

About Client

COTO is a world-renowned beef exporter, with 3 meat plants in Argentina, known for its exceptional quality and diverse range of cuts. The client is one of the biggest beef exporters in the world; they export beef to Germany, Netherlands, Italy, U.K., Spain, France, Russia, Hong Kong, Brazil, Chile, Peru, and other non-traditional markets like Egypt, Algeria, Ukraine, Bosnia, and Croatia.

About Project

COTO, a major beef exporter, aimed to expand into China. We were tasked to translate their premium meat cut descriptions from Spanish to Chinese. This involved ensuring not only precise terminology but also cultural understanding to create clear and appealing product information for Chinese consumers.

Solution We Provided

1. We utilized TRADOS 2007, the client's preferred translation memory (TM) software, to ensure consistency and efficiency throughout the project.
2. We delivered two versions of the translated files: a "clean" version ready for client review and an "unclean" version containing the original Spanish text alongside the translated Chinese text for reference. Additionally, we provided the updated TM reflecting all project terminology for future use.
3. To optimize organization, we delivered the translated files and their edited versions in separate folders for the client's convenience.
4. Once the second translator completed editing, we ensured the translated content was pasted back into the corresponding columns of the original source file. It allowed the client to easily identify any changes made during the editing process.
5. Our professional linguists translated the company slogan for Spanish market and culture. Notably, for the client's company slogan "Yo Te Conozco," we maintained the

- exact wording as instructed.
6. The client-provided JPG documents containing images were readily accessible for both translators and editors. This visual reference ensured a clear understanding of the context and accurate translation of meat cut descriptions.
 7. Following the client's specific instruction, we translated "Grasa Analitica" simply as "Grasa" for a concise and targeted approach.
 8. Recognizing the importance of precise meat cut terminology, we prioritized meticulous research and translation to ensure all cuts were accurately conveyed in Chinese while maintaining consistency with industry standards.

ABOUT CCJK:

Founded in 2002, CCJK, a company of highly skilled professionals from around the Asia-Pacific region, has formed an elite engineering group that is dedicated, knowledgeable, and has a deeply rooted sense of responsibility. CCJK always insists that winning clients' trust and confidence is of paramount importance to the very existence of an organization. CCJK dedicates itself to tailoring its services to meet the unique needs of each client. For every project, no matter whether it is big or small, sophisticated or trivial, the whole team is committed to working synchronically to make the project mutually successful, both for the client and CCJK.