Language Connect Makes Senior Appointment In Melbourne Office...

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plans to double its workforce over 12 months

Language specialist Language Connect has appointed Rudy Chang as a Sales and Marketing Manager in its Melbourne Office. The appointment will enhance the companyâ€™s rapid growth in its international markets across the Pacific region.

â€œThere is a strong demand for indigenous and regional language services in Australiaâ€• comments Rudy. â€œOne of the bi growth areas is translation into non-latin alphabets such as Mandarin, Korean, Bahasa and the Indian language set. Among companies seeking new markets overseas, thereâ€™s an increasing need to translate web sites and sales materials to help them work internationallyâ€•.

As well as written translation, there is an increase in the demand for multicultural spoken services.

Last year, for example, Language Connect provided voice over interpreting for Centrelink, the Australian Benefits Agency, as part of an educational programme about social security payments and assistance.

Rudy joins Language Connect from E-Translate where he spent 5 years specializing in translation management, market research and marketing promotions and he brings with him extensive connections and networks among the Chinese-Australian business community.

â€œOur Melbourne office helps us to provide 24/7 support for our global clients who need to react quickly to launch or test a product. In 2010, we were voted the most efficient translation services company in the marketplace in the UK and we maintain the same high standards of service and efficiency with our overseas operationsâ€• says Ben Taylor, Managing Director.

â€œMelbourne is a diverse and multicultural city which is ideally placed for working with our clients in market research, retail, export and local governmentâ€•.

Rudyâ€™s appointment was confirmed following an expansion of Language Connectâ€™s London office in January. In total, the agency plans to expand its total workforce to 50 by the end of the year.

About Language Connect
www.languageconnect.com.au

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