

When HSBC's tag-line **"Assume Nothing"** was mistranslated in various countries as **"Do Nothing"**, the bank had to launch a $10 million rebranding campaign to repair the damage.

Source: FT

Examples of Brand Failure due to Non-localization

When the company opened its doors in Beijing, the restaurant had accidentally translated its infamous slogan **"Finger-lickin' good"** to a not-so-appetizing phrase: **"Eat your fingers off."** In the end, however, the blunder didn't end up hurting KFC too badly.

Source: Business news daily

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Examples of Brand Failure due to Non-localization

When P&G started selling its Pampers diapers in Japan, it used an image of a stork delivering a baby on the packaging. While the advertising may <u>have worked in the **U.S.**</u>, it never caught on with Japanese. since the stories of storks bringing babies to parents **isn't a part of Japanese folklore.**

Source: Business news daily

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What to Avoid?

- Write very clear text, avoid complex meanings or difficult terminology
- Don't keep changing the text every hour
- Use an in-market agency or translator and make sure they are qualified
- Don't skip the editing phase, follow the process
- Allot enough time for translation and editing
- Consult your local team
- Do a back translation if your product can cause health issues if misused to make sure the message is well interpreted.

Image Source: shutterstock

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