

## UK Government departments to streamline their language services purchasing

**F**ive UK government departments are aiming to rationalise how they source language services from independent suppliers.

A collaborative initiative is seeking to place single contracts for three elements of work: translation services, telephone interpreting and face-to-face interpreting.

The five participating departments of state are: the Department of Work and Pensions; the Home Office (including Immigration Services); Department of Constitutional Affairs; HM Revenue & Customs and the Office of the Deputy Prime Minister.

The move, if successful, is likely to be seen as a threat to the existing relationships that many small and medium sized translation companies, freelance translators and interpreters currently enjoy with the government departments taking part in the initiative.

Pre-qualifying questionnaires seen by Communicate make it clear that the government departments will only be considering language providers capable of providing UK-wide cover across the

widest possible range of languages and probably round the clock.

According to officials, the vision of the Interpretation and Translation Services Collaborative programme is to deliver 'quality and accessible interpretation and translation services made available across government in a way that is fast, flexible and offers improved value.'

It was clear that when the Department of Health awarded Bowne Global with a telephone interpreting contract in 2004, the intention was to save money and similarly to rationalise telephone interpreting purchasing. At the time the contract was said to be worth £1.5 million rising to around £4.5 million annually. Bowne was taken over by Lionbridge subsequently.

"Some thought that the Bowne contract spelt the end of NHS work being placed elsewhere. However, it soon became evident that local purchasing decisions continue to be made and that there is still an open market for the provision of language services in the NHS," said ATC General Secretary Geoffrey Bowden.

"While some of our larger members and international providers will wish to pursue contracts under the Collaborative programme initiative, the industry view is that the participating government departments will find it hard to find single contractors capable of supplying the round the clock service across the wide range of languages needed."



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*Some of the UK government departments seeking to place single language provision contracts*



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## CILT survey identifies UK translation growth sectors

**S**trong demand for translators in financial and legal services, translators and interpreters specialising in finance, IT and legal services are the busiest in the profession, with demand expected to remain at the same level in the future. It is also predicted that the requirement for language services will rise in both the tourism and public service sectors.

The results of a survey of language and cultural service providers, published by CILT, the National Centre for Languages, highlight the extent to which these business sectors draw on expertise from translators, interpreters, language trainers and cultural-briefing consultants.

The survey shows an overall increase in demand for translation services as well as a growing trend towards localisation and cultural-training services, while



demand for language training is decreasing.

French, Spanish and German are currently the languages most in demand from businesses commissioning language services. Providers registered on CILT's BLIS Professionals database expect Chinese to replace German in the top three and Spanish to overtake French as the most sought-after language.

Isabella Moore, Director of CILT, the

*Isabella Moore, Director of CILT, the National Centre for Languages.*

National Centre for Languages said: "We know that businesses and organisations who invest in language expertise perform better than those who don't. The trends identified in this survey further highlight the value of professional language and cultural services to the business community and the important role they play in supporting the UK economy." [www.cilt.org.uk](http://www.cilt.org.uk)

## Good bye Susan - hello Nora and Alanda

**S**usan Boyd (pictured far right), the Association of Translation Company's Assistant General Secretary of more than a year and a half has left the UK to return to her native Canada.

Part of Susan's role is being taken over by Nora De la Quintana, who some members will have met at last year's annual conference. The remaining areas of Susan's responsibilities, maintaining the Association's accounts, has been taken on by Alanda Board (inset). Like Nora, Alanda was on hand to support Susan Boyd at last year's ATC conference.

"Susan was tremendously efficient and her support of ATC members was greatly appreciated. We will all miss her and wish her every success back in Canada," said ATC General Secretary Geoffrey Bowden.

"Nora and Alanda took on their duties in late January and they have quickly got to grips with the work of the Association and will have been in direct touch with many members."





## A gentle UK recovery

**S**o the CEN standard 15038 for translation providers will now become a reality. After some years of detailed discussion across Europe, ATC members will, from early next year, have the advantage of early certified status, differentiation from lesser companies, and, hopefully, increased sales.

**A**s with all innovations, there will initially be uncertainty and a steep learning curve. Thankfully, as ATC's Liz Robertson has been leading the UK's Mirror Group a comprehensive guidance will be provided to members.

**W**e trust that ITI and CioL will be able to tutor their members so that the whole industry comprehends the implications of this achievement.

**M**embers will be pleased to learn that the final Standard will not require them to review all translations. We can now opt out of review, a previously contentious issue, so long as the client is informed that this non-qualifying method is being adopted.

**O**n the economic front, the UK's Daily Telegraph recently reported that Chancellor Gordon Brown's Britain is rapidly going broke, with household debt growing at +10.2% in 2005 versus GDP at only +1.8%. Public sector finances are "out of control" and the only fix is an increase in tax or a cut in spending.

**T**he reality for translation companies' trading may lay closer to the latest OECD composite leading indicators, which can reflect UK demand some 9 months after publica-

tion. The indicator rose very slightly for the 6 months to December and is stable. Only Italy of the leading nations shows a downward path.

**W**ith no mighty tax rises in the recent UK Budget, we should be hopeful that our industry will continue its gentle recovery.

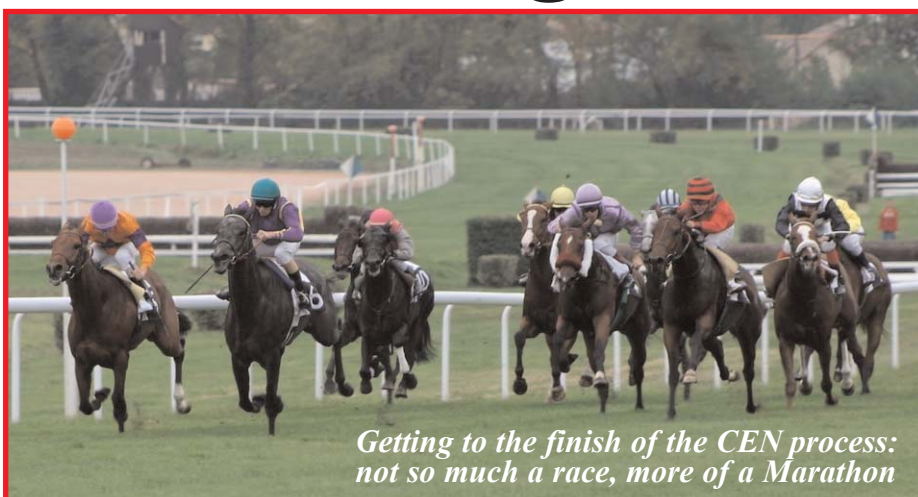
## European translation standard nears the CEN finishing line

**T**he three year journey to develop a European standard for the provision of translation services is within sight of the finishing line.

The vote on the draft standard was announced by the CEN as Communicate was going to press. 23 countries approved the standard, there was one abstention and two countries, the UK and France vote for the standard and submitted comments.

The next stage will be to incorporate legitimate editorial observations. Translations of the English original will be developed and the final standard will be published in around six months from the date of the vote in mid-February.

Individual countries are now turning their attention to the promotion of the standard both to the profession and purchasers. Additionally, approaches to certification bodies are being made.



*Getting to the finish of the CEN process: not so much a race, more of a Marathon*

Commenting, Miguel Núñez Ferrer, who chaired the CEN committee while it developed the Standard said: "It has been a long haul to arrive to the point where the end is, at last, in sight. The

advent of a quality standard for the provision of translation services has been long over due. Its implementation will help elevate the standing of the profession in the eyes of the purchasers."



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## Public sector consortia - opportunity or threat?

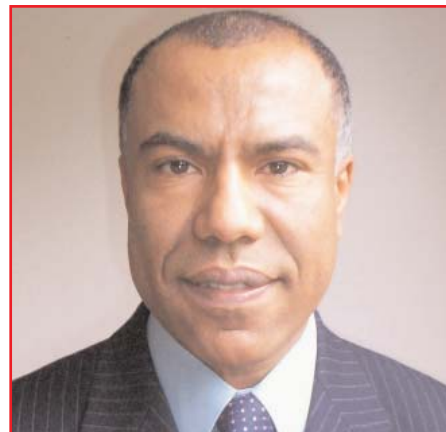
**Are mergers and the trend towards public service consortia aggregating their buying power an opportunity or a threat to smaller companies? Asks Yahia Rezgui, Managing Director, AnswerPoint Language Consulting.**

The US Telephone Interpreting giant Language Line has completed the acquisition of its UK namesake. The transaction was announced in Q4 05 but completion was held up by an investigation by the Office of Fair Trading pending a decision on whether or not to refer the transaction to the Monopolies and Mergers Commission.

The full text of the OFT's decision on reference under section 33(1) given on 13 January 2006 was published on 3 February 2006. The text gives an insight into the way OFT has addressed this issue and translation agency owners/managers would be well advised to read the full text. Copies can be obtained from OFT directly or the ATC.

Bearing in mind that the US giant already owns the National Interpreting Service, this transaction has allowed it to be the dominant force in the telephone interpreting market in the UK by a long way.

In my previous contribution I predicted that such consolidation not only would happen but would actually accelerate. This trend will have serious implications on the ability of ATC members to access the huge and growing market for language services in the public sector. The increased activity in the tendering process and the tendency of public service procurers to aggregate their language services needs and therefore their buying power is creating a situation where very few companies can actually address such tenders. The recent tender for language services to cover the needs of the DWP and a number of other major central government agencies is a perfect illustration of this situation. Needless to say that I do not predict any smaller agencies to



**Yahia Rezgui , MD AnswerPoint Language Consulting**

win this tender either as a whole or any parts thereof!

Unless smaller companies can develop strategies to allow them to be credible competitors to these newly formed giants the majority of ATC members and indeed public services themselves will have to be very watchful of the market reversing into a near-monopolistic climate that will ultimately result in a poor deal for the tax payer.

[www.languageanswerpoint.co.uk](http://www.languageanswerpoint.co.uk)

### Best practice Satisfying and retaining your clients

**Did you know that the cost of acquiring a new client is five to seven times greater than the cost of retaining an existing one? While it clearly makes good commercial sense to look after clients well, sales activities are more often focused on winning new business and client care is not always given the attention that it deserves.**

However, research on client care and client satisfaction within the professional services sector reveals that translation companies should never forget that 'a bird in the hand is worth two in the bush'.

#### Keeping them happy

Even if you are a small business with limited resources, you should have a rudimentary client care programme in place. The baseline for this will be rigorous client service standards aimed at giving clients a responsive, reliable, efficient and courteous service at all times. The next priority is to enable and encourage regular client feedback. Your programme should also include client activities such as seminars, newsletters and white papers to provide useful and relevant business information.

Good client care should make it easier for you to sell additional services at little opportunity cost to your business and encourage clients to become your advocates in the marketplace. It will also help to identify at an early stage any clients who are silently unhappy with your services so that you can take pre-emptive or

## Investing in existing clients pays off

**says Monica Basting, Assistant Director, Linguistic Services at ATC members Wordbank**

remedial action.

#### Surveys and audits

Each year we undertake a number of satisfaction surveys and quality audits. These include client satisfaction surveys for both our 'commissioning' clients and local approval contacts; creativity and quality audits of a wide selection of translations; and even linguistic supplier surveys to monitor what our translator network think of us as clients. Together these help to give us a 360°

difficult issues with an impartial third party.

We also use email questionnaires and automated online surveys for larger scale research where we are seeking quantitative evidence of improvement. For the creativity and quality audits, the independent assessors undertake detailed scrutiny of completed translations in around 40 languages.

#### Adding value to our client relationships

As localization can be a complex process - particularly when it involves file engineering, multiple language typesetting, and interactive and online media such as DVDs and websites - we try to keep our clients up to date with relevant technical and strategic developments. These include new content management technologies, translation and workflow tools, design and internationalization guidelines, market trends, and strategies for developing global websites and other multilingual communications collateral.

We invite our clients to attend web seminars (webinars) from the comfort of their own desk and we send them white papers on topical issues and newsletters with client stories and service developments to aid their understanding of how to achieve effective multicultural communication.

We never forget that, while we are only ever as good as our last project, our goal is to build long-term relationships with our clients that are rooted in trust, respect and understanding of each other's business. [www.wordbank.com](http://www.wordbank.com)

### Did you know?

- ◆ Only four per cent of clients with problems actually complain
- ◆ Clients with a problem will eventually tell nine other people
- ◆ Very satisfied clients tell five other people about their good experience
- ◆ It's not good enough to be 'good' - clients who rate their suppliers with a 'good' score are six times more likely to change than clients who rate them as 'excellent'

perspective of our performance as well as demonstrating our genuine commitment to providing high standards of translations and service. We always use independent consultants and assessors to undertake the research and the techniques include a mix of face-to-face and telephone interviews that allow the interviewer to probe into the underlying reasons behind answers and give the interviewee the opportunity to discuss any

# Getting your terms and conditions right in the first place avoids tears later

**A**lways remember that your standard terms are your contract to supply - the rules of contract law apply. It is therefore important to ensure that your terms are current, enforceable and comprehensive. Having them drafted by a specialist lawyer and reviewed regularly is always the best way of ensuring that your contract terms provide for the best business protection, says Carl Hackman, Director of CCI Legal Services, the ATC's preferred debt recovery agency.

Broadly, your terms ought to achieve the following objectives:

- ♦ Clearly state the intentions of the contracting parties.
- ♦ Set out a timetable for delivery and payment.
- ♦ Protect the rights of the contracting parties in the event of a failure of a party to perform
- ♦ Provide for a regime of dispute resolution.

## GENERAL PRINCIPLES

### LINTENTIONS

- Identify the contracting parties.
- Clearly define what product or service is being supplied and at what price.
- Limit the right of the other side to dispose of or sub-contract their obligations under the contract.
- Ensure that the person who purports to be acting on behalf the contracting party has the authority to do so.

### 2. INVOICING

- It is generally desirable to invoice immediately upon supply.
- Incorporate that intention into your contract terms so there can be no misunderstanding about credit periods later on.
- Remind the customer of the repayment terms and return of goods clauses on the invoice.

### 3. CLARITY

Ensure all parties are clearly identified. Do not confuse consumers with commercial entities - they have different rights.

## DELIVERY

Specify:

- ♦ Where the goods are to be delivered
- ♦ Who is responsible for delivery costs
- ♦ If possible ensure that the time of delivery is not "of the essence" (otherwise the customer can cancel)

## PAYMENT TERMS

- ♦ Specify when payment is to be

made.

- ♦ Include discounts for early payment.
- ♦ Exclude the right of "set off".
- ♦ Include an acceleration clause - in the event of failure to pay one invoice you can include payment for invoices not yet due within the claim on the unpaid invoice.
- ♦ Entitle yourself to cancel current orders if payment is withheld for any single order.
- ♦ Include penalties for late payment (fixed fees and interest are both permissible. Once a payment is overdue then interest can be charge on all commercial debts.
- ♦ Claim interest under the Late Payment of Commercial Debts (Interest) Act 1998 (Currently running at 12.5%)
- ♦ Claim fixed debt recovery fees under same Act.

The fixed fees are:

- £40 for debts under £1,000
- £70 for all debts between £1,000 and £10,000
- £100 for all debts over £10,000

Clauses providing the right to claim interest and fees can be incorporated into the contract and when they are the late payment legislation will not apply. So when is payment late?

Where there is an agreed credit period, and the supplier has agreed, either in writing or orally, a credit period with the purchaser, the payment is late if it is made after the last day of the credit period.

If no credit period has been agreed, then the LPCD(I)Act 1998 sets a default period of 30 days after which interest can run. This default period does not constitute a statutory credit period. Where no credit period is agreed in a contract, the principal debt will still become due from the moment the goods are delivered or the service performed.

The 30 day default period starts running from whichever of the following is the last in time:

- ♦ The delivery of the goods or the performance of the service by the supplier; or
- ♦ The date upon which the purchaser has notice of the value of the debt.
- ♦ A payment is late once the agreed credit period or the default period has expired.

## RETAIN TITLE

- ♦ Include **RETENTION OF TITLE CLAUSES** - protect the ownership of your product until payment has been

received. Ensure your customers understand that you retain ownership until payment is made in full. This may increase your chances of repossessing any unused stocks of your products held by an insolvent customer.

An example of such a clause might be:

**"We reserve the rights to the invoiced goods until full payment is received. It is only then that the title of those goods may pass between the parties."**

- ♦ Include an **ALL MONEYS CLAUSE** holding on to title until monies are paid under all contracts.
- ♦ Include a **STORAGE CLAUSE** which prevents title passing upon delivery until goods are paid for
- ♦ Include a clause which protects any intellectual property in your product.

## FAULTY GOODS

- ♦ Include a clause limiting your liability for consequential losses in the event of delivery of faulty goods.
- ♦ Include a proper procedure for the reporting and exchange of faulty goods.

## INTERNATIONAL TRADE

- ♦ Ensure that the English legal system is used to interpret the contract and that disputes will be resolved by an English court.
- ♦ The International Chamber of Commerce has developed a system of "incoterms", their purpose is to provide an internationally recognised vocabulary of terms designed to promote clarity and eliminate misunderstanding. Wherever possible they ought to be used when trading overseas.

## BUYER BEWARE

This is very brief guide as to the areas your standard terms ought to address. It is always advisable to have your contract drafted by a specialist lawyer and reviewed at regular intervals.

***This article refers to laws applicable in England and Wales - you should always seek local legal advice before developing your terms & conditions***



**This is the second part of three articles about credit risk management to be published in Communicate. CCI Legal are the ATC's preferred providers in this important area.**

Part 3 is intended to deal with the measures available should parts 1 and 2 fail: **LITIGATION AND COLLECTION**

[www.ccilegal.co.uk](http://www.ccilegal.co.uk)

# Translators could help to bridge the divide between the Muslim and Western worlds says ATC member



Sahar H Moussly

**D**o bi-lingual, multi-lingual, multi-cultural educated individuals have a role to play in bridging the gap between cultures? Asks Sahar Moussly, Executive Director of overseas ATC member, Trans Gulf Management Consultants.

It's a question that I have repeatedly asked myself; especially after witnessing the controversy and rage caused by publishing the caricatures depicting Prophet Mohammed in Jyllands-Posten Danish newspaper.

The crux of the problem is that the two parties are locked in their own worlds, oblivious of the cultures that exist on the other side of the hemisphere.

In a globalised world, each party is refusing to acknowledge the other or see the other side of the coin. The gap is growing between East and West and there is an inherent failing to take steps to correct this situation.

Press coverage didn't help create understanding. If anything, it mirrored the gap and served in the end to fuel more. It is about bridging the gap of East and West, which is due to cultural, social and religious differences added to by the language barrier.

Language as a means of communication is the easiest of these tools to use (at the immediate stage) to help bridge this gap hence it is up to translators who by nature of their job must understand and

appreciate cultural, religious and social differences which affect the languages- the tool they work with on a daily basis - therefore they are by default the only key to solving this problem.

We, the educated translators who understand very well the mosaic that makes

to understand people of the East and Far East and debate issues with sensitivity.

We can avoid all the negative destructive consequences if only the lay man in the Middle East were to understand the importance of freedom of speech for a Western journalist. Similarly, if the

Danish journalist had understood the likely Muslim reaction to the publication of those cartoons, a great deal of anger, rage,

violence may have been avoided. Instead their appearance was seen as a Western publishing interest attempting to teach the Muslim world a lesson in bending to Western cultural values.

I wonder if that Danish newspaper understood how easily publication of such material could be used for manipulating the masses in the Moslem world and turning many against anything Western.

It is time for honest people sitting on top of the decision-making pyramid to utilise the art of words, and benefit from the capabilities of translators to avoid hostility, aggravation, hatred and violence and prove Huntington's theory as a wrong one when he spoke of the Clash of Civilisations!

[www.transgulfme.com](http://www.transgulfme.com)



*The cartoons published by Jyllands-Posten's sparked demonstrations and riots around the world*

the world, who master the art of words and cultures; have a duty and a key role to play. Through professional bodies such as ATC, we have to try and convince the political decision makers, multinational companies and international organisations to see that it is time to budget for more translation projects to be commissioned into Middle Eastern and Asian languages. It is through introducing the people of the Middle East to the true flavour of the Western culture and education that the West can win the hearts and minds of the people. On the other hand, only translated books from Middle Eastern languages into English and other western languages can introduce the West to the meaning of Eastern culture and make them understand and see all the colors of the spectrum, and enable the decision makers in the West

companies throughout Europe including, but not limited to, the European Union. ELIA also intends to establish relationships with colleagues and associated organisations from other parts of the world, with the aim of making the voice of the translation industry heard worldwide. It also aims to share information, provide a forum for networking, and promote the concept of ethics and quality standards throughout the industry.

ELIA is seeking to attract translation companies and organisations that share the same values to participate in the association ([www.elia-association.org](http://www.elia-association.org)).

For further information please contact the President of ELIA, Roberto Ganzerli (pictured right) at [roberto.ganzerli@elia-association.org](mailto:roberto.ganzerli@elia-association.org)



## News

### New association launched in Europe

**E**LIA - the European Language Industry Association - has been launched.

According to the newly elected President of ELIA, Roberto Ganzerli, the new Association is committed to representing the best interests of companies or organisations active in Europe in translation, interpreting, and localization. The association aims to become the umbrella organization for professional translation

## New grouping in Wales

The translation industry in Wales is getting itself organised in the form of a new industry association for translators working in any combination of languages. The third branch - South Wales - recently held its inaugural meeting in Cowbridge, Vale of Glamorgan. Branches in north and mid Wales have already been established.

The new organisation - called Translation for Business Wales/Cyfieithu i Fusnes Cymru - brings together businesses located in Wales ranging from individual professional translators and interpreters to translation companies. They provide translation and interpreting services in a wide range of world languages from Arabic to Zulu, including European languages. Some members may offer other related international communications skills, such as localisation (adapting a text to another country's culture and context, which is very important for international marketing and advertising), website translation and cultural awareness.

All members of the association must adhere to a professional code of conduct which upholds standards of competence and practice.

TFB Wales aims to promote best practice in the industry by benchmarking efficient working methods. The result will be better translation businesses that will of course provide a better service to their customers.

"TFB Wales provides a focus and contact point for translation businesses located in Wales," says Peter Barber, Chair of the association.

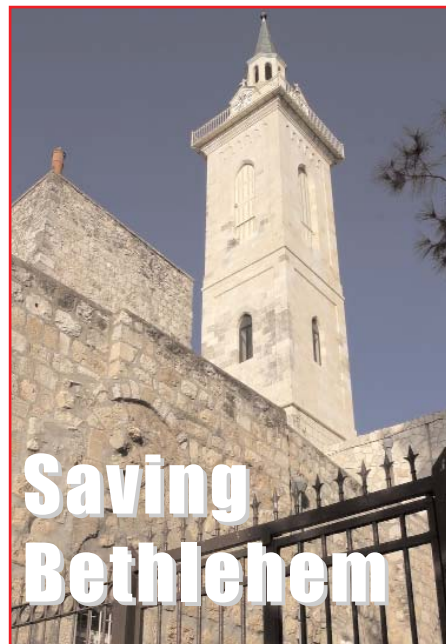
**B**remen based LÓPEZ-EBRI has successfully launched its new trademark, MedDOC®.

With the creation of this independent division, the company plans to build on its expertise in the fields of medicine and medical technology.

Wolf Freise, the head of marketing at LÓPEZ-EBRI, sees great potential in this latest step: "When it comes to medical translations and documentation there is an increasing demand for expert know-how. Compared to everyday medical vocabulary, with a total of around 5,000 terms, for high-quality, specialist translations in this field around 500,000 terms are required."

The goal of MedDOC® is to combine the Group's high translation standards

"We look to provide, for our members, a local source of continuing professional development and, for clients, a means of finding good and reputable translation and interpreting resources here in Wales," Barber adds.



**S**pecialist PR agency, Raitt Orr, launched a campaign last Christmas to draw the world's attention to the plight of Bethlehem. ATC members TransAction were able to lend their support to this campaign, which has been established to preserve the city of Bethlehem, a unique heritage for the world.

According to Raitt Orr, Bethlehem resembles a prison town surrounded by a concrete wall. The Israeli army have been instrumental in dramatically reducing Bethlehem's borders. The parameters of the City have been pushed back by the expansion of illegal settlements in a ring-like formation around the city, on land confiscated by force or acquired by coercion from inhabitants of the City. These settlements do not take into consideration the rich heritage of the City or the beliefs and wishes of the inhabitants. The result has been the exodus of

Bethlehem's Christian families, with over 400 permanently leaving the city since 2000.

As the City has declined the number of tourists visiting the city has been reduced by 90%. *Open Bethlehem* aims to transcend this man-made disaster with a positive advocacy campaign. It pulls together a collective of institutions, including the Bethlehem Heritage Centre Bethlehem University and The Holy Land Trust who are all committed to raising investment in the City and positively impacting on its future.

TransAction were called upon by Raitt Orr, the facilitator for the project, to translate the briefing document into French, for use by all parties involved and for external communication to the media. Maryline Tergella, Project Manager at TransAction Translators, comments:

"We have worked with Raitt Orr on numerous occasions and always find their projects of great interest. In this instance it has been gratifying to assist in raising awareness of the *Open Bethlehem* project so that people from around the world can join the debate."

## EU interpreting and translation cost out of control

**A**ccording to a report in the *International Herald Tribune*, EU interpreting and translation costs are spiralling out of control.

In another example of the European Parliament's excessive spending, costs of interpretation and translation in an expanded EU are spiralling out of control, according to a separate draft report from the legislature's budgetary control committee. The committee said it is "very concerned" that nearly €26 million, or \$31 million - 16 percent of the €163 million spent on interpretation - is used to hire translators who are on call or sitting idle.



Translation activities at medDOC® involve close cooperation with experts

with 40 years of expertise in the fields of medicine, medical technology and pharmaceuticals. LÓPEZ-EBRI were pioneers of quality management becoming the first translation company in Germany to

be certified to the quality standard DIN EN ISO 9002 in 1995. Customers include Philips Medical Systems, Karl Storz Endoskope and Straumann Dental Implant Systems. [www.meddoc.com](http://www.meddoc.com).

## New board for Greek association

**A** new Board of Directors was elected at the recent AGM of the Hellenic Association of Translation Companies held in Athens at the end of February.

The new board consists of:  
 Penny Marinou - President  
 Odile Brehier - General Secretary  
 Katerina Zisimou - Vice-President  
 Despina Chrysaffi - Special Secretary  
 Giannis Manitaras - Treasurer



*Penny Marinou elected President of the HATC*

The Greek association has recently approved applications from two further companies bringing the number of HATC members to 23.

As a part of its continued drive to attract further new members and to educate the buying public the HATC now has a website ([www.pasmee.gr](http://www.pasmee.gr)) which is in Greek only at the moment but will soon appear in English too. Information appearing on the website includes criteria for membership, members, news, useful addresses and useful information for purchasers of translations.

## Milwaukee conference for ALC

**T**he Association of Language Companies (ALC) is gearing up for its 4th Annual conference, to be held in Milwaukee, from 20th June till 24th June.



*The city of Milwaukee awaits ALC conference-goers*

According to ALC President, Susan Robinson, the US association is planning an outstanding programme, focusing on how to envision the future of the industry and translation companies, and then how to take them to the next level of productivity and profitability.

This much-anticipated conference, three days of incredible programming and networking opportunities, pre-conference workshops, and will end with a gala dinner event on Saturday night.

For further information visit:  
[www.alcus.org](http://www.alcus.org)

## University of Surrey short course

**S**urrey University's 23rd residential, international short course for translators taking place Monday June 19th-Friday June 23rd 2006, will look at a number of new developments in important sectors of economic life.

The course will consist of seminars led by leading experts in all the specialist fields. As always, there will be accompanying linguistic and terminological lectures dealing with related language issues, also offered by experts in the field. Subjects discussed will include:

- ♦ Recent Developments in Corporate Taxation
- ♦ The Regulation of Financial Services
- ♦ Trends in the Insurance Sector
- ♦ New Developments in the European Energy Sector; Oil, Gas, Electricity, Nuclear and Alternatives
- ♦ New Developments in Air Transport
- ♦ The Language of Finance
- ♦ Language and Power

For further information contact:  
 Gillian James, Short Course Administrator, Centre for Translation Studies Department of Culture, Media & Communication Studies School of Arts, Communication and Humanities, University of Surrey Guildford, Surrey GU2 7XH United Kingdom. Or email her on:  
[g.james@surrey.ac.uk](mailto:g.james@surrey.ac.uk)

## PASS appoints Middle East reseller

**N**et-Translators, a leading provider of translation and localisation services, and PASS Engineering, the software localisation company, has announced that they have joined forces to deliver integrated localisation solutions to the Middle East.

The PASSOLO/Net-Translators alliance addresses a number of issues and challenges in the Middle Eastern marketplace, such as the convergence of development and translation departments and the resulting demand for more integrated solutions, but also the increasing use of advanced development technologies in this part of the world.

This new alliance marks a further step by PASS Engineering to offer qualified solutions to the world markets. Successful partnerships are already in place with Sinometrics for North America, Skrivanek for Central and Eastern Europe, and with Euro-Far East for the Asian marketplace.  
[www.passolo.com](http://www.passolo.com)

## SDL Trados 2006

**S**DL International has announced the release of SDL Trados 2006. The new package is said to provide integrated terminology management, sophisticated quality checking, flexibility in choice of translation editing environment and customer-driven enhancements such as support for OpenOffice and TMX, all in a single product with a single license key.

SDL Trados 2006 offers the choice of Translators Workbench, TagEditor and SDLX editing environments. It includes new support for Quark, InDesign CS2 and Java files to supplement its already comprehensive file handling capabilities. Integration with SDL MultiTerm provides powerful terminology lookup and search functions to ensure adherence to corporate terminology and reduced translation time. Existing and new translations can be more easily reviewed and cleansed using the enhanced QA checking in SDL Trados 2006.  
[www.sdl.com](http://www.sdl.com)

# Communicate



The official newsletter of  
the Association of Translation Companies

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