What is meant by Commercial Translation?

Commercial translation is the translation of a source text (a written original) into a written target text, generally by a freelance professional translator, for a commercial purpose and for remuneration, often with short deadlines.

Nowadays, organizations have to deal with challenges such as globalization, the opening up to other markets and exportation on a daily basis.

**Why commercial Translation is essential?**

Commercial translation is essential when it comes to entering new markets, establishing relationships with institutions, organizations, partners, suppliers and clients from other countries, for example, when presenting your brand at a fair.

**The most common types of Commercial translation**

**Commercial translation encompasses translating the traffic between organizations' own documents** (exchange of e-mails, invoices, claims, etc.), translating marketing texts (briefings, presentations, etc.) and translating advertising texts, in which it is important to adapt the message to the target culture.

The most common types of texts that we translate are:

* - E-mails
* - Delivery notes
* - Invoices
* - Letters
* - Claims
* - Internal documentation and procedures
* - Export reports
* - Briefings
* - Presentations
* - Catalogues
* - Products
* - Tags
* - Advertisements
* - User and product manuals

**What characteristics should a commercial content translator have?**

Not only must a commercial translator have complete mastery of the languages in question, but they must also be able to portray each and every characteristic of the original text in the target language.