

# Language & Culture in the Work Place



Edward Shaw  
Technical Sales Engineer

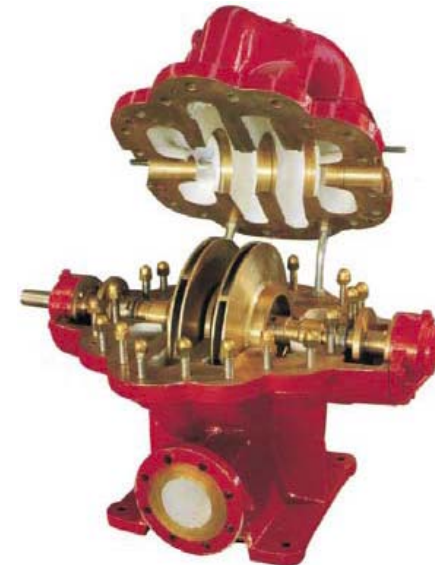
# Company Profile



- Castle Pumps Ltd are Specialised Fluid Handling Equipment Suppliers
- Over 25 years experience in all aspects of pumping
- Family run business since 1982
- Located in Eastwood, Nottingham

## MAIN INDUSTRIES SERVED:

- Marine
- Water & Waste Water
- Petrochemical
- Agricultural
- Construction & Power Generation
- Textiles, Paper & Paint



# Some of the brands we supply



# Which countries are we trading with?



# Main foreign languages used

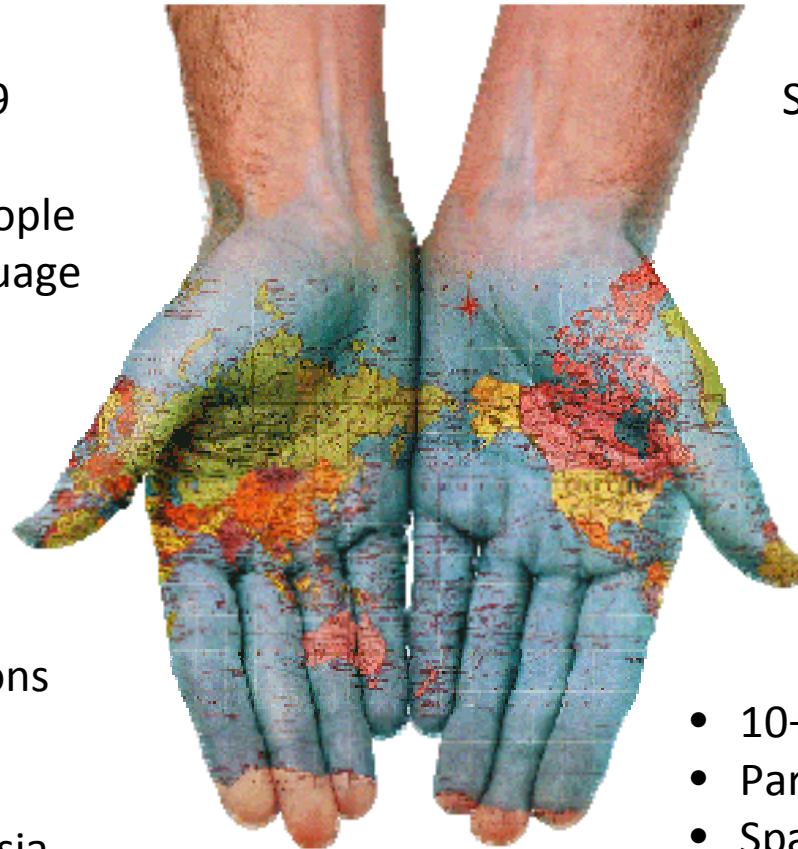


## FRENCH

Spoken in over 29 Countries  
Over 70,000,000 people  
11<sup>th</sup> most spoken language

## SPANISH

Spoken in over 23 Countries  
Over 250,000,000 people  
3<sup>rd</sup> most spoken language



## INCLUDING:

- Over 20 African nations
- 3 European
- Canada
- Parts of South East Asia
- France

- 10+ South American Countries
- Parts of Africa & USA
- Spain

# Overcoming Language & Culture Barriers



# What's worked for us



- Thorough market & country research
- Constant & sustained contact with target clients and suppliers
- Multi-lingual website & advertisements
- Utilised core competences & extensive support network



supported by UK  
TRADE &  
INVESTMENT



# Trading with no knowledge of language & culture



# Website translation



 français | 
  español





welcome to [bombasazcue.co.uk](http://bombasazcue.co.uk)  
 Official UK Reseller for **Bombas Azcue** Marine & Industrial Pumps  
 Supplying Pumps & Pump accessories to customers all over the world

## CASTLEPUMPS

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TEL: 08456 580 888  
 We ship worldwide



**Castle Pumps Ltd** are an established U.K. Reseller for **Bombas Azcue**, one of Spain's leading independent Pump Manufacturers; whilst our other role is as an **Independent Pump Distributor**.

We can offer a wide selection of Pumping Equipment from over a hundred International Pump Manufacturers to suit almost any application, i.e.

**Typical Industries served include:**  
 Textile, Industrial, Water Treatment, Chemical, Process, Brewing, Car Manufacturing, and Marine Industries.

\* CHEMICALS \* OIL \* FOODSTUFFS \* GREASE \* PASTES \* SEWAGE \* WATER \* MARINE PUMPS \* PROCESS LIQUIDS \* COSMETICS \* FUELS & OILS \*



 english | 
  español





accueillir à [bombasazcue.co.uk](http://bombasazcue.co.uk)  
 Le Revendeur officiel de Royaume-Uni pour **Bombas Azcue** Pompes  
 Fournir les Pompes & Pompe des accessoires aux clients partout dans le monde

## CASTLEPUMPS

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TEL: 08456 580 888  
 nous expédions dans le monde entier



**Castle Pumps Ltd** est bien établie comme distributeur britannique de Bombas Azcue, une des fournisseurs indépendants des pompes espagnol le plus connues. Au même temps nous sommes un distributeur indépendant des pompes mondiales.

Nous pourrions vous offre une sélection variée d'équipement de pompage de plus de 100 fournisseurs internationaux pour tous applications.

**Par exemple les industries de:**  
 Textiles, Traitement d'eau, Chimique, Brassage, Construction des voitures, Marine

Produits chimiques, l'huile, produits alimentaires, graisse, pâtes, eaux d'égout, eau, pompes marines, liquides de processus, produits de beauté, carburants et pétroles.



Good luck with your  
International Trading!!!



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Technical Sales Engineer

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