

The official newsletter of the Association of Translation Companies

BOWNE TO BE AWARDED UK HEALTH SERVICE CONTRACT

A multi-million pound contract to supply the NHS with translations and interpreting services is expected to be awarded to Bowne Global Solutions.

An announcement that the US language specialist has won the contract, said to be worth £1.5 million annually initially, is expected shortly. It is understood that the Department of Health are committed to expanding the value of the contract over the next three years to £4.5 million annually.

The contract will be administered through NHS Direct, the NHS's interactive telephone and web-based help service.

Insiders in the translation and interpreting professions estimate that every month the NHS requires more than 100 languages, while individual trusts could require around 40 languages to be either translated or interpreted.

There has been a delay announcing the contract, while detailed negotiations are being conducted between Bowne and the Department of Health.

John When, chairman of the Association of Translation Companies, said:

"While a centralised contract may sound attractive to the Department of Health, many NHS Trusts will have established long term relationships with excellent local and national providers, which will now be jeopardised."

"I am not surprised that the fine detail negotiations with Bowne are taking sometime to resolve. As a US provider they might be unaware of the numerous peripheral languages required by NHS organisations and this could prove to be a sticking point for them."



John When: unsurprised that final details of the negotiations between Bowne Global and the UK's Department of Health are taking so long to resolve

Bowne Global Solutions, whose European headquarters is in Dublin, hit the headlines in 2001 when it acquired the worldwide Berlitz group for £70 million.

IoL launches bid for Royal Charter

The Institute of Linguists is set to launch its bid for Chartered Status.

The Extraordinary General Meeting of the Institute's membership held at Novotel (London Bridge) on Saturday 6 March 2004 passed by an overwhelming majority the special resolution "That this General Meeting instructs Council of the Institute to petition Her Majesty in Council for incorporation of the Institute by Royal Charter according to the draft Royal Charter and By-Laws hereby adopted".

The voting figures were

313 in favour, 3 against, and 1 abstention (including proxies). The total number attending was nearly 100, of whom voting members numbered 60.

The Institute has spent an estimated £10,000 in legal fees preparing the submission to the Privy Council, which has yet to appear in the official notices published by the London Gazette.

Reaction to the bid has prompted much debate within the profession in the UK and has received a mixed reception so far.

"We await to see the offi-



President chairing the meeting (l-r Henry Pavlovich, Chief Executive, John Mitchell, President, Keith Moffitt, Vice-Chairman, William Hedley, Company Secretary).

cial notice of the London Gazette, before deciding on an official response from the Association," said John

When, Chairman of the ATC. The ITI is expected to make an official response as well.



The eCoLoRe project to develop training resources for those involved with eContent localisation work has gone 'live'.

The project, led by the University of Leeds' school of Modern Languages and Cultures Centre for Translation Studies and funded by the EU, launched on 14th May.

Speaking about the project Professor Tony Hartley, Director of the Centre

E-content translation project goes 'live'

said: "Because Translation Memory products provide a wide range of sophisticated tools, intensive training is required to enable translators to become proficient users. Training needs to be in a real-world context working on translation projects using translation memories and electronic dictionaries. These translation memories are specialised resources which are generally built up by companies, organisations and individual translators over the years. They are not supplied with Translation Memory products."

In fact, according to Professor Harley, this specialisation is one of the core strengths of these systems, since it ensures they always provide fully customised and therefore entirely appropriate support. On the other hand, it means that large translation memories in a wide range of subject areas and language combinations are not generally available to trainers.

"The eCoLoRe project has identified this lack as one of the major reasons

for the current skills shortage in eContent localisation. It aims to change this situation radically by building up a complete collection of these training resources and making them freely available from the eCoLoRe website. The eCoLoRe project will also undertake pioneering work in developing course materials to help make this technology readily understandable and easy to learn. The resultant teaching materials will be made available on the eCoLoRe website.

"Thanks to these eCoLoRe initiatives, trainers and teaching organisations will be able to use resources that would otherwise be too costly to generate or acquire, international companies and organisations will gain the skilled specialists they require, and translators will benefit from increased training provision for tools that can help them work more productively and market themselves more effectively."

Canada brings the translation world together

Representatives of more than 20 language trade associations from North America and Europe participated in an unprecedented 'Meeting of the Minds' in Montréal, Canada. The result, an international Council made up of nearly three-quarters of the world's membership associations and conference organisers for the language services industry. The group spent the day discussing the major issues facing translation and localization suppliers that support international and multi-lingual communications, software and product localisation, and interpretation at companies and governments.

The Council promises to get all stakeholders working toward industry crystallisation. The members of these organisations have long recognised the need for joint marketing, conferences, and a common front in defining and growing the industry. The leaders resolved to issue a Memo of Understanding outlining common goals. The Council also set up task forces to create a framework for future cooperation and develop a website where all participants will be listed. The Council also discussed co-locating and co-organising events to limit the number of duplicative conferences. Each task force includes representatives of three to four of the participating associations.

The group also resolved to contact other associations and conference organisers that were not present to bring them into the Council. The Council will meet in San Francisco on June 21, 2004 to continue the work it started in Montréal.

For more information contact the hon-

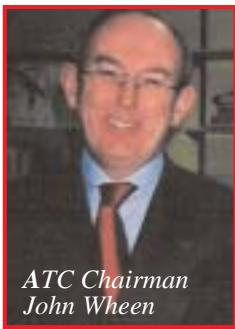


Council founder members pose for the record

orary chairperson of the Council, Maryse Benhoff, at info@accti.ca.

Participants:

- ACCTI (www.accti.ca) Association of Canadian Corporations in Translation and Interpretation (Canada)
- AILIA (www.ailia.ca) Language Industry Association (Canada)
- ALC (www.alcus.org) Association of Language Companies (USA)
- ATA-TCD (www.ata-divisions.org/TCD) American Translators Association - Translation Company Division (USA)
- CSA (www.common senseadvisory.com) Common Sense Advisory, Inc. (USA)
- CSN (www.clientsidenews.com)
- ClientSide News LLC (USA)
- EUATC (www.euatc.org) European Union of Associations of Translation Companies representing 13 associations, including:
 - Hellenic Association of Translation Companies (Greece)
 - Association of Hungarian Translation Companies (Hungary)
 - Federazione dei Centri di Traduzione ed Interpretariato (Italy)
- APET-Portuguese Association of Translation Companies (Portugal)
- ACT-Spanish Association of Translation Companies (Spain)
- CNET-National Chamber of Translation Companies (France)
- ATC - Association of Translation Companies (UK)
- Belgian Quality Translation Association (Belgium)
- ATA - Association of Translation Agencies (Netherlands)
- QSD - Qualitätssprachendienste Deutschlands (Germany)
- SKTOL - Association of Finnish Translation Companies (Finland)
- AETC - Association of Estonian Translation Companies (Estonia).
- GALA (www.gala-global.org) Globalization and Localization Association (USA)
- GMS (<http://www.global-conference.com/>) Global Meeting Services, Inc. (USA), representing
- TILP (www.tilponline.org) The Institute of Localisation Professionals (Ireland)
- Unicode (www.unicode.org) Unicode Inc. (USA)
- LISA (www.lisa.org) Localization Industry Standards Association (Switzerland)



Message from the Chairman of the Association of Translation Companies

The Association is represented on a Working Party creating a CEN standard for translations practices in Europe. The CEN group met in London for two days at the beginning of March, preceded by a one day meeting of the EUATC.

The Presidency of the EUATC is due to change in 2005 and the current Vice-President, Alfredo Spagna of the Finnish ATC was elected as the next President. We must congratulate our own Vice-Chairman Liz Robertson (of Robertson Languages), who was elected next EUATC Vice-President.

Liz's election comes at a critical time for the UK Translations Industry. The CEN standard is likely to have a substantial impact on the way that many of us operate. A critical factor will be that to achieve accreditation, members may need to have a third party bilingual "review" (effectively proof-reading) of nearly all work. This could be advantageous in differentiating ATC members as premium suppliers, but will mean changes in working practices for many. At least, with ATC help, there should be time to implement changes in practice before clients start to require accreditation from their translations' suppliers.

The ATC's recent straw poll of members' trading conditions concluded that business prospects were improving. According to Chris Peacock, the futurologist who spoke at our November conference, the UK economy should improve from June.

Members certainly need encouragement, given the dark days we have been through since the build-up to the Iraqi war. And yet there remain some very real issues.

The IOL for example, are promoting themselves as a translations company via "Institute of Linguists Language Services Ltd.". Linked to their prospective application for a Royal Charter, they could gain significant stature as a competitor.



IOL Director and Chief Executive Henry Pavlovich has said that the IOL translations company has more interest in language training than translations and that ATC Members shouldn't be too concerned. We shall however, continue to seek assurances. Suppliers who compete for their clients' business cause ill-will and client reaction.



EUATC officers, left to right: Enrique Ebri-Lopez, Treasurer, Miguel Nunez-Ferrier, President, Alfredo Spagna, Vice President



The ATC's Liz Robertson was elected as the Vice President in waiting of the EUATC at the London meeting in March.



EUATC members line up for a group photograph at its London meeting. Seated (left to right) are: Enrique Ebri-Lopez, EUATC Treasurer, Miguel Nunez-Ferrier, President and Alfredo Spagna, Vice President.

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TransAction celebrate twenty years in business

AT C members **A**TransAction Translators have recently celebrated their 20th anniversary.

The Sheffield translation agency were established in 1983 as a co-operative when a group of local interpreters and translators identified a gap in the market. 20 years on TransAction are busier than ever, so much so that they have recently employed Suzi Tate in the office so they can



TransAction's Daniel Collis

try to keep up with the demand for their services.

Daniel Collis, project manager for TransAction Translators commented on this recent appointment: "Suzi will be a wonderful asset to TransAction Translators and we are very pleased to have her working with us. We have been so stretched in the office over the past six months it is quite a relief to have a new pair of hands to share the workload."

TransAction Translators Ltd have developed beyond recognition since their inception in 1983. Over the last decade TransAction

Translators have continually reviewed their organisational processes, to ensure that their customers get the best care available. They use a large bank of freelancers, so they can select the individual who has the best experience for dealing with each particular project. Stringent quality control procedures are in place to ensure that projects are completed with the quality that clients have come to expect from TransAction Translators.

Aston University establishes Centre for translation training and research

Aston University in Birmingham has developed as a centre of translation training and research. Translation programmes are taught at undergraduate (BSc) and postgraduate (MA) level in the School of Languages and European Studies. The School is recognised as one of the UK's leading Schools for the integrated study of language and society, with a score of 22 out of 24 for the quality of its German and French programmes in the Government's 1998 Teaching Quality Assessment," said Dr Christina Schaeffner, Director of Postgraduate Programmes at the Aston University. We also provide research opportunities leading to a PhD, we regularly welcome visiting scholars from all over the world, and we organise conferences and workshops on a regular basis. The BSc and MA programmes were launched in 1997 with an International Conference 'Developing Translation Competence'. Research is co-ordinated by the Institute for the Study of Language and Society (ISLS), one of the research centres in the School. In the 2001 Research Assessment Exercise the School achieved a '5' rating, which means that its research activity is recognised as being of outstanding international quality, and demonstrating research strength in both breadth and depth. Our IT facilities also contribute to the high quality of our courses.

Aston was the first university in England to offer a specifically-designed translation programme at undergraduate level. The BSc in Translation Studies is available with German and/or French; and from 2004 with Spanish. "We offer a four year programme, including an integrated year abroad, which students may spend at a university, or in a placement, including placements with companies' translation departments in



A centre for the study of translation training and research established at Aston University

Germany or France. The programme enables students to acquire a thorough grounding in the theory and practice of translation as an academic discipline and as a profession, i.e. learning what, why and how."

Dr Schaeffner, added:

"Our School's taught postgraduate programme MA Translation in a European Context is available either full-time (12 months) or part-time (2 years). The programme links the development of expertise in advanced translation skills (especially in the domain of political, journalistic, legal and business texts) with critical discussion of theoretical aspects of translation. In addition, the programme encourages the development of an extensive understanding of European integration. Students proceeding to the MA, after successful completion of the taught modules, write a dissertation, based on supervised study and research. Students who do not wish to write a MA dissertation can take a PgDiploma.

"We currently work with English and French and/or German. We also plan to introduce, from 2005, a non-language specific MA for speakers of other languages.

The programme offers a thorough grounding in research methods and is also a route to PhD research.

"We are currently interested in exploring possibilities of arranging placements for students in UK translation companies," she concluded.

For more information, see Aston's website:

<http://www.les.aston.ac.uk/trans/> (for the BSc programmes)

<http://www.les.aston.ac.uk/translationeuro.html> (for the MA programme)

<http://www.les.aston.ac.uk/isls.html> (for information on the research programme)

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Pass Engineering supports universities

Pass Engineering, the Bonn based provider of visual localization tools and technologies, has been continuing its policy of supporting universities and colleges.

Colleges and Universities throughout Europe and North America received support from PASS Engineering in February - this time with a package containing a collection of localization files for use as teaching and test samples. In addition to the binary program files, the sample

package also included the complete language resources and other application source code files. The package thus provides access to a complete application development project.

The feedback from the educational institutes was unanimously positive. Prof. Ute Seewald-Heeg from the Hochschule Anhalt (Academy of Applied Sciences) commented: "With these new localization samples we can add even more facets to our PASSOLO training phase." The director of the postgradu-

ate course on Software Localization at the SDI (Language and Interpreting Institute) in Munich, Michel Décombe, reported: "It's quite difficult to find suitable material for our localization courses. I was thinking about contacting the Heise Publishers to discuss the conditions for using some of the freeware applications from their magazine inserts. But this is a much better solution. Perfect!"

With this contribution, PASS Engineering continues its tradition of academic collaboration. "Supporting the academ-

PASSOLO
PASS SOFTWARE LOCALIZER

ic community is something we have been committed to for a long time," says Florian Sachse, Managing Director of PASS Engineering. "We see it as an opportunity to promote the study of localization tools - and of course we welcome the sensible and creative feedback from this community."

Further information on PASS Engineering and the PASSOLO localization suite is available at www.passolo.com

TM SYSTEMS unveils new interactive website

TM SYSTEMS, creators of the industry's Emmy Award Winning language translation, dubbing, subtitling and closed captioning system, the only fully integrated, digital language localization system available, has unveiled its' new, interactive website at www.tm-systems.com.

"The TM SYSTEMS software has global applications as it functions in all languages and with any character set. It was therefore imperative that the site be interactive, to be able

to provide ongoing data to our worldwide, multiple time-zone client base. This was the catalyst for the implementation of this very exciting 'support' system", company Chief Technical Officer, Carlos Contreras, explained.

With user-approved access to Users Manuals and upgrades; scheduled "live" conversations with the CTO and R & D departments; Q & A sessions; FAQ pages for each individual software module; first looks at

new product upgrades and introductions; the ability to interact with fellow users around the globe; the availability for TM SYSTEMS TranStation translators to "advertise" their language pairings and specialties to TM SYSTEMS global localization facilities; opportunities for TM SYSTEMS dubbing and subtitling vendors to offer their services to "linked" facilities around the world; and much more, the new TM



SYSTEMS website is certain to start a trend among fellow technology companies.

The launch of the new TM SYSTEMS website coincides with the company's strong "NAB" promotional thrust and the introduction of the new generation, DubStation II full screen display MPEG-4 Hi - Res Images module (dubbing studio).

Further information on TM SYSTEMS visit www.tm-systems.com

Spring offer from Trados

TRADOS has launched a promotional campaign for TRADOS 6.5 for language service providers and freelancers, offering customers significant discounts and upgrade savings. TRADOS 6.5 Language Service Provider (LSP) and TRADOS 6.5 Freelance.

Simone Jaroniec, TRADOS worldwide director of sales for translation markets said: "TRADOS 6.5 enables users to deliver their work better, faster and earn more business."

TRADOS 6.5 LSP and TRADOS 6.5 Freelance now enable users to work with virtually all file formats, including Microsoft Word 2003, PowerPoint and Excel. Other advanced features, such as real-time Internet collaboration, have further increased the productivity and efficiency of individual translators and translation companies. TRADOS' unique translation memory technology and concordance features avoid having to translate the same sen-

tence, phrase or term more than once and ensure optimal consistency and linguistic quality throughout the translation process.

"Based on the number and type of jobs passed at ProZ.com, we believe that the translation industry is both busier and more complex than ever before," explained Henry Dotterer, founder and president of ProZ.com, the world's largest community of translators. "TRADOS 6.5 is an invaluable productivity tool for the serious professional in



this environment."

Special pricing on new licenses and upgrades of TRADOS 6.5 for Language Service Providers ends on June 21, 2004. Special upgrade offers are also available for current owners of all versions TRADOS Freelance who need the next level of translating power and the increased functionality of unlimited languages and network file sharing.

Further information on www.trados.com

SDL introduces Knowledge-based translation system

SDL International has launched its Knowledge-based Translation System, which, it claims, 'delivers a breakthrough in translation throughput and significantly reduces the total cost of translation'.

The translation memory (TM) technology is tightly integrat-

ed with terminology extraction and adaptive machine translation to automate the majority of the translation process. With humans to post-edit the material, SDL suggest that high quality translations are achievable faster and at lower total cost when compared to the traditional TM-based process.

Knowledge-based Translation (KbT) combines translation automation software with human translation skills, delivering up to five times the translation throughput of traditional human translation.

SDL's integrated software manages and automates the complex end-to-end processes involved in localizing busi-



ness content. In addition, its self-learning capability continually updates the knowledge base and speeds up the process for subsequent translations.

Further information, www.sdl.com

LTC Organiser makes in roads into universities in Britain and Europe

More and more universities with language-related degree courses are introducing and applying LTC Organiser as part of their training programs.

Educational leaders have been approaching LTC to help train future language professionals and they have been selecting LTC Organiser as the project management tool for their students.

According to Andrienne Rische, LTC UK Managing Director: "The LTC Organiser is a unique and innovative business process management and workflow

control software system, which supports and facilitates multilingual projects. It was developed to meet the requirements of LTC's comprehensive multilingual activities, and reflects years of experience in managing interpreting, language training, large scale multilingual translation and software localisation projects.

"This software is therefore of considerable use to the language industry worldwide."

The following universities have all seen LTC Organiser as an effective tool to help structure



Project Management courses, or give lectures on the subject:

- University of Leeds ~ England
- University of Surrey ~ England
- Dublin City University ~ Ireland
- University of

- Limerick ~ Ireland
- Fachhochschule Flensburg ~ Germany
- Pompeu Fabra University ~ Spain
- University of Geneva ~ Switzerland

For further information: nyounis@langtech.co.uk

Comtec gains safety protection business and raises its standards

COMTEC Translations is playing a key role in helping Sprue Aegis plc to export its safety protection systems to customers around the world. COMTEC has translated the manuals for the FireAngel & AngelEye range of fire protection products into Castilian and South American Spanish as well updating manuals for the Mexican market.

Established in 1998, FireAngel has built a reputation for developing innovative and high-technology safety protection systems. These systems overcome the drawbacks of traditional battery powered smoke alarms by fitting between a light socket and the bulb, recharging automatically whenever the light is switched on. In the UK, it has established a strong retail presence with more than 6000 outlets including Argos, B&Q, Dixons, Sainsbury's, Tesco and Woolworths.

Sam Tate, Sales & Marketing Director of Sprue Aegis plc comments:

"COMTEC Translations has

Quality champions - Comtec



Isabella Moore

been a key factor in helping us address the cultural as well as the language issues involved in doing business abroad. Differing legal requirements around the world also make it imperative for accompanying manuals to be 'spot-on', so we needed a translation company in whom we could have complete confidence".

COMTEC Translations has become one of the first translation companies in the UK to achieve BS EN ISO 9001:2000. This is the latest European quality standard and is awarded to companies that are able to demonstrate the highest levels of commitment to delivering customer satisfaction and continuous improvement of business processes.

COMTEC's Operations Director Isabella Moore commented: "This certification offers a prestigious seal of approval to our present and future customers with the assurance that our systems and infrastructure have been recognised as meeting the highest quality standards in Europe."

Transglobal wins export award

Altrincham language training and translations provider Transglobal Languages won the Language Services Award at the Languages for Export Awards, which recognized Transglobal's commitment to helping North West companies boost their international business performance through improved language skills and cultural awareness.

Transglobal's MD Jonathan Smith commented: "We know that one in every five North West exporters is losing business because they cannot speak their customer's language. We are delighted that our work to overcome language and cultural barriers has been recognized in a way that encourages more local companies to address these important issues."

The award was presented to Transglobal Languages by Vicki Treadell, International Trade Director for UK Trade & Investment and Cristina Sousa, General Manager of the Regional Language Network.

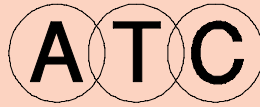
The awards are run nationally by UK Trade & Investment to promote the importance of language and culture in international trade.



Articles, company news and high resolution images should be emailed to:

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Communicate



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