

## Chinese global business communication

### Successful UK, EU & US marketing

**China's largest SIP phone manufacturer is expanding globally into English-speaking markets. The company is extremely innovative. However, explaining new technical and business ideas very clearly to businessmen and women in Europe, North America and other key markets is important.**

Textbook English is very different to spoken business English. This creates considerable communication challenges for the Chinese manufacturer which needs to be understood in Los Angeles, New York, London, Berlin, Dubai and Singapore. Fortunately, Twenty6 is able to help bridge the language, commercial and cultural gap.

#### **TWENTY6 (twenty-six letters of the English alphabet)**

The skilled Twenty6 team has extensive business, technical and commercial communication experience across many industrial sectors and works closely with enterprise companies. Twenty6's first priority was to convert the Chinese company's existing website content into the easily-understood colloquial daily English used by millions of busy worldwide business readers. The follow-on task has been to explain the manufacturer's mission, innovative products and competitive strengths accurately through a wide range of traditional and social media channels. Excellent results have been achieved. Twenty6 is able to deliver a much wider service than first requested. The Chinese client is extremely pleased.

#### **COMMUNICATION SOLUTIONS**

After upgrading the manufacturer's website, Twenty6 integrated key business messages into other marketing and communication products. These include:

- **Press releases for international online and print use**
- **Technical articles for worldwide publication**
- **Website news**
- **Media quotations written for company spokesmen and spokeswomen**
- **Company newsletter content**
- **Sales and technical literature**
- **User guides and manuals**
- **Business letters**
- **Client invitations**
- **Event literature**
- **Exhibition material**
- **Social media material**

Twenty6 brings together professional experience from many different business and commercial sectors - the global oil & gas industry, IT & ICT software developments and environmental solutions. The team also works with many start-ups and SMEs. Our aim is to help you to succeed at every level.



Twenty6

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