

SPEAK MANDARIN CAMPAIGN 2012

FACT SHEET

IHUAYU IPHONE APP



The iHuayu iPhone app is a useful and accessible resource that offers bilingual terms for business users.

It contains two specialised bilingual glossaries with 50,000 terms.

One is a glossary of business-related terms, covering the fields of trade, economics, finance and accounting. This is meant to facilitate business discussions across the two languages.

The second is a glossary of Singapore-related terms, in consideration of the fact that business engagements offer a valuable opportunity to share our unique way of life with others. The terms range from names of local newsmakers, places and organisations to terms drawn from our daily lives, such as “en bloc sale”, “void deck” and even “kopi siew dai”.

Users can listen to the pronunciation of the Chinese definitions and also read the Romanised form (*pinyin*).

The entries are updated regularly and users are given the option to submit terms that are not found for subsequent inclusion.

In addition, the app includes ten common scenarios. Presented in the form of dialogues, the scenarios allow users to learn the vocabulary used in business and social settings through reading and listening to the conversations and referring to the equivalent translations and word definitions.

iHuayu is developed by the Promote Mandarin Council in partnership with the Singapore Workforce Development Agency, supported by the Translation Standardisation Committee for the Chinese Media, the Media Development Authority and powered by GistXL.

IHUAYU IPHONE APPLICATION

PARTNERS



GistXL Technology Pte Ltd

GistXL is a Singapore software company that develops, customises and manages software and services that allow governments, corporations and individuals to overcome language barriers and reap the full advantages of globalisation. Its technologies include machine translation, language translation productivity, automated speech recognition/generation and cross-language data-mining. It is a National Infocomm Award prize winner and counts major government ministries and corporations among its clients.

Technology Behind iHuayu

Part of the programming and content used in iHuayu is derived from GistXL's research project "New Generation Chinese-English Machine Translation System with special focus on Online, Singapore & Financial Domains" co-funded by the Interactive Digital Media Programme Office. Bilingual glossaries in specialised domains containing close to a million entries were constructed through analysis of public-domain and licensed corpora. A portion of the glossaries have been processed for use in the iHuayu app.



Media Development Authority

The Media Development Authority of Singapore (www.mda.gov.sg) promotes the growth of globally competitive Animation, Broadcast, Film, Games, Interactive Media, Music and Publishing industries. It also regulates the media sector to safeguard the interest of consumers and promotes a connected society.



Singapore Business Federation

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore, in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking. For more information, please visit our website: www.sbf.org.sg



Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (www.wcbn.com.sg), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001:2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001:2008.

The SCCCI has a membership network of about 145 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations, government-linked companies, small and medium enterprises from a wide spectrum of trades and industries. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.



Translation Standardization Committee

The Translation Standardisation Committee for the Chinese Media was set up in 1990 for the purpose of standardising Chinese translations of commonly used terms in Singapore. For more information, please visit <http://chineseterms.zaobao.com.sg/>.



Workforce Development Agency

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives. For more information, please visit <http://www.wda.gov.sg>.