



Translation services and your PRO

Public Relations Officers (PROs) often offer translation as part of their services. Unlike other countries where a PRO seems to be appointed to deal with the media on your behalf, a PRO in the UAE is a different proposition. Independent financial adviser Greg Pogonowski looks at the nature of the beast.



If you are going to do business in the UAE and you need your documents translated into another language, you need a translator. This is especially true when dealing with the government, as all official documents have to be in Arabic.

They can of course be in another language too. Most expatriates will first create their document in their home language, or English, which is the international language of business like it or not, and then have to get it translated into whichever language is needed, as documents may be going to more than one destination.

When selecting the translator or translation services company, you will need to check that each

order is processed according to rigorous quality assurance procedures. Depending on individual circumstances these may be expanded or reduced, but in all cases a minimum level of quality control has to be demonstrated, so do your due diligence.

Public Relations Officers (PROs) can, and often do, offer this as part of what they perform. Unlike other countries where a PRO seems to be the face or team appointed to deal with the media on your behalf, a PRO in the UAE is a different proposition.

Here they provide a service for companies seeking to develop and maintain links with government and non-government agencies in the UAE such as:

- Employment visa requirements,

Whilst systems are getting better and more technology based, it can still take a long time queuing and this is where a PRO can help the most. Not only should they have an up-to-date knowledge of what forms are needed for what, and this is an ever-changeable feast, but also the other requirements that go with them

immigration, medical, labour card, resident visa requirements, national identity card, and so on.

- Renewal of trade licence
- Application forms for visit visa requirements not only for your friends and relatives, but also for embassies
- Visa transfer, medical and blood test
- Resident visa for families of employees
- Visa cancellation
- Passport renewal
- Renewal of labour card, resident visa, medical card, and so on
- Renewal of visit visa
- Legal and other translation
- Car registration
- Attest certificates and diplomas in the UAE

For those of us who have been here a while, we all know that whilst systems are getting better and more technology based, there seems to be more administration here compared to some countries, so it can still take a long time queuing and this is where a PRO can help the most. Not only should they have an up-to-date knowledge of what forms are needed for what, and this is an ever-changeable feast, but also the other requirements that go with them – where to get them, who they need to be given to, when and where and the cost.

There are five basic translation services that any SME might need:

1. Translation services

This is the most relevant area for the UAE. Legal translators need to be selected not only for their linguistic skills, but also for their technical expertise. They need to produce accurate, well-written translations of legal documents. Translations done should be by someone certified suitable for any court or government agency in the country.

A legal translator is a professional who has been duly authorised by the government of the country in question to translate and notarise a document. Any certified translation produced by a legal translator is an official document in its own right. The translation is certified with a stamped declaration which is written in the relevant language, as well as in English.

Documents that require certified translation services might include papers that have to be submitted to an immigration or naturalisation department (such as birth, marriage and divorce certificates), official transcripts (such as high school certificates, university degrees and vocational training certificates), regulatory documents (such as informed consents, protocols, research data forms and case report forms), patents and many others.

In order to eliminate the risk of errors, legal translators should be competent in the areas required which might include:



They would need to have extensive knowledge of finance and banking practice, including, in some cases, in-house experience of working with major institutions. This gives them a perspective that is highly focused on the client's business objectives, and a technical knowledge of the financial service industry's special regulatory requirements. These might also need to include loan agreements, contracts, memos and letters, and financial reports.



Greg Pogonowski,
independent financial advisor

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of incorporation, contract and shareholder agreements, and so on.

2 Commercial translation services

This deals with business correspondence and international marketing campaigns. It is designed to supply clients with professional linguists who have been selected to cope with a variety of international business challenges, so that they can provide expert assistance whether you are planning an advertising campaign, a presentation or a new brochure, or are looking for ways to facilitate your expansion overseas. These could include the need for:

- a Financial statements
- b Business reports
- c International marketing publications

3 Technical translation services

The main purpose of most technical texts and translations is to convey factual information. However, serious concerns arise when dealing with technical terminologies. Each industry uses its own particular jargon that must be standardised to convey the same factual information in a foreign language. Given that technology is constantly evolving, it is essential for the technical translator to keep pace with innovation. Make sure that the technical translator you select possesses an up-to-date glossary of technical terms that is specific to their industry. This area would also need to include:

- a Patent translation service
- b Medical translation service
- c Engineering translation service

4 Editing and proofreading services

Efficiently translated and proofread documents play a crucial role in a company's success since you stake your professional reputation on the accuracy of the translated document. For every job for which you make a bid, you are likely to be competing with five, ten or even more other companies. You have to

find a way to distinguish from your rivals in order to win that contract. A good piece of writing can reinforce your ability to deliver. This applies whether you are submitting a business tender, or writing the next great movie script!

5 Website localisation services

As localisation becomes more and more central to the market, so too does the need for translators who specialise in this area. The process of localising product does not merely involve the translation of your text into a foreign language. It is a complex procedure involving cultural adaptation and technological challenges.

Look at translation services which include software publishers if needed, so that they can provide you with tailored versions of their software, documentation, marketing and Web-based information in different languages for simultaneous worldwide release.

In conclusion, without the right knowledge about the current business environment in the UAE, or whichever country you are working in, simple procedures can run into days and weeks, unnecessarily holding up your business. Legal transactions with government departments in the UAE, like the Ministry of Labour, Department of Naturalisation and Residency, Ministry of Foreign affairs, Economic Department, Municipality, and so on can be completed smoothly and quickly with qualified and efficient PROs. You can try to do it all on your own, but it will probably save you considerable time and money, to say nothing of your patience, to outsource your PRO and translation services requirements. ■

ABOUT:

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