



Which languages justify web marketing to?

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.

South East Asian languages

Language	NZ Exports in NZD	# of pple online	% of local population online	% world online population
Indonesian	\$383,921,000	12,000,000	5%	1.5%
Malay	\$549,544,000	8,000,000	3.5%	1%
Thai	\$321,941,000	5,500,000	9%	.7%
Vietnamese	\$145,867,000	2,500,000	3%	.3%
TOTALS	\$1,401,273,000	28,000,000	N/a	3.5%

Comment. The smallest of our sectors, but also one with the highest growth. Thailand in particular is a rapidly growing market for a variety of product exporters and inbound tourism. What attracts me here as a web marketer is that few businesses are using targeted web marketing in these language groups yet; there is great scope to establish a presence here online with minimal competition. This is definitely a "grow with the market" sector.

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.