

## Talents needed for **language service** companies in **post-covid era:**

### A case of Wowtran

**Speaker: Ms. Li Hongxia**

Assistant General Manager of WOWTRAN

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## Abstract

The global language service industry is a low-concentrated and fragmented market. In 2023, the emergence of CHATGPT posed a challenge to language service companies that are highly professional and heavily influenced by technology. In the VUCA era, survival has become a significant concern, and the development of any business depends on talent. So, what kind of talent do language service companies need? This article will take Wowtran, founded in 2002, as an example to provide insight into language service companies and offer guidance and recommendations to students.

## Biography

Ms. Li Hongxia, Assistant General Manager of WOWTRAN, holds a Master's degree in International EMBA from Nanjing University. With 17 years of experience in corporate management in the field of translation, she has successfully led the company to gradually build a multi-disciplinary, multilingual, and specialized translation team through her sincere passion for the translation industry and in-depth understanding of enterprise operations. Today, the company is capable of providing translation services in nearly 80 languages, including English, French, German, Russian, Japanese, and more. The business covers various industries, including humanities, technology, law, and medical services, serving renowned domestic and international institutions such as Nanjing University, Siemens, SUMEC, and Soho. The company has been honored with awards due to its outstanding performance and excellent reputation. It has been appointed as a governing unit by the China Translation Association and has established long-term and stable partnerships with over 200 notary offices nationwide. With its strong translation quality and premium services, the company has received high praise from countless clients over the years, successfully positioning itself in the forefront of China's translation service industry.