



Case Study Manufacturing and Engineering

The manufacturing and engineering sectors cover a wide range of industries, a vast array of subject matter and tens of thousands of companies in the UK alone. Each has its own sector speciality and company jargon. However, KL Interpreters needs to interpret for all of them. Most require our services for only a couple of days each year. Some will be hosting their first-ever event requiring interpreting into Chinese. Often, it's about technology that doesn't currently exist in China. However, they all ask for a specialist interpreter! Our approach is Knowledge Acquisition. We study the subject, build a glossary and practise until fluent. This ensures we provide successful interpreting each and every time.



Towering challenge

TOWER CRANES

The technical knowledge and vocabulary needed to interpret at an international conference on tower cranes are not as easy to find. This is a multidisciplinary industry encompassing physics, mechanics, aero science, material handling, application engineering and law. Categories of crane are given bizarre names like Hammerhead, Luffing or Topless. The operation of a crane is a technical subject all on its own. The conference attracted experts from around the world and a diversity of accents. Trying to understand state-of-the-art technology, equipment and best practices through heavy accents was a challenge we were familiar with. During the break, Chinese participants mistook us for staff members of a crane company. We took this as a compliment.

Heated exchange

EXTRACTOR FANS

A UK extractor fan manufacturer hired us for a visit by a businessman from China. The contract negotiations covered terms and conditions of the product design, industry standards, processing and the marketing approach. There were heated exchanges. Both sides argued point by point. Explaining the correct vocabulary to people who don't speak each other's language was intellectually and linguistically challenging. At the end of a long day, the contract was finally agreed. Dinner was much more relaxed for the two parties, but not for our interpreter. Conversation ranged from history and education to healthcare, food and politics. Our interpreter contributed directly to the successful conclusion of the visit.

Measured approach

TIDAL POWER GENERATION

A global tidal power generation company held a technical discussion followed by a contract negotiation with a potential partner from China. In addition to the usual challenge of knowledge and terminology, units of measurement are different between UK and China. Neither the UK host nor their Chinese visitors understood each other's system. It fell to our interpreter to do the conversion. Another challenge was the heated nature of the discussions. Our interpreter had anticipated the conversion issue and did some intensive number crunching prior to the day. She also reviewed our staff manual on how to interpret at a confrontational event. When the assignment finished, our UK customer said, 'Thank you for holding the fort. You're a champ!'