

**TIPS MEANS TRANSLATION INTO PORTUGUESE**

Portugal

Portugal is the westernmost country in Europe and its borders have remained unchanged since the 13th century. Its history is one of great power and glory, but also of an immense capacity to negotiate and communicate with people from all over the globe.

Portugal has about 10 million inhabitants, with an additional 5 million Portuguese people living abroad. These Portuguese immigrants are officially registered in 150 of the 200 existing countries in the world.

Portugal was recently classified as the 7th-most globalised country in the world, according to a study that analysed demographic, economic, technological and cultural factors.

It is also a country with a high usage rate of different types of technology. For instance, it was the first country in the world to distribute laptops to its entire first-grade student population, it has one of the highest rates of mobile phone users, and it was in Portugal that innovative technological solutions such as electronic non-stop highway toll systems were created.

Portuguese universities and companies are currently working on projects that have a global impact, in partnership with American and European research centres such as MIT, Carnegie-Mellon University, and Fraunhofer Gesellschaft. These projects have also attracted investments from companies such as Microsoft, Cisco, Bosch, Volkswagen, and Nissan/Renault, to name only a few.

Microsoft based its most important language research centre in Portugal (the Language Development Center). The company's close relationship with Portugal began with one of the most successful projects carried out in our industry: the localisation of Windows 95 into European Portuguese.

Portuguese

Portuguese is ranked as the 6th most-spoken language in the world. It is the official language in 9 different countries, spread out across all continents, with a total population of 240 million people.

There are two varieties of Portuguese: European Portuguese, which is spoken in Portugal and in all other Portuguese-speaking countries, and Brazilian Portuguese, which is spoken in Brazil. As the 5th-largest country in the world, Brazil's population accounts for the majority of Portuguese speakers – 180 million.

The two varieties of Portuguese are easily identifiable in each country, due to major phonological, lexical, and syntactical differences. In addition, and more importantly for businesses, the technical terminology used in one country is often unintelligible in other countries.

Localisation policies

Brazil and Portugal play an important role in defending the Portuguese language, both at home and in major international forums. Portugal is a full member of the EU, a group that fiercely protects local languages and promotes translation as an important investment for businesses that operate on a European scale.

Any company operating in a market such as Portugal or any other Portuguese-speaking country should have a communication and localisation strategy focused on the local market. This means speaking or translating into European Portuguese with the support of an experienced company like TIPS.

Portuguese means business

Portuguese is among the top 8 languages in the translation industry, particularly due to Brazilian Portuguese. European Portuguese is always present in projects on a European scale. Therefore, anyone working on a project that involves translation into more than 10 languages, or that is targeted towards the European population, will require a reliable provider of European Portuguese language services.

TIPS' role in the translation market

TIPS has a long reputation as a highly reliable provider of translation services into European Portuguese. It was recognised as the main provider of this language for some of the biggest companies in the world of translation.

We specialise in our own language. That's why **TIPS MEANS TRANSLATION INTO PORTUGUESE**.