



World Plast Hair Goes Global With Protranslate



About World Plast Hair

World Plast Hair is a global health tourism company offering treatment, guidance, and consulting services to patients who prefer Turkey for hair transplantation, hair treatment, cosmetic surgery and beauty in international standards and it carries out the whole process of the patients from the beginning to post-treatment period.

Turkey is among the top 5 countries in the world in terms of international patients. Over the last 10 years, the number of people traveling for health tourism has exceeded 10 million and reached an annual turnover of 100 billion USD. Turkey has left behind many countries attracting tourists for cosmetic surgery, especially for hair transplantation.

World Plast Hair moved its services across borders by getting its website and catalogues translated into 7 languages, and they chose to work with Protranslate as their business partner. Recognizing the potential of health tourism in Turkey beforehand, World Plast Hair went global to serve in accordance with the changing patient profiles by localizing its website and catalogues in 7 languages including English, German, French, Russian, Spanish, Italian, and Arabic; it entrusted the translation process of all of these languages to Protranslate.

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"Thanks to the translation services in 7 languages, we have reached 1 Billion potential users!"

Nihat Tüney
World Plast Hair Coordinator

WORLD PLAST
HAIR TRANSPLANTATION CENTER





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"It is a great advantage that we can benefit from the translators whose mother tongue is the target language in the translation and quality control processes when working with Protranslate. In this way, we are comfortable that the cultural differences are taken into account in our translated texts and the correct message is delivered to the target audience."

Nihat Tüney

World Plast Hair Coordinator

Protranslate used a search engine optimization-compliant language and sectoral words throughout the entire process of our website localization in 7 languages. Thus, World Plast Hair's website has achieved top rankings in search engines for searches from target countries and the company got the advantage of digital marketing.

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"We are working with Protranslate on translating our catalogues, online marketing content and blog posts into Arabic. Thanks to Protranslate for facilitating our globalization process with professional language support."

Nihat Tüney

World Plast Hair Coordinator

About Protranslate

Protranslate, which provides translation and localization services through its online platform into more than 70 languages worldwide, mainly the countries speaking Turkish, English, Arabic, Spanish and French, it is the largest online language services provider in Turkey and the MENA Region.

Contact



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