



Annual reports for China: Eight keys to success

The Chinese market offers enormous potential that can only be exploited with professional financial communication. Find out how your annual reports in Chinese can really make an impact, and what critical mistakes you should avoid. Keep scrolling for essential insights!



Why the right translation makes all the difference

China is one of Germany's most important trading partners. A professional translation of your annual report exemplifies the respect and integrity so highly valued by Chinese investors, authorities and business partners.

Poor translations can not only lead to misunderstandings, but also undermine your credibility and thereby jeopardize potential business opportunities.

Observe legal requirements



CSRC conformity

Annual reports must comply with the specifications of the China Securities Regulatory Commission, especially for branch offices or subsidiaries in mainland China.



Accounting standards

In China, the Chinese Accounting Standards (CAS) apply instead of IFRS. Reports based on international standards must be clearly identified as such.



Clear indication

For example: “本财务报告按照国际财务报告准则（IFRS）编制，非中国会计准则（CAS）。” for reports based on IFRS.



Accurate terminology is paramount

Specialized financial terminology

Terms such as “EBITDA” (息税折旧摊销前利润) or “sales revenue” (营业收入) must be translated correctly and consistently. General terminology databases are often unsuitable for financial texts.

Consistency across languages

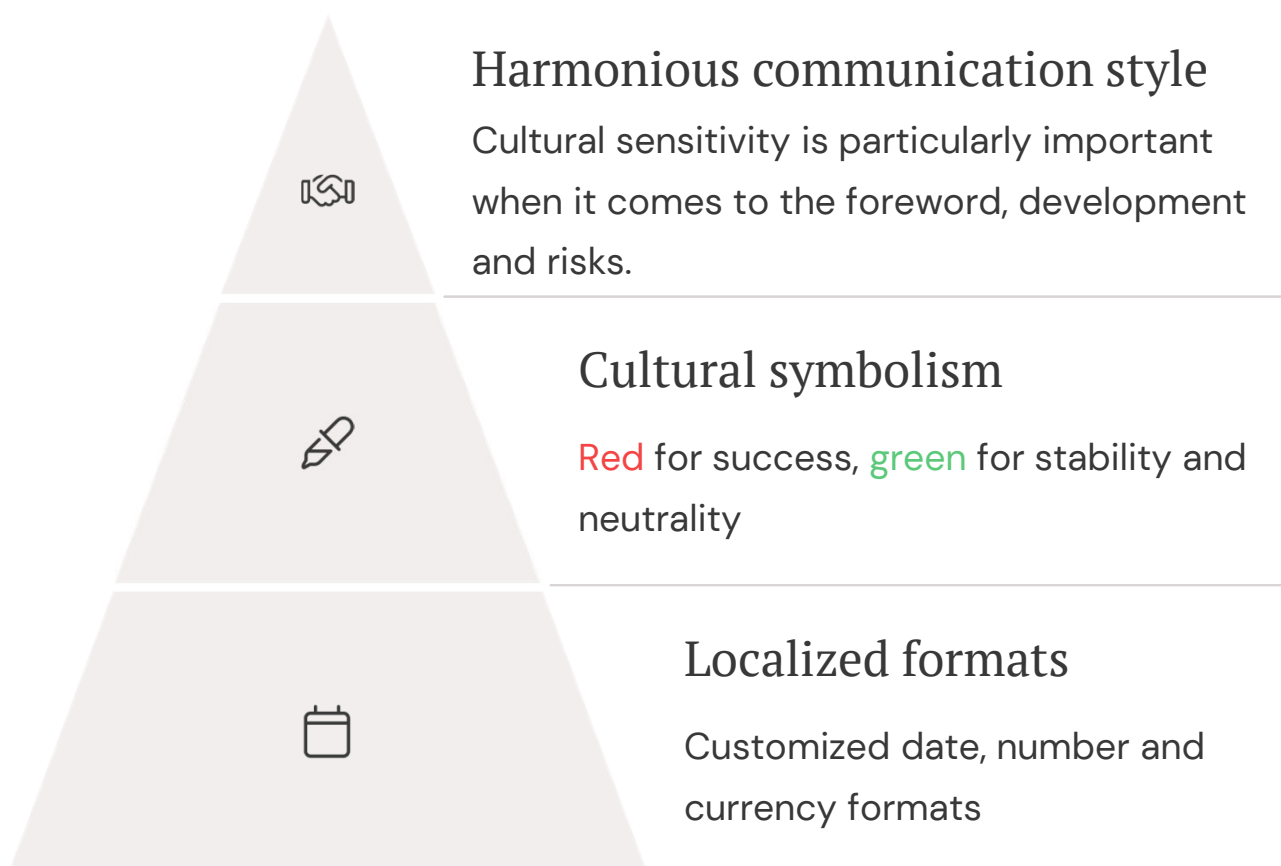
When translating from different source languages, a standardized multilingual glossary is essential to avoid inconsistent terminology.

Recommendation:

Maintain a specialized financial termbase that distinguishes between general and finance-specific terms and takes into account all relevant source languages.

Ensure cultural sensitivity

While harmony, respect and restraint play an important role in Chinese business culture, precision is still at the forefront of financial communication.



Customize layout and format



Consider space requirements

Chinese characters often require less space than German text, which can have an impact on the overall layout.



Number formats

In continuous text: Chinese format with counting units 万 (10,000) and 亿 (100 million). For example: “2023年营业收入为 8500 万元” (Turnover in 2023: 85 million RMB).



Tables and graphics

The international format is often retained in tables. Axis titles such as “Turnover in thousand EUR” must be translated as “营业额（千欧元）” and reformatted if necessary.

Establish a professional process



Hire specialist translators

Work with specialists who have experience in both finance and Chinese business culture.



Create and maintain a glossary

Have consistent definitions for important terms such as “annual loss” (年度亏损) for all documents.



Proofreading by a native speaker

Have the text checked by a native Chinese speaker with specialist knowledge.



Allow for extra time

Always leave enough time for corrections and any layout adjustments.

Quality assurance by means of structured checks

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Evaluation criteria

Style and fluency, terminology, content accuracy, correctness and cultural appropriateness are each rated on a scale of 1–5.

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Levels of checks

Specialist translators with financial expertise, a glossary specific to the company, and proofreading by native Chinese speakers ensure optimum quality.

Structured quality control helps to objectively assess the quality of the translation, identify optimization potential and improve the process for the long term.

A three-stage review process ensures the most accurate translation possible and minimizes the risk of cultural or technical misunderstandings.





The importance of professional translations

A high-quality translation of your annual report into Chinese is about much more than just language – it is a strategic building block for success in the Chinese market. Respecting cultural, legal and linguistic differences raises the bar not only for corporate communication, but also for credibility.

Co-authored by Leinhäuser and Yabylon



Leinhäuser is one of the leading experts in German-speaking countries for strategic communication “beyond translation” and specializes in annual reports, investor relations, business news and corporate publishing. Our translations draw on deep financial expertise and satisfy the stringent requirements of terminology, style and accuracy.



Leinhäuser’s long-standing partner for Asian languages.

As a recognized Asia expert, Yabylon offers specialist translations into all major Asian languages, including Chinese, Japanese and Thai. Industry knowledge and linguistic expertise ensure effective communication on an equal footing.



Are you planning an annual report for the Asian market?

Contact us to discuss how our bespoke language solutions can help.