

Acclaro Announces New Japanese-Language Website for Tokyo-Based Office

New York, NY: November 26, 2013 - Today Acclaro announces the launch of its new site (acclaro.jp) featuring [Japanese translation services](#) for the Tokyo office's local client-base. The Japanese language site caters to Japanese companies looking for a nimble, tech-savvy translation company to help them with their language communications as they export goods and services to the global marketplace.

"Acclaro Tokyo is seeing great interest from the local Japanese business community," says founder and president Michael Kriz. "Beyond helping U.S. companies export to Japan, we're now excited to be working with more Japan-based companies exporting to the U.S., Europe and other Asian countries."

Japanese has long been the company's number one language. The timing coincides with the current economic resurgence that has allowed Japanese companies in the internet, consumer products, technology, retail, computer hardware and software industries to increase export volume in 2013.

"Ultimately we want to work with Japanese companies that are looking to do business in a nimble global manner," says Kriz. "Fast growing Japanese businesses need high-quality marketing and product information turned around very quickly, and we have built a strong team and service offering to deliver on demanding requirements."

In tandem with its upcoming participation in the [Japan Translational Federation](#) Conference on November 27, 2013, the new website aims to expand the Japanese language communication strategy and increase visibility with local, global-oriented companies.

The new site seeks to communicate the value of connecting with Acclaro including customized workflow, rapid turnaround, quality-oriented service and leading technology for automated processes. Content focuses on the four main service lines at Acclaro: [software localization](#), [mobile application translation](#), [document translation](#) and [marketing translation](#).

The Acclaro Japan team treated the translation and localization just like a client project, taking key messaging from the [English-language site](#) and adapting it to a local audience. New service pages will be rolled out as Acclaro continues to invest in local communications with Japan-based clients.

"We're seeing a significant increase in our Japanese-language work as we further invest in our physical presence there," says Kriz. "Based on our recent performance and investments in Japan, we're expecting to see 20% growth at Acclaro Japan in the next year."

About Acclaro

Acclaro (<http://acclaro.com>) is an international [translation and localization agency](#) that helps the world's leading brands succeed across cultures. With its global headquarters in New York and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok, Tokyo and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises, giving clients an authentic voice in key language markets.