

**GLOBAL  
LINGO**

Fluent Communications



CASE STUDY

Outstanding language services in  
the non-profit sector for **UICC**



## About the company

UICC works to unite the cancer community to reduce the global cancer burden, promote greater equity, and to integrate cancer control into the world health and development agenda. Founded in 1933 and based in Geneva, Switzerland, UICC's growing membership of over 1,000 organisations across 160 countries, represents the world's major cancer societies, ministries of health, research institutes, policymakers and patient groups. Together with its members and key partners, UICC is tackling the growing cancer crisis on a global scale.

## The challenge

With a community spanning the world, the UICC needed to cater to its major audiences when preparing to launch its latest Cancer Atlas. This was to be translated into seven languages:

- ▶ Simplified Chinese
- ▶ Arabic
- ▶ Farsi
- ▶ Russian
- ▶ Turkish
- ▶ French
- ▶ Spanish

## The solution

- ▶ Assigned three to four linguists at a time with one proofreader per language, to facilitate initial review within two to three working weeks.
- ▶ Multiple in-country reviews via UICC's network of in-country supporting organisations.
- ▶ Typesetting of each language in InDesign with multiple rounds of linguistic sign-off 'in-context'.

## Benefit

Global Lingo used specialist typesetters versed in composing content in different language types and scripts to offer the unique combination of translation, typesetting in InDesign and 'in context' review services. The content was tailored to include country-specific forewords, acknowledgement pages and logos of local partners. This greatly improved efficiency during the review stages.

## Here's what UICC have to say about our services:

"We commissioned Global Lingo to translate and design The Cancer Atlas 2nd Edition, a 69-page document, into 7 languages: Arabic, Chinese, Farsi, French, Spanish, Russian and Turkish. Global Lingo has a long track record with us in successfully delivering projects – the Cancer Atlas project was no exception – the working relationship was very effective as Global Lingo were flexible, easy to communicate with and delivered their quality services in a timely manner."

**Manager, UICC**



# World-leading languages services for non-profit

## 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.

**GLOBAL  
LINGO**

Fluent Communications

LONDON - CHICAGO - FRANKFURT - SYDNEY

ROMANIA - GUATEMALA - SINGAPORE

[global-lingo.com](http://global-lingo.com)