



“一带一路” 倡议与语言服务的新机遇

THE “BELT AND ROAD” INITIATIVE AND  
OPPORTUNITIES FOR THE LANGUAGE INDUSTRY

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A black and white outline map of Southeast Asia, showing the major landmasses and island groups. The map is positioned on the left side of the slide, with the text and statistics on the right.

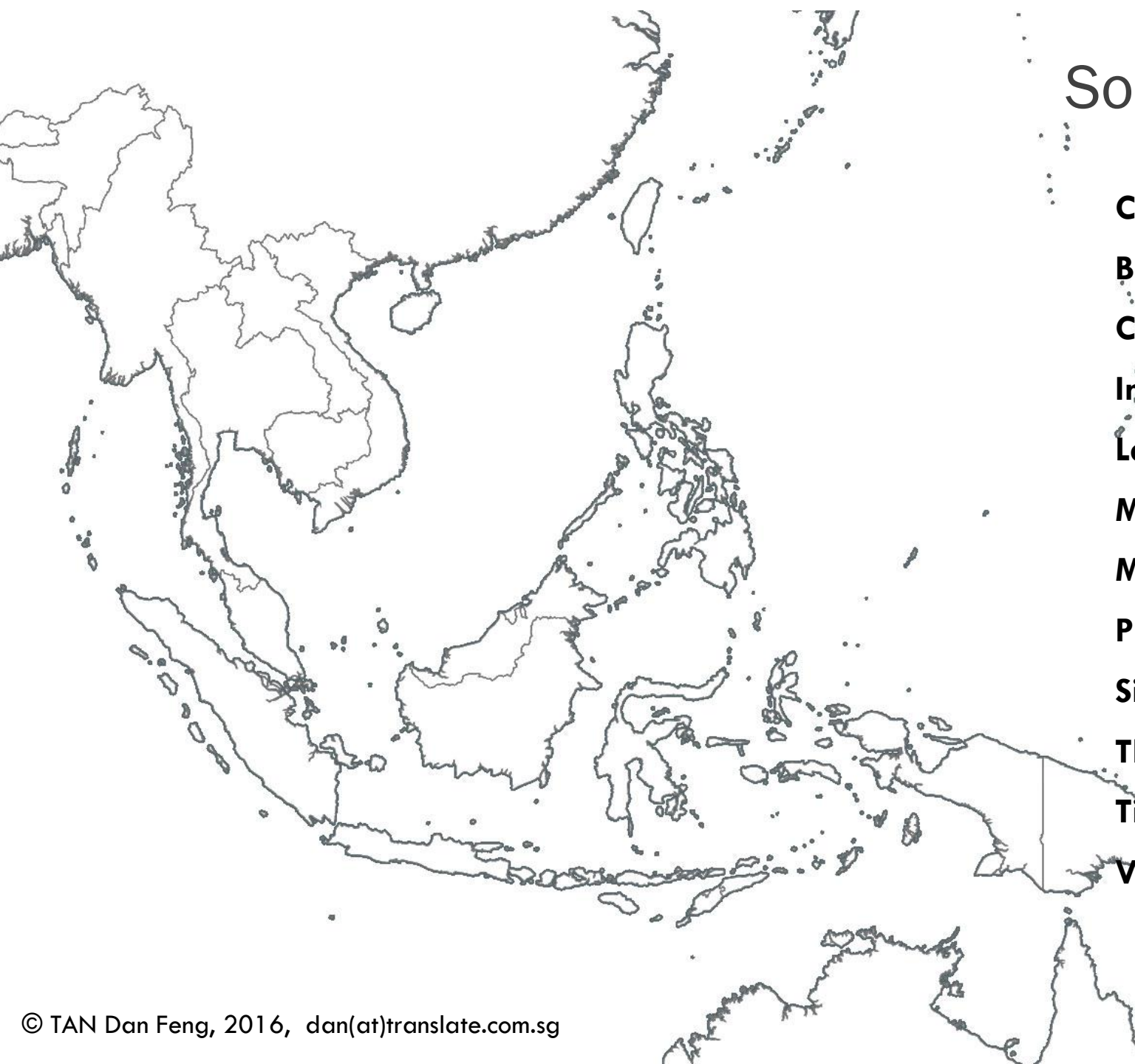
# Southeast Asia in Brief

<b>Area</b>	4.5 million square kilometres
<b>Population</b>	620 million
<b>GDP</b>	US\$2.8 trillion
<b>GDP per capita</b>	US\$3,852
<b>GDP growth</b>	313% (2001-2013)

ASEAN Economic Community (AEC)  
formally established on 31 December  
2015, forming one common market.

China is ASEAN's largest trading partner,  
with trade growing 8.2% to US\$480  
billion in 2014.

# Southeast Asia's Languages



<b>COUNTRY</b>	<b>OFFICIAL LANGUAGE</b>
<b>Brunei</b>	Malay, English
<b>Cambodia</b>	Khmer
<b>Indonesia</b>	Bahasa Indonesia
<b>Laos</b>	Lao
<b>Malaysia</b>	Bahasa Melayu
<b>Myanmar</b>	Burmese
<b>Philippines</b>	Filipino, English
<b>Singapore</b>	English, Chinese, Malay, Tamil
<b>Thailand</b>	Thai
<b>Timor-Leste</b>	Tetun, Portuguese
<b>Vietnam</b>	Vietnamese



華夷通語上卷目錄			
天文類	第一頁	至二頁	至二頁
地理類	第三頁	至五頁	至五頁
數目類	第六頁	至七頁	至七頁
時令類	第八頁	至十一頁	至十一頁
房屋類	十二頁	至十五頁	至十五頁
器用類	十六頁	至廿四頁	至廿四頁
人倫類	二十五頁	至三十頁	至三十頁
工匠類	三十一頁	至三十二頁	至三十二頁
身體類	三十三頁	至三十四頁	至三十四頁
疾病類	三十五頁	至三十六頁	至三十六頁

星 冬民	天 唯壘 聲入
星尾拖 骨黎勿冬民	公天 撈亞蝦
風 孕冠	球地 噸倫 聲平
雲 寬亞	下天 噸倫覽撈 聲平
雨 然羽 △	日 利夏單馬 △○
露 間姆	月 喃武

尔得認伊 吹馬三乃干耶利	類歸理整 以淡厨珍干馬散 解
怪見勿幸 朕馬亞嚷	行先咐吟 吹流蘭惹產勃
論理為再 勝查塞礼某宜米 △	爛易樣此 錄武葛六占馬尔伊 △
知報速捷 塘是甲勃礼葛六 聲	蔓滋使無 活黎吃是甲眼嚷 △
察查親要 沙力潞利利申 聲	也圖難蔓 干道勿沙受搭須活黎吃 △△△
來後留且 里甲江撈魯簡岸丁	定無話說 誅珠塔知礁里質 聲上○

干若銀賣要 吃寧把勝勿奕呀 聲	干若價道公 把勝勿逆勿亞哭吧 △
平公要賣買 哭吧呀里勿奕	罷則賣不若 撈搭須要甲須搭吹甲 聲△△△
賣度法何用 要葛亞把亞鷄把	買敢不貴太 里勿呀撈勿搭早馬笨覽直 聲

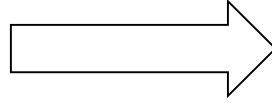
The 21<sup>st</sup> Century Maritime Silk Road Economic Belt mirrors China's historical interactions with Maritime Southeast Asia, when the lingua franca at the regional ports was Malay.

Southeast Asia is highly diverse in terms of language and culture, but also political systems, social organisation and level of economic development. There is great disparity in the development of translation market in each country.

# Translation Eco-System

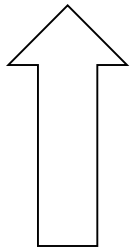
## Tool Makers

e.g., MT, CAT, multilingual DTP  
developers & support



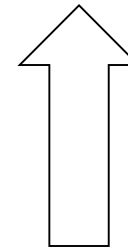
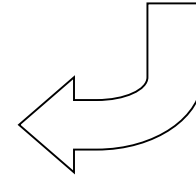
## Providers

e.g., translation companies, individual  
freelancers, corporate in-house



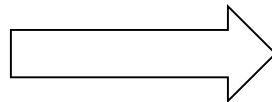
## Consumers/Users

e.g., international institutions,  
government ministries &  
departments, multinational  
corporations, local SMEs



## Facilitators

e.g., translator associations,  
standardisation and accreditation  
bodies



## Trainers

e.g., universities, institutes, polytechnics, in-  
house training, private courses

# Two SE Asia-focused Translation Initiatives

## Advanced Translators' Lab



- Eight-week programme comprising online and face-to-face components
- World-leading trainers (translators, editors, writers)
- Sponsors include foundations, charities, governments
- Can be expanded into a full programme, with sessions on copyright, grants, technology and related issues

## JALA Technology Platform



- A cloud-based platform that integrates machine translation (MAHT), translation memory, terminology management and workflow functions
- Already taught in some institutions, including Confucius Institute's Diploma in Business Translation programme
- Uses “bridge language” to connect languages when no direct translation is available



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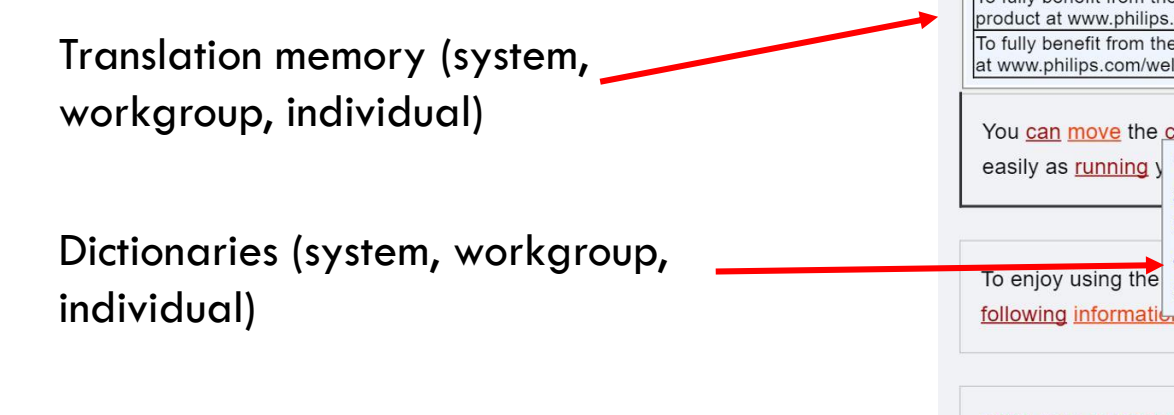
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Assignment Name: Myanmar to Chinese Test
Translation Direction: my-sc

Source Text	Translated Text	Fill	Replace
မနားဝိုင်ရှိ အိတ်အိုင်မြေရာဂါရှိနေသော လူနာမားမားအား ကုသမေးပေးပိုင်ရန် သက်တမ်းရာကြင့် အောင့်ချမငွေမသည့် စိန်ခေ ခေမေးအသစ်အား ထပ်ယူဆောင်လာပီ ချမစွည့်။			
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Translation memory (system, workgroup, individual)

Dictionaries (system, workgroup, individual)

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1. 炮器限幅器(Science and Technology)
2. 剪刀(Science and Technology)
3. 推剪(Medical Dictionary)
4. 剪子(Medical Dictionary)
5. 快速飞机(Singapore Airlines)

To enjoy using the following information...

GENERAL DESCRIPTION (FIGURE 1)

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## Dictionaries (system, workgroup, individual)



# Yangon Translators Lab/Translation Festival





# In Conclusion

- ❖ The diversity and disparities of Southeast Asia present opportunities but also significant challenges to the language industry.
- ❖ While the “Belt and Road” Initiative provides opportunities in terms of economic and security aspects, we must not overlook its potential socio-cultural benefits.
- ❖ In driving forward regional integration, the initiative also offers a chance to think about alternatives to the current models of language service provision.

*The diversity of Southeast Asia is its greatest asset and translation is the key to unlocking its enormous potential.*

Tan Dan Feng, Xi'an, 17 June 2016