



LondonTranslations

Case Study



Language Services Provided for *Sakura International*

Service: Interpretation

Background

Sakura International, a Japan-based event production company specialising in human networking, enlisted the expertise of Global Voices for languages services at the DSEI exhibition, a global platform where defence and security industries converged to showcase cutting-edge innovations. Our interpreters played a pivotal role by offering precise English to Japanese and Japanese to English interpretation, overcoming the challenges of a dynamic and diverse environment. In a high-stakes environment like this, accurate interpretation was paramount to bridging linguistic gaps and conveying technical details with precision.

Challenge

- **High stakes environment where accurate interpretation was paramount.**
- **Challenge of ensuring effective communication.**

Outcomes

- Enhanced the global impact of the DSEI Exhibition by enabling participants to fully engage with showcased technologies, products and services.
- Our interpreters ensured that the client's message about the latest security technologies, strategies or solutions was effectively communicated.
- By accurately interpreting the details, we enabled the end recipients to make informed decisions about the relevance and sustainability of the offerings presented. This process contributed to more effective networking and potential collaboration between exhibitors and end recipients.



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