

SHEPARD FOX
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SAY THE RIGHT THINGS

传思, 达意

**BECOME A LOCAL IN CHINA
GET YOUR CHINESE WEBSITE NOW!**

Shepard Fox Communications Asia Limited

26 Siulam Village, 16.5 Miles Castle Peak Road
Tuenmun
Hong Kong
jackie.yu@shepard-fox.com

Shepard Fox Communications GmbH

Dufourstrasse 42
CH-8008 Zurich
Switzerland
info@shepard-fox.com

Shepard Fox Communications China

3A, 20F Tower 3 China Central Place, 77 Jian Guo Road,
Chaoyang District, Beijing, 100025
China
china@shepard-fox.com

Shepard Fox Communications Chinese Website Services

Block 1, Rongchao Garden, Buji Town,
Longgang District, Shenzhen City, Guangdong Province, 518112
China
chinesewebsite@shepard-fox.com

SAY THE RIGHT THINGS 传思, 达意

GET YOUR CHINESE WEBSITE NOW!

DON'T MISS OUT ON NEW BUSINESS OPPORTUNITIES IN THE WORLD'S FASTEST GROWING ECONOMY!

Set yourself apart from the competition and get a truly Chinese website.
Not a simple translation, but a fully localized version of your website in Chinese.

Although English is the language of global business, a Chinese website makes sure you are really understood. It demonstrates you know the local market and take your Chinese customers seriously.

But beware, simply translating your English website into Chinese does not work and can lead to misunderstandings! It is important that your website and offer are fully localized, meaning not only translated, but recreated in Chinese on the basis of Chinese user habits and local market knowledge.

OUR WORRY-FREE ALL-INCLUSIVE OFFER:

- **Content localisation of your website:** After translating your website, the content is localized, meaning written, structured and presented in a way that is truly authentic to the Chinese user.
- **Ongoing updates:** So you do not need a native Chinese webmaster who makes sure the layout of the Chinese content is correct, we will do all updates of new content for you, so there are no additional human resources needed on your end.
- **Mirroring:** If you do updates or changes to your English, French, German, Italian, Spanish (or any other European language) website, our Chinese web team will immediately do the updates and changes on your Chinese website (via your CMS).

TWO STEPS TO YOUR CHINESE WEBSITE:

Step I: We do a fully localized version of your current website within one week, this includes translation, localisation, uploading all content and integrating it into your given website structure.

Step II: We update and maintain your Chinese website continuously every time you update or change your main website, be it in English and any other European language. This way you do not need any additional in-house resources to always have an up-to-date Chinese website that meets the highest standards in terms of language, style and presentation.

FIXED PRICES – NO SURPRISES:

Your Chinese website is more affordable than you think.
To make the pricing as transparent as possible, we offer it on the basis of pages and word count and at fixed prices:

Initial full localisation of your website:

- EUR 495.00 for up to 5,000 words (approx. 20 webpages)
- EUR 119.00 per 1,000 words from 5,000 words onwards
(in connection with a one-year maintenance contract)
- Localisation of up to 5,000 words within one week

Ongoing updates and maintenance:

- EUR 199.00 for updates of up 1,000 words/month
- EUR 149.00 for every additional 1,000 words of updates or changes
(minimum maintenance contract of 12 months)
- Updates of up to 500 words within 1 working day

CONTACT US:

chinesewebsite@shepard-fox.com or

Axel Schafmeister, Tel. +41 44 252 0708, axel.schafmeister@shepard-fox.com