



Business growth in any language

MTM LinguaSoft understands globalization

By Harry Zimble

State College – Myriam Siftar’s lilting French accent can be both charming and disarming. Beneath her gentle style lies a steely understanding of what makes international trade work. Siftar was a co-sponsor of the 10th Annual International Trade Conference, held September 19 in State College. She was on hand to promote the services of her business, MTM LinguaSoft. MTM is a business translation company that helps pave the way when languages and culture threaten to get in the way of a promising business deal.

The idea for the business came to her in 2002.

“I worked at a business incubator helping French businesses expand into the United States market. I saw firsthand the need for Web site and document translation,” she explained. “Accurate technical translation would help businesses find customers, partners, investors, and increase their credibility in foreign markets.”

Siftar’s international background and technological expertise helped her see the opportunity for creating her own business.



MYRIAM SIFTAR, MTM

“My clients would have a portal at their fingertips,” she said. “But they were overlooking it. And even those who use a Web site overseas often fail to offer content in a foreign language. A move that is costing them a potential chunk of business.”

MTM LinguaSoft ensures that Web sites, brochures, technical manuals and more, are not only translated but also take account of cultural differences. Since 2003, MTM has worked in 24 different languages including Chinese, Japanese, Arabic, Hebrew, Vietnamese and Russian.

How does the company account for cultural and technical differences?

“There can be two types of cultural differences,” said Siftar. “If the source content is too specific to a given culture, we work with the authors to re-

write it. On the other hand, to ensure that the translated text is culturally relevant for a given foreign market, we rely on our network of professional translators. Our translators are screened according to strict guidelines and subject to peer reviews. We use in-country translators and proofreaders so that the most current and accurate terms are used.”

MTM is continuously focused on new technologies and seeks the best translators possible to deal with those technologies. ~PBC

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