

Brand Story

To make "warm foreign language communication" has always been where the core competitiveness of our team lies.

Warm foreign language communication makes the buyer-seller relationship that our customers established with their clients upgrade to strategic cooperation relationship; warm foreign language communication makes China's foreign trade enterprises show their soft power comprehensively to the outside world, promote trust and attract big clients; warm foreign language communication makes more and more Chinese brands promote from 1 to N, reach the end consumers face to face and realize the globalization.

Since its establishment, we have helped thousands of clients to complete these processes above. Our clients include Panasonic, Qingdao Bank, Fuji, Haitian Plastic Machinery, Youngor, Huaxiang, Dacheng Law Offices, Harnest & Garner Law Firm, Dailymag Magnetic Technology, EMBuggy, etc., as well as other mature group titan and self-employed new cross-border enterprises.

So what have we done for the clients that make us win their respect, recognition and long-term cooperation?

- 1) Overseas marketing solutions: marketing copy writing/website construction/SEO/video shooting
- 2) Localized professional translation and propagation of over 50 languages: instruction book/contract/tender/technical standard/professional conference simultaneous interpretation
- 3) Related trainings on soft power promotion of enterprise: Reverse Foreign Trade, Win in the Internet, Endgame in Marketing training camp, etc..

These services, for clients, may seem to be "important but not urgent" tasks, and the company may survive within short period without this invest, but in the long run, the earlier the invest, the earlier and more continuous the output, which is appreciated by many excellent enterprises. Therefore, the enterprises purchasing our services are all the industry leaders who take a long view. And the growth of our clients for recent years, some enterprises roaring from local ones to internationalized large ones and some enterprises becoming the first choice of one-way niche market, verifies our product and achievement.

Then how did we help these enterprises to realize the growth of multinational brands?

It started with our founder, Isabella Qiu. She set up an interpretation company specialized in providing services to international buyers after engaging in interpretation for international buyers for 3 years. With increasing customers, the demand is gradually expanded to the translation of all kinds of professional data. During nearly 10 years of growth process, Lala Translation integrates 1000 foreign translation talents from over 50 countries and for over 50 languages across the globe through internationally standardized translation project management, creating this very influential translation company in China. She herself was also rated as a rookie in translation industry by Chinese translation circles.

In 2012, Isabella Qiu began her personal study tour in Columbia University in the United States. For more than half a year in New York, she had been specially focusing on borderless brand operation of New York enterprises. She wrote in the foreign periodicals of Lala Translation: " isn't it greater that we can bring some fun or other added value to the clients while ensuring quality? The accumulation of added value can bring us confidence and cordial but independent attitude. In this way, we can give professional advice more naturally when necessary, and it's more acceptable for the clients. "Since then, the idea of enhancing Lala Translation began to germinate.

After returning home, she and Charles Yao, general manager of Dailymag and also Ningbo Top Ten Entrepreneurship Rookies, founded Laneway International after exploration and product demonstration for cross-border trade industry.

With the core idea of "overseas inbound marketing", Laneway International integrates foreign language talents and foreign experts and is dedicated to helping China's foreign trade enterprises to develop overseas markets. By helping to enhance the soft power of foreign trade enterprise, the output is directly attached to the added value of products and the added value of Chinese products formerly earned by middleman was left in the China's enterprises. While in the era that the Internet is so developed, the inbound marketing has broken through the geographical boundaries and made the marketing borderless. Advanced idea attracted overseas elites and institutions who have seen the the borderless opportunity of Chinese products,

they joined the service block of Laneway International one after another, including Bostonian writing organization in America, SEO institutions in Germany, website design team in UK and so on. Meanwhile, there were foreign experts coming to Ningbo to become the in-house partners of Laneway International, incl. Michael Haggerty, international buyer from Pennsylvania in America, double master degreed Abdel, major customer manager of first-class enterprises and walking around the globe, as well as Cenk Dogan, genius network geek. Of course, the management for the foreign experts and institutions can't do without China's foreign language marketing inbound: Steve Li, Luna Pan, Judy Yang, Pucca Li, Lynn Lin, Damir Qi, etc.. Henceforth, the products, projects, business and marketing teams of Laneway International was strongly built up.

In 2014, Charles Yao, the joint founder of Laneway International, attended the IPO of Alibaba in New York as the only representative of China suppliers, which brought him a stronger sense of destiny to help branding growth of China's foreign trade enterprises. Under the joint efforts of Charles Yao and Laneway team, the services of Laneway were taken step by step to the whole country in 2015. Laneway International opened total 50 training camps in Beijing, Guangzhou, Qingdao, Shanghai and other places, walked through 32 cities to make foreign experts communication salon, made over 100 marketing consulting and landing. By 2015, Laneway International had helped the enterprises it served complete profit promotion of hundreds of billions in total.

Of course, as a lot of friends have already known, all of the talents, clients, resources and foreign experts of Lala translation and Laneway International gather in Essso Salon which is located at No. 60, Tianda Lane, Ningbo. The integration of words, thoughts and caffeine creates an atmosphere of borderless brainstorm. We are looking forward to meeting you in Essso Salon to create borderless rise of China local brands with warm foreign language communication and to share with you the fruitful results brought by borderless brands of Chinese enterprises.

History and Development

- 2007.07** ● Lala translation was founded.
- 2010** ● Lala translation won the gold award in "Zhejiang Entrepreneurs" and took part in China industry forum.
- 2011** ● Isabella Qiu, general manager, was rated as "Ningbo top ten entrepreneurial rookies" of 2010.
Isabella Qiu began her personal study tour in Columbia University in the United States, investigated the operation of borderless brands, made preparation of overseas resources and promoted the brand of Lala Translation.
- 2012** ● operation of borderless brands, made preparation of overseas resources and promoted the brand of Lala Translation.
- 2013中旬** ● Construction preparation of Laneway International and ESSSO Salon.
- 2014.01** ● Essso Salon completed.
- 2014.05** ● Laneway International incorporated, recruiting multiple investor for joint establishment.
- 2014.07** ● Laneway International became the only third party service providers of Alibaba for foreign language services, servicing more than one thousand foreign trade e-businesses like Alibaba Trademanager, aliexpress, amazon and others.
- 2015.09** ● Laneway International set up a branch in Qingdao, it successfully tracked in Beijing, Guangzhou, Qingdao, Shanghai, etc. more than ten cities in China within one year.
- 2016.01** ● Laneway International launched "Laneway Talks", creating a new foreign trade communication platform.

Founder

Isabella Qiu

Isabella Qiu, founder and CEO of Laneway International, Lala translation and Esso Salon, studied in Columbia University in the United States, investigated the operation of borderless brands and made preparation of overseas resources. At present, dedicated to gathering overseas excellent marketing team via Laneway International, providing all-dimensional support for overseas inbound marketing of China's foreign trade enterprises to promote their brands and added value of products, responsible for strategy formulation, team management, key customers retaining, etc. in Laneway International. Lala Translation organized by her possesses professional translation ability for more than 50 foreign languages, and Esso Salon invested by her is the landmark where cross-culture communicates.

Charles Yao

Co-founder of Laneway International, president of Dailymag Magnetic Technology, specially invited guest to join IPO of Alibaba in the United States, leader of Alibaba shadowboxing, established Dailymag in 2005 which has become the leader of China's magnetoelectric industry and also supplier of Wal-Mart and Home depot on a long-term basis, excellent foreign trade professionals. In 2014, he began to build Dailymag DYC-X ecosystem and wise big health platform, with 12 subordinate ecosystem companies. Founded Laneway International joint with Isabella Qiu, also one of Ningbo Top Ten Entrepreneurship Rookies, in charge of strategy formulation, channels and resources joint.

Want to know about Laneway International, Lala Translation and ESSSO Salon respectively?



朗维国际
Laneway

Laneway International

Laneway International - inbound marketing/overseas localized team/promote profit of your product by hundreds of times
Laneway international is committed to increasing added value of product and profit space for China's cross-border enterprises. We help cross-border enterprises to realize the rapid growth of sales and profit via our overseas inbound marketing, precise professional translation and providing value-added services. Now, we have helped thousands of cross-border enterprises achieve profit growth by up to RMB hundreds of billion.

These enterprises include: Panasonic group, SINOGEN group, Youngor group, Firs group, Sinopec, Ningbo MH, Self, 911 - Signal, SSLT group, Sinotyre, Dailymag, Century EVA Motors, etc. different sizes of high quality enterprises.

All of these effects and customer recognition benefit from our excellent foreign language services team, as well as foreign experts and overseas institutions with rich professional experience under our team's operation management. While continuously servicing cross-border enterprises, we normalized the soft communication and summarized a set of processes to allow Chinese enterprises to gradually achieve their marketing blueprint in overseas markets. We can help them enjoy the authentic and non-cut-price overseas marketing support service from Europe, America, South America, Middle East, Africa, and other important markets and help improve the communication efficiency and success rate of marketing. This is where the core competitiveness of Laneway International lies.

To be specific, it's through the following services that we help customers firmly seize the buyers' eyes and gain trust before their representatives turn up, thus making the orders reached logically.

(1) Original writing of company publicity copy by foreign experts; (2) Enterprise website construction by foreign experts;

(3) Pure white cap Google SEO by foreign experts; (4) Enterprise brand VI shaping; (5) Internationalized enterprises video shooting; (6) Foreign trade enterprise value-added training

Meanwhile, we escort the soft power growth of customer through inbound marketing, sales negotiations, social media, etc. training, all of these trainings are given by cross-border experts with international business experience.

Market validation is the most persuasive indorsement for our service, and the effect of our service can get direct answer from the buyers of customers. In the past year, good news came one after another. Some customers received praise from international buyers in the fair: this is the best publicity copy in China he had ever seen. Some international buyers directly placed an order of tens of millions of dollars after watching the products video... All of these market feedback make us recommend these mature business to you with fuller enthusiasm and hundredfold confidence. Together with Laneway, everyone is expected to get rid of cheap "made in China" in the most efficient way and to move towards "created in China" and "high quality made in China". Laneway delivers your every growth and progress to your target customers, from products to service, from buyer-seller relationship to the partnership, as well as promotes added value of enterprises to maximize profit space and realize the transformation and upgrading of the enterprises.

Products

Internationally standardized inbound marketing solution

1. Original writing of company publicity copy by foreign experts
 2. Enterprise website construction by foreign experts
 3. Pure white cap Google SEO by foreign experts
 4. Enterprise brand VI shaping
 5. Internationalized enterprises video shooting
- "Foreign trade enterprise value-added training"

Laneway International International Business Training Camps

"Reverse" Sales and Marketing Camp

"Thrive Online" Internet Marketing Camp

"We Have a Deal" Sales Camp

"Inbound Marketing" Marketing Camp

Contact Us

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Lala Translation

Lala Translation, 360 degrees one-stop professional translation agency, makes the world much closer and focuses on industry segmentation for one decade.

Since its establishment in 2007, Lala translation has been adhering to the concept of "specialization" and dedicated to professional translation services with the guidance of "industry segmentation". We have formed a good quality management control process (QMS) and "analysis, translation, revision, type setting and examination" five control

processes in project management, building up a translation team with thousands of professional translators who are scattered all over China and even the world and with both professional background and language ability, capable of providing clients with high quality one-stop service.

Lala Translation provides high-end translation services of 50 languages and is a preferred translation supplier for large conference, facing multinational companies, government sector, research institutes, enterprises and public institutions, elite, etc.. The cooperative enterprises and public institutions include Youngor, Firs, Guangbo, Panasonic, Audi, Zhenhai refining, Ningbo municipal government, Ningbo foreign trade and economics, Hangzhou bay new district, Harnest & Garner Law Firm, Hightac PRC Lawyers, etc..

Products (Intertranslation between Chinese and 50 foreign languages)

Professional translation (professional data from mechanical, automobile accessory, finance and economics, law, medical, science & technology, energy and other industries)

Simultaneous interpretation, consecutive interpretation, bilingual presiding

Business escort interpreting (business negotiations, foreign businessman visit, etc.)

Export presswork proofreading (approved unit by Zhejiang News Publication Bureau)

Foreign language talents headhunting

Video, audio dubbing (advertising video, etc.)

Foreign experts writing and rewriting

Enterprise business English/intercultural communication training

Contact Us

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Esso Salon

Esso Salon was established in March of 2014, it works as both coffee house and foreign language reception room. It's established in the name of Lala Translation and Laneway, naturally adhering to the spirit of making "warm foreign language communication" which is the goal that both brands have been sticking to.

Is it not pleasant to learn with a constant perseverance and application? Is it not a delight after all to have friends come from afar? Which tell the foreign language culture. The objective of learning and practice, exchange and cooperation as well as knowledge sharing makes the independent and all-inclusive gene of Esso be vividly portrayed. Communication based on a normal transmission through the brain becomes warm when it's cheerful and lively, which will promote everyone voices their opinions and consequently go further. We once wrote in the foreign periodicals: "Erudite scholars come in good spirits to talk with me, and among my guests there are no uneducated common people, isn't it happy?"

The intersection between Esso man and other men mostly happens at night of working days and weekends. We attentively arrange an activity, about movies, reading, coffee, foreign language, art or work, which attracts a lot of people and gradually establishes a WeChat community "Esso social contact - Ningbo master station". Integration of words, thoughts and caffeine, coffee grinded with fresh roasted coffee beans, sweet with a sense of internationalization as well as beautiful flowers.

A warm Esso, with a little small feelings. Looking forward to meeting you in Esso for learning, communication, cooperation, social networking and sharing.

Major Products

Cafe Latte, Cappuccino, Mocha, Affogato, Macaron, Financier Cake, Cheese Curl, Uji Matcha Mousse Cake, Yogurt Cheese Cake, Tiramisu Cake, etc..

Main Activities

Movies Chatting on Monday

Laneway Talks and Round Table on Tuesday

Coffee Salon and Reading Party on Wednesday

English Bay on Thursday

Painting Salon on the weekend

Contact Us

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