



# TRANSLATION SERVICE

Business Profile



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## Introduction

*Blackwell Consulting Allianz (BCA) Investments Limited*, is a Zambian Company registered and incorporated with the Patents and Companies Registration Agency (PACRA) under the Companies Act of the Laws of The Republic of Zambia. The company comprises a strategic team of diverse backgrounds with the right acumen and savvy to apply different innovative solutions developed to assist businesses achieve their objectives at any level.

Our company is a fast-growing business services & consulting company with a special focus on providing world-class and trusted service for international and local clients with interest in Zambia and the Southern African region. From the early start-up business to the well-established, reputable organisation, we aim to deliver world class service suited to the Zambian business environment.

Our Ethos is simple, “innovation adapted to our local business environment!”

We have rolled out our new business segment offering world class translation services. There has been an underserved need in translation and localization services in Zambia. For the majority of Zambians, information is best understood in their native languages. This helps more people participate in developmental matters as they are sufficiently informed. It is with this view that BCA expanded its solutions to translation and localization in order for more of the public to benefit from the many projects often under-utilized due to language barriers.

BCA’s innovative translation agency works with a network of professional translators across Zambia. Our commitment to delivering high quality work to all our clients is of utmost importance and remains our biggest selling point.

We provide complete Professional Translation Services by well-trained  
Zambians in their respective dialects. By working with differently qualified  
professionals, we are able to provide translation services in many subject  
matters including business, legal, medical, and other technical business subjects.  
We currently offer translation from English to the following language options:

1. Chichewa
2. Chitonga
3. Cibemba
4. Ki Kaonde
5. Lamba
6. Lunda
7. Lusaka “Town” Nyanja
8. Luvale
9. Namwanga
10. Silozi

## Our Vision

We aim to build a globally recognized “go-to” translation company building bridges and removing language barriers throughout Zambia’s multilingual and culturally diverse regions.

## Our Mission

Our mission is to constantly improve our translation service process in order to provide clients with the highest quality translation and localization services coupled with outstanding speed and customer service.

## Our Translators

All our translators are carefully selected from a wide pool and screened before further training. We start by looking for the following qualifications:

- Native fluency in a target language and a source language (e.g., English/Silozi)
- Professional experience in their field of expertise
- First-hand experience with the culture as the target audience
- A higher education qualification

Translator applicants must first pass our internal testing program, which assesses their understanding of semantics and grammar. It also helps highlight their style and ability to adapt a source document into a target audience language. Once successfully selected and trained, they enter into an agreement with BCA which covers confidentiality and adherence to our Professional Translator Code of Conduct and Ethics.

## Our Services

Our Services in this Business Unit Include;

- i. Translation and Localization
- ii. Proofreading
- iii. Interpreting

### General Translation

Translation is not a mechanical process of replacing a word for another word. Words often have multiple meanings; hence care should be taken whenever you are translating from one language to another.

It takes more than just knowing two or more languages to translate successfully. An in-depth understanding of the subject matter is required if one is to be a professional translator. Translation is about accurately capturing meanings and intentions. This requires skill, experience and some research before material is organized and put into final translated form. The completed work is thoroughly checked and proofread for spelling, grammar, and accuracy, after which it is reviewed by the specific language group team to ensure accuracy.

Our translation services include;

- Document Translation
- Website Translation
- Software Localization
- Language Transcriptions

- Subtitling and Voiceover services

### **Specialist Translation**

For specialist fields, you need experienced translators to carry out a translation in order to achieve quality work. This covers requirements across all industries such as;

- Legal translation
- Financial services translation
- Marketing and Public Relations translation
- Medical translation
- And other technical translation

For these specialist translation areas, we use only our best and specific translators who have a proven or some background in the discipline you have specified. If you need a press release translation from English into Cibemba, then you not only want someone to translate into their native language but you also need that person to be experienced in the marketing profession.

Contact us for detailed specific information for your needs.

### **Localization**

Localization is an art where a document, audio or video is translated to sound more native to a target country. Hence making it sound or feel more originally indigenous or local. When promotional material is created, certain colours, images or fonts may appeal to your original country but may even be offensive

in another target country for your products or services.

For instance, while many people in France will readily recognize an image of the Eiffel tower with French colours on a product, it may be more beneficial to the producers if they were to instead use the Mosi o tunya falls with Zambian colours if they wanted to appeal to the Zambian market or localize the product or service. This is especially important in training material being adapted to a different culture or nation. Hence the importance of localization. We provide;

- Document Localization (e.g. Questionnaires, Books, etc.)
- Promotional Material Localization (e.g. Adverts, Flyers, Email Campaigns, etc.)
- Website & Software Localization
- Video or Audio Localization needs.

### **Proofreading and Editing**

Proofreading is one of the most basic, but fundamental parts of translation services. As logical as it may sound to thoroughly proofread a translated document sometimes clients may prefer to cut costs by asking a professional translator to carry out a basic proofread of their own work. Only by sending the document to an independent translator, who has not worked on the original translation, can you truly ensure that the amateur translator has not missed anything.

Our Proofreading services cover high quality proofreading of content by native speaking professional translators who have relevant technical industry

experience. Your work is carefully looked into and edited as necessary.

Call on us today to find out more.

## Interpreting

Interpreters are vital to the smooth running of international business operations. A multilingual population like Zambia presents a fairly good challenge to international businesses and organisations in effectively communicating. Further, Zambia still has fairly low literacy rates hence the importance of incorporating verbal interpretation to add to translated documents and material.

Our team of professional interpreters provide the necessary interpreting services across most of the Zambian languages throughout the country.

## Why Us

- **Vibrant & Flexible:** We are a vibrant team with ambition to grow this Business Unit into a global brand hence remain flexible and committed to all our clients. This means you get our full commitment and customer service every time.
- **Responsive & Innovative:** Keeping with our parent company ethos of innovation for business growth, we are quick to respond to industry needs and also proactively seeking new ways to better deliver our services. Hence ensuring you get the best service possible from us always.
- **Excellence & Professionalism:** We uphold excellence & professionalism in all we do, thus you get exactly that as our partner and client.
- **Security & Confidentiality:** Since all our processes are streamlined and easily tracked. We treat all our work with

the highest possible confidentiality. Your documents are safe with us and we endeavor to ensure they never find themselves to anyone unauthorized.

## Our Way

We are highly flexible and we pride ourselves on working with partners who value quality and choose to work in an environment of mutual respect. Our Competitive Edge is our ability to combine global innovations, and deep local knowledge with excellence and professionalism to outperform competitors in delivering solutions. We uphold at all times the following values;

EXCELLENCE: to ensure and uphold excellence in all we do...

PROFESSIONAL: to uphold integrity and honesty in all we do...

INNOVATION: to uphold innovation and creativity and localize, where possible...

ZEST: to ensure enthusiasm in all we do...

*"Client satisfaction through client-centred service"*

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