

I was truly bowled over by the very high standard, attention to detail and professional approach of all the students taking part in the Translation Business Project. Every team had great strengths and each would have won in individual categories. I was particularly impressed to see that both the Spanish and French groups had set themselves considerable challenges by choosing to translate graphic novels and subtitles, tackling these so proficiently and giving coherent explanations of how they overcame these challenges. The translation of the Chinese folk tale was beautifully presented and I very much enjoyed hearing about their translation process. It should not be forgotten that part of this team were both translating into and giving their presentation in their non-native language, and deserve to be commended for this achievement alone. The very brave Russian solo presenter left all the judges almost speechless with an excellent summary of the business process – if only half the translation agencies out there could be quite so thorough! The Italian team had a wonderful concept, a personal and warm approach to their business, and conveyed well the careful consideration that had been given to register.

If I had to pick one weakness across the board, which is only intended to be constructive criticism, it would be in the rates and calculations of potential profit margins. However, believe me, the subject can be a minefield and there are translators who have been in the business for years and still don't know where to set their rates, so you can all be forgiven for that!

I felt we didn't have enough time to do justice to the very hard work that each team had put into the project and yet we still had to pick a winner, which was very difficult to do. The German team won for their strengths in a number of areas: teamwork, an excellent logo, outstanding skills in identifying their target client, a very professional appearance and approach, and first-rate organisational and technical skills.

Congratulations to all of you. I hope you enjoyed the experience and if it has given you a clearer insight into and understanding of the translation world then that is a job well done. Congratulations also to the staff who, once again, did a great job in getting the project off the ground.

Lisa Simpson