

Newgen launches local language portal in China

New Delhi, Nov 16 (PTI) Newgen Software Technologies Ltd today announced the launch of a website in Chinese language to tap the potential businesses of the country.

"With the launch of our local language website, we look forward to reach out to Chinese Banks, Insurance and BPO companies to tap the rapidly expanding domestic software market in China," Company's Vice President- Sales and Marketing Punit Jain said in a statement.

Newgen, which is a leading player in Business Process Management (BPM) and Enterprise Content Management (ECM), aims to access China's domestic market for software, which is valued at USD 50 billion and has grown at an exorbitant pace due to the infrastructure boom in the country.

"The Chinese market has been a tough taskmaster for Indian Software companies. Even as the country makes substantial progress in bridging the English gap, we have realised that going local can overcome a substantial business hurdle as it will enable us to communicate effectively in the economic ecosystem," he said.

He further added, "Our products are Double Byte Unicode enabled and already released in both Simplified and Traditional Chinese languages". PTI