

kaeåsfjön

**MIND YOUR MESSAGE  
RELY ON A LANGUAGE PRO**

The Swedish Association of Professional Translators

Dobrý den!

Guten Tag!

¡Hola!

Bonjour !

Hej!

Hello!

Shalom!

## Make the world more understandable

The world is getting smaller, as the saying goes. But that doesn't mean it's getting any easier to understand. In the intensive flow of documents and messages being sent there is an increasing need for clear, understandable information. In the receiver's own language.

**Most companies** and organisations need documents in other languages from time to time. Bulletins, manuals and product documentation need to be translated. Brochures need to be updated. Websites need to be published.

**For the target audience**, a translated message or document is just as strong a representation of a company or brand as the original is. And that's why it can be unnecessarily expensive to produce a sloppy translation. The old rule applies: *Quality pays for itself.*

**That's why** you have everything to gain when you rely on an experienced, professional translator who sees to it that your message gets through, whatever the language.

# Find a translator with SFÖ

On our website [www.sfoe.se](http://www.sfoe.se), you can search for translators who have the specific combination of language skills and specialist knowledge that you need for your assignment.

**You'll have direct contact** with appropriate translators and have a good basis for avoiding delays and misunderstandings.

**Using our search engine** you'll quickly and easily find professional translators and language companies that command a great number of the world's languages – both common and uncommon.

**In addition to** linguistic expertise, you'll have access to translators with specialist knowledge of most subjects – from architecture and finance to pharmacology, mining technology, patents and philosophy.



**Perhaps** you already have a translation but need help in evaluating how reliable it is. Or perhaps you have information that that needs to be aimed at a new target audience or will be used in a new setting. You'll be able to find language services to support these objectives, as well. Having this enormous pool of competence at your disposal means you'll be likely to produce a document that is not only correct, but also has the right style and suits your intended audience.



## Development and competence

The Swedish Association of Professional Translators (SFÖ) was founded in 1990 and is today the largest organisation for translators in Sweden, with over 1 000 members – both freelancers and translation companies.

**SFÖ vigilantly promotes** professional ethics, and members are pledged to abide by the Association's Code of Professional Conduct.

**SFÖ actively monitors** the language sector, is often consulted by government

authorities on linguistic issues, and cooperates with universities and colleges, authorities and other translation organisations.

**SFÖ holds professional** development seminars and organises numerous physical and virtual networks for rapid terminological discussions as well as for more in-depth exchanges of experience on language issues. Combined, these factors ensure that SFÖ translators are up to date and have the right competence for their assignments. Which in the end benefits you, the client.

## Mother tongue best in the long run

Members of SFÖ nearly always translate to their native language. This minimises the risk of you receiving a choppy document with peculiar phrasings that raise more questions than they answer. A document that reads like it was translated. Because when a translator succeeds at doing his or her job, the result should sound as if it was written originally in that language.



## Pulling ourselves together

Curious about what's happening in the multilingual world? Then join us at one of SFÖ's annual conferences, where people from different parts of the industry exchange their knowledge and experience. Nearly 400 participants gather for three

intensive days of presentations, debates and workshops on everything from language issues and CAT tools to translation theory and ergonomics. A great opportunity for new insights into the fascinating world of language and communication.

# FIND THE ONE YOU NEED!

Database with over 1 000 professional translators  
and many more language pairs.

[www.sfoe.se](http://www.sfoe.se)



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