



LATeral Thinking

Issue #17

We love helping brands reach **French** and **Chinese** Canadians!

Engaging with Chinese Canadians:

- Are you planning a **Chinese New Year** marketing campaign? You should! There are **5.5 million** North American Chinese residents for your business to connect with. Here are [3 simple things](#) you can do to reach them.
- 2018 is the year of **Canada-China tourism**. Well over 500,000 Chinese visitors came to Canada last year. Is your business [China Ready?](#)

Thinking of selling in Canada?

As a bilingual country, there are language regulations that you must follow. Labelling is

often the first.

Canadian Bilingual Labelling

In 2021, changes to the food labelling law come into effect. We've prepared a [cheat sheet](#) to make it easier for you.



How can we help you?

LAT Multilingual Translation & Marketing
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