

Nihao Global Translates to Success in China

In Conversation with Mr Nigel Blair, Founder at Nihao Global, Winner of the Business Excellence Award for Small-To-Medium Enterprises at the 2017 AustCham Westpac Australia-China Business Awards (ACBAs)

The 2017 AustCham Westpac Australia-China Business Award (ACBA) Winner for Small-To-Medium Enterprise, Nihao Global has supported hundreds of businesses with their China strategy.

The inspiration behind Nihao Global came from founder Nigel Blair in 2012, when he set out to overcome the significant communication barriers that preclude a diverse range of business opportunities in China. Over the past five years, Nihao Global has flourished into a successful professional services firm providing interpretation, translation, research, contracting and travel services for Western businesses and individuals seeking to enter the Chinese market.



When asked about Nihao Global's success in China, Mr Blair described the firm's growth and development thus far. With current year on year revenue growth at 30% and job numbers soaring at 40%, it's a fantastic outlook for the growing firm. Mr Blair also commented on the increased awareness and recognition Nihao Global has received after winning the 2017 ACBA Business Excellence Award for Small-to-Medium Enterprises.

"Winning the Award further raised our market profile and awareness as a professional service firm supporting companies and business's coming to China" stated Mr Blair. "It gave our team recognition for the hard work they have put in to establish and maintain the business reputation, brand and growth."

Having provided a record 312 bilingual interpreters across nine mainland cities in the course of one week, Mr Blair is optimistic and confident about new potential challenges in 2018. He noted that it would be a transformative year for Nihao Global, as they move from being a

service-oriented company to a technology-driven company. He cited exciting information technology system changes to come, including the implementation of a Block Chain system for certifying and recovering translations as well as a new Interpreter 'Match Making' technology.



“All of these expansions will centre around our core service of providing efficient and excellent bilingual language services and being the best at what we do,” stated Mr Blair.

Mr Blair also offered businesses looking to enter the Chinese market the following sound advice: “China is a long run game...So you need to be prepared to grow and develop over the longer term. But don't be afraid to come to China to give it a go!”

Individuals and businesses looking to enter the Chinese market in 2018 are able to contact Nihao Global for a range of services through their [website](#).

Nominate your Business Today!

Nominations are now open for the [2018 ACBAs](#). You can nominate your business in up to three of the eight [2018 ACBA Business Excellence Award categories](#) online. The streamlined nomination form takes approximately 10 minutes to complete and it's free to enter. [Click here to register an account](#) to get started.

If you would like more information about the 2018 ACBAs, contact AustCham Shanghai's Senior Partnerships and Projects Manager [Stephanie Smith](#).