



## Translation, Interpretation and Localization

Connecting the World with Language Services

### CULTURAL ALIGNMENT FOR IN-DEPTH INSIGHT

Accurate and culturally adapted language solutions are critical to the success of your global business communication. You need it right the first time, every time, and on time. We take care to match you with multilingual project managers — your cultural consultants — able to deliver results that meet the specific requirements of your target markets. They are supported by a team of more than 5,000 linguists with varied specializations and fluency in over 200 languages.

### WORLD-CLASS SERVICE ACROSS THE GLOBE

Budgets are tight; timelines are tighter. Accuracy is a must, and deadlines cannot be missed. Count on CETRA to deliver. Our commitment to world-class service begins with your first inquiry:

- Phone calls are answered live every time
- Emails are answered within 30 minutes of receipt
- Quotes are provided within 1 hour of your request

Our service to you continues as you build a relationship with your dedicated project manager at the location that best meets your needs — United States (East/West Coast), Europe (Ireland/Germany), Africa (Ghana), Asia (Korea).

### YOUR UNIQUE MESSAGING, OUR CUSTOM PROJECT DESIGN

In an industry where brand identity can be built upon a single word, we create a project plan based on your unique specifications. At its core is an unwavering commitment to quality, teamwork and the power of language.

- **Collaborative approach:** creative briefing at the onset and touchpoints throughout the lifetime of the project
- **Transcreation expertise:** culturally adapted translation and creative writers specialized in advertising/marketing content
- **Technical flexibility:** compatibility with rich media and mobile platforms, as well as multilingual design
- **Quality assurance:** ISO:9001 and EN:15038 certified and in-country reviewers

### GET IN TOUCH

#### CETRA Language Solutions

7804 Montgomery Avenue,  
Suites 7-10, Elkins Park, PA 19027

**Phone:** 215.635.7090  
**Toll-Free:** 888.281.9673  
**Fax:** 215.635.6610  
**Email:** [info@cetra.com](mailto:info@cetra.com)  
[www.cetra.com](http://www.cetra.com)

### OUR CORE VALUES

**Creativity**  
**Empathy**  
**Teamwork**  
**Resilience**  
**Agility**



“CETRA has been one of our preferred vendors for several years now. I have been very pleased with their services. Quality, timelines, pricing are all excellent. The PM teams are multilingual and extremely responsive to our needs. The company is forward thinking regarding translation tool technology, including revision management, that is necessary to meet the demands of our most challenging clients.”

- Angelika Calhoun | Research Now

## LANGUAGES

CETRA offers more than **200** languages.

5

### MOST SPOKEN GLOBALLY<sup>1</sup>



### Did You Know?

By 2100 more than **HALF** of the roughly **7,000** languages will disappear.

5

### ENDANGERED GLOBALLY<sup>2</sup>



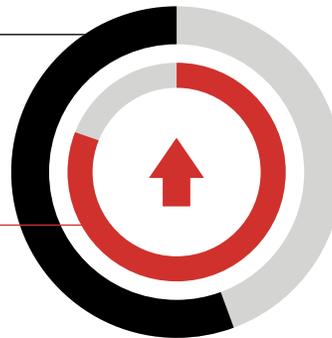
### Global Trend

55% of the worldwide population only buys from websites written in their native language.<sup>3</sup>

That rate soared past 80% for those with limited proficiency in English.<sup>3</sup>

55%

80%



Source: 1: [http://en.wikipedia.org/wiki/List\\_of\\_languages\\_by\\_total\\_number\\_of\\_speakers](http://en.wikipedia.org/wiki/List_of_languages_by_total_number_of_speakers) 2: <http://travel.nationalgeographic.com/travel/enduring-voices/> 3: <https://www.commonenseadvisory.com/Default.aspx?Contenttype=ArticleDetAD&tabID=63&Aid=21505&moduleid=390>

### Locations

United States Elkins Park, PA • Alexandria, VA • San Diego, CA  
Europe Limerick, Ireland • Heidelberg, Germany Africa Accra, Ghana Asia Seoul, Korea

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