



European Language Webmarketing

This issue we thought we would have a look at some of New Zealand's main trading partners, and at what stage web usage is in these markets. We have divided this article into 3 sections: Far East Asia, South and South East Asia, Europe/Eurasia/Latin America. We look at language groups rather than individual countries, as the web is not that particular about where you may be, but it is very particular about what language you are communicating in.

Total world online population is 800 million (estimated March 2004)¹. The \$NZD export dollar statistics represent exports to countries whose Official language is as stated².

European Languages

Language	NZ Exports in NZD	# of pple online	% of local population online	% world online population
English	\$12,978,343,000	287,000,000	56%	36%
Spanish ³	\$455,663,000	66,000,000	19%	8%
German ⁴	\$807,378,000	53,000,000	53%	7%
French ⁵	\$383,482,000	28,000,000	36%	3.5%
Italian	\$446,216,000	25,000,000	40%	3%
Russian	\$92,660,000	23,000,000	14%	3%
Portuguese ⁶	\$88,285,000	26,000,000	15%	3%
TOTALS	\$15,251,437,000	508,000,000	N/a	63.5%

Comment. European languages is a slight misnomer, as this includes all English speakers as well as Spanish and Portuguese speakers from Latin America and Africa. Broadband penetration is increasing across the board, as is e-commerce take up and application. Tourism is a big opportunity in these markets, as these are all cultures that are comfortable with "do it yourself" bookings and travel planning. Likewise we see significant demand online (particularly from Europe proper) for eco-friendly and organic products, and New Zealand companies could well trade online on NZ's image here.

Interested in learning more? Have a look at www.a2ztranslate.com or send an email direct to newsletter@a2ztranslate.com

¹ Online statistics are taken from a variety of sources, including Nielsen Netratings, Global Reach, CIA Yearbook and Click Z Network.

² NZD exports statistics are taken from New Zealand Merchandise Trade Exports as published by Statistics New Zealand and are estimated figures for 2003.

³ Includes Spain, all Latin America and Hispanic USA

⁴ Includes German speaking Switzerland and Austria

⁵ Includes French speaking Belgium, Switzerland, French Polynesia/Tahiti and Canada

⁶ Includes Brazil and Portugal