

## **Translation company fills growing need in global economy.**

Publication Date: 26-AUG-05

Publication Title: [Knight-Ridder Tribune Business News](#)

Format: Online

Byline: Madhusmita Bora

Aug. 26--The translation firm of Pangea Lingua is so busy that CEO Tamra Lewis hasn't taken a vacation in two years and she has nearly doubled the size of her staff to deal with the workload.

Her client list has increased nearly 30 percent, and the phones at her eight-person Indianapolis office ring relentlessly.

"As the world is shrinking, our market is growing," explained Lewis, who provides translation services for companies such as Eli Lilly and Co. and Procter & Gamble. "Even small companies have begun to understand that it's rather myopic to think of the U.S. as their only client base."

As the economy rebounds, translators are increasingly in demand as more companies seek to expand in the emerging markets of China and India. Government intelligence and security agencies also have fueled the industry's growth as they respond to terrorism concerns.

Worldwide, the market for translation services has more than quadrupled in the last decade. This year alone, the industry is expected to generate \$8.8 billion in revenue, according to Common Sense Advisory Inc., an independent business globalization and translation research and consulting firm. By 2010, it could top \$12 billion.

Lewis isn't alone here in benefiting from the surge.

Indy Translations, ProTranslations and Indianapolis Interpreters Inc. also are experiencing brisk business.

Chris Waters, president of Indianapolis Interpreters Inc., said his business has doubled in the past year. He credits the city's growing diversity for part of his success.

"It's been extremely rewarding on a personal as well as professional level," he said. "When you are an interpreter, everyone is happy to see you."

When Lewis launched Pangea Lingua in 1990, the industry was still in its infancy.

Library research

Her first client was Lilly, the Indianapolis-based pharmaceutical company. Armed with a list of translators she fished from the Indiana University library's reference section, she persuaded freelancers from Berlin to Mumbai, India to work for her.

"The business doesn't have high-cost entry barriers, since you don't need to have translators on staff," Lewis said. "But it takes fortitude to build a client base and keep it going."

You don't have to be fluent in many languages to launch a translation service, said Lewis, who speaks English and a smattering of German.

"You just have to be a smart project manager and be resourceful in creating a pool of language specialists," she said.

In its first year, Lewis' company sold \$15,000 in services. It was five years before the business grew enough for Lewis to justify hiring her first employee. Today, her firm has annual sales of more than \$1 million and counts Johnson & Johnson and Pfizer Inc. among its clients.

The boom in the industry became noticeable in the 1990s...