

New Year, New Markets

Now that January has come and gone, it may seem like the time for resolutions has passed. However, whether or not you've stuck with your New Year's goals, it's never too late to try something new. At LAT we've always been passionate about helping businesses reach their audiences through quality translations and cultural marketing, but where and how we reach those audiences is always changing. As we welcome in the new year we now look to new markets that present exciting opportunities for businesses looking to expand. From North America to Southeast Asia, here are our must-watch spaces for 2016:



Seize the Potential of the Canadian Market

With a population of over 35 million, Canada represents huge possibilities for many businesses. However, bilingual language laws and Quebec's specific regulations can be intimidating. At LAT, we have over 16 years of experience helping businesses bring their products to Canadian shelves and we want to share our knowledge. [Download our guide to doing business in Canada to get started.](#)



Beyond English: The USA's Changing Demographics

Think your English-language marketing strategy is sufficient for the US market? Think again. With over 52 million speakers, the USA is on track to have more Spanish speakers than Spain itself. [Understanding this key market](#) is essential for any business looking to make a splash with American consumers.

Take the Plunge with WeChat 101

What began as a popular instant messaging app in China has now [grown into an incredibly powerful international one-stop mobile commerce giant](#). Whether you're seeking a way into the Chinese market, or want to reach a more diverse customer base locally, WeChat might just be the tool you're looking for. Don't know how to get started? [Our training course](#) will give you all the basic skills to make use of this important platform.



The Future of Digital: Southeast Asia and the Mobile Revolution

By now everyone knows that China is huge in the world of digital marketing, but what are the emerging superpowers? Turn your attention towards Southeast Asia. From mobile commerce to social savvy, [learn why this region needs to be on your radar](#).