

**GLOBAL  
LINGO**

Fluent Communications

Mishcon de Reya



CASE STUDY

Outstanding language services in  
the legal sector for **Mishcon De Reya**



## About the company

Mishcon de Reya has offices in London and New York and has been using Global Lingo legal translation services for several years. We translate contracts, case reports and testimonies utilising our specialist teams of legal translators and proof-readers to ensure this legally-sensitive material is accurately relayed in any language and, where required, legally certified.

## The challenge

The growing market of high-value foreign nationals purchasing property in the UK was a huge opportunity for Mishcon de Reya. The highest interest had been received from the growing economic nations of China and Russia.

To encourage potential foreign buyers to use their legal services, the decision was made to translate their English language UK Tax Guide into the native languages of their target markets:

- ▶ Russian
- ▶ Simplified Chinese
- ▶ Traditional Chinese

## The solution

- ▶ When Mishcon de Reya approached Global Lingo about this project, we suggested linguists who were specialist lawyers or had paralegal backgrounds, due to the specific legal details contained in the guides.
- ▶ This approach ensures a greater level of accuracy and guarantees the correct terminology in the target language is used throughout, with a tone and style pertinent to the jargon used in these types of documents.
- ▶ We assembled test pieces in each of the language combinations from our pool of vetted linguists and submitted these to Mishcon de Reya's in-house review team. From this pool, they selected the linguists that best suited the tone and style they required.
- ▶ In addition to the translation aspect of this project, we also handled the Desktop Publishing elements. The source documents were supplied to Global Lingo as InDesign files, and our file engineers extracted the text for the linguists to work on.
- ▶ Post-translation these files were then typeset to resemble the look and feel of the English Guide version. With both Russian and Chinese, it is particularly important to ensure the flow of sentences and the document structure align as copy can be heavily shortened once translated.

## Benefit

- ▶ Using a dedicated team ensures that the final translations have a consistent tone of voice.
  - ▶ Should future translations be required, this same team will work on the project, using their prior experience to maintain context.
- ▶ The multi-lingual marketing materials now available to the lawyers and Business Development team at Mishcon de Reya have enabled them to make connections and build relationships with clients and intermediaries in their target markets.
- ▶ As well as being used as one-to-one sales tools, the brochures have also been utilised at international exhibitions and as downloadable PDFs from their website.

## Here's what Mishcon de Reya have to say about our services:

"The team at Global Lingo made the process of translating our complex legal guides easy. Right from the outset, they spent time securing the right translators to ensure that our series of guides were accurate, read well to native speakers and had a consistent tone. Their desktop publishing capability, which meant that each guide was returned to us correctly designed and formatted in InDesign, was an added bonus. On a personal level, our contacts at Global Lingo were a pleasure to work with. We will continue to work with them on translations going forward."

**Manager, Mishcon de Reya**

Mishcon de Reya



# World-leading languages services for legal

## Industry Expertise

Our linguists are not just linguists, they are experts in their field. Global Lingo covers many business sectors, with qualified translators who operate best industry practices. Our insights ensure your next project expands beyond your expectations, taking your business to the next level in your international markets.

## Personal Service

From your initial point of contact, we provide you with a dedicated account manager who is devoted to guiding you through your next translation or localisation project. We work with industry-leading linguists, abide by internationally recognised quality and security standards, and ensure rigid quality assurance processes. Catering to your bespoke needs, your team at Global Lingo can take on as much or as little as you need, from tightly controlled tasks to a complete project takeover.

## Leading Technology

Global Lingo is adept at incorporating emerging technologies and defining new standards in the language services industry. With our GloZone client portal, you can easily oversee and administer your project all in one place. We understand that a synthesis of human touch and technology is what drives success in modern business practices. That's why we always find the right balance, and in doing so guarantee quality content and user experience.

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ROMANIA - GUATEMALA - SINGAPORE

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