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Boffin Launches New Sales and Customer Support Office in Toronto, Ontario

Date—Boffin Technologies, Ltd., a China-based provider of East Asian language localization services, is pleased to announce the official opening of its North American sales and support office in Toronto, Ontario.

Director of Customer Support Shi Shaoning leads the Toronto office and Boffin's North American team. "Toronto was a sensible choice for us and for our clients," says Shi. "Boffin's President Zhao Jie and I are already permanent Canadian residents. And because Toronto is in the Eastern Time zone, our North American clients can get in touch with us easily—all they have to do for rapid service is to e-mail or call during normal business hours—no more waiting overnight for answers to questions from China," he explains.

The Toronto office serves as Boffin's North American sales and project management center. "To continue to provide expert and low-cost Asian translation, desktop publishing, and software and multimedia localization and engineering, our production base will remain in China, in our Shenzhen headquarters as well as in our office in Shanghai," explains President Zhao Jie. "We will also continue to use only native translators for Chinese, Japanese, Korean and other Asian language translations; our North American office is specifically and solely designed to cater to the sales, project management and support needs of our North American clients."

Also, according to Shi, North American companies seeking to expand into the Chinese or other Asian markets may now contact Boffin through its Toronto office. "While our main goal is to ensure that our existing clients get the timely service and support they need, we also wish to extend a warm welcome to all North American companies seeking expert Asian language translation and localization services," he says. "Here, in our Toronto office, we are equipped to guide companies through the complex process of launching or extending their business in the Asian markets."

About Boffin Technologies Ltd

Founded in 1996, Boffin Technologies Ltd. is a China-based provider of Asian language translation and localization services. Boffin provides CCJK (Chinese Simplified, Chinese Traditional, Japanese and Korean) solutions to the information technology, life sciences, automotive and telecommunications industries. Services include localization of software, Web sites, marketing communications and technical documentation, as well as localization QA testing and multilingual Desktop publishing. For additional information, please contact Boffin Technologies Ltd.

Company Website: <http://www.boffinchina.com>