
| RESEARCH ARTICLE

China's Language Services Industry: Status Quo and Suggestions for Sustainable Development

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| ABSTRACT

The language services industry merits investigation, given its increasingly significant role and rapid development in China and even around the world. This paper gives a brief look at the global picture and a close look at the status quo in China. While in the global market, language services tend to be diversified and technology will be the common denominator to success, in China, despite the rapid growth in recent years, the market leaves much to be desired when it comes to technology, language diversity, high-end talent development, and overall competitiveness. To tackle these problems, this paper proposes some measures for China's language services providers to catch up with their international counterparts and for China's language services industry to achieve sustainable development.

| KEYWORDS

Language services industry; language services market; language service providers; language technology; China

| ARTICLE INFORMATION

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1. Introduction

The language services industry provides languages, language knowledge, language skills, and language derivatives to meet the needs in life and workplaces, including such services as translation, localization, language consulting, language training, website globalization, multilingual information intelligence, language technology research, development and application, and multilingual search engine optimization (Miao and Liu, 2013; Yuan, 2014). The language services industry has been rising greatly in the world. The global need for language services has been driven upward by globalization. Approximately 7,000 languages are spoken in 260 countries across the globe. As pointed out in GALA¹, organizations rely on language service specialists to globalize, localize, translate, and interpret all types of content for their audiences worldwide, whether they are microbusinesses or multinational corporations². Companies like Facebook, Twitter, and Yahoo are all vying for consumers worldwide who want everything on their own terms, including a preference for communicating in their own language (Krasny, 2014). Translation manifests its significance at this very moment. Across the globe, the language industry is listed by Inc. Magazine as one of the top industries for starting a business (Scamman, 2016). Localization and translation are reported to be the 4th fastest-growing industry in the U.S. by the Centre for Next Generation Localization. According to the U.S. Bureau of Labour Statistics, in the U.S., over 55,000 professionals are employed by more than 3,000 firms in various aspects of language services, and more than 50,000 people work as translators and

¹ GALA (Globalization and Localization Association) is a global, non-profit trade association for the language industry. As a membership organization, it supports its member companies and the language sector by creating communities, championing standards, sharing knowledge, and advancing technology.

² GALA. Introduction to Language Services. Available online: <https://www.gala-global.org/industry/introduction-language-services> (accessed on 17 November, 2020).

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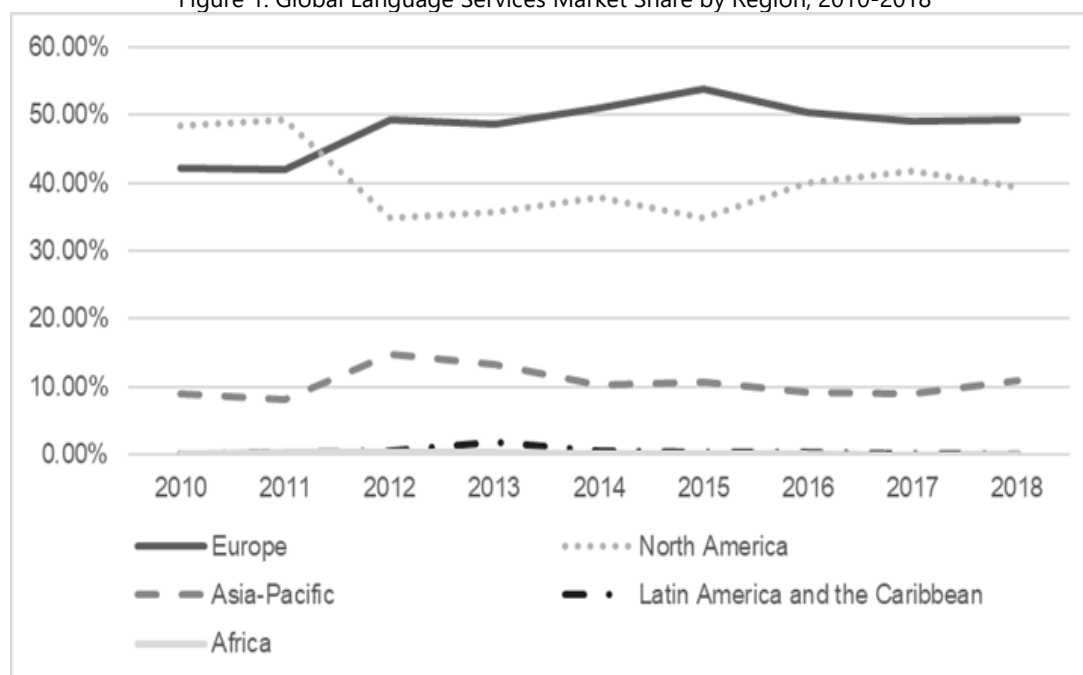
interpreters. The EU Directorate-General Report on the Status of Translators indicates that in 2012, approximately 330,000 people were employed as translators or interpreters worldwide. Seventy-eight percent of translators in Europe worked as freelancers³.

As the case in China, the language services industry helps bridge communication gaps and facilitates cultural exchanges in the context of the 'going global' strategy of the Chinese culture and 'The Belt and Road Initiative'⁴, thus strengthening its cultural soft power and raising its influence in the international arena. Recent years have also seen a remarkable increase in the number of language service companies in China. In 2015, there were 7,369 companies running, and the number jumped up to 9,652 by the end of June 2018. The output created by China's language service companies in 2017 was estimated at 35.93 billion yuan⁵. Undoubtedly, the language services industry in China merits investigation, given its increasingly significant role and rapid development. However, scholarly attention to the industry is rather limited. To fill the gap, this study first gives a brief look at the global picture of the world's language services industry and then a close look at the characteristics of China's language services industry. Following that, some measures are proposed for the sustainable development of China's language services industry.

2. The Global Language Services Industry

Common Sense Advisory (CSA) is an independent research and consulting firm headquartered in Massachusetts. Mainly committed to GILT (Globalization, Internationalization, Localization, and Translation), it researches for Global Leaders and Industry Providers, covering such areas as technology and best practices for translation management and investigating the size and characteristics of the language industry. Its annual reports on the language services market have won wide recognition worldwide. *The Language Services Market Report* series (from 2011 to 2018) by CSA (hereinafter referred to as the CSA Report) give an annual review of the services and technology industry that supports the delivery of the translation, localization, and interpreting. For instance, in the 2018 report⁶, CSA analyses the language market from January 2017 through June 2018 by gathering data from industry providers. The report series allows us to have a clear picture of the global language services industry, which is quite enlightening for China's language services industry.

Figure 1. Global Language Services Market Share by Region, 2010-2018



Source: Based on CSA Reports from 2011 to 2018

3GALA. Translation and Localization Industry Facts and Data. Available online: <https://www.gala-global.org/industry/industry-facts-and-data> (accessed on 17 November, 2020).

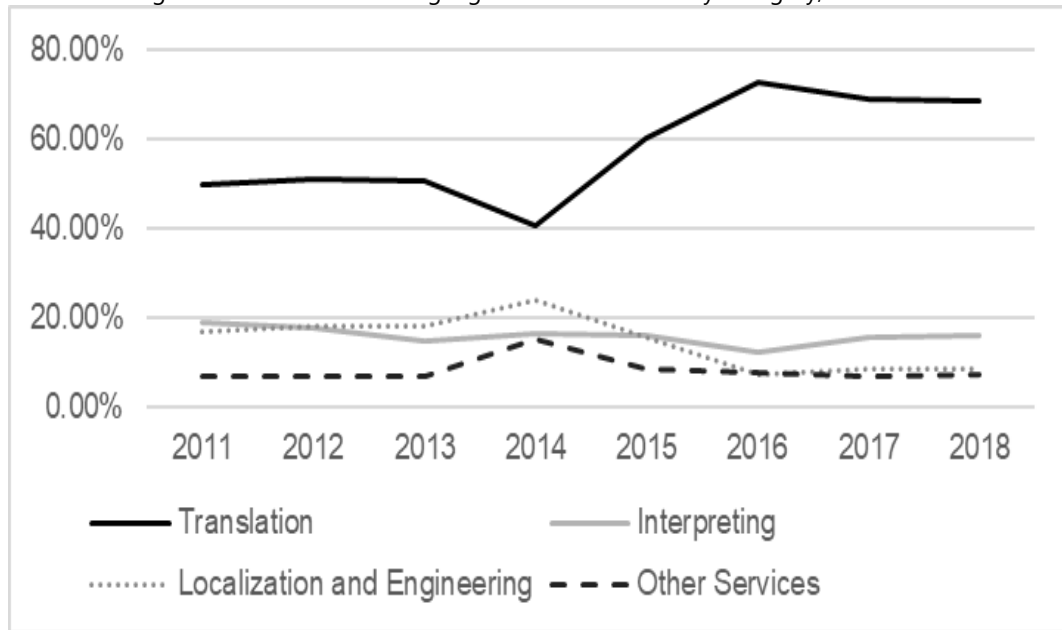
4 'The Belt and Road Initiative' refers to the Silk Road Economic Belt and 21st Century Maritime Silk Road, a significant development strategy launched by the Chinese government with the intention of promoting economic cooperation among countries along the proposed Belt and Road routes. The Initiative has been designed to enhance the orderly free-flow of economic factors and the efficient allocation of resources. It is also intended to further market integration and create a regional economic cooperation framework of benefit to all.

5 TAC. 2018 China Language Service Industry Development Report.

6 CSA. The Language Services Market: 2018.

The report series have confirmed the growth of the industry. According to the 2018 CSA Report, the outsourced language services and technology market went up by 7.99% to US\$46.52 billion in 2018 as compared to US\$ 43.08 billion in 2017. Actually, as is shown in the report series and illustrated in Figure 1, the market has grown quite stably in the past decade. Among the global revenue of US\$46.52 billion, about half (49.33%) went to Europe, followed by North America (39.41%) and Asia-Pacific (11.01%). The market is estimated to grow at an average of 6% worldwide over 2019-2020.

Figure 2. Distribution of Language Services Revenue by Category, 2011-2018



Source: Based on CSA Reports from 2011 to 2018

Among the three types of services, language services (91.32%), greatly outperforming non-language-related offerings (4.92%) and language technology (3.76%), contributed most to the revenue of the surveyed providers. Translation, especially plain translation, has always been the core of language services, and emerging services such as localization cannot be ignored (Malmkjær and Windle, 2011). In 2018, plain translation continued as the backbone of the language services sector, reaching up to 61.80% of the language services revenue. The distribution of the language services revenue derived from each service category in 2018 is as follows. Translation (plain translation, transcreation, and MT post editing) made up 68.44%. Interpreting (on-site, telephone, video remote, conference, remote simultaneous, and machine) constituted 15.81%. Localization and engineering (internationalization and localization for software, mobile, multimedia, game, and websites) accounted for 8.48%, while other services (SEO, testing, transcription, DTP, project management, dubbing, narration, subtitling, and voiceover) were 7.27%. As is shown in the report series and illustrated in Figure 2, the distribution was quite stable from 2011 to 2018.

A striking feature of the global market is the penetration of language technology (Garcia, 2012; Gaspari, Almaghout, and Doherty, 2015) into traditional language services. The increasingly obvious translation automation keeps bringing emerging language services (Dunne and Dunne, 2011). In 2018, the top seven technologies generating the most revenue included TMS (translation management system, 23.33%), MT (machine translation, 18.04%), connectors for content management integration (12.01%), terminology management (7.88%), TM (translation memory, 6.95%), translation environment (6.50%), and audio-visual tools (5.53%).

As to non-language-related offerings, the revenue derived from this source mainly involved language training (11%), content creation (11%), staffing solutions (6%), linguist training (6%), content management (6%), monolingual transcription (6%) and general consulting (6%).

To sum up, in the global market, language services tend to be diversified, and technology will be the common denominator to success. To embrace a better future, LSPs should use technology as a strong differentiator and try to adapt to new business conditions.

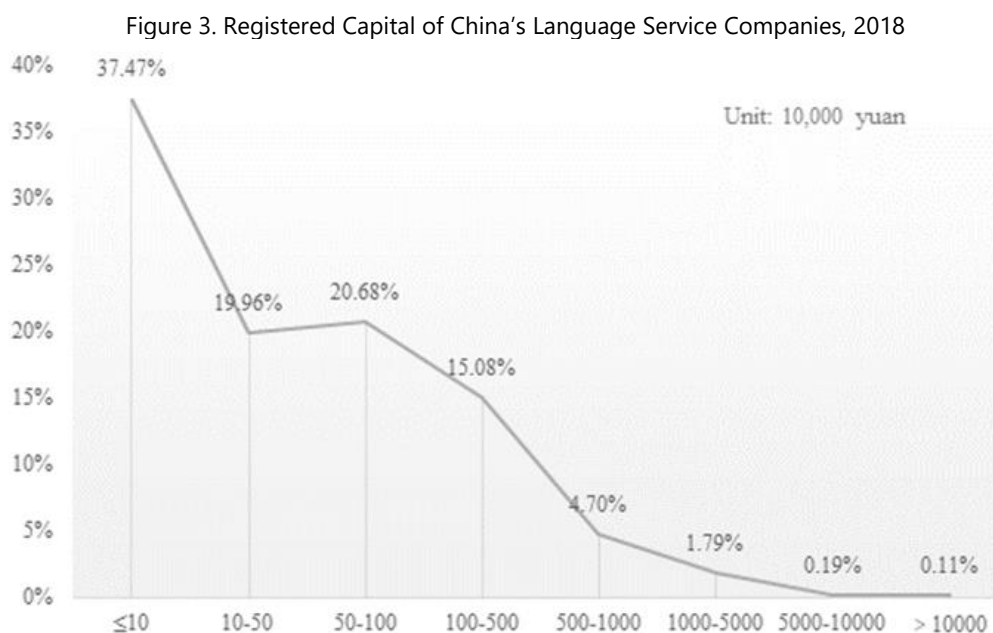
3. The Status Quo of China's Language Services Industry

Translators Association of China (TAC) is the only national association for the T&I (translation and interpreting) community in China and plays an important role in coordinating the language services industry. It organizes surveys and investigations among China's

language service providers and presents China Language Services Industry Development Report (hereinafter referred to as the TAC Report) every two years. Such reports conduct both micro and macro analyses of China's language services industry and enable us to learn about the status quo of the industry and the challenges and opportunities it faces. The 2018 TAC Report, which is the latest, describes an upward trend in China's language services industry, and on the basis of this report, as well as those from previous years, some industrial characteristics can be observed.

First, coined as 'an industry with big numbers and small players' (Luo, Meng, and Lei, 2018), China's language services industry has been growing rapidly in recent years, but most Chinese LSPs are not competitive enough. China's language services industry has been predicted to become a sunrise industry fuelling economic growth in the years to follow⁷.

Although the size of the industry is really impressive, most LSPs in China are quite small in size, and lack sustained competitiveness. According to the statistics from the SAIC (State Administration for Industry and Commerce of the People's Republic of China), as of the end of June 2018, the number of registered companies with language services was 320,874, rising by 248,379 as compared to the year 2015 (the number was 72,495). However, of the 9,652 companies specializing in language services, only 0.3% kept a registered capital of over 50 million yuan, while 78.11% less than 1 million yuan (see Figure 3). Of the 402 surveyed companies in the 2018 TAC Report, 67.2% of them have less than 100 employees, while only 6.2% of them hire more than 400 people. As to the organizational competitiveness, in The Top 100 LSPs in 2017 released by CSA, only 8 companies are headquartered in China, and only one of them is on the top 20 list, which is in sharp contrast to the huge size of China's language services industry. The hard data show that a great number of Chinese LSPs are suffering from the liabilities of smallness and newness and struggling for survival and growth in the increasingly fierce competition.

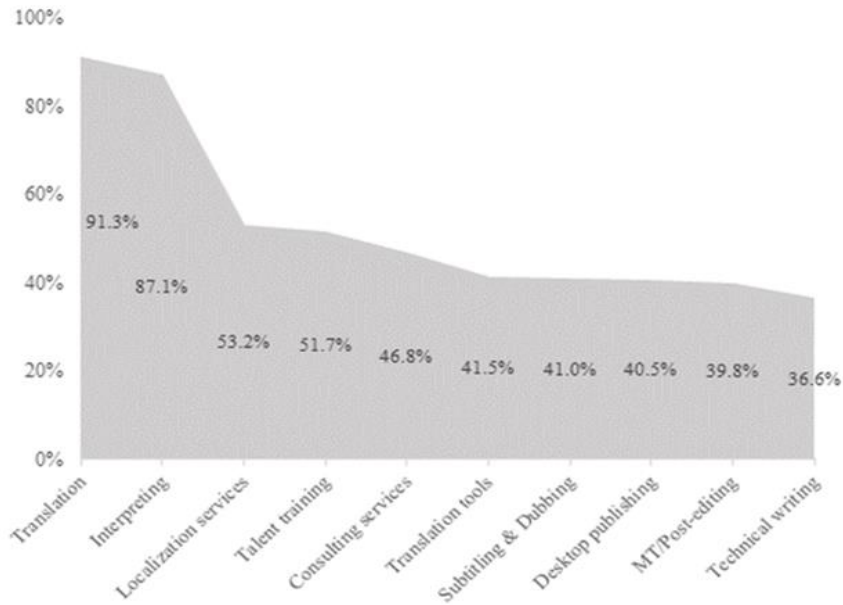


Source: Based on the 2018 China Language Service Industry Development Report by TAC

Second, different services, translation, and interpreting, as the long mainstream services, still take the lion's share in the industry, while some important emerging services need further development. As is shown in Figure 4, 91.3% of the 402 surveyed companies in the 2018 TAC Report provide translation services, and 87.1% provide interpretation services. By contrast, in the development of emerging services, 53.2% of them provide localization services, and only 36.6% provide technical writing services. In terms of turnover, in 2017, 65.9% of the surveyed companies had a localization turnover of less than 500,000 yuan, and 12.2% between 510,000 and 1 million yuan. Localization did not generate as much turnover as translation and interpreting did. None of the surveyed companies had a localization turnover of over 20 million yuan. Despite an increase in localization services (39.7% to 53.2%, 2015 to 2017), the provided emerging services still could hardly meet the increasing demand. For instance, localization service is in bad need in areas like chemical engineering and energy, machine manufacturing and finance, and technical writing is in great demand in the biomedical field. Thus, there is great room for the further development of such emerging services.

7 TAC. China Translation Industry Annual Reports: 2012 China Language Services Industry Development Report

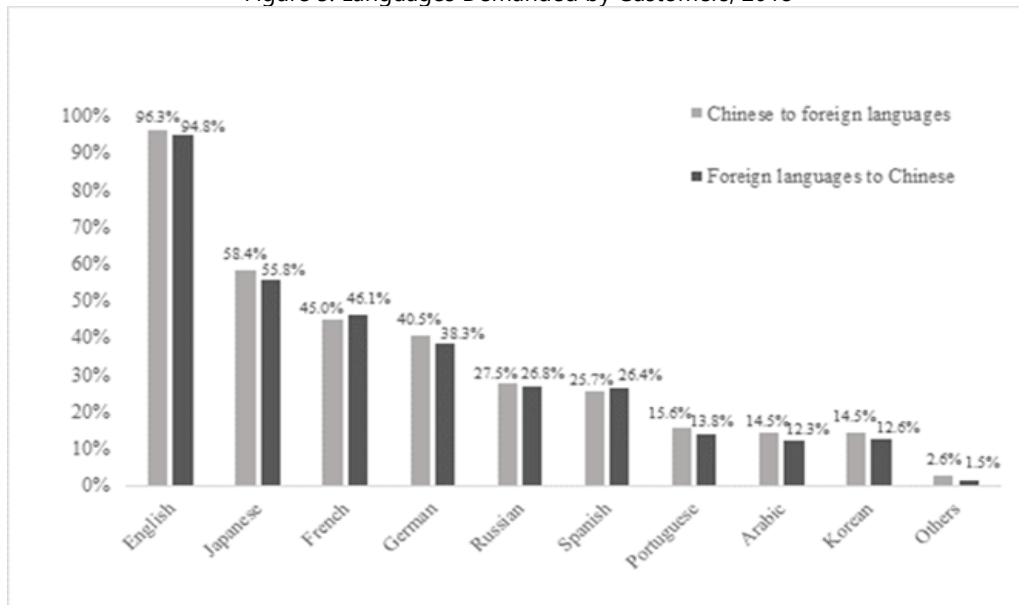
Figure 4. Language Services by China's Language Service Companies, 2018



Source: Based on the 2018 China Language Service Industry Development Report by TAC

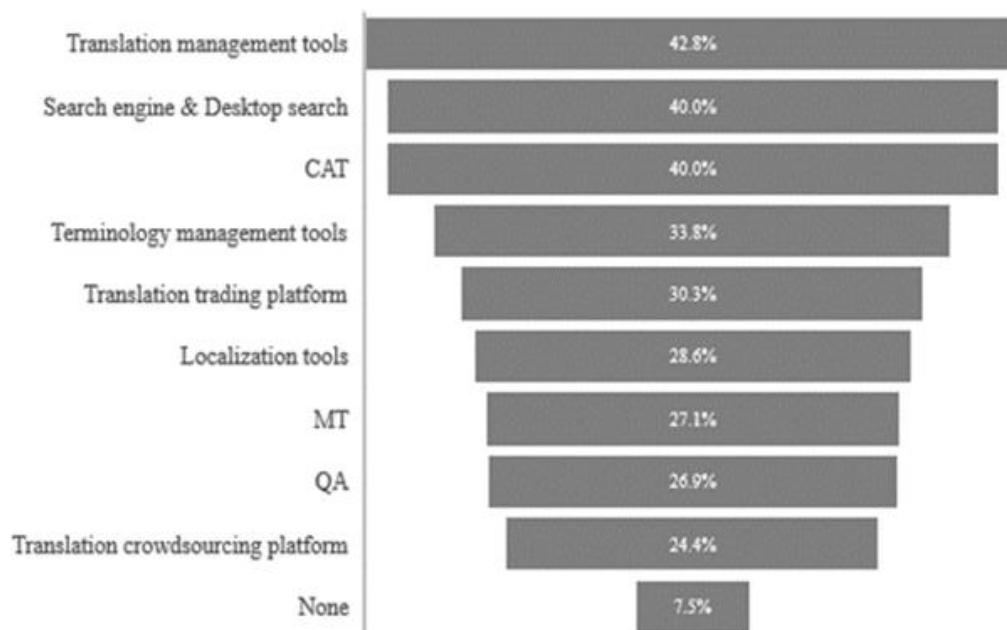
Third, as to different language, English has been long dominant in China's language services industry, while services in some minority languages are in shortage. The 2018 TAC Report has investigated language service users for their demands. As is illustrated in Figure 5, in the translation services from Chinese to foreign languages, 96.3% of the surveyed customers showed a demand for Chinese-English services. And in the translation services from foreign languages to Chinese, 94.8% demand for English-Chinese services. That means English, as it has always been, is still the dominant foreign language in China's language services market. However, customers also show great demand for Japanese (Chinese-Japanese, 58.4%; Japanese-Chinese, 55.8%), French (Chinese-French, 45%; French-Chinese, 46.1%), German (Chinese-German, 40.5%; German-Chinese, 38.3%), and Russian services, which are actually inadequately supplied. Moreover, the supply-demand imbalance is getting worse with 'The Belt and Road Initiative, which has opened up a huge market in related regions for China's language services industry but also challenged it with increasing demands for non-English services and a shortage of qualified practitioners. The industry is expected to allay the situation by involving more languages, especially regional and local languages related to the Initiative.

Figure 5. Languages Demanded by Customers, 2018



Source: Based on the 2018 China Language Service Industry Development Report by TAC

Figure 6. Use of Translation Technology in China's Language Service Companies, 2018

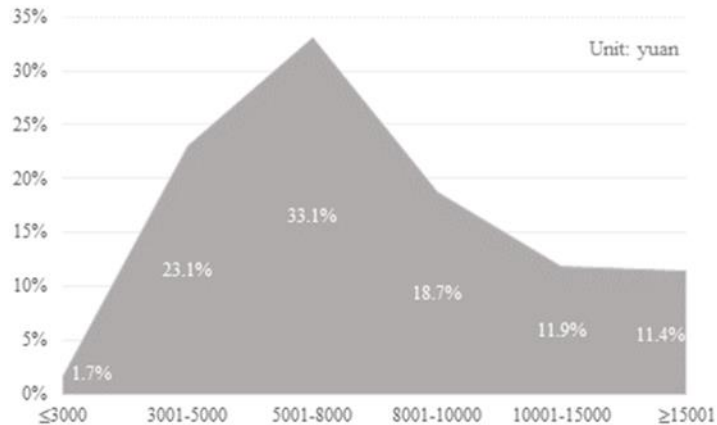


Source: Based on the 2018 China Language Service Industry Development Report by TAC

Fourth, while language service technologies, especially translation technologies, are playing an increasingly crucial role in China's language services industry, the importance of technology has not yet been fully manifested. Neither development nor application of such technologies yields a satisfactory result, as has been implicitly pointed out by Man et al. (2019). As is demonstrated in Figure 6, 7.5% of the surveyed companies have never applied any of the translation technologies. 92.5% of the surveyed companies have applied certain translation technologies, most of which were translation management (42.8%), search engines and desktop search (40%), CAT (computer-aided translation, 40%), terminology management tools (33.8%), translation trading platforms (30.3%), localization tools (28.6%), machine translation (27.1%), quality assurance tools (26.9%) and translation crowdsourcing platforms (24.4%). As to the surveyed companies using a CAT, 49.1% of them claim that they have applied SDL Trados without much use of other related tools. In terms of terminology management tools, 29.31% of the surveyed companies had never used any related tools. Only a few companies with strong technological capabilities are involved in the research and development of translation tools, which surely limits the overall technological competitiveness of the industry.

Fifth, the industry standards and norms for China's language services industry have not been well implemented. Since 2003, TAC has organized leading figures in the field to lay down a series of norms for its language services industry—*Specification for Translation Service—Part 1: Translation* (GB/T 19363.1-2003), *Target Text Quality Requirements for Translation Services* (GB/T 19682-2005), *Specification for Translation Service—Part 2: Interpretation* (GB/T 19363.2-2006), *Localization—Basic Terms and Concepts* (ZYF 001-2011), *Specifications for Quotation of Localization Service* (ZYF 001-2013), *Quotation for Translation Service* (ZYF 002-2014), *Quotation for Interpretation Service* (ZYF 003-2014), and *Specifications for Selecting Localization Service Providers* (ZYF 001-2014), to name a few. However, such norms and standards are updated slowly and have generally failed to be formulated in a scientific way. They are not all-inclusive in content. Even the certifications for practitioners do not cater to the specific needs of the industry. Some surveyed practitioners did not get any certificate for their services, and the companies claimed that some certification tests simply touch on some general knowledge and do not serve well in talent development. In contrast, the 2018 CSA Report suggests that the language services industry in both Europe and North America has greatly benefited from well-developed and -implemented industrial standards. The former has boasted more than half of the LSPs and ISVs (Independent Software Vendors) and taken 49.33% of the global revenue, while the latter had a market share of 39.41% in 2018. A sound industrial standards system contributes to the healthy development of the language services industry. Thus, China's language services industry is expected to further improve its industrial standards and norms.

Figure 7. Income of Full-time Practitioners in China's Language Service Companies, 2018



Source: Based on the 2018 China Language Service Industry Development Report by TAC

Last but not least, while a large number of people provide full-time or part-time language services, experienced and high-quality work is in shortage. 94.5% of the surveyed full-time practitioners are at the age of 21-30 (35.3%) and 31-40 (59.2%), which means many practitioners leave the industry when they get really experienced. The tough fact may be greatly related to the unsatisfactory income structure of the industry. According to the 2018 TAC report, for Chinese-English translation, 5.5% and 41% of the translators charge less than 100 yuan and 101-200 yuan per thousand Chinese characters, respectively. In English-Chinese translation, the corresponding percentages are also up to 5.7% and 41.5%, respectively. As to full-time practitioners, only 11.4% of them earn more than 15,000 yuan per month, up to 57.9%, no more than 8,000 yuan each month, and some of them (1.7%) even earn less than 3,000 yuan (see Figure 7). According to the statistics by the National Bureau of Statistics of China, the average annual income of urban employees in 2014 was 56,360 yuan, and that in similar industries (culture, sports, and entertainment) was 65,926 yuan. It can thus be inferred that a large proportion of individual language service practitioners are paid at a low- to medium level, which makes it difficult for the industry to keep experienced employees.

4. Suggestions for the Sustainable Development of China's Language Services Industry

Based on the status quo and characteristics of China's language services industry, we can conclude that China's Language services industry has achieved rapid growth in the past decades and exhibited even greater potential for the future. However, it is not deniable that, with the aforementioned problems, it also faces great challenges that may impede its further growth. To promote the sustainable development of the industry, we try to present some suggestions for language service providers in China.

To begin with, the small- and medium-sized language service companies in China are expected to improve their competitiveness with joint efforts from governments and the TAC. Companies that are not competitive enough to survive the market (Zhong and Xu, 2016) must adjust their organizational strategies. Some of them may stand out by focusing on one or two specific domains, such as specialized translation like financial translation, translation technology, and localization service, and outcompeting the other with differentiated advantages. Some may consider M&A (merger and acquisition) when it is appropriate so as to benefit from inter-organizational collaborations. Experience can be drawn from some successful international cases. The fast-growing TransPerfect acquired several translation companies and translation technology providers, including Alchemy Catalyst, Astoria Software, Milim, and WorldLingo, and has become a leading player in the industry. Welocalize has achieved rapid expansion by acquiring Sinometrics, Transware, TechIndex, and Localize Technologies and gained access to the Chinese market by acquiring Transco (Wei, 2012). As an inevitable result of fierce market competition, M&A facilitates industrial consolidation and enables firms to share competitive edges. Governments at different levels are expected to support the development of LSPs, especially small- and medium-sized companies and the industry, with favourable policies. The structural tax cut, which may replace business tax with value-added tax, will reduce and relieve the heavy tax burden for LSPs. Strengthened financial channels, such as standardized private lending, will provide effective financial support for the industry. Furthermore, TAC, as the leading association in China's language services industry, may also contribute to industrial competitiveness with adequate market information and affirmative and appropriate industrial interventions (Guo, 2014).

Second, China's language services industry must pay special attention to language diversity while improving the quality of services in dominant languages like English. The dominant role of English in the industry is associated with the English fever boosted by China's admission to the World Trade Organization (2001), the Olympic Games in Beijing (2008), and the hosting of the Shanghai World Expo (2010) (Sun, Hu and Ng, 2016). Nevertheless, while English has been dominant in the industry in China and around the

globe, there are concerns and complaints about the quality of English services. Many translators claim to be able to provide translation services in English or some other relatively popular languages, but high-quality services are always in the lack and would become a core competence for LSPs. Meanwhile, important national policies and initiatives, such as the Belt and Road Initiative and 'Going Out' policy, leads to a growing demand for services in less popular languages, especially those in the official languages of relevant regions and countries (Shao, Sun and Chai, 2017), but at the current stage, China's language services industry can hardly meet such special demands and may miss important business opportunities. Obviously, language diversity has already become essential for the further development of the industry. In response to the challenge, some leading language colleagues and universities, with support from the government and all fields, have started special undergraduate and even graduate programs to train students majoring in less dominant languages. Some programs even directly target languages related to the Initiative. LSPs and the industry are supposed to collaborate with such institutions of higher learning to offer multilingual courses and develop linguistic talents specialized in target languages, trying to ease related service shortages and seize such great opportunities.

Third, China's language services industry must pay special attention to newly-emerging services and technological development. In recent years, emerging services like localization have been in great demand and even in shortage. When going out, Chinese companies need localization services to launch their products in overseas markets. For example, a game company must re-create video content in multiple languages to ensure a joyful experience for users of all languages and cultures and must choose a professional language service provider to achieve proper localization of subtitling and voiceovers (Shirley, 2017). And with the 'Internet Plus'⁸ in China, an action plan aiming at integrating the Internet with traditional industries to fuel economic growth, software and website localization services are highlighted to adapt to the ever-changing market. Thus, such emerging services are contributing more and more to the revenue of LSPs. Moreover, technology has been the No.1 key word for the industry, both in China and in the world, especially for emerging services like localization. In providing localization services, language service companies must deal with massive information in a limited time, helping the clients to grab the target market as soon as possible. The traditional translation alone can hardly satisfy such special needs, but language service technologies, such as MT, CAT, post-editing, project management, and termbase building and maintenance, not only serve as effective supplements to traditional services but also greatly improve the efficiency and effectiveness of language services. To follow the technological trend and to survive in fierce competition, LPS in China must organize on-the-job technical training for the staff and actively participate in technological development in the special technological context of artificial intelligence, Internet Plus, big data, cloud computing, and deep learning. Some leading technological companies are expected to develop advanced language software, multilingual database, and other language service technologies by following the cutting-edge technologies in the world and cooperating with other related organizations. Besides, the industry may also collaborate with colleges and universities to train talents qualified for new technology and emerging services (Man et al., 2019).

Fourth, the industry must improve the quality of services and accordingly increase the income of high-end language talents. The hard fact that language practitioners in China, especially translators, are often underpaid is highly related to the low entry threshold and the lack of effective service standards. A great number of people who are confident in their language skills claim to be able to provide translation services, but high-quality translation is always in shortage. On the famous Taobao e-commerce platform, many e-shops make translation their main business and usually charge quite low prices for their services. With no effective mechanism to assess the quality of such services, the translation market in China has more or less become a lemon market, and people usually pay a low price for poor-quality services simply because they cannot tell good translation from bad translation. As a result, even high-quality services are still underpaid. To improve the situation, Chinese LSPs must convince their clients of the importance of high-quality services in effective intercultural communication. Some cases can be shown to illustrate what bad consequences and losses result from poor language services or distortion of information. Aware of the importance of language services, the clients are more willing to pay generously for high-quality service, and thus, the income of high-end language talents may be improved. More importantly, relevant parties are expected to make and implement effective industrial norms, rules, and regulations to maintain good market order. While the TAC has produced some industrial norms and standards for the industry, they are not effective and are hardly recognized or implemented in practice. The TAC, the industry, and other related parties must further collaborate to improve such norms, making sure that language service consumers are able to tell good services from bad services by following the standards and that good language service providers are able to exhibit their advantages over the others. At the top of the priority list, the evaluation and accreditation system must be strengthened. The existing CATTI (China Accreditation Test for Translators and Interpreters) is somewhat accepted by the practitioners and the market but is expected to make necessary improvements. Some important aspects, such as localization, project management, technical writing, post-editing, and DTP

⁸ The Internet Plus concept was first presented by Premier Li Keqiang in March, 2015 when delivering the government work report. The action plan will integrate mobile Internet, cloud computing, big data and the Internet of Things with modern manufacturing, to encourage the healthy development of e-commerce, industrial networks, and Internet banking, and to help Internet companies increase their international presence.

(desktop publishing), must be incorporated into the accreditation to make sure that the practitioners' abilities are fairly and comprehensively evaluated. Alternatively, the industry may collaborate with TAC and other authorities to design and organize some high-end contests to select excellent practitioners. It surely takes a long time to improve the situation, but such joint efforts will undoubtedly contribute to the healthy and sustainable development of the industry.

Last but not least, a market-oriented talent development system can be set up and implemented in language training programs to promote the development of high-end language talents. In China, colleges and universities form the leading force in language talent development. Hundreds of programs are organized by institutions of higher learning at different levels, and tens of thousands of graduates get their degrees in language-related majors. However, despite the great number of practitioners, the huge language talent development system can hardly meet the demands of high-end language services in China. A primary reason for the lack of high-end language talents is that China's language education is quite divergent from the market and does not prepare the students well enough for the market demands. Thus, a market-oriented approach with effective inter-organizational collaboration is expected to improve the situation (Mu, Shen, and Zou, 2017). More specifically, the 'language + expertise' training mode should be encouraged to develop domain-specific language talents. For example, 'English + Finance' courses can be offered to prepare the students for financial translation after graduation. What's more, colleges and universities are supposed to cooperate with language service companies to offer opportunities for the students to get some hands-on experience. They can either invite the staff to give lectures on real-world translation for the students or arrange for the students to take an internship in some companies. Some leading universities, such as Zhejiang University and Nankai University, have already taken the first step by collaborating with some translation companies and some other organizations. With such joint efforts, the students not only get the opportunities to improve their language skills and competence with feedback from both teachers and the market but also prepare themselves well for the job market with exposure to market demands.

5. Conclusion

This paper has attempted to sketch out the status quo of China's language services industry by comparing it with the global industry and linking it with important policies and initiatives, and trying to give some practical suggestions for its sustainable development. While China's language services industry has achieved rapid growth in recent years and encountered great opportunities with significant national and international movements, most language services providers in China are disadvantageous in terms of technology, language diversity, high-end talent development, and overall competitiveness compared with their international counterparts, and thus confronted with tough challenges in the global industrial landscape.

This paper has important implications for the industry and related parties in China. At the individual level, the practitioners must improve their service quality and orient their competence to meet market demands, which will increase their income and enhance their competitiveness in the job market. At the organizational level, the language service providers, as primary players in the industry, must embrace emerging services like localization while enhancing traditional translation services, strengthen technological capabilities to develop independent language technologies, and generate differentiated competitiveness with domain-specific focus; and colleges and universities, as primary incubators of language talents, must adjust the educational system to social and market needs, and develop high-end language talents by collaborating with the language services companies and other organizations. At the industrial level, TAC, as the primary coordinator of the industry, must improve related norms and regulations to ensure sustainable industrial order and serve as a bridge between the industry and the government. Finally, at the national level, the central government, and governments at different levels, as the primary advocators of important initiatives like The Belt and Road Initiative and makers of related policies, are expected to provide relevant policy support for the industry to make sure that it achieves sustainable development while catering to strategic national and international demands.

Like any research project, there are limitations to the current study. This study mainly collected data from the two reports and described the status quo of China's language services industry in general. Future research could investigate specific language service providers and gain more detailed information about China's language services. In addition, the status quo has been greatly influenced by the pandemic in recent years, and future work will be needed to examine the latest trends in the language services industry.

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