



**Welcome to this issue of Interpretations...** the Newsletter of Conference Interpreter Services (CIS). Through this Newsletter, we seek to provide glimpses into the fascinating and unique world of conference interpreting.



How time flies! Our last newsletter, released in the Spring of 2006, only seems to have come out yesterday. With the end of the financial year and Winter now upon us, we feel imperative to put pen to paper again and update you on our action packed half year as well as all things to do with interpreting, translating and Conference Interpreter Services. We hope you enjoy our latest newsletter and hope you stay warm and healthy during the Winter season!

**Yvonne Hu, Manager, Conference Interpreter Services**

### **YUM! Restaurants International 2007 Franchise Convention**



In March this year we provided Japanese, Spanish and German simultaneous interpreters for the Yum! Restaurants International 2007 Franchise Convention, held at the Hilton Hotel in Sydney. Yum! is the world's largest restaurant company in terms of system restaurants with over 34,000 restaurants in over 100 countries. Their most well known restaurant brands are KFC, Pizza Hut and Taco Bell. This international Convention was held over three days with guests and speakers coming from around the world. A fantastic audio and visual set up ensured that delegates were entertained and kept informed on all things Yum!

### **USANA Asia Pacific Convention 2007... The Power of Two**



The Power of Two - True Health and True Wealth was the theme at the March USANA Asia Pacific Convention. CIS provided Japanese and Mandarin simultaneous interpreters for this huge event, which was held at the Sydney Convention and Exhibition Centre over two days. USANA Health Sciences produces high quality nutritional and personal care products.



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### **Meeting for the Asia Waste Water Plants Managers**



In April our client United Water required French, Japanese, Korean and Mandarin simultaneous interpreters for the Meeting for the Asia Waste Water Plants Managers. This meeting was held in Adelaide at the Stamford Plaza Hotel. Due to the room size and delegate numbers our interpreters did their simultaneous interpreting in booths set up in a hallway outside of the meeting room with monitors. Our interpreters did a great job considering they were not in the meeting room and part of the action! Some members of the interpreting team were required to attend a plant treatment tour at the Bolivar Waste Water Treatment Plant whereby their consecutive interpreting skills were used.



### **60<sup>th</sup> World Newspaper Congress - Cape Town**

"Shaping the Future of the Newspaper" was the theme at the recent 60<sup>th</sup> World Newspaper Congress. This is the 60th time that the World Association of Newspapers has annually brought together the world's publishers and editors to examine and discuss trends and leading-edge strategies and solutions for the news business. It was also WAN's first time to hold this important Congress in Africa. With delegates coming from around the world, CIS was called upon to provide two Japanese simultaneous conference interpreters from Sydney.





**and there's more.....other exciting CIS assignments**

In a global environment, every industry needs successful translation/interpreting services. CIS is working with companies and conference convenors to get the message across. Some recent clients include:

<b>Name of Event</b>	<b>When</b>	<b>Where</b>
● <b>G-10 Governors Meeting</b> <i>Simultaneous interpreting in English and Russian</i>	November	Sydney
● <b>SQM Tobacco Seminar</b> <i>Simultaneous interpreting in English and Portuguese</i>	November	Bali, Indonesia
● <b>Hewlett-Packard Partners Connect - Achievers Club Technology Solutions Conference Asia Pacific Conference</b> <i>Simultaneous interpreting in English, Japanese, Korean and Mandarin</i>	January	Ho Chi Minh City, Vietnam
● <b>Molex Global Sales and Marketing Quarterly Conference</b> <i>Simultaneous interpreting in English, Korean and Mandarin</i>	January	Sydney
● <b>Oceania Game Developer Forum</b> <i>Simultaneous interpreting in English and Mandarin</i>	January	Sydney
● <b>Atlas Solutions Business Meeting</b> <i>Consecutive interpreting in English and Japanese</i>	February	Sydney
● <b>YUM! Restaurants International Franchise Convention</b> <i>Whispered and consecutive interpreting in English, Japanese, Spanish, German</i>	March	Sydney
● <b>USANA Asia Pacific Convention</b> <i>Whispered and consecutive interpreting in English, Mandarin and Japanese</i>	March	Sydney
● <b>ING Meeting</b> <i>Whispered and consecutive interpreting in English and Japanese</i>	March	Sydney
● <b>Toyota Service Marketing Kaizen Marathon Conference</b> <i>Simultaneous interpreting in English and Japanese</i>	March	Sydney
● <b>General Motors Asia Pacific Grand Masters Conference</b> <i>Simultaneous interpreting in English, French, Japanese, Korean and Mandarin</i>	March	Sydney
● <b>Meeting for the Asia Waste Water Plants Managers</b> <i>Whispered and consecutive interpreting in English, Mandarin, Korean and Japanese</i>	April	Adelaide
● <b>China Changsha Municipal Government Trade and Investment Opportunities Conference</b> <i>Simultaneous interpreting in English and Mandarin</i>	April	Sydney
● <b>Synthes Asia Pacific Train the Trainer (Training Seminar)</b> <i>Simultaneous interpreting in English and Japanese</i>	April	Sydney
● <b>CeBIT 2007 Australia Conference</b> <i>Simultaneous interpreting in English and German</i>	May	Sydney
● <b>Indonesia-Australia Parliamentary Committees Workshop</b> <i>Simultaneous interpreting in English and Indonesian</i>	May	Canberra
● <b>60<sup>th</sup> World Newspaper Congress</b> <i>Whispered and consecutive interpreting in English and Japanese</i>	June	Cape Town, South Africa

**IAPCO Dictionary - Chinese Version - Now Available!**

The CIS team recently completed a huge project - the IAPCO Meeting Industry Terminology Dictionary in Chinese (simplified and traditional)! This project started mid last year and finally came to completion in March 2007.

The international congress and meetings industry has grown in recent years in both volume and complexity. With terminology in this particular field expanding, The International Association of Professional Congress Organisers (IAPCO) contacted CIS and asked us to translate their English dictionary into simplified and traditional Chinese. The Chinese dictionary is now part of an existing IAPCO 12 language dictionary series. If you would like an IAPCO Dictionary or further information then please email Yvonne Hu at [yhu@interpreterservices.com.au](mailto:yhu@interpreterservices.com.au)







### Yvonne Hu - IAPCO Ambassador for Asia



CIS's Yvonne Hu is the IAPCO Ambassador for Asia and she recently had the opportunity to represent IAPCO at the Incentive Travel and Conventions, Meetings, China Trade Show (IT&CM China 2007).

The trade show was held in Shanghai at the INTEX Shanghai from 23-25 April 2007.

As the IAPCO Chinese Dictionary was hot off the printing press, Yvonne had the opportunity to include this in her promotional work. IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of

continuing education and interaction with other professionals. Further information on IAPCO can be found at [www.iapco.org](http://www.iapco.org)



### CIS Manager Speaks at ICCA (International Convention and Congress Association) Members and Friends Networking Seminar in Shanghai



At the invitation of ICCA Asia Pacific Chapter, Yvonne joined Paul Flackett CITE, Managing Director of IMEX and Steve Lewis, Director of CAT Publications Ltd as an international panel of speakers at the above seminar held at Sheraton Grand Shanghai Tai Ping Yang Hotel. Yvonne's talk was on "Defining a Successful International Meeting" which covered the interpretation of success for different conference hosts or organisers backed by real life examples. To many people, only an event or a conference executed on a grand scale with much fanfare and style with no expenses spared can be defined as a truly successful one. Yet, in real life, there is often a need to balance financial returns of organising an international conference with delegate satisfaction resulting from a

well managed conference and the provision of a well-rounded conference program. Memorable and social and network activities, or indeed all aspects associated with the expectation of a successful international conference or event. Therefore, sometimes, a break-even situation can be seen as a great success particularly when a conference is held under special or unforeseen circumstances/crises. Yvonne's talk was thought to be useful for a fledgling/emerging conference market when a lot of the expectation or popular belief seem to be big is better. The network session was well attended and lots of "guanxi" connections were made.



### Just for Fun

Now that it's Winter, we recommend trying a German favourite - **Glühwein!** Served hot, Glühwein is warm and spicy with a pleasant aroma.

#### Ingredients

- |                         |                       |
|-------------------------|-----------------------|
| ☞ one bottle red wine   | ☞ anis                |
| ☞ 4 oz. water           | ☞ three cloves        |
| ☞ 2 oz. sugar           | ☞ 1 tbsp. lemon peel  |
| ☞ one stick of cinnamon | ☞ 1 tbsp. orange peel |



#### Instructions

Boil the sugar and spices in water, leaving them to soak for half an hour. Then, strain the water and mix with wine. Heat, but don't boil. Float lemon and orange peels on top. Garnish with a cinnamon stick. Serve in an Irish coffee cup.