

# Translate to Evolve.

TRACKING THE EVOLUTION OF GLOBAL COMMUNICATION

A NEWSLETTER PUBLISHED BY

## ICDTranslation

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## European Startups Poised for Globalization

**While the European startup scene is trying to catch up with their counterparts in Silicon Valley, they do have one unique advantage when it comes to globalization: their multicultural and multilingual backgrounds.**

Europe's problem is not a lack of innovation or the number of startups – it's the limited number of scale-ups, or small companies that have the potential to grow rapidly on a global scale, much like Google or Facebook, and then continue to grow. But why? Until recently, European startups tended to get acquired early. For example, Skype, which originated in Scandinavia, was sold to eBay in 2005 for \$3.1 billion.

European startups are attractive acquisitions because they are inherently multilingual: they support multiple languages, locations and currencies from the beginning of their development. This level of localization allows a startup to scale up faster, which increases its value and appeals to investors. Unsurprisingly, startups in the consumer space localize most often – online travel, online music and ecommerce companies – and require localization because



their customers demand it. Financial technology and enterprise-focused sectors undertake smaller-scale localization in the main markets only. European startups that make English their first language are more likely to become globalized faster, but they also need to make their content international. The most successful European startups establish solid in-house globalization teams as soon as possible, but make certain the teams are not too large as to incur major internal overhead. Smart startups also know to build their international growth engines using data, which can help them make better decisions about which markets to enter and how and when, as well as

assist in prioritizing languages and content types for localization.

Early localization is a huge advantage for startups later on because their content is already prepared for international growth and their products are ready to augment on a global scale. Because Europe has an environment that supports globalization, more startups have the opportunity to scale up and become dominant companies. Do you know the next Google or Facebook? It could come from Europe. ☘

Sources: Common Sense Advisory; Harvard Business Review; Wikipedia

## 3-in-1 C-1 Transforms Travel

**The C-1 from Lit Motors is neither a scooter nor a motorcycle nor a car.** However, it can be all of those things at once. It could be the answer to being stuck in traffic without sacrificing speed and safety. The C-1 allows you the safety of a traditional four-wheeled car – seatbelts, airbags and steel-reinforced chassis – on two wheels – gyro stability system, which allows you to lean it in and out of turns and stay upright when parked – like a motorcycle or scooter. Running on 100% electric power, the C-1 has a top speed of 100 mph, an acceleration of 0-60 mph in six seconds, and can travel up to 200 miles on a single charge. Production is in process! ☘

Source: Ça m'intéresse



# License to Drink in Dubai

**Non-Muslim residents of Dubai need an alcohol license to purchase alcohol from a store or keep alcohol in their home.**

As a Muslim country, the United Arab Emirates (UAE) implements Sharia law, which prohibits the purchase and consumption of alcohol. However, UAE authorities are aware that drinking alcohol is popular among non-Muslims who live in Dubai, which has a large ex-pat community. Because of this, UAE has established strict rules for the sale and consumption of alcohol.



In hotels across all of the UAE, except Sharjah where the sale, consumption and possession of alcohol is prohibited, alcohol is offered to customers and visitors. However, consuming alcohol is prohibited in unlicensed public places, and public drunkenness is against the law as well. Drinking alcohol is also not allowed during public holidays, such as Isra Wal Miraj or the Prophet's Birthday. If someone is caught transporting a large quantity of alcohol, it, along with their vehicle, will be seized and they will face punishment as per Sharia law. There is also a zero tolerance policy towards drinking and driving.

It's better to be safe and legal when it comes to drinking alcohol in the UAE. It's actually quite easy to get a liquor license in Dubai; all one needs to do is meet the following requirements:

- You must be non-Muslim and over 21 years old.
- You must earn in excess of AED 3,000 per month.
- You must be a resident of Dubai.
- If you are self-employed, you will need to provide a copy of your trade license.
- Application forms can be picked up from MMI and African & Eastern (A&E) liquor stores, which are located all over Dubai and are often attached to shopping malls.
- The store will process the application with the Dubai Police, which takes between two to three weeks.
- Licenses are valid for one year. ☞

# History of Hummus Debated

**QUESTION:** Did hummus originate in Greece or the Middle East?

**ANSWER:** The debate over the origin of hummus is centuries old. The Greeks say they created it, but so do the Arabs and the Israelis. No one really knows for sure where it came from. However, according to historical sources, hummus most likely originated from ancient Egypt and dates back to the 13th century. Chickpeas were abundant in fertile areas of the Middle East. In fact, the word hummus means chickpea in Arabic. Seems like the question is answered. But then how do multiple cultures claim it as their own?



The Greeks and Egyptians were partners in trade. Many foods in Arab and Greek cuisine are similar and crossed over during historical periods, like the Ottoman Empire. Other examples include stuffed grape leaves and baklava.

## Hummus with Tahini

- 1 16 oz can of chickpeas or garbanzo beans
- 1/4 cup liquid from can of chickpeas
- 3-5 tablespoons lemon juice (depending on taste)
- 1 1/2 tablespoons tahini
- 2 cloves garlic, crushed
- 1/2 teaspoon salt
- 2 tablespoons olive oil

- Drain chickpeas and set aside liquid from can. Combine remaining ingredients in blender or food processor. Add 1/4 cup of liquid from chickpeas. Blend for 3-5 minutes on low until thoroughly mixed and smooth.
- Place in serving bowl, and create a shallow well in the center of the hummus.
- Add a small amount (1-2 tablespoons) of olive oil in the well. Garnish with parsley (optional).
- Serve immediately with fresh, warm or toasted pita bread, or cover and refrigerate. ☞

Source: About.com

## EMPLOYEE PROFILE



## Toni Kroeplin – Marketing Manager

**Toni is the Marketing Manager at ICD Translation and is responsible for marketing projects including email campaigns, Google AdWords, our "Translate to Evolve" quarterly newsletter and all social media posts.**

For the last 14 years, Toni has worked as a freelance graphic designer specializing in small business and new business startups. Prior to that, Toni spent 12 years

as a designer in the retail and business-to-business industries.

Toni graduated from the University of Wisconsin-Oshkosh, where she majored in journalism and advertising, and minored in graphic design.

In her free time, Toni enjoys tending to her greenhouse where she grows heirloom vegetables and herbs, cooking, and spending time with her husband and daughters, as well as her dog, Sadie, and cats, Pumpkin and Caramel. ☞

## Recommended International Films



### 2016 Festival de Cannes Award Winning Films

PALME D'OR:

#### ***I, Daniel Blake***

Daniel Blake is almost 60 living in Northeast England. After suffering a heart attack, he applies for disability benefits and meets Katie, a single mother, and her two children. Together they attempt to overcome the obstacles involved in receiving benefits within an impersonal benefits system.

GRAND PRIX:

#### ***Juste La Fin Du Monde***

(It's Only the End of the World)

Louis, a terminally ill writer returns home after 12 years to tell his family he is dying. As the reunion evolves, it is plagued with doubts, tension and resentment.

BEST DIRECTOR (tie):

#### **Christian Mungiu for *Bacalaureat*** (Graduation)

#### **Oliver Assayas for *Personal Shopper***

For more information about these award winners, visit [www.festival-cannes.com](http://www.festival-cannes.com)

## Beret's French Roots

**Why are French people often represented with a beret?** Peasant farmers from

Brittany, France, known as Onion Johnnies, rode bicycles selling onions door to door in Great Britain. Dressed in striped shirts and berets, the Onion Johnnie became the stereotypical image of the Frenchman.

The beret came to symbolize the Frenchman, as this was in many cases the only contact that the ordinary Briton had with France. Today, the beret remains a strong symbol of the unique identity of Western France.

Source: *Ça m'intéresse*



## Untranslatable Lingo

**English has the largest vocabulary of any language in the world** (seven times more words than French, for example). Yet, despite having more synonyms, nuances and unique terms than other languages, it still happens occasionally that words exist in some other languages that do not have an exact translation in English, or at least one that is not contained in a single word.

### **Chez** (shay)

At somebody's house/home (or shop, restaurant, etc.), or in somebody's country, city or home turf. Although some European languages have a word that can sometimes be used to mean chez (da in Italian, bei in German, bij in Dutch), none is as versatile as the French word.

### **Flâner** (flah nay)

The most Parisian of all French words, "flâner" is defined as leisurely strolling the streets of Paris, without any particular goal or destination, simply for the pleasure of soaking up the beauty of the city. These aimless Parisian walkers are known as "flâneurs."

### **Cartonner** (kar tuh nay)

A word for talking about films, books and bands that have been huge hits. It has a literal meaning of wrapping something in cardboard, but as a slang term, "cartonner" is used to mean something that has had huge success.

### **Tartine** (tar-teen)

Meaning a slice of bread with butter or jam. It can also mean a more elaborate, open-faced sandwich with spreadable toppings. Either way "tartine" is delicious! ☞ Source: *USA Today*

### COUNTRY PROFILE

## The Philippines

is a nation in Southeast Asia consisting of 7,641 islands. Its location on the Pacific Ring of Fire makes the Philippines prone to earthquakes and typhoons. The population is more than 100 million, a population that is growing faster than any other East Asian country. An additional 12 million Filipinos live abroad, making up one of the world's largest diasporas.

Originally inhabited by Negritos in prehistoric times, Austronesian peoples arrived, followed by Chinese, Malay, Indian and Islamic peoples until Hispanic colonization in 1521.

The Philippines was an integral part of the Spanish Empire for more than 300 years. It served as a hub of the trans-Pacific trade connecting Asia and the Americas, resulting in Roman Catholicism becoming the dominant religion.

Despite multiple attempts at revolution and aside from a period of Japanese occupation, the United States retained sovereignty over the Philippines until after World War II when it was recognized as an independent nation in 1946.



**AGRICULTURAL:** Sugarcane, coconuts, rice, corn, bananas, cassava, pineapples, mangoes, pork, eggs, beef and fish.

**INDUSTRIES:** Electronics assembly, garments, footwear, pharmaceuticals, chemicals, wood products, food processing, petroleum refining and fishing.

**OFFICIAL LANGUAGES:** Filipino (based on Tagalog) and English. ☞

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## What's New At ICD?

ICD Translation was a proud sponsor of the 2016 Tails on the Trail 1 mile walk/5k run June 25 on Milwaukee's lakefront that benefited the Wisconsin Humane Society (WHS). We donated 1% of all sales from June 1- 25 to help support the mission of WHS. The ICD team walked in the event, led by office receptionist, Leo the Dachshund! Thank you for your business and support. ☘



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