



English Studies at the Interface of Disciplines: Research and Practice

7th - 9th April 2022

# English in West-Africa: the Role of Translation and Interpreting in International Trade with the Canary Islands

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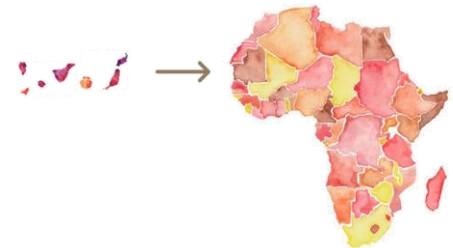
Consejería de Economía,  
Conocimiento y Empleo  
Agencia Canaria de Investigación,  
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Fondo Social Europeo

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# I. Introduction

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# II. Translation in International Trade

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Different languages  
and cultures



Multicultural and  
multilingual  
framework



Negotiations



Need for translators  
and interpreters  
(international trade)

(Socorro Trujillo, 2008)

(Suárez-Ortega *et al.*, 2017)

## II. Translation in International Trade

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**Socorro Trujillo (2008):** informative / official or administrative / transport / financial documents

**Advertising brochures** (Martínez Ruiz *et al.*, 2010)



**Technical reports and certificates** (Gamero Pérez, 2001)

**Commercial correspondence** (Socorro Trujillo, 2012; Fontenay, 1996)

- Presentation letters
- Letters including invoices
- Letters defining the conditions of a purchase
- Letters including transport conditions, etc.



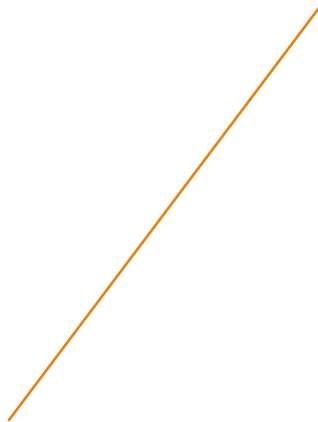
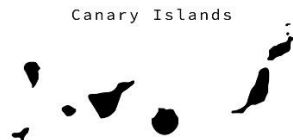
## II. Translation in International Trade

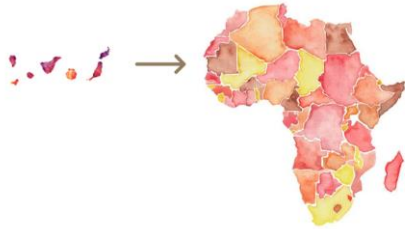
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Mayoral Asensio (2007): English as the lingua franca in international trade



It acts as a guarantee of effective communication in international trade when interlinguistic communication fails for any reason.





## III. Objectives

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1. To find how often the companies of the Canary Islands need to translate documents from or into **English** for international trade activities with African countries.
2. To find the way the companies that need to translate documents from or into English for their international trade activities with Africa **cover these services**, and to uncover **employment opportunities** for English translators in the Canary Islands.
3. To find which **types of documents** the companies of the Canary Islands that export products or provide services to Africa need to translate from or into **English** and how often they translate them.



## IV. Materials and Methods

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1. Questionnaire (Text types)
2. Target audience: Canary Islands companies that export products or provide services to African countries.
3. Databases

# IV. Materials and Methods

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TOTAL = 79 companies operate in Africa



PARTICIPANTS = 53 companies accepted to participate

COMPANIES JOINING THE STUDY = (+) 8 other companies that were not registered in the databases

**SAMPLE = 61 companies**

# IV. Materials and Methods

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Question number 1: Do you need to translate documents from / into English for commerce with Africa?

Never     Weekly     Monthly     A few times a year     Rarely

Question number 2: How do you cover these services?

- a. With staff from the company
- b. With the service of freelance translators
- c. Other (specify): \_\_\_\_\_

# IV. Materials and Methods

	Frequently	Sometimes	Rarely	Never
Presentation letters or emails				
Letters or emails containing purchase documents (invoices, contracts, orders)				
Letters or emails containing a claim				
Letters or emails containing advertising, brochures, catalogues or information about the rise or descent of prices				
Letters or emails (other)				
SMS				
WhatsApp				
Biddings				
Brochures with information about products				
Technical reports or certifications				
Ads				
Commercial or Proforma Invoices				
Community goods customs documents (SAD, Summary Declaration, Intrastat Declaration, Form DV1, AGRIM Certificate, CITES Document or AGREX Certificate)				
A.T.A. Carnet				
Certificate of Origin				
Consular Invoice				

Question number 3:

What types of documents related to information, communication with the client, customs or quality control do you need to translate from / into English for commerce with Africa and how often do you need it?

EUR 1 or EUR 2				
Form A / GSP Certificate				
Form APR				
Accompanying sanitary customs documents (Inspection Application, Common Veterinary Entry Document, Fumigation, Phytosanitary, Aflatoxin or Phytopathologic Certificate)				
Quality control documents (Certificate of Acceptance, Certificate of Analysis, Dangerous Goods Declaration, Inspection Certificate, Quality Certificate, SOIVRE Certificate, Survey Report, Pre-shipment Inspection)				
Halal Certificate				
Export Unified Document				

	Frequently	Sometimes	Rarely	Never
Packing list				
Advice of Non-transport or Non-delivery				
Booking Note				
Forwarding Agent Receipt				
Letter of Indemnity or Back Letter				
Mate's Receipt				
Charter Party				
Sea Bill of Lading				
Advice of Arrival				
Delivery Order				
Manifest of Cargo (sea or air transport)				
Airway Bill, Air Consignment Note, air Bill of Lading				
Master or House Air Waybill				
Lading Instruction Report or Lead & Trim Sheet				
Special Load Notification to Captain				
River transport documents (River or Barge Bill of Lading)				
Road or Rail transport documents (Road Consignment Note, TIR Carnet, Railway Bill or TIF Declaration)				
Post transport documents (Parcel Post Receipt)				
Multimodal transport documents (Combined or Multimodal Transport Document or Master's Receipt)				
Accompanying transport documents (Insurance Certificate, Insurance Policy or Contract, Certificate of Damages or Survey Report)				

## IV. Materials and Methods

Question number 4:

What types of documents related to transport do you need to translate from / into English for commerce with Africa and how often do you need it?

# IV. Materials and Methods

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Question number 5:

What types of documents related to finance do you need to translate from / into English for commerce with Africa and how often do you need it?

	Frequently	Sometimes	Rarely	Never
DD1, DD2 or DD2 biz (foreign accounts opening, movements or cancellation)				
PE1, PE1, PE3, PE4, CC1, CC2 or CP1 (non-residents loans or trade credits)				
B1 or B3 (cash movements)				
Advice of Acceptance				
Advice of Payment or Non-payment				
Application of Documentary Credit				
Bank Cheque, Cheque, or Promissory Note				
Bank Transfer or Bank Order				
Bill of Exchange				
Documentary Credit				
Draft				
Guarantee				

Question number 6:

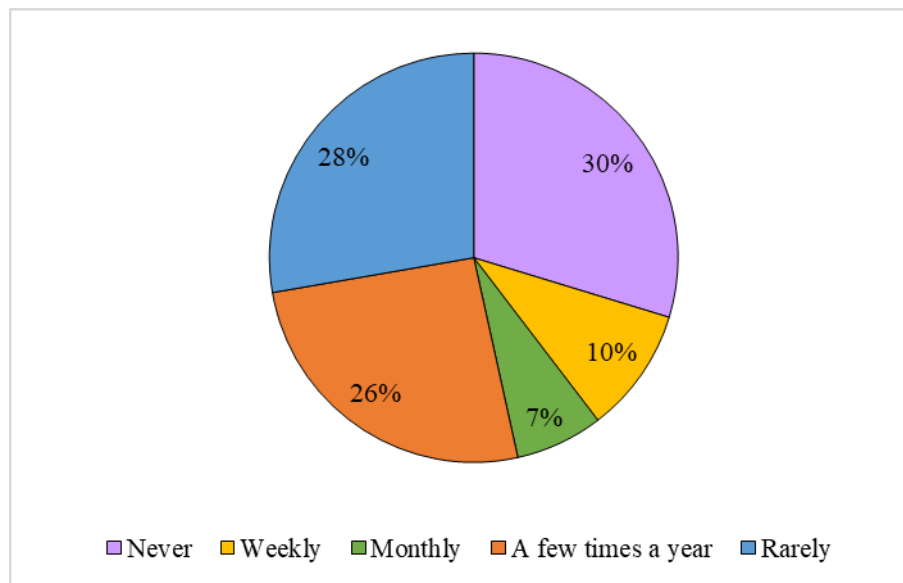
Do you need to translate any other documents from / into English that we did not mention?

# V. Results

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**Question number 1: Do you need to translate documents from / into English for commerce with Africa?**

Figure 1: Incidence of the translation of documents from or into English for commerce with Africa, according to the sample of the Study



Source: personal elaboration based on statistics from the questionnaire

# V. Results

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## Question number 2: How do you cover these services?

Figure 2: How the Canary companies that operate in Africa cover their translation services according to documents they need to translate from or into English

Answer	Number of companies	Rate
With staff from the company	29	67%
With the service of freelance translators	11	26%
Other (specify)	3	7%

Source: personal elaboration based on statistics from the questionnaire

# V. Results

	Frequently	Sometimes	Rarely	Never
Presentation letters or emails				
Letters or emails containing purchase documents (invoices, contracts, orders)				
Letters or emails containing a claim				
Letters or emails containing advertising brochures, catalogues or information about the rise or descent of prices				
Letters or emails (other)				
SMS				
WhatsApp				
Biddings				
Brochures with information about products				
Technical reports or certifications				
Ads				
Commercial or Proforma Invoices				
Community goods customs documents (SAD, Summary Declaration, Intransit Declaration, Form DVI, AGRIM Certificate, CITES Document or AGREX Certificate)				
A.T.A. Carnet				
Certificate of Origin				
Consular Invoice				

	Frequently	Sometimes	Rarely	Never
EUR 1 or EUR 2				
Form A / GSP Certificate				
Form APR				
Accompanying sanitary customs documents (Inspection Application, Common Veterinary Entry Document, Fumigation, Phytosanitary, Aflatoxin or Phytopathologic Certificate)				
Quality control documents (Certificate of Acceptance, Certificate of Analysis, Dangerous Goods Declaration, Inspection Certificate, Quality Certificate, SOIVRE Certificate, Survey Report, Pre-shipment Inspection)				
Halal Certificate				
Export Unified Document				

Question 3: What types of documents related to information, communication with the client, customs or quality control do you need to translate from / into English for commerce with Africa and how often do you need it?

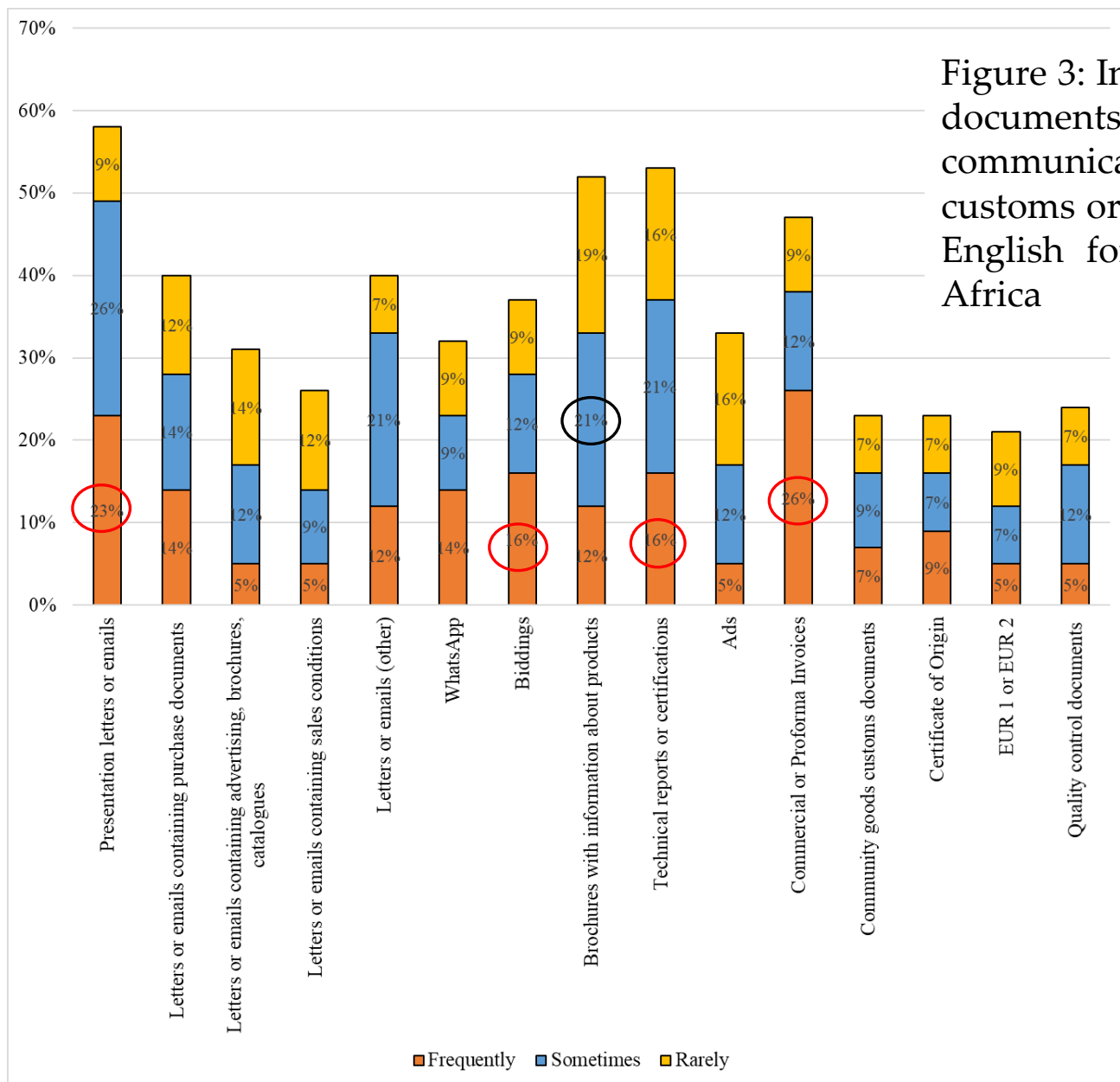


Figure 3: Incidence of the translation of documents related to information, communication with the client, customs or quality control from or into English for commercial activity with Africa

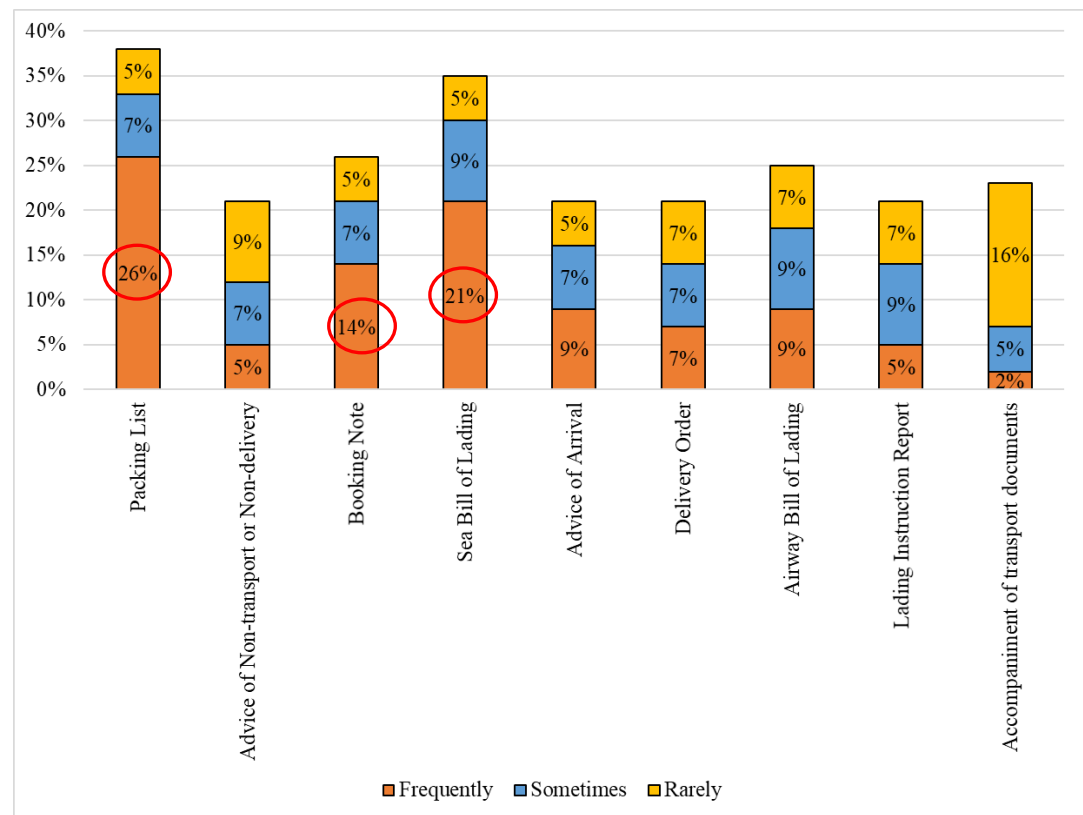


Source: personal elaboration based on statistics from the questionnaire

**Question 4: What types of documents related to transport do you need to translate from / into English for commerce with Africa and how often do you need it?**

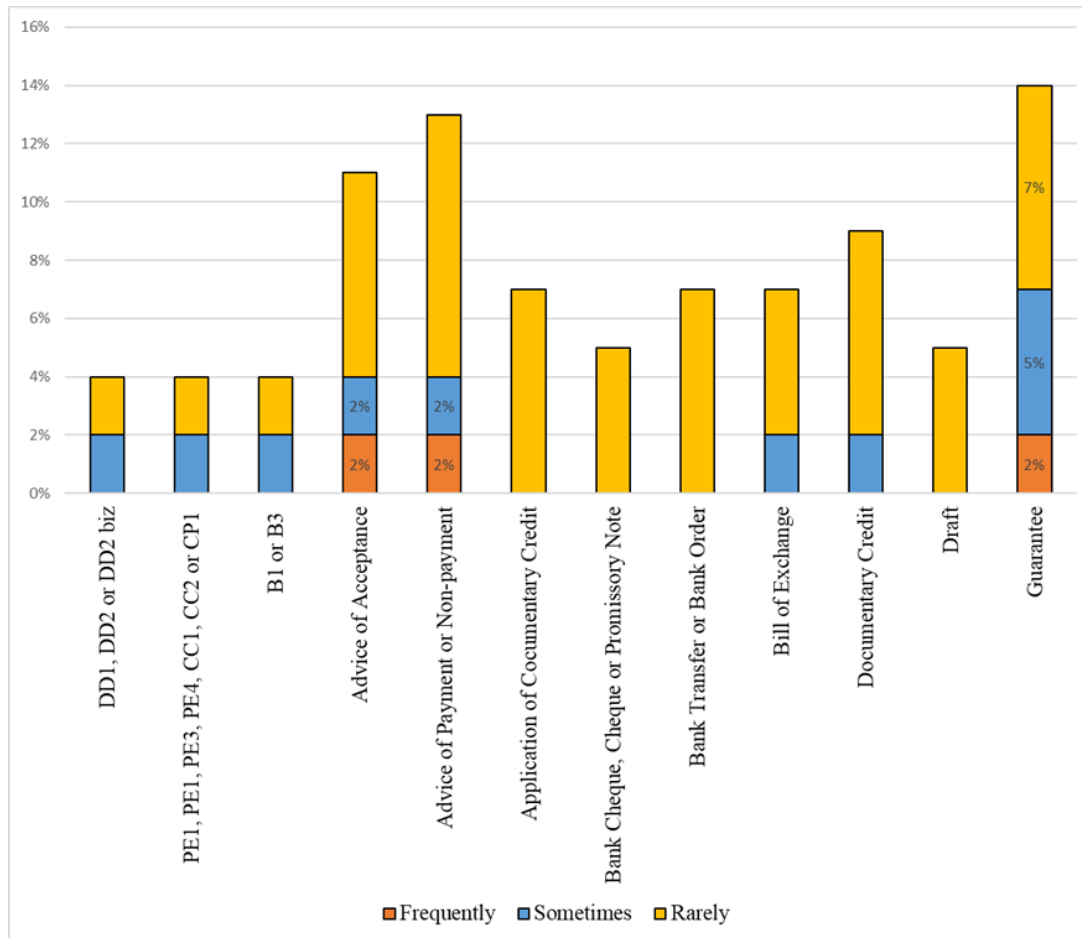
Figure 4: Incidence of the translation of documents related to transport from or into English for commercial activity with Africa

## V. Results



Source: personal elaboration based on statistics from the questionnaire

Figure 5: Incidence of the translation of documents related to finance from or into English for commercial activity with Africa



## V. Results

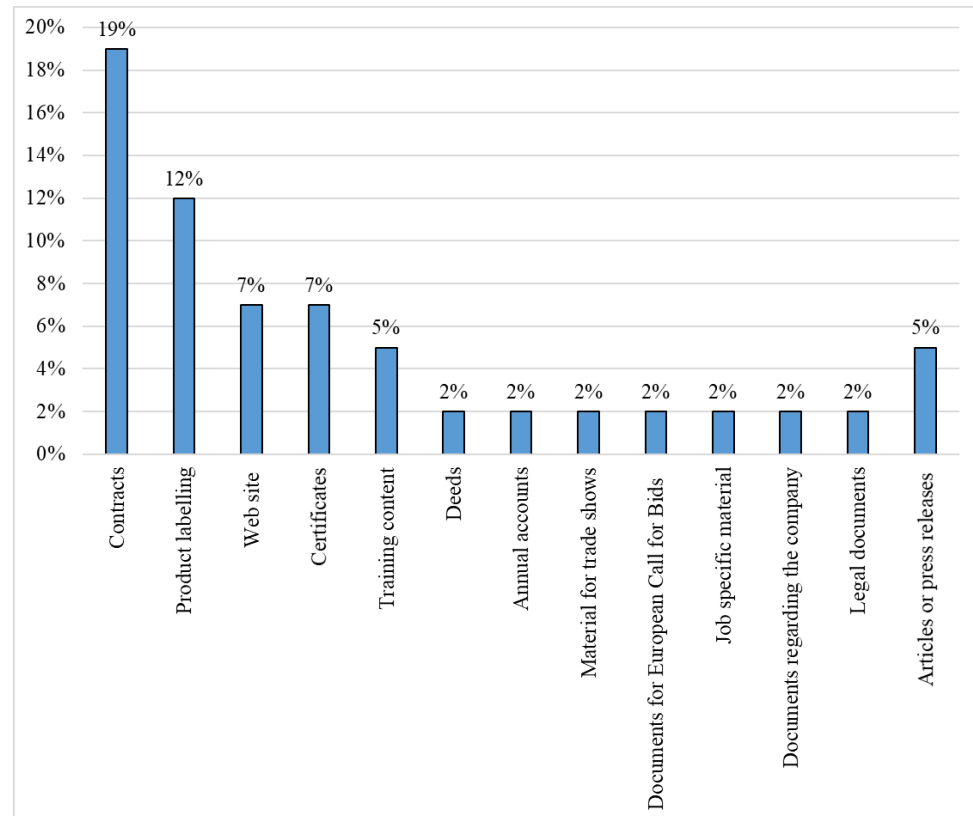
Question 5: What types of documents related to finance do you need to translate from / into English for commerce with Africa and how often do you need it?

Source: personal elaboration based on statistics from the questionnaire

## V. Results

Question 6: Do you need to translate any other documents from / into English that we did not mention?

Figure 6: Total of companies that need to translate other types of documents from or into English for their commercial activity with Africa



Source: personal elaboration based on statistics from the questionnaire

# VI. Conclusions

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Low frequency



Covered by staff  
from the company



Docs. related to information,  
communication with the  
client, customs or quality  
control



Transport  
documents



Finance  
documents



# VI. Conclusions

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Documents related to information, communication with the client, customs or quality control

Most frequently translated documents:

1. Invoices
2. Presentation letters or emails
3. Technical reports or certifications
4. Biddings



Socorro Trujillo (2012):

“Commercial letters are essential in negotiation stages and could develop into a commercial agreement in the field of international trade.”

Congost Maestre (1994):

“Their translation can be essential for knowledge exchange and transfer on a global scale.”

# VI. Conclusions

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## Documents related to transport:

1. Packing List
2. Sea Bill of Lading



## Documents related to finance:

1. Guarantees



## Other types of documents:

1. Contracts
2. Product labelling



# VI. Conclusions

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## Further research:

1. Translation requirements in other language combinations (French / Portuguese)
2. Interpreting needs (oral communication)
3. Communicative situations



# VII. References

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# Acknowledgments

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26. Enamar, S.A.
27. Estudio 7, S.L.
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45. Mincon West Africa, S.L.
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53. Space 1999 Telecom, S.L.U.
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55. Tenerife Health International Service
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Thank you  
for your attention

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QUESTIONS?



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