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Culturally Correct?68
by Jesse G. Wilson

Are Your Spanish Translations Culturally Correct?

*Don't make the mistake of using verbatim translations of
marketing materials for exports to Latin America.*

by Jesse G. Wilson

The North American Free Trade Agreement and the steadily strengthening economies of many Latin American countries are just two factors that will contribute to ever-increasing opportunities for U.S. exports to this region. But, you still need to get through to your buyers. To do that, your sales messages must be crafted with just the right language, cultural considerations and marketing expertise.

Certainly, anyone thinking about doing business in this region realizes the necessity of developing Spanish-language marketing materials. Yet, firms often make the mistake of hiring a professional translator to provide verbatim translations of English sales messages and product offers into Spanish.

Why is Translating Spanish Different? Though the majority of Latin America is unified by a common language, these countries are diverse, with each having its own

dialects, language idiosyncrasies and cultural nuances. Other languages such as French, German, or even Dutch — although dialects may slightly differ from region to region

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