

GOVERNMENT FRAMEWORK CONTRACTS WORTH £25M - CUTS ON THE WAY

Contracts worth £25 million (€34.6 million) over the next four years have been awarded to two Association of Translation Company members to supply translation, interpreting and telephone interpreting services for all government departments and public sector bodies.

As first reported by Communicate in March last year, tenders were advertised in the European Journal inviting interested parties to pitch for the work.

The successful bidders were K International and thebigword who were awarded the contracts in September last year, but asked by the Home Office to keep details of their win secret initially.

The business has been awarded under a framework contract led by the British Home Office.

K International's Robert Brooks told Communicate: "We have been awarded half of all the requirements for the Home Office, Ministry of Justice, HM Revenues and

Customs, Child Benefits, the Crown Prosecution Service and many local authorities.

Asked whether those public sector bodies were obliged to use K International or thebigword, Mr Brooks said: "They don't have to - it's a framework only. That applies to other ministries too."

According to Robert Brooks, despite the framework agreement, public sector bodies that have established relationships with other translation companies are still free to commission them to provide translation and interpreting services.

However this is in conflict with what some other translation companies are being told by their contacts in government departments.

One ATC member that has been working for branches of the Home Office and Justice Department for more than 20 years has been told that his company would no longer be considered a preferred supplier.

Robert Brooks acknowledged that the framework contract places K International and

thebigword in pole position.

Not everyone is happy about the Government's strategy though. A spokesman for the Institute of Translation and Interpreting told Communicate that its members had been written to by the successful bidders telling them that while they could expect large volumes of work, in return they were being asked to reduce their rates by as much as 41%.

This has prompted a group of translators to write to The Times about how the Government's strategy is, in effect manipulating the market.

According to the ITI spokesperson a number of its members are refusing to lower rates and this is forcing K International and thebigword to use more freelancers from outside the UK. Adding that it was understood that in some cases, where previously work for some government departments had been handled by security-cleared translators only, that this was not now always the case as a result of the freelancers' boycott.



Communities Secretary Hazel Blears MP

At the time the framework agreement was awarded last year Larry J Gould, CEO of thebigword said:

"Helping the Home Office to communicate with non-English speaking people residing throughout the United Kingdom is a fantastic opportunity for us."

Meanwhile, Communities Secretary Hazel Blears launched new guidelines urging councils to exercise common sense before deciding what needs to be translated. This followed a BBC Panorama programme which estimated that the public sector was spending more than £100m on translations. It suggested that too much was being translated and this was deterring some immigrants from learning English.

Weak dollar sees US margins squeezed

A common sense Advisory report is urging US translation companies to start surcharging their clients to compensate for the effects of a weak US dollar against the Euro.

The falling rate against the dollar has caused a knock-on increase in the operating costs for translation companies and reduced profit margins.

The report went on to point out that global player Lionbridge had reacted by starting a round of negotiations with its dollar dominated contracts to charge higher prices.

Despite making major efforts to reduce overheads by shifting costs to Poland, India and China, Lionbridge had report-

ed a negative impact due to exchange rates of a couple of million dollars in its quarterly results.

While the weak dollar is putting the squeeze on US translation providers, those that bill in Sterling, Euros or Canadian dollar are benefitting, as the US is becoming a source of cheap labour.

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View from the chairman



Liz Robertson, chairman of the Association of Translation Companies and President of the European Union of Associations of Translation Companies

Welcome to the new format of **Communicate**. Coverage has always been devoted to translation news from around the world and that will continue, but this edition sees the launch of a separate section for the EUATC, the European umbrella organisation to which the ATC belongs.

Founded nearly 14 years ago, the EUATC now represents 18 countries and more national associations are knocking on the door seeking to be admitted.

For further news about the EUATC, please turn to its section.

In the meantime, the ATC is also extremely busy at the moment. The conference in September, preceded by the reception at the House of Commons was very successful.

The initiative of sales training courses has proved to be very popular and we are working on a schedule for next year on other related topics.

Members will benefit from the updated website which will contain large amounts of useful information in a private area.

And of course, we continue

to promote the European standard for translation services (BS EN 15038) and help members to work out if certification is appropriate for their company.

But, commercially, life is harsh for many of our members at the moment, and the gloomy economic forecasts do little to alleviate the sense of foreboding. The reality is that if UK purchasers reduce their international business because of the strength of sterling against the Euro, or fears about borrowing, then the amount of translation required also decreases.

So the ATC continues to support its members in any way it can in these difficult times. Don't forget things like the Business Support helpline for legal help, competitive liability insurance, access to competent language providers throughout Europe via EUATC networking and the PR efforts of Geoffrey Bowden the General Secretary who sends out articles on our behalf regularly and indeed is due to be interviewed by BBC Radio 4 within in the next few days.

So there is plenty to keep us positive and let us hope that 2008 turns out in fact to be a successful year for all our members.

Asian Absolute wins bank business

ATC member Asian Absolute has been awarded a regional contract to supply translation and typesetting services to a major international bank renowned for its strong presence in Asia and the Middle East. After a comprehensive selection process assessing agencies throughout Asia and the rest of the world, Asian Absolute was chosen.

Asian Absolute's MD Henry Clough (pictured right) proudly told *Communicate* why he believed his company had won the work for the bank, which asked for its name to be left out of this report.

The contract involves providing services to contacts at the bank's regional headquarters in Singapore, as well as local offices in Bangkok, Beijing, Jakarta, Seoul, Taipei and Tokyo. Requiring translation of materials from all areas of the bank, the client will take advantage of Asian Absolute's system of allocating resources based on functional specialism as well as industry sector knowledge.



Asian Absolute's Henry Clough

"We are very excited by this chance to be involved with an organisation which is so iconic in the region. It's encouraging to see such a forward-looking approach to procurement of localisation services, and clear that the client will reap substantial benefits from their coordinated, quality-oriented approach."

Contacts from the bank will work directly with a dedicated team in Asian Absolute's expanded Beijing office.

Salford sponsor STC event

Longstanding ATC member Salford Translations recently sponsored a technical authoring workshop organised by the UK Chapter of the Society for Technical Communication (STC UK). The Manchester event attracted 20 delegates and provided in-depth training in using DITA (Darwin Information Typing Architecture) as a single-sourcing tool for writing and publishing technical documentation, which can interface with authoring tools such as FrameMaker and XMetal.

Speakers included information architect Indi Liepa of Nokia, and XML guru Alan Houser from the USA.

Nick Rosenthal, Managing Director of Salford Translations summed up the event: "STC UK received excellent delegate feedback on the quality of the workshop, and on the value for



Sponsorship from Salford Translations enabled XML guru Alan Houser, seen receiving a souvenir book about Manchester, to be flown in for the meeting.

money aspect of the training. A lot of our clients are involved in complex workflows using FrameMaker and other XML publishing systems, and this was a perfect opportunity for us to support the technical authoring community."

Atlas launches voice over training

ATC members Atlas Translations recently launched its first training courses for aspiring voice-over artists in London. The courses, catering for beginners in the industry, were the first of a series to be held by Atlas at weekends over coming months.

Atlas teamed up with a voiceover artist and trainer, who made his name working for the BBC World Service and now has more than 20 years experience behind him, working on multilingual projects in a variety of genres.

Atlas offers two types of course, the first aimed at absolute beginners, offering advice on script translation, sight reading and practice, industry insight and the opportunity for attendees to have their voices recorded and analysed. The second, aimed at those who have already attended the beginner's course, is a voice to picture workshop, which aims to provide practical and technical advice to artists in a studio environment, with a Producer and Studio Manager in attendance.



Chicago! Chicago! That wonderful old town - Applied sings the praises

ATC members Applied Language Solutions, has announced the opening of a new office in Chicago, USA in response to increased global demand over the past twelve months.

Chief Executive, Gavin Wheeldon, pictured right, has high hopes for the new office. He said, "In today's business world, more and more companies are realising that communicating in their customer's language is pivotal to their success in the global trading arena."

He continued, "The opening of the new Chicago office will provide crucial support to

Applied Language's global sales and will greatly strengthen our position as an International language services provider."

The office in Chicago is now the ninth Applied Language office opened since it was first set up. With now 9 offices worldwide, in Huddersfield, California, Paris, Barcelona, Sofia, Guatemala City, Hong Kong, Chicago and Chennai, the Translation Company has experienced great expansion at a phenomenal rate.

Gavin Said, "We have a firm commitment this year to further develop Applied Language's presence in the



US. Our Head of Sales, Richard Stangroom has played an instrumental role in that commitment, while spending October and November out working with the new and existing teams. Roy Tell, the US Sales Manager has also

Entrepreneur Gavin Wheeldon, CEO Applied Language Solutions

been working with them in Chicago and we are all extremely happy with the progress that has been made."

TranslateMedia looks to win some of the €400m French translation market

ATC members TranslateMedia - a translation company with offices in London and Brussels- has launched its operation in France, a translation market worth €400 million and growing at 12% annual rate.

Managing Director Patrick Eve said: "This is a very exciting opportunity for us to enter into this demanding market with a strong competitive edge: innovative tools, top-notch quality control and advanced processes. We are proud to be the fourth UK-

based agency to be awarded BS EN 15038, the first European standard to define quality assurance guidelines for translation service providers. Our unique web-based technology platform optimizes the delivery fast, accurate and cost effective translations services and I am confident that we will respond to the high demands of French companies.

"Our research found that existing translation providers often took too long to respond, and were generally not in touch with their clients'

requirements and working methods," says Patrick. "We positioned TranslateMedia to satisfy the requirements of business in the 21st century."

Regional Manager Cédric Naintré said: "The French market is distributed amongst very small translations agencies, with an average of 7 employees and in many cases outdated services in our digital time. We see a need from large corporations to deal with the highest quality service available on the market. We think that TranslateMedia France can fill the gap!"



ATC annual conference 2007 photo-report

The Association of Translation Companies annual conference which took place towards the end of September was, according to the feedback, one of the best ever.

The conference was design around five distinct strands. Sales, marketing and people; translation and society; education and future translation generations; technology and the quality agenda.

Five workshop sessions gave delegates the opportunity to delve more

deeply into some of the plenary session topics, including a translation sales masterclass from the ATC's preferred training partner Doug Lawrence of Amicus TransTec.

The conference's main sponsors were Across and the Language Technology Centre. However, for many the highlight was the eve of conference reception. This took place at the Houses of Parliament and was hosted by British Member of Parliament Martin Linton, known as one of the House of Commons most gifted linguists.

To view all the presentations given at the conference can be viewed at:
www.atc.org.uk/annual_conference2007.htm



Four generations of ATC Chairmen celebrate at the ATC's Houses of Parliament reception: L-R John Wheen, John Lord, Liz Robertson and Colin Smith



Leaders of the UK's three bodies serving the language profession: L-R John Graham, CEO Chartered Institute of Linguists, Liz Robertson, ATC chair and Alan Wheatley, General Secretary of the Institute of Translation and Interpreting



Pavel Skrivanek, CEO Skrivanek Czech Republic, ATC's Liz Robertson, Catherine Granell, Chair of France's CNET, Monika Popiolek, Chair of Poland's PSBT and Michel Vrisekoop, Chair of the Netherland's ATA



Ilse Van den Meijdenberg, CEO of English Services bv and ATC General Secretary Geoffrey Bowden on the Terrace of the Houses of Parliament. Ilse Van den Meijdenberg was elected to the ATC Council at the Annual General Meeting which preceded the reception



Henry Clough, CEO of Asian Absolute and Vice-Chairman of the ATC left, with Peter Bennett, CEO of ATC members London Translations



Tolis Cleopas and Maria Rosa Deletraz of Geneva-based Transpose SA were among the representatives of more than 25 countries represented at the conference and the reception



Chris Durban, presented details of the ATA's PR campaign, translation sales guru Doug Lawrence and, far right, Inger Larsen, Larsen Global, localisation recruitment specialists



Liz Athey, Operations Manager, Roevin Translation Services, left, with Natasha Williams, an MA student in translation, who jointly presented on the Graduate Apprenticeship Scheme



Doug Lawrence, CEO of Amicus TransTec, the ATC's preferred training partners, holds forth during his packed sales master-class



Tova Ichai, CEO Mila Tova Translations, an overseas member of the ATC based in Israel and Fiona Johnstone, ATC members Etymax based in London



Mike Lloyd, CEO Lloyd International with Paco Lema's Mot pour Mot, a translation company based in Nice, South of France



Raisa Murto of STP, Southampton, Lillemor Wettergren of Amesto Translations Göteborg and Liz Robertson, Chairman of the Association of Translation Companies

ATC Annual conference set for 23 September 2008

The Association of Translation Companies' annual conference in 2008 will take place in a new venue. The setting will be the headquarters of the influential Confederation of British Industry, Centre Point in the heart of London. The date has been set for Tuesday, 23rd September.

Anyone interested in submitting suggestions for papers or speakers should email them to: GeneralSecretary@atc.org.uk



The CBI's iconic London HQ Centre Point (right) to be the venue for the ATC's 2008 annual conference

Protection of Linguists is vital to US Interests

The Association of Language Companies in the USA issued a statement to indicate that it fully supported a bill that sought to protect linguists who have been working with US forces in Iraq and Afghanistan.

The bill, the Refugee Crisis in Iraq Act was introduced by Democratic Senator Ted Kennedy and his Republican colleague Senator Gordon Smith in conjunction with cross party support from other Senators, including Joe Biden, Chuck Hagel, Patrick Leahy, Carl Levin and Joe Lieberman. The bill would accelerate the US government's ability to process refugee applications and special immigrant visas for Iraqi and Afghan translators and interpreters working for our government.



Senator Edward Kennedy

"We are hopeful this legislation will provide a safe haven to those thousands of brave Iraqi and Afghani translators and interpreters who have put their lives on the line for the U.S. government," said Marla Schulman, President, Association of Language Companies. "As a humanitarian gesture, the government should offer protection to these courageous linguists and their loved ones."

Plight of Iraqi interpreters recognised internationally

BBC Radio 4's, Face the Facts has won the prestigious Foreign Press Association award for Best Radio Story. The award was presented in November 2007. The programme that took the award was "Lost in Translation" the in depth investigation into the plight of Iraqi interpreters working for British forces in Iraq.



Alan Wheatley, General Secretary of the ITI, who the BBC interviewed for its award winning programme

The internationally acclaimed awards ceremony included a clip of the interview with Institute of Translation and Interpreting's General Secretary, Alan Wheatley from the programme which was first broadcast in July 2007.

based in London from more than 70 countries and is the only body authorised to issue press cards to the foreign media in Britain.

The FPA is the world's oldest foreign correspondents club established in 1888, It represents more than 1000 members of the foreign media

Meanwhile of the 200 Iraqi interpreters who took up an offer to resettle in Britain following the BBC exposé, The Times has been revealed that 125 of them have been turned away by UK authorities.

Eastern Europe and China top SDL's language league tables

SDL's 2007 World Language League Table, cataloguing the languages most commonly translated through its systems, shows East European and Chinese dominance.

first ever appearance in the league at number ten. Japanese and Dutch have moved down the league to seventh and eighth places respectively.

Apart from the increase of translation into Chinese and Russian, the tables showed significant uptake of localization in Eastern Europe.

"The changes in the translation league table are indicative - and can often even predict - changes in the international markets," explained Boorman. "The rise of Chinese translation is particularly significant, indicating China's economic expansion in the IT and telecoms sectors. The increasing role of Europe in the global economy and the expansion into Eastern Europe are represented well in the overall league table. In particular, the rise of Russian and Eastern European languages are important, reflecting the growing power of 'nearshoring' in these regions.

"We have observed a strong increase in European language translations - particularly from the Eastern regions as the EU expands," commented Chris Boorman, chief marketing officer at SDL. "While Canadian French, Spanish, European French and German have held on to the top four spots since 2006, movements further down the list are strong indicators of international business change".

"Translations into foreign languages are becoming more necessary for global branding," he added. "But our over-reliance on the English language still causes problems."

Translations into Chinese have become more frequent, jumping from eighth to sixth place in the global chart of the top ten most translated languages, and Russian makes its

SDL world language league table 2007

1. Canadian French
2. Spanish
3. French
4. German
5. Italian
6. Chinese
7. Japanese
8. Dutch
9. English
10. Russian



SDL's Chris Boorman

In addition to providing a language league table, SDL has also published a table of the top 10 languages by growth rate:

1	Latvian	81%
2	Bulgarian	78%
3	Estonian	77%
4	Romanian	71%
5	Lithuanian	67%
6	Slovenian	49%
7	Traditional Chinese	44%
8	Russian	39%
9	Turkish	36%
10	Japanese	28%

"Contenders for the future could also include Greece, Nordics and the Baltic states, as there is already a growing

demand for translation into these languages," he concluded. "So we could be in for more surprises next year."

New ATC certified training courses announced

Amicus TransTec Limited, the ATC's Preferred Training Partner, has announced new courses for ATC Members and the launch of a web site to support those who wish to sell translations more effectively.

Commenting Doug Lawrence of Amicus TransTec said: "The inspiration for the new web site sprung from the success of the first series of ATC certified translation sales training courses. I hope the site will help the wider TSP community be more effective at selling their services." The site address is: www.selling-translations.com website.

ISO 9001:2000 and EN 15038 certification consulting and auditing

Following qualification of its founder Doug Lawrence as a Lead Auditor for ISO 9001:2000 Amicus TransTec can now offer consulting and auditing for Translation Companies looking to implement or renew ISO 9001:2000 and EN 15038 certifications. Due to the requirement that consultants and auditors cannot be from the same company, ATC Members can now work with Amicus TransTec and GeoLang Ltd to ensure consulting and auditing is carried out by companies that fully understand the unique requirements of the translation industry. See http://www.amicus-transtec.com/en-gb/Quality/BS_EN_15038_2006.html for more information.

Amicus TransTec can guide companies through the often confusing options available to them when considering 9001 and/or 15038 certification, and provide a fixed price route to registration readiness.

Amicus TransTec is helping a long time ATC member achieve BS EN 15038 certification.

ISO 27001 Information Security

With Amicus TransTec's technical expertise we are also pleased to announce consult-



Doug Lawrence of Amicus Transtec top, and Chris Cox of GeoLang will support TSPs on EN15038



ing services for the increasingly popular "ISO/IEC 27001:2005 Information technology - Security techniques - Information security management systems - Requirements" (commonly known as "ISO 27001"). With examples such as the recent loss of data CD-ROMs at the Inland Revenue, we believe that this standard will soon become a requirement for sensitive data, and that certain clients of the translation industry will start requesting evidence of certification to this standard.

Health and Safety Courses Added

Amicus TransTec has also developed a series of Health and Safety courses:

- Basic Fire Safety
- Fire Marshall Warden
- Display Screen Equipment Audit
- Display Screen Assessor
- Manual Handling
- Office Safety

More Information

Amicus TransTec now offers 80 training courses many created specifically for the Translation Industry. Please contact us for more details
Tel: +44 (0) 1562 746632

CILT launches new occupational standards in translation

CILT, the UK's National Centre for Languages has announced the launch of the new, updated National Occupational Standards in Translation

The National Occupational Standards in Translation set out what individuals need to do, and the knowledge and skills they need, to be competent professional translators. The Standards have been designed by and for the translation industry, to describe professional and advanced levels of translation performance, in a range of contexts. They include a clear definition of translation and the role of the translator, as well as Principles of Professional Practice.

Developments in the translation industry, such as the use of translation software packages and localisation requirements, have been incorporated into this new version. This review has benefited from unprecedented levels of cooperation from key stakeholders and employers.

Key revisions to the

Standards include: a new, simplified format; standards for both professional and advanced professional levels of translation; units that reflect the skills required for project management and mentoring trainee or colleague translators.

The National Occupational Standards in Translation help employers to:

- ♦ regulate quality and services industry-wide
- ♦ enhance recruitment and human resources planning
- ♦ improve quality assurance and devise/assess quality control procedures
- ♦ provide a transparent means of marketing quality control systems to prospective clients
- ♦ develop employees' skills and assess experience, knowledge and competence

The standards will be launched on December 18th at CILT, the National Centre for Languages.

Following the launch, the standards will be available for download from www.cilt.org.uk/standards

Framing Gaza



ATC Council member Paul Stewart, second left, poses with fellow members of the organising committee for the photographic exhibition, Framing Gaza, which was mounted in central London to draw attention to the plight of the Palestinian people.

ATC takes on poor paying legal practices

The Association of Translation Companies is mounting a campaign to ensure that legal practices in the United Kingdom promptly pay translation companies that supply them.

"I regularly field complaints from members who have difficulty getting firms of solicitors to pay for translation and interpreting services," says ATC General Secretary Geoffrey Bowden.

"In the past solicitors were

theoretically bound by the Law Society's Code of Conduct, which clearly stated that they had a duty to pay their agents' fees, regardless of whether they had been paid by their clients."

Despite this, many legal firms ignored it and make translation companies wait long periods before settling their invoices. Many have felt they had no option but to resort to small claims courts or handing over the matter to a debt collection agency.



"Once it has reached that stage, the relationship between the legal firm and the TSP is over for ever," observed Bowden.

At the start of 2007, the regulation of solicitors in England and Wales passed to the Solicitors Regulation Authority, an arm's length body, which has rewritten the Code of Conduct and omitted the explicit requirement for solicitors to pay their agents' fees, regardless of whether they are "in funds".

"I have taken up the matter with Peter Williamson, Chairman of the SRA and Bronwen Still, Head of Professional Ethics, who rewrote the Code.

"Her wholly inadequate initial response has reinforced the ATC's resolve to get the SRA to strengthen the code and to enforce it. We are building a dossier of poor paying legal firms, as evidence of the scope of the problem. We are determined to get the code changed" said Bowden.

Good practice guidance: Recruitment

Seven simple steps to get the recruitment process right

Only one thing is certain about the procedure of screening and interviewing candidates: the huge variation in processes. But, through the years there is one that we have found to be fair, thorough (while being fairly quick), involves the right people, and (most importantly) the end decision will be one that both the company and the new hire are highly likely to be happy with.

What follows are our best practices for screening candidates.

1. Define the interview process.

Who will give input, who will be involved in the interviews, where will they be, and what are the criteria for selecting a successful candidate?

2. Develop good job and person specification.

This has the advantage that everyone knows what this person will be doing and key people in the company can give their input - with the added bonus that this can also be used for assessing performance in the future. For the person specification, are you looking for leaders or followers, someone who is inspired or inspiring?

3. Create a set list of interview questions.

Be fair on the candidates and don't leave important questions to chance. Get input from colleagues as well.

Here is a list of commonly used, generic questions: <http://www.larseng11n.com/Larsen/resources.asp?id=2>

4. Conduct a first round interview.

Do a first-round interview with the hiring manager (or HR representative or consultant) to shortlist who will move on to the next step.

5. Include verbal and numerical reasoning tests and consider other psychometric tests.

These are quick, inexpensive, and can be done online. Unsuitable candidates can be objectively and consistently screened out earlier in the recruitment process. You may also want to include other psychometric tests, for instance an online Occupational Personality test. These will help you to identify for instance natural sales people or strong finishers.

Here is a list of commonly used online tests, available in many languages:



Inger Larsen, who spoke at the ATC annual conference, is a leading expert on recruitment - particularly in the localisation sector

www.larseng11n.com/Larsen/psychometric-assessment.asp

6. Invite successful candidates back for a second interview.

Make sure that the right people are involved: the hiring manager if they have not been involved before, typically at least one senior manager, and one or more peers.

This doesn't just add to the comfort-factor and a demo-

cratic selection method, it also means that the people who have given their thumbs up for the candidate will be supportive of him and her in the future (as it is in human nature that none of us likes to be wrong).

This is a great opportunity to discuss the result of the online tests, and also any relevant, work-related tests.

7. Make your informed choice!

Developing a strategy to help you go global



Peter Reynolds, pictured above, Director, LSP Advantage Program, Idiom Technologies sets out a strategy for LSPs aiming high

If you are in the localisation services industry, one of the few things you can count on is that global enterprise customers will never let up their demands for faster, better and cheaper service. And while demands such as these put pressure on you, they are justified. Because when it comes to getting ahead on a worldwide scale, timely and cost-effective delivery of locally relevant, language-specific information is critical.

For localisation services providers, this creates an opportunity: To address the escalating demands of the global enterprise with greater ease and efficiency than the competition. Globalisation Management Systems (GMS), or Translation Management Systems (TMS) as they are sometimes called, can help vendors meet this challenge with technology and strategies for executing high quality localisation projects faster and at a lower cost.

This article addresses implications of increasing globalisation for localisation services providers. Specifically, how one can turn challenges to opportunity by using proven

globalisation best practices and technology to improve project timeliness, quality and cost.

One of the first companies to use Idiom® WorldServer™ GMS to address the needs of their customers was Wessex Translation in Hampshire. A client of theirs based in the US was interested in using Idiom technology. After a three way discussion between Wessex, Idiom and the client it was agreed that Wessex would host Idiom WorldServer at their offices in Hampshire and use it for the localisation work from their client. Wessex has now been successfully using Idiom WorldServer for two years.

A Strategy for Successful Globalisation

Globalisation involves expanding your reach into worldwide markets. A strategic, well-implemented globalisation initiative ensures that customers around the world enjoy appropriate and useful experiences when communicating, collaborating and transacting business with your company. With an effective globalisation solution, the quality of this experience is never altered by location, language, culture or business practices. To execute such a strategy, global businesses need to leverage corporate data and content sources across the enterprise. They also need to invest in technologies that can improve processes, interactions and transactions with customers, employees and partners. Here are some guidelines:

♦ Start with people

Project managers, translators and reviewers are fundamental for the translation process. Your use of technology should enhance and support what they do.

♦ Know your process

If you are not able to define your processes in a manual way, technology will not improve them. Your process

should be as simple as possible while delivering the quality and efficiency that you need. Identify your localisation process now, and then leverage technology to simplify the steps.

♦ Control technology

Controlling technology is crucial. You need to have a clear understanding of what you want to do, what the technology is capable of and how you can take advantage of it. Begin with a clear understanding of how these tools will help you automate the translation process.

TECHNOLOGY

Idiom WorldServer is a solution that combines sophisticated and centralised Translation Memory (TM), workflow and linguistic asset management technologies to automate translation and localisation processes. Combined with a clear strategy and allowing for significant gains in productivity, efficiencies, translation accuracies and consistency, WorldServer provides a full-featured enterprise solution with:

projects. As a result, one can accelerate the time-to-market with business-essential translated content, while lowering localisation costs.

Another WorldServer capability is enabling the use of many TMs for a particular job. For example, one TM may deal with marketing, while another is used for the help system and yet another, for software. These TMs can be grouped together and the TM that will be used for a particular project can be specified.

The WorldServer TM is supported by a menu of powerful matching features. These include In-context Exact (ICE™) matching and Segment Preferred In-context Exact (SPICE™) matching. These context-aware matching technologies eliminate the costly review effort typically required to preserve quality within the unchanged portions of previously translated content. To identify the context of a segment, WorldServer uses surrounding text (ICE matching) for paragraph-based content (such as documentation, web pages, etc.), and associated identifiers (SPICE matching) for ID-based content

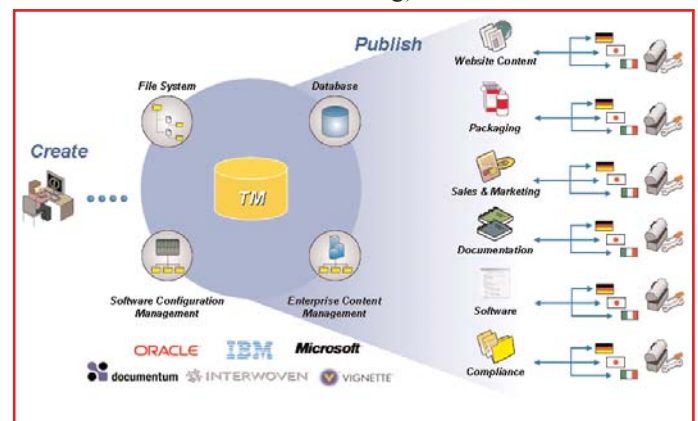


Figure 1: Centralised globalisation platform

♦ Centralised globalisation platform

A centralised TM platform is a particularly valuable asset for any company. A server-based TM provides a centralised access point for compiled words and phrases that are frequently used in corporate translations. These words and phrases can be translated once, stored in the TM and then easily reused for future

(such as software strings and database records).

♦ Leveraging existing investments

In many organisations, no one source exists for all content requiring translation. Idiom WorldServer connects with an enterprise's network of disparate content repositories to

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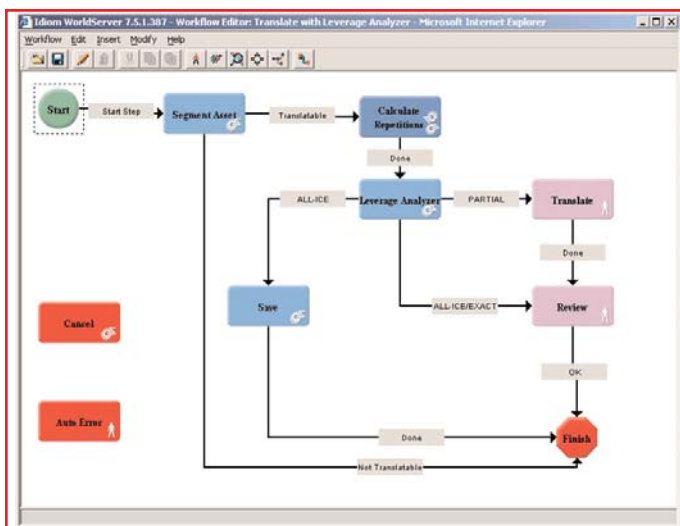


Figure 2: Idiom WorldServer - Workflow Editor

ensure that existing technologies and processes are leveraged during translations. WorldServer also has the ability to upload existing TMs that were created with past localisation projects. This is done through the use of TMX, a standard for Translation Memory Exchange.

♦ Automating globalisation business processes

The WorldServer workflow engine automates most steps in the translation process. By eliminating activities that do not require human interaction, WorldServer accelerates the entire translation and localisation process, while enabling

huge gains in productivity and resource savings.

IDIOM & LOCALISATION COMPANIES

Two years ago, Idiom Technologies instituted a partnership program with leading localisation companies. Called the LSP (Localisation Service Provider) Advantage Program, it creates a genuine partnership between Idiom and localisation vendors. The program provides such companies with an opportunity to work with an independent software vendor and license advanced translation and localisation technologies free of charge to improve service quality and operational efficiencies.

Many of these companies bring an expertise in a particular area of work. Lloyd International in Cheshire specialises in working with high-tech engineering companies.

Some of the companies Lloyd works with are new to translation. Lloyd works to ensure they have the same benefits as companies who are much more experienced at buying translation. They see technology as an important factor in providing greater value to their customers and are working with Idiom to implement our WorldServer technology in the Cheshire office.

Conclusion

For companies that serve multicultural, multilingual customers, the effective globalisation of information and products is a strategic must. Yet it is a necessity that comes with a large set of challenges. Those involved in the localisation industry can turn the challenges of enterprise clients into their own business opportunity with the support of proven globalisation best practices and technology.

New edition of MultiTrans

MultiCorpora announced the release of, what it claims, is the most powerful version of MultiTrans.

Version 4.3, says Multicorpora has improved its alignment rates and boasts new features, extra add-on modules and enhanced functionality meaning that the fundamental benefits of MultiCorpora's Multilingual Asset Management Solutions (MAMS) have been strengthened. Many of the key new features are designed to provide integrated access to external collaborators thus providing them with online, secure, and interactive connections to an organization's Multilingual Assets. Version 4.3 of MultiTrans empowers entire translation supply chains more than ever by promoting stronger synergies



across entire organizations.

New features include a robust Alignment Server that allows new translations to be added to TextBases without any manual intervention so that multilingual assets continue to grow automatically. Shorter project completion times are now possible with the new (server based) Team Module that supports auto-propagation for increased collaboration. Among other benefits, this new module now means that revisers can begin to revise while the documents are still being translated. Various collaboration models and pricing schemes have also been designed for superior data control and data sharing amongst all in-house and external team members. Organisations can now provide external resources access to MultiTrans tools and

administrators can control access to TextBases and TermBases so that intellectual property is not exposed.

With revisers in mind another feature included Version 4.3 has been integrated with a quality assurance tool for improved quality and consistency. Now any term that differs from an organisation's approved TermBase terminology is easily identified. The XLIFF module has also been enhanced to support additional formats. This, combined with XLIFF and RTF import capabilities that align at 100%, further improves the quality of TextBase TMs to near-perfect alignment. Other features include better analysis reporting to support more precise billing and a new German interface.

SDL Brazil office opens



SDL have opened an office in São Paulo, Brazil.

“Brazilian Portuguese is the 13th most popular language that SDL support, and demand for the language has been steadily rising to a level where we are now translating more than 1 million words per month for companies such as Microsoft, Oracle, Cisco, HP, Kodak and Getty Images”, commented Cristina Lancaster, (pictured) Chief Operations Officer at SDL. “To deliver language efficiently it is imperative to use resources within the relevant country in order to understand local nuances and deliver culturalization as opposed to simple translation”.

The Brazilian office will be managed by a Lara Pasqualucci - a 16 year veteran of the localization industry.

Submitting and suggesting articles for Communicate

Submitting articles for this publication could not be more simple. Just send your articles, news items or ideas for articles to: GeneralSecretary@atc.org.uk

Representing translation company associations in:

Austria ♦ Belgium ♦ Bulgaria ♦ Czech Republic ♦ Finland ♦ France ♦ Germany ♦ Greece ♦ Hungary ♦ Italy ♦ Latvia ♦ Netherlands ♦ Poland ♦ Portugal ♦ Romania ♦ Spain ♦ Slovakia ♦ Turkey ♦ United Kingdom

Welcome to EUATC news

Welcome to the first EUATC newsletter, writes EUATC President, Liz Robertson.

“We are working to provide you with access to information about the activities of the EUATC and this newsletter will be one of the routes to tell members and non-members about what we are doing.

“This edition focuses on the successful third international conference in Warsaw in October and some of the activities that have developed as a result. The conference has established itself in the calendar of translation and localisa-

tion events as a 'must attend' event.

“The Technology Workgroup was formed following one of the panel sessions which shared experiences, good and bad, about translation technology.

“Our liaison with the EU institutions, who are major clients for many of us, continues to be an important activity and we were pleased to hear about the European Masters in Translation developments from Klaus Ahrend. A good supply of well-qualified translators, revisers and project managers is vital for the



Liz Robertson, President of the EUATC

industry and several members of the EUATC play an active role in working with universities to develop courses which combine theory and real-world practice.

“One of the most important features of the association is the sharing of good practice and new ideas across countries and between rival companies. It is an indication of the strength of a professional association when competitors can sit around a table and see beyond their own boundaries to the needs of the industry as a whole. It is not easy at either national or European level, but we keep striving for consensus on many issues because it gives us a stronger voice in the market-place and the foundation from which to tackle the economic challenges of 2008.”

Slovakia and Turkey join the EUATC

The European Union of Associations of Translation Companies formally admitted a further two national associations into membership at its recent council meeting in Warsaw.

The newest members are the Association of Translation Companies of Slovakia and the Turkish Association of Translation Companies.

Daniela Šmihulová, the Association of Translation Companies of Slovakia representative who attended the EUATC council meeting in Warsaw reported that the association had been formed in December 2006 and had five members.

Kamil Kartal, who represented the Turkish association at Warsaw had its membership ratified following a presentation at an earlier meeting held in Athens.

Commenting Mr Kartal told the meeting: “On behalf of all my fellow members I am delighted that we have been admitted. With our country

seeking admission to the European Community the demand for translation services is accelerating. Issues around quality are becoming ever more important and our association saw it as an essential part of our development to join the EUATC, which has been at the forefront of developing EN15038.”

Daniela Šmihulová, said that her association had also felt it vital to be part of the leading European association representing the interests of translation companies.

Commenting, EUATC Vice President, Penny Marinou said: “The admission of Slovakia and Turkey greatly strengthens our association - especially in our discussion with European institutions about issues affecting the sector.”



Daniela Šmihulová, ATC SL, Slovakia left and Kamil Kartal of TUATC, whose associations were admitted to EUATC during its recent meeting in Warsaw

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Warsaw conference success

Monika Popiolek, CEO MAart Agency and 3rd EUATC Conference Co-Ordinator reports

Greater appreciation of enterprise and project management, and the power of good networking are among the main and undisputed benefits of the EUATC conference in Warsaw. However, I am sure the attendees also appreciated the eclectic beauty of Warsaw, the quality of its hotels and restaurants and the great company that can be typically enjoyed at an EUATC event. Hopefully they got the contacts, ideas and information that will help them run their businesses.

The topic of the conference was “Managing Companies and Projects in the Language Industry” with a focus on management from the global and the local perspective. Project management as well as sales and marketing were the subject of the pre-conference workshops. The Project Management Workshop was given by Tony Jewtushenko of Product Innovator and Udo Leinhäuser of Leinhäuser Solutions. Doug Lawrence of Amicus TransTec and Peter Reynolds of Idiom Technologies gave the Sales and Marketing workshop.

Vodka was not one of the themes of the conference, however, there were excellent networking events at the conference and vodka played a key role in some - most notably at the vodka tasting welcome reception which took place in a restaurant located in the huge kitchen of a famous old European hotel

(a venue called “At the Chefs”).

I never imagined anyone would describe themselves as a cheer-leader for the translation industry, particularly a 6'2" German, but that's what Jost Zetzsche of the International Writers' Group called himself as he started the conference with a keynote outlining technology strategies for LSPs and current industry trends. In many ways he set the tone for the conference with a provocative, informative, interesting and idea-packed presentation.

One of the goals of the conference was to show just how important technology is for the management of companies and projects nowadays and hence it was the implicit theme of many sessions and was summarized aptly in the last presentation of the conference. Wojtek Kosinski, Vice-President for Technology at Lionbridge took some of the themes Jost had enumerated at the start and looked at them in more detail. He gave us a very candid overview of how his company had made decisions on whether to build or buy and looked at portals and project management technology in some detail. Technology panels usually consists of a number of people who have a vested interest in some particular software solution and use their membership on the panel to sell their technology or brand. The technology panel at this conference was called "The User Strikes Back" and it was completely different. The panellist represented the LSPs and freely voiced their concerns,



Project Management panel: Anja Sukkinen, chair of the Finnish Association and CEO of AAC Noodi and Udo Leinhäuser of Leinhäuser Solutions



Wojtek Kosinski, Vice President in charge of IT at global players Lionbridge, sees the funny side during the technology session

discussed problems and issues they are getting from technology providers. Not surprisingly, the session provoked a very



Jost Zetzsche of the International Writers' Group, holds forth on LSP technology development strategies during the technology session



Klaus Ahrend, Directorate General Translation, European Commission talks about the Directorate and translator training

Continued next page



Welcome Reception - the Polish circle: Monika Popiolek, second right, the conference organiser samples a well-earned vodka

heated discussion and provided many interesting insights.

The target audience for the EUATC Annual Conference are the project managers, senior management and owners of European translation companies. Apart from management and technology, a big business issue which we are increasingly dealing with is mergers and acquisitions. "Happy Acquisition" was the title of the presentation from Veli-Pekka Elonen of SanomaWSOY and Outi Niemensivu of AAC Noodi Oy. SanomaWSOY has recently purchased Noodi and the two speakers gave a very honest and insightful account of why they wanted to merge and how they had managed the process.

There were many other business issues dealt with at the conference. Steven Kahener of Juriscribe, a lawyer, spoke about how his translation company services the niche markets of America's legal sector. Bob Donaldson of McElroy Translation gave a presentation on best strategies for growing your business organically. Reinhard Schaler of the Localisation Research Centre discussed future industry trends and how specialist translation and localisation training and education is becoming crucial for our industry. Doug Lawrence of Amicus TransTec also gave a powerful presentation on Friday which elaborated on some sales strategies he had outlined the previous day in his workshop.

Klaus Ahrend who is Head of Unit - External Translation at the European Commission's Directorate General for Translation - outlined the issues involved in supplying

translation services to the EU and how the Commission is adapting to changes. Klaus also mentioned the growing importance of the new translation quality standard EN 15038 which is now becoming a natural quality benchmark for the industry. Previously, discussions of the EN 15038 standard at the EUATC events were aimed at promoting the standard and persuading translation companies to take it on board. But its increasing popularity requires a different approach and hence the panel presentation at the conference focused on the practical aspects of certification and experiences from both the translation company perspective and that of Bureau Veritas, the leading auditing and certification body for the standard.

Tomasz Nedzi of Skills delivered the second keynote presentation offering an in-depth analysis of project management. Tomasz started by defining what project management was and how the concept has developed over the years. He discussed key methodologies such as PRINCE 2, PMBOK, IPMA Competence Baseline and Project Cycle Management. He also talked about the famous "Project Management Triangle" - namely scope, time and budget as the triple constraints of any project. His way of looking at these was both innovative, universal and very pragmatic.

The project management theme was continued with the panel discussion. Tony and Udo, who had given the workshop on project management, were joined by Anja Sukkinen of AAC Noodi Oy. Many of



Networking at the EUATC Dinner, from left: Reinhard Schüler, Tony Jewtushenko and Wojtek Kosinski exchange industry gossip



Medieval chamber music at the Belvedere restaurant in Royal Baths Park entranced all the guests

the topics which had been raised during presentations from Tomasz Nedzi and various practical problems were discussed. The panel also looked at methodologies such as Scrum and the importance of a project monitoring system.

Tasting some high quality Polish vodka was not the only social pursuit of the conference attendees. The EUATC Dinner was held on the first night at the Fukier Restaurant, located in the historic Old Town Square and is quite famous for the artistic opulence of its interiors. GALA was the drinks sponsor at the EUATC Dinner. MultiCorpora and Plunet were the Platinum sponsors for the conference and MultiCorpora additionally sponsored the Cheese and Wine Reception on the final evening. This was held before the conference dinner which took place in the Belvedere restaurant in Royal Baths Park famous for its tasteful décor, excellent cuisine and great ambience. The guests were



Catherine Granell, Chair of France's CNET, who will be hosting EUATC 2008 in Paris in November

entertained by a well known medieval chamber music quartet from the Royal Castle in Krakow and the evening's entertainment provided a fitting end to a truly memorable conference.

Sponsors of the 3rd International EUATC Conference: MultiCorpora & Plunet - Platinum, Idiom Technologies - Gold, Alchemy Software & LTC - Silver, EuteCert and Bureau Veritas - Bronze



4ème conférence annuelle

Nos clients: nouveaux circuits et nouvelles techniques d'achat

La Maison de la Recherche, Paris

4th Annual conference of La Chambre Nationale des Entreprises de Traduction (CNET)

Purchasing Translations

“new methods, new approaches”

Date: Thursday, 17th January 2008

Venue: La Maison de la Recherche PARIS



Information:

Tél. : 33 (0) 1 46.98.15.67

Fax : 33 (0) 1 47 76 17 49

Mél. : info@cnetfrance.org

www.cnetfrance.org



Participation :

Membres EUATC: 160 € par personne pour la formule complète,

Membres EUATC: 120 € par personne pour la conférence seule,

Membres EUATC: 90 € par personne pour le dîner-spectacle seul

Please ask for a conference registration form, the Bel Canto pre-conference dinner or both by emailing Catherine Granell at: catherine.granell@cgtraduction.fr



La conférence sera précédée d'un dîner-spectacle le mercredi 16 janvier 2008 à 20 heures au Restaurant « Le Bel Canto » au 72, quai de l'Hôtel de Ville à Paris Métro: lignes 1, 11. Station : Hôtel de Ville Parking : Pont Marie

Avec la participation
de LIDO LANG

XTRF

National report: SPAIN

Juan José Arevalillo
(pictured below)
ACT Chairman writes



The Spanish association now has 65 members. At the end of 2007 we could reach around 70-75 members, as there are 10 prospects showing a special interest in our certification scheme and the services provided - especially insurance. We have contacted 50 new companies, 49 of which are considering the possibility of joining the association.

Currently, ACT represents around 50% of Spanish translation companies having a real company structure (125 out of

will go to the places and will assume the activities which ACT cannot officially do (state funding and aids). From now on, ACT-FEGILT brand will be used under certain circumstances. The final structure will be similar to the one previously proposed:

- Madrid Catalonia
- Andalusia Valence
- Representation of other Spanish regions outside the association

FEGILT has become a general assembly member of the Spanish Confederation of Employers' Associations (CEOE), and will have a place in the board. This recognises the fact that our industry has become an independent industry in Spain.

Thanks to CEOE, FEGILT will start to negotiate a framework agreement to be applied to the Spanish translation industry, to reinforce the idea of independent industry.

Spain sets the pace on EN15038 certification

Twenty four ACT companies have achieved certification under UNE-EN-15038 and UNE-ISO-9001 standards. This fast rate of progress has

certificates as the guardian of the whole process, which makes ACT the benchmark association for quality in Spanish translation industry.

Next year around 12 more translation companies will start the process of another multi-site certification.

MULTI-SITE CERTIFICATION

The ACT has been involved in 37 presentations in Spanish universities and other events to promote the EN-15038 quality standard, and we have provided most Translation Departments at Universities with copies of the standard. Some of these departments will update their programmes with some aspects of the standard, and some of these universities are adding localisation, translation project man-

agement and translation company set-up simulations in their future programmes compliant with the European Space for Higher Education (usually referenced to as Bologna). For more information about this, see:

<http://www.crue.org/eurec/bolognaexplanation.htm>.

New ACT Chairman at start of 2008

Juan José Arevalillo Doval, current Chairman of the Spanish association, will leave the role on 1st January 2008 when the new Chairman will be announced.

See certification case study on next page

Top national management award for Juanjo

The Spanish national association's chairman Juan José Arevalillo has been named as one of his country's top managers.

Juan José Arevalillo receives 2007 best Spanish Manager award (SME category) from DIRECTIVOSPLUS.COM

Juan José Arevalillo, Managing Director of Hermes Traducciones y Servicios Lingüísticos, S.

L., has received one of the Directivosplus.com awards as the best Spanish manager in 2007 (SME category). He was selected among nearly 2,000 managers of both SME and corporations by a jury of first-class managers. According to the organisation, the goal of Directivosplus.com awards is for peers and employees to recognise managers for their leadership abilities, with a special focus on their professional and human qualities.



How the new structure of ACT - FEGILT looks

700 companies, most of which are freelancers operating as a company).

ACT will now run in parallel with FEGILT, the Spanish Federation. In fact, they are the same thing, and FEGILT

been achieved through the multi-site certification performed by EQA (an ENAC and UKAS-accredited certifier) and the Technical Secretariat. This group of companies will have the stamp of ACT on all EQA



Elsa Anka presenter of the awards ceremony, Ana Muñoz CEO of Valenciana de Negocios) and Juan José Arevalillo

Quality Procedure Creation and Multi-site Certification under the European Standard EN-15038 for Translation Services and ISO-00

Quality Procedure Creation and Multi-site Certification under the European Standard EN-15038 for Translation Services was a turning point in the life of the Spanish association, ACT. As a matter of fact, ACT has played an active role in the Standard development and promotion from its beginnings in 2002 to late 2006 when it became published: chair of the Spanish Technical Committee in AENOR (the Spanish standardization body) in charge of writing the Standard in cooperation with the other mirror committees in the International Committee; translation, revising and review of the Standard into Spanish; promotion and distribution of the Standard among customers and public; seminars, expert panels and lectures on the Standard, etc. In addition, we should keep in mind that the Chairman of the international Committee was at that moment the Chairman of ACT and EUATC. Since publication of the standard, ACT has kept an on-going activity to spread the Standard in our industry and other business industries.

One of the key points of the Standard is the certification of the Translation Service Providers (TSPs), so ACT itself devised different approaches to final certification. The fact that several members of ACT were actively involved in the committees was an advantage for all their members for future certification, as we were very familiar with the contents, which would help prepare the different procedures and technical instructions.

When the ACT Board started to work on this, three different groups were noticed:

- Companies which wanted to be certified on their own.
- Companies which proposed to create a common set of procedures and to be

jointly certified if possible.

- Companies which preferred to wait and see for a future certification.

JOINT PROCEDURE WRITING

With this scenario, within ACT a group of 23 members was interested in a joint effort, so we urged our Technical Director to select a consulting company able to write basic, common procedures in cooperation with ACT. Among 14 consulting companies OverGestión Consulting (Grupo Over) was chosen. This company, together with ACT, coordinated and developed a project in order to implement a translation industry specific and integrated management system, which could be certified under both the UNE-EN-ISO 9001:2000 and UNE-EN-15038:2006 Standards in each of the 23 companies included in this group.

The elements included in this system make it possible to guarantee not only specific aspects of the processes directly related to translation services and quality, but also those related to management itself and efficiency of the organization processes.

Some of the elements covered by this system are shown in the chart below.

This project was developed with a pragmatic approach in which group meetings took place, where each company brought in their common ideas and solutions, and with the customization of each compa-

ny scenario with the support of computer programmes. According to Javier Muñozerro, Managing Director of OverGestión: 'There is no doubt that the development of these management systems compliant with the requirements of both standards will result not only in an improvement of work processes, translation quality and customer service, but the certification of both systems will also help regulate the industry'.

MULTI-SITE CERTIFICATION

After the joint effort of all the companies for procedure standardization with all the individual added value provided by each company with their own technical instructions which differentiated each company from the rest, the next step was certification, so ACT, after checking all the offers, chose the multinational certifier EQA thanks to their multi-site certification scheme. This was based on the fact that, after checking the uniformity of common procedures by means of a Technical Secretariat, only a sample of the 23 companies was audited on behalf of the rest of companies.

For this reason, it was essential to set up a Technical Secretariat financed by the 23 companies to centralize all the information and to go through the first internal audit for procedure uniformity. After this, the Technical Secretariat itself would undergo an audit by the auditing company EQA to check that those common procedures were compliant with both UNE-EN-15038 and

UNE-EN-ISO-9001 Standards. ACT reached an agreement with the consulting company Euroquality so that they could be in charge of the Technical Secretariat.

CONCLUSION

This joint effort, apart from creating a number of synergies, has resulted in a significant money saving for the companies, approximately 60% in the procedure writing process, and 40% in the certification process. At the same time, ACT has got an important ROI in terms of selffinancing for all the members, either participating in this process or not. In addition, the companies involved in this initiative can get back part of their investments thanks to public funding for these goals.

The main advantage is also the conversion of some quality procedures into an actual business management system when combining UNE-EN-15038 and UNE-EN-ISO-9001 Standards, which can make the companies more competitive and more efficient in their internal operation.

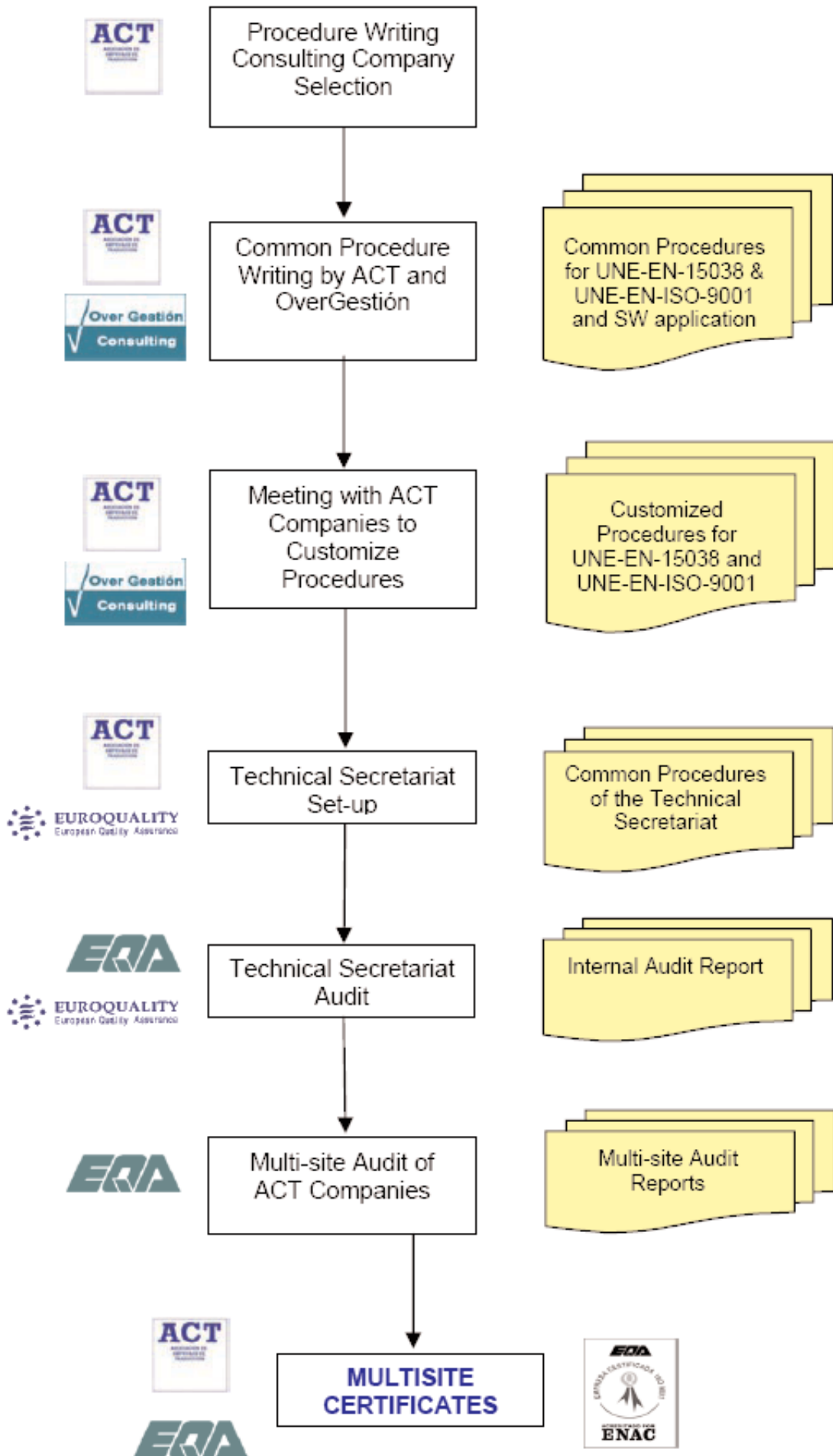
This initiative has attracted other existing members and prospects interested in this type of certification, so a new group is being created.

For more information about the Spanish association and how to join visit www.act.es

- ### Related to quality management (ISO 9001)
- Objective planning
 - Process review and improvement
 - Associated indicator management
 - Management of non-conformities, corrective and preventive actions
 - Evaluation of customer satisfaction
 - On-going improvement
 - Internal audits
 - System review by Management

- ### Related to translation processes (EN 15038)
- Customer relationship
 - Translation project control and management.
 - Translation processes, including revising and review.
 - Translator, reviser and reviewer qualification requirements
 - Technical resource availability
 - Administrative, technical and linguistic aspects of translation

FLOW DIAGRAM OF ACT'S MULTI-SITE CERTIFICATION



EUATC technology committee report

The importance of technology for the development of translation and localisation industry is obvious to everybody nowadays but the need for the EUATC to create a platform for exchange of information, ideas and views on technology first came across so strongly at the EUATC Conference held on 4-5 October 2007 in Warsaw.

At the Annual General Meeting of the EUATC which followed the conference a Technology Committee was set up with Monika Popiolek, Eva-Maria Leitner and Maarit Satukangas as members. The purpose of this committee is to develop an on-line platform of communication where EUATC members can learn more about technologies available on the market and their functionality as well as exchange views and provide feedback and suggestions to tool providers in order to improve the tools, the package and level of support services provided.

The committee has identified a number of areas to work on that would benefit EUATC members. Initially a forum will be launched on the EUATC portal for the exchange information and a section of the portal will be devoted to the taxonomy of tools used for translation and localisation, their functional evaluation and comments on this. Members would be able to contribute by adding their own suggestions and opinions. The Committee plans to set this up in the first quarter of 2008.

The Technology Committee has just started work but upon completion of the initial phase it could also address issues relating to technology standards, technical education of translators and will collaborate with other organisations. There is a lot of work to be done in this area so if you are interested in sharing your opinion, contributing or getting involved please contact Monika Popiolek (m.popiolek@maart.pl), Eva Leitner (mss.lei@netway.at) or Maarit Satukangas (maarit@maris.fi).



National report: GERMANY

Heike Leinhäuser
(pictured above)
QSD Chairman writes

QUALITÄTSSPRACHENDIENSTE Deutschlands (QSD) e.V. was founded in 1998, at the suggestion of the EUATC and on the initiative of Enrique López-Ebri.



QSD represents the interests and the opinions of the German translation industry, and thus of German translation companies within the EUATC. The principal tasks of QSD include strengthening professionalism in translation work and creating a lobby for the strongly expanding sector of language services within the globalised economy.

The association has brought together quality-conscious translation companies, a considerable number of which already possess audited quality assurance systems (certified to DIN EN ISO 9001:2000). Where no quality management system is in place, the Association provides the opportunity for new members to prepare to implement these or other comparable quality assurance systems.

In its quality-oriented policy, the Association is not seeking

to create barriers, but intends rather to disseminate awareness of quality and to achieve a better understanding of the complex problems involved in translation work. In particular, the Association seeks to achieve this by taking a public position on some negative, and not always unjustified, opinions of translation services expressed by those commissioning work.

The very active co-operation of QSD members in the DIN standardisation committee (Deutsches Institut für Normung, Berlin) deserves a special mention. This committee was closely involved in the elaboration of the EN 15038 standard for "Translation Services".

Other key areas of QSD activities are the development of the next generation of interpreters and translators, and achieving better communication between all parties involved in the translation process.

QSD welcomes all translation companies committed to enhancing the image of the sector and further improving the professionalism of the translation industry through a continuous process of improvement.

Activities planned for the coming months: starting in spring 2008 QSD will organise a series of workshops with various topics. One goal consists in teaching translation companies how to establish quality management manuals and preparing them for a certification according to the EN 15038 standard.



National report: HUNGARY

László Vegso
(pictured above)
MFE representative to
EUATC writes

MF E held its annual conference at the end of September on the theme 'Translation: profession, money making or both?'



The autumn event was attended by 120 delegates. In addition to the conference MFE stages regular once a month workshops. Themes include: translation management and managing a translation company

MFE is renewing its web site and intends to add more information about issues affecting the sector.

MFE has been concentrating on EN 15038 lately. The translation of the standard is complete and has been issued by the Hungarian Standardization Agency. We have been trying to negotiate an agreement with the Agency on auditing the standard, but this has proved to be so slow and we are seeking an agreement with another auditing organisation.

QSD FACT FILE

Founded:
1998

Members:
18 full members
3 associate members

President:
Heike Leinhäuser
Web: www.qsd.de

MFE FACT FILE

Founded:
1994

Members:
30 full members

President:
László Reha
Web: www.mfe.hu



**National report:
FRANCE**

Catherine Granell
(pictured above)
CNET Chairman writes

Over the last six months, CNET has been mainly involved in certification.



We have decided to work with Bureau VERITAS and develop a CNET/BUREAU VERITAS certification. This certification will be based on EN 15038 but cannot be termed as an EN 15038 certification. The reason for this is that only AFNOR, the French standards institute, is allowed to use this label.

Our certification will be specific to translation companies and will comprise requirements for transparency especially regarding proofreading and company status.

All our members have been involved in this process and a strong synergy has arisen amongst them.

CNET is organizing a conference in Paris on January 17th 2008. Its theme is Purchasing Translations "new methods, new approaches".

We are also finalising a common insurance policy which should be presented to our members in January.

Our website is being refreshed and should shortly look a bit crispier.

CNET also participated in a meeting organised by Daniel GOUADEC "Journée d'Etude sur la traduction professionnelle" designed to build an image of professional translation at a European level.

**CNET
FACT
FILE**

Founded:
1976
Members:
25 full members
President:
Catherine Granell
Web:
www.cnetfrance.org



**National report:
BELGIUM**

Fernand Bouceau (pictured above) BQTA President writes

BQTA has elected a new board of Directors to serve for the next two years.



The new President taking office in 2008 is Rudy Tirry of Lionbridge, while Fernand Bouceau, of Telelingua, will continue on the board as one of the joint Vice-Presidents. The other will be Ana Gomez of Tradas.

The Association's secretary and treasurer is Jacques Permentiers of Belga Translations, who will serve a four year term until 2011.

The Association's two representatives for EUATC meetings will be Rudy Tirry and Ana Gomez.

The Association is examining its criterias for admitting new members and a proposal will be put to the next meeting of the BQTA in March 2008 by the in-coming President Rudy Tirry. The strategy will be to expand the Association's membership base.

The Association is developing a new information folder, which will be based and reflect the one used by the by the EUATC.

The BQTA, which has been at the heart of the process to develop EN15038 will be continuing discussions about its implementation, however while BQTA members are impressed by the new project of a standard specific for Translation, it still sees the offer of 'self-declaration' by Dincerto as a significant problem for the sector.

**BQTA
FACT
FILE**

Founded:
1995
Members:
11 full members
President:
Rudy Tirry
Web: www.bqta.be



**National report:
NETHERLANDS**

Michel Vrisekoop (pictured above) ATA President writes

The ATA has emerged as a growing association with more than 80 members. At the time of its foundation in 1994, there was a split between the

already existing Organisation OVIN and the ATA. The ATA wanted to represent every single organisation that considered itself to be a translation agency, whereas the OVIN wanted to restrict membership to the larger companies, hence the split. At the time, the ATA had about 30 members and the Taalmerk was founded, the first certificate for translation agencies that wanted to underline their quality management processes. The Taalmerk is one of the foundations of the current EN 15038.



At first, 15 ATA members applied for the Taalmerk and it looked like all ATA members would eventually get a Taalmerk, but this was not the case. While the ATA grew in size, the number of Taalmerk holders remained at 15. During the next eight years, only two ATA members applied for the Taalmerk. It seemed to be a failure.

Now, in 2007, the ATA is growing so rapidly that a new code of conduct and new membership criteria have had to be implemented. The sharpened criteria meant the ATA gradually became an association where members needed to be in existence for at least one year and have a VAT number and a relevant website. A vote on an extra criterion that members should work according to the EN 15038 was discussed during the October General Meeting, but no decision was made about this delicate issue. Some members fear that this criterion will lead to a massive loss of ATA members.

At the same time, the association is wrestling with the Taalmerk. As fewer members felt happy with this certification system and the EN 15038 certification was already in use, some Taalmerk holders felt the need to improve the Taalmerk regulations and wanted to invest in the Taalmerk in order to prepare it for future use in collaboration

with the EN 15038. However, a large majority voted against these proposals at the October General Meeting. The ATA now sees members abandoning the Taalmerk at a fast pace. Only 6 ATA members hold the Taalmerk. The ATA now fears that the Taalmerk will not survive the CEN 15038.

These major issues within the ATA cast a shadow over other issues that might be just as important. The ATA is working on a new website, has agreed to leave MKB Nederland (The organisation for Small and Medium-Sized Enterprises) and has restructured its organisation by changing some committees into ATA specialists. Finally, new steps have been taken with OVIN to create some kind of merger. That would complete the circle again.



National report: POLAND

Monika Popiolek (pictured above) Vice-President PSBT

The certification process in Poland is going well. 3 companies have already been certified (all are PSBT members) and several more will be certified in the next couple of months. Bureau Veritas Certification has recently informed us that many LSPs from other European countries have applied to be certified under the Polish scheme (a Dutch LSP has just received certification in November).



The Polish Association of Translation Agencies (PSBT) is planning to organise a one-day workshop open to all comers in January 2008 in Warsaw looking at the practical aspects of the certification process. The workshop will be conducted by the auditors from Bureau Veritas Certification and consultants from EuteCert in English.

The Association will continue to promote the EN 15038 standard at conferences and other industry events and by sending newsletters to the media, clients, trade boards and commercial organisations, as well as government agencies.

EUATC conference Warsaw

Five PSBT members helped with the on-the-spot organisation and 10 other member companies were represented at the 3rd International EUATC Conference in Warsaw (see full report on pages 12 - 13).

At the General Meeting held towards then of November a new Board was elected. As the Vice-President for External Relations I will continue to represent the PSBT in the EUATC and all other organisations.

Reaching out to extend our association's networks is an important aspect of our development. Currently we belong to EUATC, LISA and ALC.

As an active member of the EUATC we see it as essential responsibility to promote the EUATC and EN 15038 in all fora. Among the gatherings where we took the opportunity to fulfil this responsibility this year, were the GALA, the Localization World and ALC conferences. In fact this directly led to the involvement of a significant sponsor for the EUATC

The other issues that have been exercising the Association during 2007 include a decision to publish an annual report on the translation market in Poland. We will be conducting an extensive survey and aim to publish this report in 2008.

The other significant development is our co-operation with LRC on the development of the European localisation training programme. This is to be launched in 2008.

ATA FACT FILE

Founded:
1992
Members:
88 full members
President:
Michel Vrisekoop
Web: www.ataweb.nl

PSBT FACT FILE

Founded:
2001
Members:
14 full members
President:
Krzysztof Przylucki
Web: www.psbt.pl

Who's who in EUATC



EUATC Vice President
Penny Marinou
(Hellenic Association of Translation Companies Greece)



EUATC President
Liz Robertson
(Association of Translation Companies United Kingdom)



EUATC Treasurer
Michel Vrisekoop
(Association of Translation Agencies, The Netherlands)



Technology Working Group
Monika Popiolek
(PSBT Poland)



Web site Coordinator
Mirko Silvestrini
(FEDERCENTRI Italy)



2008 Conference organiser
Catherine Granell
(CNET France)



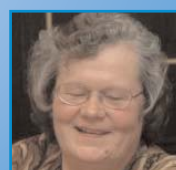
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(QSD Germany)



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We welcome stories and press releases from translation companies belonging to the ATC, and national members of the associations making up the EUATC.

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