



Globalization Partners International (GPI) localizes new website into Chinese for Eco Expo and China's largest environmental products and services conference.

WASHINGTON, DC – March 20, 2007 - Globalization Partners International (GPI), a provider of document, software and website translation services, announced today that it has completed the Chinese translation and multilingual deployment of www.EcoExpo.com. Eco Expo has been a leading producer of expositions for environmental products, technologies, and services in the United States and has now formed an alliance with CIEPEC, the official trade show of China's environmental industries. CIEPEC is the largest, most influential event of its kind in China, with 270,000 sq ft of exhibit space and a projected attendance of 60,000. The 2007 edition will be held June 21-24, 2007, at the China Exhibition Center in Beijing.

“We are seeing a surge in environmental exports to many countries,” said Marc Merson, Chairman of Eco Expo. “A special interest from US companies in the enormous and emerging environmental Chinese markets spurred us to translate our site into Chinese and implement a web content management system which would allow us to expand into other languages as well.”

“GPI has developed solid domain expertise for translating content in a multitude of environmental products and services' fields including: New & Renewable Energy Technologies, Power Generation & Energy Efficiency, Waste & Water Treatment, Waste Management & Recycling, Clean-Up & Soil Rehabilitation, and Air & Noise Pollution Control,” said Martin Spethman, GPI's Managing Partner. “GPI helps US firms sell their environmental products and services globally by translating sales brochures, user manuals, software applications and websites, so a partnership with Eco Expo and their exhibitors and attendees will be a great enabler for these firms wanting to sell in China.”

GPI offers one of the most comprehensive website translation packages in the marketplace with services including:

- Website Globalization Strategy
- Glossary Development and Cultural Correctness Assessments
- Translation and Copy Writing
- Graphics and Multimedia Localization (Authoring, Recording and Talent)
- CMS Internationalization and deployments including *Ektron CMS400.NET*
- Global Search Engine Marketing (country-specific SEO)
- Website Testing

To learn more about these and other services offered by GPI, or to get a FREE Website Globalization Guidebook, visit www.globalizationpartners.com.



About Globalization Partners International (GPI)

Globalization Partners International, LLC provides document, software and website translation services into over 100 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish. For more information, please contact: Martin Spethman at 1-866-272-5874.

About EcoExpo

Eco Expo has been a leading US producer of public expositions and trade shows for environmental products, technologies, information and services. Eco Expo has held over 18 major trade shows/expositions in Los Angeles, NYC, Denver, San Francisco, Boston, Washington D.C., and Anaheim drawing over 5,000 vendors, 250,000 attendees and over 100 TV features. For more information please contact: Marc Merzen at 1-818-906-2700.