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飞扬神采
展现
企业魅力

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GENERAL INFORMATION ONLY



Global Reliability Program
BUSINESS TRUST



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EXTEND YOUR MARKET REACH

A leader in multi-lingual communication, Elite is a one-stop communication company that specializes in crafting business communication materials and providing professional translation services in major Asian languages.

You will naturally be well aware of the difficulties in using the multiple languages in business communications, which poses as intimidating emotional barriers that prevent companies from reaching out to the different cultural markets effectively. Our language expertise enables you to offer yourself or your clients a service, which is without a doubt, a high-payoff strategy that will handsomely pay for your communications effort.

"Elite provide prompt and professional translation services that meet our demanding business needs."

*Kate Koh,
Group Marketing Services
Robinson & Company
(Singapore) Pte. Ltd*

In an age where the effects of globalization is fast changing how businesses trade, it makes business sense to incorporate multilingual capabilities in major corporate and marketing communications, especially when companies' target markets are within Asian community with a sizable diverse cultural population.

*"Elite is very patient and prompt with their service. They consistently exceeded our expectations and delivered the work earlier than our deadlines!"
Tay Kunming,
Reborne Health Pte Ltd*

Like many of our clients, your company too can benefit from reaching out directly to these markets by breaking the language barrier and wield the slight edge. Communicating to your markets in their familiar tongue certainly would be an added advantage for any corporation. If that bilingual touch is in your strategic planning, Elite Bilingual Services is the one-stop solution for your linguistic needs.

OUR MISSION

Our Mission is to create communications that helps businesses **converse more effectively, efficiently and be consistently relevant** to their target audiences.



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OUR SERVICES

Translation

Our group of language talents is versatile and well skilled to handle any type of translation projects that may require that perfect touch. Your documents are in good hands of our team of professional translators working in their mother tongue and are currently natives in the countries where the languages are spoken.

Our wide range of language translation capabilities offered at affordable rates would most certainly fulfill your communication needs.

Marketing Communication Translation

In the area of marketing communication translation, the **translation service** Elite provides assures our clients that the message that is translated does not in anyway deviate from the original source document. In retaining the essence of the marketing message, care is also taken in the translated text by making sure that it remains fluently articulated. When necessary, we also invest due diligence in creating the emotional language required to meet the objective of soliciting an intended emotional response from the reader.

It is imperative that the translator is equipped with an in-depth understanding of the target audience's cultural background, a keen sense of observation and up-to-date market trends. In doing so, the translator can maximize the impact of the marketing communication as intended.

Technical Translation (Financial - Legal - Technical - Medical)

In carrying out technical translation, we spare no effort in making sure that the translated document retains its essence and is accurate in the terminology used. The essences of the text is not to deviate or appear to be long-winded compared with the original source document and the terminology used is required to be accurate with considerable amounts of research done pre-translation.

In providing such technical **translation service**, our translators are required to have full understanding of the technical terminology and must fully understand the technical context of the translation project. It is then they can make sure the translated document remains accurate even down to the punctuation used, which is especially important for legal documents.



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Transcription Services

Elite provides English, Chinese and other major Asian language transcription services in all types of media formats. We are able to directly transcribe recordings into English or Chinese as requested even if the original audio language is not in the transcribed language.

In maintaining accuracy of the transcription, the completed work is checked by separate quality control personnel.

All transcription service provided is done in a highly secured manner. When necessary, Elite is able to dispatch personnel to a client's site to carry out the transcription work. It is also a common practice for Elite to sign official non-disclosure agreements that would ensure secrecy of any transcription work we carry out.

Some of the transcription services we have conducted include but are not limited to: Legal statements, meeting minutes, media interviews and investigative interviews.

Copywriting Services

Whether it is Chinese or English copywriting, our team of copywriters can provide you with high quality **copywriting services** as they specialize in contextual writing. They are experienced in a wide range of industries and understand the different communication needs of our clients. Emphasizing on research before commencing any copywriting work, Elite processes each completed project through our associates who provide valuable insights before handing over the work to our clients.

Our **Copywriting Services** include the documents listed below;

- **Business Category:**

Sales & Marketing Collaterals, Company Profile, Product Description, Service Description, Corporate Website, Annual Reports, etc.



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• **Publishing Category:**

○ Type A - **Personal Memoirs**

Many successful entrepreneurs would like to compile their years of experience into memorable memoirs as legacies. From doing so, they not only establish themselves as leaders in their respective industry, they also manage to enhance their personal and corporate image.

How could one write interesting memoirs and also produce it with a fast turnaround time? Elite's professional **copywriting services** can assist you with capturing the essence of your experience, save you time and other problems, and guarantee the quality of your memoirs.

○ Type B - **Industry Highlights**

Ever thought of publishing a book that could establish your company as an industry mover? Engaging professional **copywriting services** can help you achieve it. Writing on the subject of your choice, your company history and any breakthroughs your company has made could be the next reference book that the industry can't do without.

In this writing process, Elite would conduct interviews, research, seek professional opinions and endeavour to enhance the content with a balanced perspective.

Interpretation Services

Our team of interpreters undergoes a stringent selection process before they are allowed to represent us in providing interpretation services. From the base languages of English and Chinese, Elite's team is skilled in providing interpretation services of major Asian languages like Malay, Tamil, Thai, Japanese, etc.

Elite's team of interpreters not only is fluent in their language skills, they are also sensitive in their vocabulary usage to clearly communicate what is being interpreted to the listeners and prevent any possible misunderstandings. They are experienced in simultaneous interpretation and are used to interpreting under difficult situations that require quick responses.



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Business and technical jargon is also one of our strengths. Terminologies are being built through our experience and are properly documented within our comprehensive resource library.

The need of interpreters is more frequent as globalization encourages cross cultural trades. It is therefore imperative that clear business communication can be achieved without misunderstandings that could be prevented by engaging professional interpretation services. Non-disclosure agreements are commonly signed before any interpretation work commences. Thus, you can rest assured that your mega deals are in good hands.

Typesetting Services

What is Typography?

Simply put, typography (a.k.a. typesetting) is the art of print. In our daily lives we are constantly surrounded by it. Elite's typesetting services include greeting cards, books, posters, newspapers, just about anything you can imagine. As simple as it may seem, Elite's typesetting services can subtly combines communicative and artistic elements to create print that is both pleasing and easy to read.

Clear communication and good design

A small font or one that is fuzzy is obviously hard to read which makes the intended message difficult to understand. Elite's typesetting services not only can make your print or web project clear and legible but easy and pleasant to read. Our typographers achieve this by selecting the right fonts, lettering and print types.

Elite's typographer also makes sure that the right lettering design has been chosen to convey the intended effect of the print. For example newspapers, being a source of news and facts, typically have a straightforward, black print font, while on the other hand wedding invitations are more ornate and elegant in accordance with the happy occasion they announce.

Our team includes experienced graphic designers who choose type and position it on the page and type designers who craft letter styles. Our typesetting projects include more and more digital work related to the internet and other computer-related projects.



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OUR TEAM

“Elite’s speed and professionalism gives us great confidence in acquiring accounts that requires bilingual communication.”
Robert Yan,
Apple Advertising Agency

Since our establishment in 2006, Elite map out its corporate brand and identity as being a **multilingual communications agency** with a culture of excellence in all of our language services. May it be copywriting or translation, in Chinese, English or other ASEAN major languages, communicating to the Western culture or the Eastern audience, we strive to be an **agency** that is versatile and will continually improve on our expertise.

To succeed in being a premier **multilingual communications agency**, we know our people are our most valuable resource and will continually attract language experts to work with us as a cohesive team that will bring value-added services to our clients.

Our balanced pool of language talent and long years of hands-on experience give us a strong edge in meeting the demands of our clients for high quality documents.

THE MANAGEMENT TEAM

Hong Yin Yin, Founder.
Managing Director, Head of Chinese Division



Ms. Hong Yin Yin, a science graduate of National Taiwan Normal University and Head of Chinese Division of Bilingual Services, has extensive experience in Chinese writing and Chinese/English translation.

She has worked five years in a financial and legal translation firm as Director of Translation. During her tenure, she undertook many important projects on business, financial and legal translation. She was also responsible for compiling and co-writing three books including ‘English/Chinese Investment and Financial

Terminology’ and ‘Confucius on Leadership’ – A compilation of interesting story in the Spring Autumn Era.



A mother of two lovely kids, Yin Yin believes a balanced life can be achieved with focus and dogged determination. Yin Yin strongly believes that it is never about sacrificing one for another, but a deliberate mature response that desire nothing less than excellence on what she commit and focus on doing



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**Michael Kuan. Co-Founder,
Marketing Director, Head of English Division**

Mr. Michael Kuan, a graduate with a Degree of Applied Psychology is the Marketing Director and Head of English Division of Elite Bilingual Services, he has worked in MNCs and SMEs with a combined working experience of more than 15 years. Holding portfolios in business development and marketing during his employment, he managed marketing campaigns that are mainly in the banking and finance industry as well as various types of consumer product.

As a sales and marketing trainer for companies like Oilpods, Land International (Far East) Pte. Ltd., Xpressflowers.com and others, he coached marketers in crafting multi-channel marketing campaigns and facilitates the development of effective marketing communication strategies for the companies' products.

**Lin Kan Yue
Project & Creative Director**

Departing wisdom from the lecturers at Temasek Design School spurred Lin Kan Yue to pursue a more enriching and well rounded life experiences beyond his Diploma in Product & Industrial Design so as to continuously improve himself as a designer. This constant yearning for taking the less traveled path landed Kan Yue a 3 years overseas employment straight after his National Services.

Having spent time in countries like Malaysia, Thailand, Japan and even Sudan, Kan Yue experienced the local culture firsthand, and at times, even learning the local tongue. Through these encounters, Kan Yue realized the value of good communication skills, which in turn made him more appreciative of his multilingual background. Now he is more determined to hone his lingual capabilities and put them to good use.



Please feel free to read the rest of our team member profile @ <http://www.elitebilingual.com/translation-agency.html>



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TAP THE MARKET'S UNLIMITED OPPORTUNITIES REASONS WHY YOU SHOULD USE OUR SERVICES

"Thank you very much for all the assistance with the translation and copy writing services. We understand that you were put under extreme pressure to complete the job within tight time frames but your response was reassuring and the results were impressive!"

*Ron Teo, Managing Director,
Desire Mediad*

Fanatical Support

To many companies, support is a must. At Elite, we take customer satisfaction as our fanatical mission. We have the 'knack' of knowing what our clients' needs are and always stand ready to deliver beyond expectations.



Highly Reliable

Elite is trusted and used by Government Agencies, MNCs, SMEs and well-known creative advertising agencies including Ogilvy, DBS and MOE. Most members of Association of Accredited Advertising Agents are already using our services! Are you?



Fast Turnaround

Our pool of talents makes sure your project gets done when it needs to be done! With our team of professionals, your press releases, advertisements and collaterals are perfected on-time with uncompromising quality.

Unlimited Revisions

We are serious about you being satisfied with our work. That's why we do not impose a revision limit to your project. Our confidence comes from our intimate knowledge of your project brief before we commence, which significantly cut down the revisions needed for that final perfect document!



Dynamic Team



Translators, Interpreters, Copywriters, Typographers, and Designers. No freelance or part-time students are engaged for your projects. We readily furnish our clients the profiles of our translators to assure them only the best are put to work.

Value-Added Services

We are also known to go that extra mile as well. After project services like printing, binding, type-setting, cataloging are provided on request as well. We are **REALLY a ONE-STOP** service provider. You can leave it all to us!



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FAQ - FREQUENTLY ASKED QUESTIONS

1. What is the market rate for translation and what kind of value am I really paying for?

Elite standard rates are only 49.5% of the published recommended rate by the Association of Accredited Advertising Agents Singapore.

Unlike many translation companies that use freelance translators with doubtful backgrounds, Elite associate itself with only professional translators that are selected via a stringent series of tests before assigning any projects. We will readily provide to our clients the profiles of the translators that will be handling their projects and thus ensure the relevancy of each translator's experiences is suitable for the project before assignment.

2. What are the languages Elite can translate?



Elite specializes in English to Chinese (Two-way) translation services. We are skilled in translating document that target specific audiences in Singapore, Malaysia, China, Taiwan and Hong Kong. We too have a qualified team of translators that can translate major Asian languages like, Bahasa Malayu, Bahasa Indonesia, Tamil, Japanese, Korean and etc.

3. What's the difference between translation and copywriting translation?

Normal translation techniques are too literal, which resulted in the translated document being unnatural to its readers. Minor translation mistakes in such document effects the readability quite dramatically. Copywriting translation is a technique of using the vocabulary of the translated language to communicate the actual meaning that is written in the original document. It is not influenced by the original document sentence structure or phrases employed. Care is taken to build terminologies with the right fluency In conveying the message and style of the original author. On some occasion, we are able to spot and correct minor mistakes in the original document. Such instances are usually what set us apart from other translation company, whom might not be observant enough to spot and rectify the fluency.

Copywriting translation is especially useful in translating advertising and marketing collaterals. The objective of a marketing message is to be powerful enough to move emotion. Thus, to translate a marketing message, the translator is required to have a language flair that would easily attract readers and motivate them to respond to the call-to-actions with minimal effort.

4. What is SEO Copywriting?

SEO Copywriting, or to give it its full name, search engine optimization copywriting or search engine copywriting, is the technique of writing the viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms. Its purpose is to rank highly in the search engines for the targeted search terms.



As well as the viewable text, SEO Copywriting usually optimizes other on-page elements for the targeted search terms. These include the Title, Description and Keywords tags, headings and alt text. Through employing up-to-date techniques, SEO copywriting could help your website's ranking in search engines and increase your exposure to your target audience.



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5. Can Elite handle legal translation projects?



Yes. Elite is experienced in undertaking translation projects in the legal and financial sectors. Regardless of the complexity of the original document, Elite is able to accurately translate and carefully remove any subtle hint that the document was being translated. Our translation work was highly commended by our clients to be easily readable and concise. Our translation process would guarantee the document is complete without flaws.

6. How do you calculate the rates for my project?

Elite's rate is derived either on a per page or per word basis. On the average each A4 size page usually approximately contains 300 - 350 word. Different languages and the complexity of the document are also taken into consideration for the pricing of each project.



7. Does Elite offer bulk discounts?



Yes. Elite value its client relationships and seek to establish a long term business relationship with each of them. We endeavor to be a value-added partner and would go the extra mile to meet the expectations of our clients. Through bulk discounts, we hope to assist our clients in managing translation cost and achieve cost effectiveness for their projects with us.

8. What is the normal turnaround time I can expect for my project?



The turnaround time for a two pages translation project takes about one working day. When requested, we are able to avail more resources to your project and provide an express service. You can rest assure that we will stretch to meet your reasonable timeline without the quality of our work being compromised.

9. How do Elite ensure the quality of my project?

Elite's commitment to quality as a professional translation company is taken seriously by all our staff. It is our pride and passion to be uncompromising in delivering our services that would ensure clients' satisfaction. Each project is separately checked twice for any errors by our unique quality control process before handing over to our client the completed work for revisions.



10. Will Elite abide by my company's non-disclosure agreement?

When requested, Elite will readily sign your company's NDA and ensure all security requirement is met. Our translators and staff are also required to endorse a binding NDA with us and is briefed thoroughly on the internal security measures before they are allowed to undertake any projects.



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SOME OF OUR CLIENTS INCLUDE:

360 Communications
Abacus International Pte. Ltd
Acedayton Communications
Ad Planet
Adidas Singapore
Allshores Fiduciary Services Pte Ltd
Am Fraser Securities Pte Ltd
Apple Advertising Agency
Ascendas Land (Singapore) Pte Ltd
Asia Law Corporation
Australian High Commission (Singapore)
AVA
Babcock & Brown Securities (S) Pte. Ltd
Bodycote Singapore Pte Ltd
BrandGrid Consulting
British Council Singapore
Calypso Singapore
Capitaland Bahrain Bay Mgmt Pte Ltd
Cherie Hearts Group International Pte Ltd
Chris Chong & CT Ho Partnership
Citibank N.A
Discovery Network Asia
Drew & Napier LLC
DBS Bank Ltd
DreamWorks Communication Pte Ltd
D'zire Media LLP
ELM Global (S) Pte Ltd
Ernst & Young
Eurokars Leasing Pte Ltd
ExxonMobil Asia Pacific Pte. Ltd
FLP Singapore Pte. Ltd
Formu8 Pte Ltd
Freely Pte. Ltd
Gavin Anderson & Company
Go Direct!
Government Investment Corporation(Singapore)
GPS Print Media Pte Ltd
Grey Global Group
Grid Pte Ltd
Han Productions
HOH Law Corporation
Honeycomb Technology
HSBC Institutional Trust Services (S)
Impression PR Pte Ltd
INSEAD
Institute of Mental Health Singapore
International Copper Asia Ltd
I-PROMO Events & Marketing Pte Ltd
John Hopkins Singapore IMC
John Little (Singapore)
Johnson & Johnson Asia Pacific
Kaleido Marketing Communications
Lux Asia Pacific Pte Ltd
LVMH Fragrances and Cosmetics Singapore
MCST Northlink
Manic Design Pte Ltd
Manulife Financial Ltd
Medpace Singapore
Ministry of Education
Modern Age Design & Comms Pte Ltd
Nanyang Technology University
National Library Board
National University of Singapore
OgilvyOne Worldwide
Oilpods.com
Panasonic Semiconductor Asia Pte Ltd
Parker Drilling Company of Singapore Ltd
Permal (S) Pte Ltd
Plexus Components Pte. Ltd
POSB Ltd
PSA Corporation Ltd
Rabobank International
Reborne Pte Ltd
Red Dot Singapore Pte Ltd
Robinsons & Co, (Singapore) Pte Ltd
Russell Brand Communications Pte Ltd
Samling Global Ltd
Sin Hwa Dee Foodstuff Ind. Pte. Ltd
Singapore Airlines Ltd
Schroder Investment Management (S) Ltd
Sentosa Leisure Group
South West Community Development Council
Speedy Advertising
Stamford Law Corporation
Standard Chartered Bank
Starhub Ltd
Swissôtel Merchant Court, Singapore
Taste Paradise
Tata Communications
Temasek Junior College
United Bunkering and Trading (Asia) Pte Ltd
Vibes CommunicationsPte Ltd
Water's Edge Pte Ltd
Wong Partnership LLP
XM-Asia
Xpressflowers.com



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OUR TRANSLATION SAMPLES



TRANSLATION WITH COPYWRITING FOR DHL ALL THE WAY GLOBAL CAMPAIGN

When 285,000 people work toward a common goal, amazing things can happen. It's the spirit of can do and the experience of know how. It's the people who go all the way to get the job done. It's who we are.



当 285,000 人为了共同目标而奋勇前进，任何奇迹都会发生。因为他们具备丰富的实践经验，因为他们拥有全力以赴的服务精神。这是一群排除万难一路成就在所托的人。这就是我们。



TRANSLATION WITH COPYWRITING FOR STEEL COMPANY A STRATEGIC MANAGEMENT OF GROWTH

The Kin Kee Group had its beginnings in 1964 as a family business trading in scrap metal and hardware. Led by the same family, Kin Kee has successfully re-defined itself to be a relevant force as an integrated business that includes manufacturing of steel products, trading in steel, copper and brass products, property development, forwarding, stockists in machinery and spare parts and, finally, marketing. This continuity in leadership and a visionary adherence to adopting quality as the bedrock of its operations has brought the Kin Kee Group to the forefront of the Malaysian business scene, with special emphasis in the local steel industry.



英明管理，驱策成长

Kin Kee Group 创立于 1964 年，从经营废铁和旧五金的家族生意开始。在家族成员的用心领导下，Kin Kee 成功在原有的业务上找到自己的定位，采取综合性的多元经营路线，业务范围包括钢铁产品制造、钢铁贸易、铜与黄铜产品、产业发展、报关行、零售机械与零件等业务，最终还将版图扩大至市场行销。持续稳定的企业领导，加上高瞻远瞩的明确方向，以及讲求质量的经营理念，终让 Kin Kee Group 成为本地钢铁业的翘楚，卓越名声享誉大马商界。

TRANSLATION WITH COPYWRITING FOR NATIONAL LIBRARY BOARD

Business Collection / 商业资料馆

If you want to create waves of trends that break elsewhere around the globe, be the most outrageous and make the biggest statement amongst a buzzing community of entrepreneurs looking for the big idea in this city - that is what the Business collection is all about. Everything is on a larger scale, even its attitude with free access to an exquisite selection of electronic databases, such as Euromonitor, Bloomberg and Global Insight. They offer you up-to-date market research and analyses.



如果您想在世界的金融舞台上开创一片新天地，或是引领商业风潮，您就应该勇往直前，敢于发表最宏伟的宣言，在众多积极寻找生意点子的企业家群中独树一帜 - 这就是商业资料馆的最终使命。任何资料收藏的规模都相当可观。您甚至可以随意查询欧洲透视、彭博社和环球透视等电子数据库，掌握最新的市场调查与分析。



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| First Time Client | 1st Time Client can enjoy a 5% discount on 1st project |
| Payment Terms | 1st Time Client is on cash on delivery terms. |
| Outstanding Payment | Elite Bilingual Services reserves the rights to withhold delivery of current or future work(s) when payment is not made according to payment terms. |
| Express Service | 20% loading |
| Word Count Source | Word count is taken from client's original source document. |
| Completion | Project is to be completed by 3 (Three) months, otherwise a 10% monthly service charge will apply unless stated otherwise. |
| Cancellation | Cancellation of signed quotation after 3 days of confirmation will be subjected to an administrative charge of S\$200.00 or 10% of the quotation (whichever is higher). |
| Price Changes | Elite Bilingual Services reserve all rights to change or withdraw the rates published herein within any formal notice. |
| Revisions | Clients are encouraged to be as detailed as possible in the initial job brief to minimize the number of revisions needed. |
| Turnaround | Turnaround is calculated based on the number of words or pages per day. |
| Currency | All Prices are in Singapore Dollars (SGD\$), excludes agency fees, artwork design and GST (if applicable). |

Special rates are applicable for multiple projects or for translation projects that are bundled with other type of services.

For complete information on our rates and special promotional package, please contact:

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