

# LOCALIZATION WORLD CONFERENCE & EXHIBITS

Berlin, Germany

7-9 June 2010



## Know-how for Global Success



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# Conference Organizers

Localization World is a collaborative effort of



**The Localization Institute**  
www.localizationinstitute.com



**MultiLingual Computing, Inc.**  
www.multilingual.com

## Program Committee

The program committee has worked hard to create a program that is interesting, challenging and informative. We are very grateful to:

**Jonathan Bowring**

Canon

**Karen Combe**

PTC

**Andreas Dürr**

Across Systems GmbH

**Roberto Ganzerli**

ELIA/Arancho

**Daniel Goldschmidt**

RIGI Localization Solutions

**Martin Güttinger**

Cisco Systems

**Véronique Özkaya**

Moravia Worldwide

**André Purnot**

Medtronic, Inc.

**Jaap van der Meer**

TAUS

## Networking

One of the reasons that people attend Localization World is for the networking opportunities, and they are not disappointed! Besides the exhibit hall with areas for impromptu meetings, ample time between sessions and at lunches, the conference offers two special occasions to encourage attendees to relax and get to know each other.

### Opening Reception Sponsored by SimulTrans

Monday, 7 June 2010, 19.00-22.00

**Zollpackhof Restaurant und Biergarten**

Elisabeth-Abegg Str. 1

The opening reception is a great way to make initial contacts for the conference. The complimentary reception is open to all attendees. This year we are returning to the quaint historic restaurant and beer garden Zollpackhof. We had a great time there in 2009, and this time we have reserved the entire facility so that we can enjoy more room to mingle. The restaurant is within walking distance at just 1.9 km (1.2 miles) from the Hotel Maritim proArte.



**Conference badges must be worn to attend the reception.** If you cannot pick up your badge at the Maritim, you may pick it up at the reception.

### Dinner Sponsored by Moravia Worldwide

Tuesday, 8 June 2010, 19.00-23.00

**Café am neuen See, Lichtensteinallee 2**

Back by popular demand is our dinner at the Café am neuen See, located on the banks of a lake in the middle of the famous Tiergarten Park. Join us for a fun evening of casual barbecue-style food under beautiful chestnut trees. In the case of inclement weather, we will seek the shelter of a tent. So, dress casually and come ready for a good time and great networking!

Shuttle service will be provided from and back to the hotel. In case you'd like to return early or separately, information on public transportation options for the return trip will be handed out.

**Tickets for the dinner must be purchased in advance and are only available for conference attendees.** Cost is €50 per person. Attendees should register online or at the registration desk or contact Bonnie Hagan at [bonnie@localizationworld.com](mailto:bonnie@localizationworld.com)

# Sponsors & Exhibitors

## AAC Global

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

AAC Global is the leading provider of globalization services in the Nordic markets. We actively support our customers in their competence and communication challenges in multilingual and global business environments. Our comprehensive portfolio of globalization services includes translation and localization, terminology management, and documentation services as well as language training and communication and international management skills. AAC Global is a major translation service provider in the region and offers a wide variety of translation and localization services in over 200 language pairs, across all industries. AAC Global has offices in Finland, Sweden, Denmark, Norway, Russia and the UK.

## Across Systems GmbH



[www.across.net](http://www.across.net)

Across Language Server, the world's leading independent linguistic supply chain technology, provides a central software platform for corporate language resources and translation processes. The all-in-one enterprise solution includes a translation memory, a terminology system, and powerful project management and workflow control tools. It allows end-to-end processing so that clients, LSPs and translators collaborate seamlessly. Open interfaces enable the direct integration of CMS or ERP solutions, among others. Across customers include Volkswagen, HypoVereinsbank, SMA Solar Technology and hundreds of other leading companies.

## Across Partner Area

LSI Berlin ..... <http://lsi-berlin.de>  
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## AD VERBUM

[www.adverbum.lv](http://www.adverbum.lv)

AD VERBUM offers a full range of globalization and localization services in the Baltic, Scandinavian and Eastern European markets. Our globalization and localization services include translation, interpretation, multilingual documentation, voice-over, subtitling, desktop publishing and printing. Technology has helped us to develop steady relationships with numerous clients who entrust us with maintaining their translation memory and terminology needs to the highest localization market standard. Our project management team will assure that your localization costs are turned into an asset. AD VERBUM is an EN 15038:2006-certified translation and localization company.

## Alchemy Software

[www.alchemysoftware.ie](http://www.alchemysoftware.ie)

Alchemy Software Development Ltd. is the maker of Alchemy CATALYST 8.0, Alchemy Language Exchange and Alchemy Publisher. CATALYST 8.0 is the world's most comprehensive visual localization solution and allows project managers, translators and engineers to translate and localize software, online help and websites. CATALYST supports all Microsoft .NET technologies and Microsoft WPF applications. Alchemy Language Exchange is used by enterprises to centralize, manage and derive value from their language assets via web services and integration with existing processes. Alchemy Publisher is the most innovative translation solution for printed documentation and digital content, supporting all major doc formats. Alchemy's award-winning solutions allow users to reduce costs, increase quality and achieve simultaneous shipment in all languages.

## Arabize

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

Arabize was founded in 1994 in Cairo, Egypt, to be one of the pioneering content and localization companies in the region. Now, our offices in Cairo, Alexandria, Switzerland and KSA host over 120 highly skilled employees. Following the most internationally acknowledged quality standards, Arabize provides professional localization, content and web development services in three languages: Arabic, English and German. We pride ourselves on serving over 225 top-notch customers from every continent and completing over 1400 projects yearly. Arabize is ISO 9001:2008, EN 15038:2006 and SAP certified.

## Bayan-Tech

[www.bayan-tech.com](http://www.bayan-tech.com)

Bayan-Tech is the localization specialist for the Middle East and Africa. Experience in hundreds of localization projects — software, websites, graphical user interfaces, online and printed documents, multilingual desktop publishing, quality assurance, linguistic services, functional testing, debugging, consulting, advice on cultural issues. Localization expertise — project managers, software engineers, and translators with expertise in telecommunications information technology, education, medical, law, commerce, finance, marketing, automotive, e-learning and sports.

## Brandt

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

Brandt is a localization and engineering company headquartered in Ireland, with offices in Germany, China and the US. Brandt has developed particular expertise in software, games, e-learning, multimedia development and testing. Crucial to the company's success is its unique focus on technology throughout the software development life cycle. For example, with our patented technology Shadow™, we can test and screenshot software products simultaneously across multiple languages, multiple operating systems and multiple browsers. Shadow™ offers a wide range of applications that can be customized to our clients' requirements. Our technology solution has proven to simplify clients' processes, improve quality and save cost.

## Common Sense Advisory

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

Common Sense Advisory, Inc., is an independent research firm specializing in the online and offline operations driving business globalization, internationalization, translation, interpretation and localization. Its research, consulting and training help organizations improve the quality of global business. For more information about Common Sense Advisory's research, reports, and globalization and localization consulting services, visit [www.commonsenseadvisory.com](http://www.commonsenseadvisory.com) or call 978-275-0500.

## ELEKS Software

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

Headquartered in Lviv, Ukraine, and with offices in the US, ELEKS Software is a premier software and localization service provider (LSP), helping organizations around the world achieve their strategic software goals. We work for ISVs, translation agencies and other LSPs that need a strong technical partner. With a staff of 400+ professionals, of which 85% hold master's degrees and 5% hold Ph.D.s, ELEKS has completed more than 250+ localization projects — done right, on-time and on-budget. For some companies, we are their software department. For others, we become a trusted extension of their software department.

## eLocalize

[www.elocalize.net](http://www.elocalize.net)

Based in the Middle East, the link between Africa and Asia with branches in Cairo, Dubai and South Africa and a marketing arm in Germany, eLocalize was established in 2000 to localize software for its parent company, a large supplier of hardware in Egypt. It has developed from small beginnings to become a major agency integrating the whole range of services related to translation, localization and desktop publishing. Our organization and quality management have been ISO 9001:2008 certified by the German TÜV Süd, and to ensure the best translation quality in Arabic, we work in accordance with the DIN EN 15038 standard.

## EQHO Communications Ltd.

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

Since 1996, EQHO has helped successfully deliver complex localization projects to MLVs and corporate clients in key vertical markets located in Asia, Europe, the Middle East and the Americas. Although EQHO specializes in all Asian languages, both for translation as well as multimedia localization and voice-over, we regularly handle small to large-size projects in all major European languages. EQHO combines an international European/Asian account and project management team, in-house linguistic experts and highly skilled engineering resources all under one roof. We believe in ensuring quality the "old-fashioned" way by editing and proofreading all our work.

## European Language Industry Assoc. Ltd. [www.elia-association.org](http://www.elia-association.org)

ELIA is a nonprofit association committed to representing the best interests of translation, interpretation and localization companies active in Europe by providing a forum for exchange, fostering the development of business relationships with fellow members and other related international organizations, and promoting the concept of ethics and quality standards throughout the industry. ELIA was created to embody a European need for an association of translation and localization companies that give its members opportunities for growth by organizing networking events that include knowledge sharing and training courses in business skills and development of market insights. Companies exhibiting in the ELIA booth are:

<b>CEET Ltd.</b> .....	<a href="http://www.ceet.eu">www.ceet.eu</a>
<b>diye Global Communications Ltd.</b> .....	<a href="http://www.diye.com.tr">www.diye.com.tr</a>
<b>iDisc Information Technologies</b> .....	<a href="http://www.idisc.es">www.idisc.es</a>
<b>ORCO S.A.</b> .....	<a href="http://www.orco.gr">www.orco.gr</a>
<b>Referans</b> .....	<a href="http://www.referansceviriri.com">www.referansceviriri.com</a>
<b>Synergium UAB</b> .....	<a href="http://www.synergium.eu">www.synergium.eu</a>

## global dtp s.r.o. [www.global-dtp.com](http://www.global-dtp.com)

Based in the Czech Republic, global dtp s.r.o. offers professional desktop publishing and media services to the localization industry. Since 2003, we have been providing services such as desktop publishing, video and Flash engineering, screen capture, document design and more in over 70 languages to clients worldwide.

## Kilgray [www.kilgray.com](http://www.kilgray.com)

Kilgray is the world's fastest growing translation technology vendor. The company was established in 2004, spent the first four years working on the technology and made its large-scale debut in 2009. Today, Kilgray has six offices in four countries: Hungary, the United States, Germany and Poland. All Kilgray products such as memoQ, the memoQ server, and the TM Repository facilitate, speed up and optimize the entire translation process. The networked translation suites of Kilgray are team-oriented and designed for the use of small translation teams as well as large enterprises.

## Lionbridge [www.lionbridge.com](http://www.lionbridge.com)

Lionbridge Technologies, Inc. (Nasdaq: LIOX), is a leading provider of translation, localization and testing services. Lionbridge combines global language resources with proven program management methodologies to serve as an outsource partner throughout a client's product and content life cycle. Organizations in all industries rely on Lionbridge language and testing services to increase international market share, speed adoption of products and content, and ensure the integrity of their global brands. Based in Waltham, Massachusetts, Lionbridge operates across 26 countries and provides services under the Lionbridge and VeriTest® brands. To learn more, visit [www.lionbridge.com](http://www.lionbridge.com)

## LTC [www.langtech.co.uk](http://www.langtech.co.uk)

LTC is a leader in collaborative innovation, delivering added value and practical solutions from European transformational linguistic research to enterprises. LTC's innovative, flexible and focused approach to ensuring customers' success is valued by leading enterprises, including Deutsche Post and the European Union. LTC focuses on developing the management and workflow aspects of localization and translation processes and integrates with the linguistic tools that best meet users' challenges to deliver rapid results. LTC Worx is a business-management solution that handles project management tasks for an integrated, end-to-end approach to your communication tasks. Users report a significant increase in productivity and an average return on investment in only a few months.

## Lucy Software and Services GmbH [www.lucysoftware.com](http://www.lucysoftware.com)

Lucy Software and Services is a leading provider of machine translation technology — Lucy LT — and services for corporations, public institutions and language vendors. In addition, Lucy offers unique technical consulting expertise and software products for translating custom-built SAP applications. Lucy's core focus and strength lie in the analysis and understanding of customers' multilingual requirements and in the translation of these needs into effective business solutions.

## Milengo



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

Milengo is a worldwide provider of localization, engineering and testing services to the IT, communications and e-learning industries. A full-service company, Milengo operates from 18 offices located in key markets across the Americas, Europe and Asia. Its in-house services have served clients that include AMD, Cisco, Saba Software, The Walt Disney Company, Buffalo Technology and other industry leaders looking to increase the speed and efficiency of their workflow or enhance the linguistic quality of their language translations. For more information, visit [www.milengo.com](http://www.milengo.com)

## Moravia Worldwide

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

Moravia Worldwide is a leading globalization solution provider, enabling companies in the information technology, e-learning, life sciences and financial industries to enter global markets with high-quality multilingual products and services that meet the language and functionality requirements of local customers. Moravia's solutions include localization and product testing services, internationalization, multilingual publishing, technical translation and content creation. With dedicated testing and engineering solutions, Moravia helps companies release products globally by providing test development, localization and functional testing, test automation and software engineering. Global headquarters are in the Czech Republic and North American headquarters in California, with local offices worldwide.

## MultiCorpora

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

Since 1999, MultiCorpora has been exclusively dedicated to providing language technology solutions to enterprises, language service providers (translation agencies) and governments. As the language technology experts, MultiCorpora empowers its clients to better manage their linguistic assets and control the entire translation process regardless of whether they outsource their translations or handle them in-house. Its flagship product, MultiTrans, pioneered the Advanced Leveraging Translation Memory concept, shortening translation turnaround times, recycling previously approved translations, increasing translation accuracy, ensuring consistent terminology, and reducing translation expenses by up to 50%.

## MultiLingual Computing, Inc.

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

MultiLingual Computing, Inc., is the information source for the localization, internationalization, translation and language industry. Offerings include *MultiLingual*, a print and digital magazine mailed nine times a year to readers in 60 countries; *MultiLingual News*, a free biweekly electronic newsletter containing the latest industry news; Blogos, a blog covering language and language industry issues ([www.multilingualblog.com](http://www.multilingualblog.com)); [www.multilingual.com](http://www.multilingual.com), a website featuring a searchable database of over 1,900 industry resources; a searchable database of over 6,500 news items since 1994; free downloadable *Getting Started* guides; free downloadable resource directories; and more.

## Net-Translators, Ltd.

[www.net-translators.com](http://www.net-translators.com)

Net-Translators specializes in software localization and translation into more than 60 languages. Our localization, internationalization and multilingual testing services instill the confidence that the product is accurately and consistently localized, translated and tested. Our translators are industry specific and have amassed a wealth of experience in their particular areas of expertise. We have a proficient in-house multilingual staff of project managers, QA professionals and DTP specialists who provide world-class service to our customers. Our staff remains on the cutting edge of CAT, QA and DTP technology. Net-Translators is ISO 9001:2000 certified, and we maintain branch offices in the United States, United Kingdom and Israel.

## OmniLingua Worldwide, LLC

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

OmniLingua Worldwide, LLC, provides translation, localization and technology solutions to major clients in the automotive, heavy equipment, medical device and appliances, bio-life sciences, industrial controls, and computer hardware and software industries. OmniLingua Worldwide™ localization services are supported by OTIS (the OmniLingua Translation and Information System), one of the first enterprise-class technology systems deployed in the localization industry. As a key language management partner, the OmniLingua® team delivers Measurably BETTER™ service, quality and technology support to produce the results clients need.

## Plunet GmbH

[www.plunet.de](http://www.plunet.de)

Plunet BusinessManager is the complete management solution for the translation and documentation industry. On a web-based platform, the system — INCLUDES business management as well as process and document management — INTEGRATES translation software, financial accounting systems and existing software environments — FOR LSPs, translation and documentation departments, organizations and government agencies. Plunet BusinessManager impresses with its significant time and money savings, unrivalled high adaptability to individual workflows, optimal quality control and effective CRM. Functions include quotation costing, order/job/workflow management, schedule and document management, invoicing, financial reports and many more.

## RASMERIA

[www.translationservices.lt](http://www.translationservices.lt)

RASMERIA is a leading provider of localization and translation services for the Lithuanian, Latvian and Estonian markets in the Baltic states. Established in 1997, RASMERIA has more than ten years of experience in the field of technical translation and efficient management of large-scale projects. Our areas of expertise include technical, automotive, machinery, IT and medical translations. Our skilled and motivated team provides coordination of the work of our partners all across Europe. We are your best choice when it comes to communicating with the Baltic market. We maintain offices in all Baltic capitals: Vilnius, Riga and Tallinn.

## SeproTec Multilingual Solutions

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

SeproTec is ranked among the top 30 language service companies in the world (Common Sense Advisory – 2009). With 20 years of experience in providing high-quality, cost-effective solutions in translation and interpretation, SeproTec distinguishes itself by utilizing the most advanced technology and translator management techniques specifically designed to maximize customer satisfaction. SeproTec is proud to have achieved certifications for international corporate social responsibility, quality control and environmental management (ISO 9001, ISO 15038 and ISO 14001). More than 350 employees and 2000+ freelancers collaborate within dedicated account teams to provide 24/7/365 coverage for our clients' multilingual needs — wherever in the world they may be.

## Skrivanek Group

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

Skrivanek Group has delivered outstanding language solutions for over 15 years, affirming its position as a world leader in the translation industry. Our network of 50 offices in 14 countries throughout Europe, Asia and the United States enables the provision of quality translations and product localization services in over 100 languages. Supported by 4,000 linguists, 400 in-house native reviewers, expert teams of project managers, software engineers and DTP specialists, our cutting-edge technologies facilitate customer-driven solutions to meet the most exacting requirements. Our reputation is guaranteed by ISO 9001:2001 and EN 15038:2006 quality assurance certification and a clientele that includes global corporations such as Fortune 500 companies and the European Commission.

## SYSTRAN

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

SYSTRAN is the market leading provider of machine translation solutions for the desktop, enterprise and internet. Our solutions facilitate multilingual communications and accelerate publishing workflow in more than 80 language pairs. SYSTRAN Enterprise Server 7, our latest achievement, is powered by our new hybrid MT engine which combines the predictability and consistency of rule-based MT with the fluency of the statistical approach. The self-learning techniques allow users to train the software to any specific domain to achieve cost-effective, publishable quality translations. SYSTRAN solutions are used by Symantec, Cisco, Ford and other enterprises to support international business operations. SYSTRAN is headquartered in Paris with a North American office located in San Diego, California.

## TAUS Data Association

[www.tausdata.org](http://www.tausdata.org)

TAUS Data Association (TDA) is a not-for-profit member organization bringing together the translation memories (TMs) and terminology of the global translation industry. The resulting Language Data Exchange Portal is a high-quality, open and secure language database for the benefit of all. We work on the basis of reciprocity; you store language data in the platform and in return get access to the TMs and glossaries of the wider industry. The data is organized by industry domain, company, product line and language pairs, enabling you to conveniently search and retrieve what you require.

## Tilde

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

Tilde is the leading language technologies company in the Baltics. For localization, terminology solutions, and cutting-edge machine translation R&D, major international companies turn to Tilde. Tilde provides big solutions for small languages starting with full cycle localization into the Baltic, Russian, German, Scandinavian, Azeri and Kazakh languages. EuroTermBank.com is the world's largest online multilingual terminology database. In machine translation, Tilde is at the forefront of a range of projects developing unique approaches to MT tools.

## Version internationale

[www.version-internationale.com](http://www.version-internationale.com)

For 20 years, Version internationale® has been a key player on the French localization market, servicing MLVs as well as direct clients such as Oracle. Widely recognized for its quality of service and flexible approach, VI focuses on delivering excellent translations to tight deadlines. Its specialized in-house teams (linguists, project managers and engineers) ensure professionalism and reliability for every type of project, from complex IT products, voluminous packages or ongoing updates, to punchy marcom texts. VI's seamless solution also covers other European languages — French, Italian, German and Spanish — always at the best possible price!

## VistaTEC

[www.vistatec.ie](http://www.vistatec.ie)

VistaTEC's mission is to provide the industry's most scalable and flexible localization solutions. We believe the most cost-effective, highest quality services are achieved through the convergence of technology, language skills and project management best practices. Through process optimization, unparalleled client retention and access to the brightest linguistic and technical talent around, we offer customized services and continuous productivity gains. We provide translation and language quality review in over 65 languages and the full complement of technical services such as internationalization, certification testing, software and web engineering/QA and UA publishing. Our expertise covers hardware, multimedia, wireless applications, and web and internet technologies.

## WebCertain Group Limited

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

WebCertain Group Limited is a multilingual search marketing agency offering a range of online marketing services, including SEO, PPC and social media, in any language. Through its team of native speakers, WebCertain combines local cultural and linguistic knowledge with search marketing expertise to produce accurate, effective, relevant campaigns that are guaranteed to improve online performance. In addition to its web marketing services, WebCertain's translation arm, WebCertain Translates, provides professional translations and localization for both online and offline projects.

## Welocalize



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

Welocalize provides next-generation translation supply chain management that delivers market-ready, translated content — when and where you demand — at a higher output, a faster pace and an affordable price. We support organizations throughout the entire global content life cycle, from authoring and product development, translation and quality assurance to complete business process outsourcing and market validation. Welocalize is redefining the way translation services are managed and delivered in our industry. By replacing the task-oriented, client-vendor model with an integrated partnership that lasts throughout the translation supply chain, Welocalize provides clients with flexible, unique translation solutions that are predictable, scalable and measurable and result in increased global sales of their products and services.

## Yamagata Europe

[www.yamagata-europe.com](http://www.yamagata-europe.com)

Yamagata Europe is a one-stop service provider for all your documentation needs. Technical writing, localization, desktop publishing and print services have been brought together under a single roof to ensure smooth coordination and high-quality deliverables. Our customer-driven approach to quality and innovation has led to the development of various quality assurance tools such as QA Distiller, the leading standalone translation quality assurance tool. Yamagata operates from over 40 offices worldwide, including those in the United States, Europe and Asia.



*The fastest way* to find resources and to connect with peers in the Localization World

[www.locworld.net](http://www.locworld.net)

# PRECONFERENCE WORKSHOPS

Monday, 7 June 2010

## P1

9.00

### Game Localization Round Table

**Speakers:** Miguel Á. Bernal-Merino (Roehampton University), Solja Kuningas (Babel Media Ltd), Maud Stevens (NICAM Inc./PEGI)

This round table consists of several distinct sessions presented by experts in game localization. The day will end with an open discussion based on information and questions from the presentations.

## P2

9.00

### Financial Industries Round Table

**Speakers:** Beat Buchmann (Credit Suisse AG), Sina Lamprecht (HypoVereinsbank), Michael Stoffl (PayPal), Guy Van Leemput (SWIFT)

**Moderator:** Ulrich Henes

Localization issues are critical in the financial industry. This round table will cover critical topics such as quality assurance, terminology management and corporate language services, specifically how they relate to the financial industry. The culmination of the day will be an open session crafted from the topics and issues discussed throughout the day.

## P3

9.00

### Life Sciences Business Best Practices Round Table

**Speakers:** Brigitte Herrmann (Siemens AG), Eva Hildesheimer (Zimmer GmbH), Richard Korn (St. Jude Medical), Maarten Milder (Medtronic, Inc.), Jennifer Perkins (Lionbridge), Clio Schils (Lionbridge)

Clients will present and share their thoughts and experiences on benchmarking, changing requirements in MDD and AIMD, creative outsourcing, and translatability, quality and terminology. A key part of the round table is the strength of the break-out sessions and their subsequent presentations and discussions.

## P4

9.00

### Pharma Translations: The Delicate Balance Between Regulations and Quality Requirements

**Speakers:** Simon Andriesen (MediLingua), Sandra La Brasca (Foreign-Exchange Translations)

During this workshop, we will discuss questions such as: How do regulatory affairs departments and translation vendors find the balance between the regulatory requirements and the need for high-quality information? How can we meet the strict requirements concerning the mandatory document structure and at the same time make sure that patients understand the information? How do we produce 27 language versions in five calendar days after approval of the English?

Your clients work  
**play shop**  
and  
**course** in their  
native tongue.



Are you speaking their language?



**Milengo.com**  
Translations for a working world

**P5****13.30****Localization Business Round Table****Speakers:** Serge Gladkoff (Logrus International), René Savelsbergh**Moderator:** Aki Ito

This session, for owners and managers of localization services and tool providers, focuses on requests for proposals, online auctions and dealing with standard procurement processes for purchase of localization services.

**P6****9.00****International User-interface Design****Speaker:** Aaron Marcus (Aaron Marcus and Associates)

Participants will learn practical principles and techniques that are immediately useful in terms of both analysis and design tasks. They will have an opportunity to put their understanding into practice.

**P7****9.00****Translingual Europe 2010: International Conference on Advanced Translation Technology**

Translingual Europe 2010 is the third European conference on new developments and applications in translation technology.

**P8****9.00****Introduction to Localization****Speakers:** Daniel Goldschmidt (RIGI Localization Solutions), Angelika Zerfuß (zaac)

Two highly experienced industry experts will illuminate the basics of localization. This instruction is particularly oriented to participants who are new to localization. They will gain a broad overview of the localization task set, issues and tools. Subjects covered will be fundamental problems that localization addresses, components of localization projects, localization tools and localization project management.

**P9****13.30****Across LSP Round Table — Future LSP Business Models and the Role of Across Systems****Moderator:** Andreas Dürr

In recent years, the work of language service providers (LSPs) has undergone fundamental changes driven by technological innovations. Currently, this process is characterized by discussions focusing on developments such as crowdsourcing and the growing acceptance of machine translation. We'll examine the changed framework conditions and discuss how Across can contribute to the business models of the future.

**P10****9.00****International Search Summit****Speakers:** Andy Atkins-Krüger (WebCertain Group Limited), Isabella Ballanti (WebCertain Translates), Thomas Bindl (Refined Labs GmbH), Massimo Burgio (Global Search Interactive), Penny Coupland (Unica Corporation), Iris Cremers (KLM), Dixon Jones (Majestic SEO), Klara Lettavova (WebCertain Group Limited), Sébastien Monnier (1ère Position), David Sowerby (Straker Software), Florian Stelzner (TRG - The Reach Group GmbH)

This summit focuses on the issues involved in carrying out search and social media marketing in multiple countries and languages. Experts will offer insights and cover SEO, PPC and social media topics.

**P11****9.00****GlobalSight User Meeting****Speaker:** Derek Coffey (Welocalize)

This meeting provides a forum for participants to leverage the collective experience and best practices of the GlobalSight community.

# Session Descriptions

The Localization World tracks are color-coded to indicate which sessions pertain to which topics, thus enabling delegates to plan their personal schedules more easily. Localization functions include:

Global  
Business  
Best Practices

#### Track A sessions take place in Salon 3

Experienced business people will provide practical insights for companies that want to venture with confidence into new international markets.

Managing  
Global  
Websites

#### Track B sessions take place in Salon 2

Leading companies, each with an outstanding web presence, will offer their expertise for launching and maintaining a worldwide web platform.

Localization  
Core  
Competencies

#### Track C sessions take place in Salon 4

An introductory track for companies that need to localize, but are unsure where to start.

Advanced  
Localization  
Management

#### Track D sessions take place in Hall C

This track, the heart of Localization World, provides the latest information on trends, processes, technologies and influences that shape the world of localization.

Inside Track

#### Track E sessions take place in Hall B

Special format sessions for a deeper understanding of select topics and sessions that stimulate collaboration and community.

## CONFERENCE DAY ONE

Tuesday, 8 June 2010

### KEYNOTE<sup>1</sup>

8.30

Everyware: The Dawning Age of Ubiquitous Computing

**Speaker:** Adam Greenfield

Four years after its publication, Adam Greenfield returns to the world of ubiquitous computing technology that he described in *Everyware*. From biochipped bodies to networked bathtubs to building-sized screens, which of the advances he saw on the horizon have come to pass and which haven't? In our world of iPads running Facebook, is the rubric "ubiquitous computing" still relevant? And where do we go from here? This fast-paced, nontechnical look at the recent history and near future of pervasive technology will offer some provocative answers.

### A<sup>1</sup>

10.15

From Sartorial to Sneakers:  
Managing a Brand Worldwide

**Speaker:** Rupert Ball-Greene (Puma)

**Host:** Karen Combe

The presentation will primarily focus on Rupert Ball-Greene's time with Lacoste. He will also draw on experiences from the other brands with which he has worked. The presentation will deal with what to expect when moving a brand from a luxury audience to a mass audience; how to modernize a brand; how to position and/or reposition a brand in domestic and export markets; and the hurdles of taking a brand worldwide and how to overcome them.

### B<sup>1</sup>

10.15

Enhancing the Customer Experience at KLM

**Speaker:** Iris Cremers (KLM)

**Host:** John Terninko

How's a big company such as KLM listening to the voice of its customers? How does it make sure it offers its products and services in such a way online that consumers find it easy to use and therefore buy? How do we know what works for our end consumers or not? How do we try and optimize this today, and how do we want to do this tomorrow? In this presentation, Iris Cremers will let you into the world of KLM.com to discuss how KLM tries to enhance the e-customer experience and share some best practices.

# C<sup>1</sup>

10.15

## Best Practices Areas in Internationalization/Localization

**Speakers:** Daniel Goldschmidt (RIGI Localization Solutions), Angelika Zerfaß (zaac)

This presentation will give an overview of the different areas in internationalization and localization projects where best practices exist — starting from the concept of internationalization and how it is applied to project management dos and don'ts and on to the tools and technologies used in the field.

# D<sup>1</sup>

10.15

## Localization at Nokia

**Speaker:** Marja Toivonen (Nokia)

**Moderator:** Martin Güttinger

What is the first thing that comes to mind when you hear the word *Nokia*? It's a popular mobile phone, but is that all? Consumer trends tell us that a mobile phone is a music/video player, a navigation device, a camera, a radio and so on. The bottom line is that consumers are expecting more, a device that is a gateway to entire solutions for their needs. Nokia is ready to serve these trends and deliver these solutions with a superb user experience (UX). Localization plays a crucial role in building a seamless consumer experience. One of our key UX design goals is "Speaks My Language." Our products, services and support materials must make sense in all languages that we offer. In this presentation, we will look at the building blocks, constraints and challenges that localization departments at Nokia are facing. In a follow-up session on Wednesday, we invite you to come out and play with us in Inside Track E8 (p. 23). Let's brainstorm and innovate and come up with new ways to look at and play the Nokia localization game!



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**E<sup>1</sup>****10.15****Social Networking for Localization: LinkedIn, Twitter and Other Social Media Practical Uses From the People Side****Panelists:** Renato Beninatto (Milengo, Ltd.), Kathleen Bostick (Lionbridge), Kirti Vashee (Asia Online)**Moderator:** Serge Gladkoff

Social media is a new channel for communication and collaboration that is still emerging and evolving as a result of developments in social computing. Just as text processing replaced typewriters, social media is replacing traditional communication channels, thus offering opportunities and options with which we are still largely unfamiliar. During this panel, social media experts Kathleen Bostick, Renato Beninatto and Serge Gladkoff will share their experiences and research in this area. The panel will start with a brief presentation on the topic and then with a discussion to follow. The takeaways are going to be practical recommendations on the use of LinkedIn, Facebook and Twitter for professionals in the localization industry from all sides. Handout material with research on the subject will be available. This is going to be a very interesting and entertaining session.

**A<sup>2</sup>****12.00****Global Social Media — The Language Factor****Speaker:** Kathleen Bostick (Lionbridge)**Host:** Véronique Özkaya

In this presentation, Kathleen Bostick, vice president of global marketing at Lionbridge, will present her research in global social media that will include a case study on the Lionbridge global social media survey. She will describe the lessons learned in developing a survey in 20+ languages and using social media — including blogs, Twitter, LinkedIn, Facebook and e-mail — to distribute it. She will also take a look at the language factor and how companies are addressing it (or not) in their outreach, providing new insight as to how the world is using social media.

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**B<sup>2</sup>**

12.00

**Blending SEO with Localization****Speaker:** Andy Atkins-Krüger (WebCertain Group Limited)

Localization and search engine optimization (SEO) are two processes rarely uttered in the same breath, considered as separate entities with no relation to one another. This isn't, or rather shouldn't be, the case. This session will look at how SEO can be incorporated into the localization process to produce linguistically accurate websites, which are also optimized for search engines. Andy Atkins-Krüger will highlight the benefits to organizations adopting this approach and respond to the criticisms levied against it.

**C<sup>2</sup>**

12.00

**How to Serve Coffee in More Than 50 Countries****Speaker:** Robin Franke (Franke Kaffeemaschinen AG)**Host:** Donna Parrish

Franke Coffee Systems is a world-leading provider of intelligent coffee systems. Customers are located worldwide and range from small offices to restaurants, hotels and cruise ships. Managing this large scope requires new knowledge providing the ability to resolve all language issues with quality and precision. This presentation shows how to set up language services for a small but enormously fast growing company in the international coffee machine business. What do our customers expect? What needs do they have? Why is a pragmatic solution better than confusing language theory? What does it cost and why is it a bargain? How do we proceed in the future? Addressing questions like these will need a lot of coffee — so let's talk about it.

**D<sup>2</sup>**

12.00

**From Project Management to Process Management — A Paradigm Shift in One of the Oldest Trades in the History of Humanity****Speaker:** Wolfgang Sturz (Sturz Gruppe GmbH)**Host:** Angelika Zerfaß

As content management systems (CMSs) are more and more often generating small chunks of "real time information," interlinking content and translation management is becoming increasingly important. Irrespective of the information generated and stored in CMSs, the translations into any given number of languages should be available without delay. How can the language industry cope with such "close to real time" translations without sacrificing quality and skyrocketing budgets?

**E<sup>2</sup>**

12.00

**Translators Without Borders Board Meeting**

*Attendance is by invitation only.*

The crisis in Haiti has put the spotlight on humanitarian translations like never before and Translators Without Borders (TWB) is ramping up its capacity in order to be able to assist more NGOs as they respond to crises around the world. Founded in 1993 with the mission of providing free translations for humanitarian needs, TWB is now laying the groundwork to create a worldwide platform linking volunteers from the translation industry with the groups that need their help.

**C<sup>3</sup>**

14.30

**Collision or Convergence? Managing the Intersection of CMS and TMS****Panelists:** Stefan Freisler (SCHEMA GmbH), Fred Hollowood (Symantec), Noz Urbina (Mekon Ltd)**Moderator:** Mary Laplante

Research by The Gilbane Group indicates that leading practitioners of content globalization have recognized that standalone "stovepipe" technologies and processes simply cannot keep pace with prospect and customer demand for relevant content in multiple languages. These companies understand that while content management systems (CMSs) and translation management systems (TMSs) deliver benefits as standalone technologies, they are reaching the limits of what they can deliver in their own right.

What's more, there is growing recognition that they will deliver exponential impact when they are integrated into a holistic CMS/TMS solution. The business benefits of connecting content repositories with TMS include cost reductions through maximized reuse; brand protection through standardized terminology; increased efficiencies through automation; and stronger governance and process improvement through visibility and control. What is less clear is how to design, deploy and manage integrated solutions that deliver these benefits to a global enterprise. In this session, experts discuss the key issues and provide guidance and insight that will enable attendees to avoid collision and proactively manage convergence. Topics include trends, the process perspective, the technology integration perspective, case studies and advice on getting started. The session is designed to deliver value to companies integrating existing systems as well as evaluating new acquisitions of integrated solutions. Attendees will learn how to manage CMS/TMS convergence in ways that create new competitive advantage for global enterprises.

## D<sup>3</sup>

14.30

### Gazing Into the Crystal Ball: Future of the Industry

**Panelists:** Renato Beninatto (Milengo, Ltd.), Wayne Bourland (Dell), André Pellet (COMSYS), Andrejs Vasiljevs (Tilde), Smith Yewell (Welocalize)  
**Moderator:** Donna Parrish

Nothing is more certain than change. But what changes will we see in the localization industry? Will machine translation become a non-issue? What will be the best size for a localization agency? Who will own translation memories ... anyone? What pricing mechanism will finally win out? What will become the best education curriculum for 21st century localizers? What role will crowd-sourced translation play? Will Google Translate rule the world? Our distinguished panel will have some provocative and perceptive insights into what the future will bring. And attendees will be encouraged to add to the discussion.

## E<sup>3</sup>

14.30

### Common Sense Advisory Colloquium Buy-side: Real-world Measurement of Localization Investment

*Open to language service buyers only. Space is limited. Contact Bernie at [bernie@localizationworld.com](mailto:bernie@localizationworld.com) or at the registration desk to reserve your seat.*

**Speakers:** Don DePalma and Rebecca Ray (Common Sense Advisory)

Showing a return on localization or translation investment remains both a requirement and an obstacle for any organization undertaking business globalization of any sort — whether online or offline. But how can you make a case that will help you win over executive sponsors? In this presentation, Common Sense Advisory presents quantitative and qualitative measures that will help you bring a successful business case for localization straight to the corner office.

## A<sup>4</sup>

16.30

### Internationalization of Small and Medium-sized Enterprises

**Speaker:** Christopher Stehr (Karlshochschule International University)

**Host:** Ulrich Henes

Entrepreneurial globalization and a globalization strategy of a small and medium-sized enterprise (SME) are more than just export. Some SMEs reach their limits in this process of an entrepreneurial globalization that needs activities' steps beyond the previous internationalization of businesses. The aim of the presentation is to show how German SMEs manage the process of internationalization. In this case the research will show the most successful strategies for SMEs. Also, the main problems for SMEs in the process of internationalization are considered. The methodology and scientific content evolved are based on an online survey.

## B<sup>4</sup>

16.30

### International Domain Names/SEO

**Speaker:** Tina Dam (ICANN) via telecast

**Host:** Andy Atkins-Krüger

The introduction of internationalized domain names (IDNs) is considered one of the most significant innovations in the internet since its inception. IDNs offer many new opportunities for internet users around

the world by allowing them to establish and use domain names and hence web and e-mail addresses in their native languages and scripts. This session will begin with a brief introduction to what IDNs are and how they work for end-users. The focus will then be placed on why IDNs are being implemented, how they can be registered, timing, and what the cost and challenges are for individuals and business owners who wish to begin to use IDNs. As we are moving towards IDNs introduced as top-level domains (TLDs — extensions such as .com, .net and so on), we will also talk about the IDN ccTLD Fast Track Process, which is the first process available to introduce IDN TLDs for production purposes, and the new gTLD Process.

## C4

16.30

### Terminology Panel

**Panelists:** Markus Meisl (SAP), Michael Stoffl (PayPal)

**Moderator:** Jonathan Bowring

Terminology is one of the cornerstones of localization, but how much time and attention should it receive? What role should it play in the business and why? A panel of industry professionals will discuss terminology ignorance, issues, imperfection, improvement, incorporation and investment in a relaxed chat show format.

## D4

16.30

### MT Pricing – Buyers, Sellers, Developers

**Panelists:** Fernando Blasi (Alpha CRC), Fred Hollowood (Symantec), Tony O’Dowd (Alchemy Software Development Ltd.), Hans Uszkoreit (DFKI GmbH), Josef van Genabith (Centre for Next Generation Localisation), Kirti Vashee (Asia Online)

**Moderator:** Lori Thicke

This panel discussion organized jointly by the EuroMatrix+ project, the T4ME Network of Excellence and the Centre for Next Generation Localisation will bring together buyers, sellers and developers of machine translation (MT) technology for a wide-ranging discussion of topics that impact on the pricing of MT products and services.

## E4

16.30

### Common Sense Advisory Colloquium Buy-side: Emerging Models for Next-Gen Localization

*Open to language service buyers only. Space is limited. Contact Bernie at [bernie@localizationworld.com](mailto:bernie@localizationworld.com) or at the registration desk to reserve your seat.*

**Speakers:** Don DePalma and Rebecca Ray (Common Sense Advisory)

“Localization is essential for global business,” but which production and management structures can actually support a truly global enterprise and prepare it for the next decade and beyond? Which cost-saving strategies have the best opportunities for success, both for internal processes and for working with vendors around the world? In this presentation, Common Sense Advisory analysts address fundamental questions about the business elements affecting content and product localization.



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# CONFERENCE DAY TWO

Wednesday, 9 June 2010

## A<sup>5</sup>

9.00

### Selling Across Borders

**Starring:** Partners in Business — Clients and Vendors

**Co-starring:** You

**Executive Producer:** Clio Schils

**Plot:** In international business, we apply multiple selling methodologies, techniques and tools in order to sell our product, globalize our business and become successful. However, this fast-growing globalization objective poses as many opportunities as it poses challenges. One of the many challenges and decision-making factors when selecting a business partner is the vendor's ability to fully grasp the client's cultural environment; his or her ability to empathize with any type of regional or local sensitivity, inherent to one specific target country; his or her ability to anticipate and effectively eliminate perceptions that unavoidably will arise during the process; and finally, his or her ability to gracefully adapt technique, style and communication to the satisfaction of any potential European business partner. In this interactive session we will use the media to show that for any potential partnership to blossom and stay in full bloom in Europe, it must go through this fine-tuning process. We will share with you personal experiences of clients and vendors around the necessity of cultural customization of every vibe in your client relationship management process. The audience will be asked to actively and voluntarily participate in the discussion.

## B<sup>5</sup>

9.00

### Localizing Legal Agreements for Different Markets — Challenges and Best Practices

**Speaker:** Susanne Grohé (PayPal)

**Host:** Ulrich Henes

Many global companies face the same challenge when they are looking for a uniform standard in their product as well as their legal agreements worldwide. However, not only language and cultural differences make it difficult to implement one global standard but also different laws and practices. Truly localizing legal agreements can mean rewriting them as a joint effort between lawyers and localization experts. Taking PayPal's standard legal agreements as an example, the presentation will focus on challenges and best practices when localizing a global standard.

## C<sup>5</sup>

9.00

### Localization Technology for Business Decision-makers

**Speakers:** David Filip (Moravia Worldwide), Angelika Zerfaß (zaac)

**Moderator:** Martin Güttinger

This session will focus on core (basic) technologies for business-oriented managers hoping to learn about and/or keep up with the changing technologies. The session will be presented in an engaging, humorous, yet useful way (modeled on the "For Dummies" book series — entertaining, yet educational). This will be presented in a jargon-free manner, focusing on the key considerations non-technical business decision-makers in the localization industry may need to grasp as they make decisions about technologies. Initial topics for consideration may include machine translation; the growing interest in shared linguistic databases (for example, TAUS); TMS and TM; advanced leverage; and XML.

## D<sup>5</sup>

9.00

### Determining Return On Investment on Translation Spending: Developing and Using a Business Intelligence Layer to Support the Translation Business Case

**Speakers:** Wayne Bourland (Dell), Daniel Gray (Welocalize)

**Moderator:** Donna Parrish

Determining return on investment (ROI) on translation spending is difficult to start, but it is even more complicated if key performance data

are either difficult to report on or unobtainable across disparate systems. This session will describe how an integrated business intelligence layer (reporting engine) was developed and deployed in order to more easily compile and report key performance indicators across the enterprise and use that data for justifying translation ROI.

E5

9.00

## 45 Countries, 52 Languages, 500 Million Consumers: Europe as an Opportunity for LSPs

**Speaker:** Renato Beninatto (ELIA)

Europe is the biggest economic power in the world when looked upon as a whole. The translation market in Europe is bigger than the North American market. Yet, instead of looking at the opportunities created by the European landscape, language service providers (LSPs) tend to look at the limitations and competition in their own markets. The European Language Industry Association (ELIA) believes that these are very good times for the language industry in Europe. Come and see how to leverage and influence a market that provides the best conditions for LSPs in the world. This session is designed for European LSPs, but all Localization World participants are welcome to attend.

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**A<sup>6</sup>****10.30****Next Generation Localization Value Proposition****Speaker:** Mark Flanagan (VistaTEC)**Host:** Véronique Özkaya

Localization facilitates global sales, right? It is a key process that allows organizations to maximize their international revenues. So, why are many localization departments marginalized within their own organizations? Why is their value hardly ever represented at the top table? How does localization raise its profile within an organization and begin to realize its true value? What can localization managers of tomorrow do to ensure they are aligned to revenue-generating corporate strategy?

**C<sup>6</sup>****10.30****Report from the Financial Industries Round Table****Speakers:** Beat Buchmann (Credit Suisse AG) and others to be announced

The preconference Financial Industries Round Table agenda included:

- 1) quality assurance in banking
- 2) corporate language services
- 3) terminology management in financial industries
- 4) open session (to be determined by participants during the round table)

In this session, the round table participants will report on their findings and best practices in the financial industries.

**D<sup>6</sup>****10.30****TAUS Data Association Update****Panelists:** Melissa Biggs (Oracle America, Inc.), Wayne Bourland (Dell), Karen Combe (PTC), Jessica Roland (EMC), Smith Yewell (Welocalize)**Moderator:** Jaap van der Meer

TAUS Data Association (TDA) is a nonprofit organization providing a neutral and secure platform for sharing translation memories (TMs). TDA was founded in July 2008 by 40 founding members. Today, the platform contains 2.5 billion words in more than 300 language pairs. TDA provides support in terminology search, advanced TM leveraging and machine translation training. TDA is a super cloud for the global translation industry, helping to improve translation quality and automation and to fuel business innovation. In this session six founding members will join director Jaap van der Meer to share their experiences and perspectives on TDA and its impact on the future of the industry.

**A<sup>7</sup>****11.30****Yours or Mine or What?  
The Simple Complexity of Copyright of Translations****Speaker:** Abraham de Wolf (Lucy Software)**Host:** Laurentiu Constantin

This presentation will offer the audience a basic structure with which copyright issues can be identified and understood. The focus will be on the use of software for translations and addresses under what conditions who owns what and who else might have rights of use that exist aside from ownership rights. Copyright aspects of the use of free internet translation machines such as Google and collaborative translation platforms will also be looked at. And to round things up, some basic recommendations for how to address copyright issues in contracts with customers, freelancers, and employees will be given.

**B<sup>7</sup>****11.30****Keeping Score in the Globalization Game****Speaker:** Glenn Arango (Yahoo! Inc.)**Host:** Willem Stoeller

A case study and discussion of the methods and madness of developing a globalization process, tracking and compliance system that is accepted by management, is used by engineering, and helps drive products towards a goal of robust internationalization.

# C7

11.30

## MT in the Real World — Successes, Challenges and Insights from Teams of Customers and Providers

**Panelists:** Kerstin Bier (Sybase iAnywhere), Manuel Herranz (Pangeanic), John Papaioannou (Bentley), Laura Rossi (LexisNexis), Lori Thicke (Lexcelera), Kirti Vashee (Asia Online)

**Moderator:** André Pellet

Machine translation (MT) systems differ in capabilities; provider implementations differ in approaches. Hear real-world stories from teams of customers and providers sharing their approaches, challenges and successes during their MT implementations. Move beyond the “sales” rhetoric to learn what it really takes to make an MT system implementation successful. Join an interactive discussion where different teams of customers and providers who have been working together provide insight on their projects and results. Learn what works and what doesn't work when considering an MT implementation.

# D7

11.30

## Client-vendor Chimera

**Speaker:** Jonathan Bowring (Canon)

**Host:** Ulrich Henes

Canon has operated its internal localization group as a standalone operation for some years. We'll take a look at the pleasure and the pain of being self-funded, working as an internal vendor and external competitor. How has it gone over almost a decade? What have we learned? What haven't we learned?



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**E<sup>7</sup>****11.30****Marketing Best Practices of Language Services Industry Leaders and Innovators****Speakers:** Don DePalma and Rebecca Ray (Common Sense Advisory)

How can small to mid-size language services companies continue growing and then sustain that level of growth? Common Sense Advisory will review the marketing practices, websites and branding of the top performers in the industry. Analysts will also provide global marketing expertise and guidance for the companies looking to take their brands to the next level and score big in future sales. Stuck at \$2-\$5 million? Where do you take it from here?

**A<sup>8</sup>****14.00****Expanding Global Reach Through Crowdsourcing****Speaker:** Jason Rickard (Symantec)**Host:** Willem Stoeller

The web is changing from a place where individuals retrieve information to a community who interacts, shares and collaborates. This change provides a growing opportunity for companies to marshal the collective intelligence of the online community. Community collaboration, commonly known as crowdsourcing, leverages collective intelligence inside and outside a company to translate products or widgets, to do usability testing and to engage the community in the user interface review process. Come see our community collaboration application, which facilitates these tasks, and our findings including the “dos and don’ts” of successfully engaging a community to contribute participants’ profiles, motivations, quality and schedules.

**B<sup>8</sup>****14.00****Standards and Best Practices for the Multilingual Web****Speaker:** Richard Ishida (W3C)**Host:** Donna Parrish

The World Wide Web Consortium (W3C) develops base standards for the web, such as HTML, CSS, SVG, XML, the semantic web and so on. Since the beginning, “web for all” has been a fundamental goal of the W3C. This session will look at the work of the W3C and some other key organizations that are helping to develop standards and best practices that make the World Wide Web international — what has been done and what is currently in progress. It will also introduce a new initiative, funded by the European Commission, to investigate, provide information about, and recommend work on standards and best practices for the multilingual web.

**C<sup>8</sup>****14.00****Compliance and Data Security for Translations — Outsourcing as Vulnerability****Speaker:** Sukumar Munshi (Across Systems GmbH)**Host:** Reinhard Schäler

Even in highly sensitive areas such as the pharmaceutical industry and the financial sector, confidential content is often supplied to numerous translators in open-document formats. Thus, the translation process is an ideal starting point for identifying vulnerabilities in such companies. In his presentation, Sukumar Munshi will discuss which system-related and process-related requirements need to be fulfilled in order to prevent translation outsourcing from being exploited for the misuse of data and potentially industrial espionage. He also touches on the impact of current trends such as open-document formats and crowdsourcing on this subject.

**D<sup>8</sup>****14.00****Optimizing Content for Machine Translation****Panelists:** Olga Beregovaya (PROMT), Kerstin Bier (Sybase iAnywhere), Melissa Biggs (Oracle America, Inc.), Jessica Roland (EMC)**Moderator:** Karen Combe

This panel of experts will address optimization for machine translation

(MT) in two areas. The first is authoring assistance. Two panel members will relate the experience their companies have had with source control tools. The second area is the translation memories (TM) used to train MT engines. Experts in statistical machine translation and rule-based machine translation will discuss the types of problems they have found in TM data along with some solutions.

**E8**

**14.00**

### Localization Interactive with Nokia

**Speaker:** Marja Toivonen (Nokia)

**Host:** Martin Güttinger

In this follow-up session to Tuesday's session D1, "Localization at Nokia," we invite you to an interactive discussion with Nokia on mobile localization. Based on your input, we will discuss the issues and solution proposals, visions, options and possibilities in localizing mass-market consumer products for global markets.

**A9**

**15.30**

### Identifying and Prioritizing Core Brand Values for Successful Foreign Market Entry

**Speaker:** Tony Wessling (The WESSLING Group)

**Host:** Paula Shannon

What should your brand bring with it when moving into a foreign market? This session will outline the steps that high-level marketing executives can take to discover their companies, brand essence, distilling core values into near-universal attributes that will resonate with a foreign audience and allow the brand to acquire the local characteristics essential for success outside of its home market. We will examine cases where naming, messaging, advertising and marketing collateral were successfully adapted to meet the needs of a brand's new customers.

**B9**

**15.30**

### Standards-based Translation with W3C ITS and OASIS XLIFF

**Speaker:** Christian Lieske (SAP)

Globalization-related processes such as translation usually fail if best practices are neglected. In particular, translation processes suffer from lacking internationalization of content and format standardization. For both dimensions, standards exist: the Internationalization Tag Set (ITS from the W3C) and the XML Localization Interchange File Format (XLIFF from OASIS). This tutorial gives an overview of both standards and explains their interaction. A highlight is the explanation of an automated approach to generate round-tripping tools (XML to XLIFF and back) based on ITS.

**C9**

**15.30**

### Case Study: Quality Assurance for Technical Documentation at Medtronic

**Speakers:** Henk Boxma (RIGI Localization Solutions), Maarten Milder (Medtronic)

**Moderator:** Clio Schils

Medtronic is the world's leading medical technology company, alleviating pain, restoring health and extending life for people with chronic disease. At Medtronic's technical literature department, the growing volume and the increase in the number of target languages caused a strong demand for an automated quality assurance (QA) solution. Off-the-shelf QA checkers did not meet the requirements. We adapted an in-house solution and integrated it into the translation management tool suite and workflow. Our case study will discuss both process and technical aspects. We will introduce the translation process, look at QA requirements and discuss the implementation of a custom solution as part of the organization's continuous improvement process.

# D<sup>9</sup>

15.30

## The Cisco Multi-vendor Collaboration Model: A New Way of Working Together & Driving Success for All

**Speaker:** Martin Halzel (Cisco Systems, Inc.)

**Host:** Daniel Goldschmidt

How much could a buyer of localization services increase productivity, performance and value by defining a clear vision and then tasking its vendors to work together to achieve the vision? Cisco has already realized excellent gains through this exciting new approach. This session will explore the benefits of the program in an interactive panel session to include perspectives from Cisco and its four strategic vendor partners.

# E<sup>9</sup>

15.30

## One Billion People, US\$1.3 Trillion Market, No Localization — What Are You Waiting For?

**Speakers:** Reinhard Schäler and Stefanie Scheeder (The Rosetta Foundation)

One billion people are waiting to be discovered by the localization industry. We will present you with a roadmap that will help you access this huge potential market. We offer you a very special invitation to join the NTrans campaign that will provide the US\$1.3 trillion nonprofit sector with localization and translation services that will offer information across languages to an additional one billion people and that is backed up by The Rosetta Foundation Open Technology Platform development. It's time for action! It's time to decide whether you want to continue the same old tired way or whether you want to join an energetic, fresh campaign that will make the world a better place — for all.

# Prize Drawing

Wednesday, 9 June 2010

16.30

Exhibiting companies have contributed individual prizes to be given away in a drawing at the end of the day Wednesday.

Prizes include a \$100 Egyptian handicraft from Arabize; One free registration on Thursday and Friday at ELIA Networking Days Dublin, 14-15 October 2010; LTC's "treasure chest;" a Sony Cyber-shot digital camera from MultiCorpora; a digital photo frame from Net-Translators, Ltd.; 15 2GB USB flash drives and a souvenir sweets collection "Lietuva" (Lithuania) from RASMERIA; a selection of top-quality food products from Lyon, the capital of gastronomy in France from Version internationale; a Suunto Wristop computer from AAC Global; a \$100 gift card from MultiLingual; plus much more.

To qualify for the drawing leave your business card with any and all exhibitors displaying this sign, then come to the drawing at 16.30 on Wednesday. You must be present to win.



# Participants

## Simon Andriesen

P4



Simon Andriesen is managing director of The Netherlands-based MediLingua, specializing in the localization of medical technology, biomedical, pharmaceutical, clinical trial, and other health-related information. He also manages Leesbaarheidstest.nl, which is a company specializing in readability testing of patient information, and is involved in an ongoing project for the Dutch government concerning translation quality and readability of patient information. He coordinates and teaches a series of MediLingua courses on medical and pharmaceutical translation and is involved in training courses for patient information writers. He has been part of the localization community since 1980.

## Glenn Arango

B7



Glenn Arango is a big picture guy with an eye on the details. He comes to the world of globalization after more than a dozen years in information security with the idea of leveraging common approaches to adoption, compliance and community building. He is currently working on strategy and product management for Yahoo!'s globalization engineering team.

## Andy Atkins-Krüger

P10, B2, B4



Andy Atkins-Krüger is managing director of WebCertain, a search marketing agency specializing in multilingual search. Andy first "discovered" search marketing in 1996, when he was charged with developing the European market presence of one of the United Kingdom's best known business-to-business brands, Portakabin. After five years as the client, he bought into the agency, and it has since grown into a global business, with offices in several countries. Andy, a regular speaker at conferences around the world, is also managing editor of multilingual-search.com, a blog that covers all aspects of international search marketing, and a member of the SEMPO Global committee.

## Rupert Ball-Greene

A1



Rupert Ball-Greene was introduced to men's tailoring at age eight when he was preparing for his first term of boarding school. His parents were informed that the school clothing was to be purchased at Billings & Edmonds of Hannover Square, tailor to Prince Charles. His first job in the fashion industry was with the New York designer Garrick Anderson. Since then, Rupert has worked for Polo Ralph Lauren, Hugo Boss, Lacoste and currently Puma. His career has taken him around the world, and he has been exposed to many different areas of the industry from selling to window dressing, project management of store construction, global rollout of store concepts, and managing the shop-in-shop network of his current employer.

## Isabella Ballanti

P10



Isabella Ballanti is the managing director of WebCertain Translates and has over 20 years' experience in translations. She began her career in IBM's translation department in Rome before working as a freelance translator for some of the leading localization companies in the United Kingdom. In 2004, she founded her own translation agency, Multi-dicta, which became WebCertain Translates and part of the WebCertain Group in 2009. WebCertain Translates offers a wide range of translation services and works with such companies as Wabco, Ronseal, Digi International, Jet2 and Viator.

## Renato Beninatto

D3, E1, E5



Renato Beninatto is the CEO of Milengo, Ltd., a full-service worldwide provider of localization, engineering and testing services with operations in 18 key markets across the Americas, Europe and Asia. Renato has forged a reputation for visionary leadership, most recently as the cofounder and former chief connector of Common Sense Advisory, the industry's foremost market research firm. Previously, Renato served as the vice president of sales at both ALPNET and Berlitz, where he drove global growth and profitability. His signature, straight-talking approach has made this Brazilian citizen a sought-after speaker on localization industry trends.

## Olga Beregovaya

D8



Olga Beregovaya has 15 years of experience in localization, globalization and language technology development and implementation. She has a master's degree in linguistics from Saint Petersburg State University (Russia) and a master's in linguistics from UC Berkeley. Olga has held several management and executive positions both on the vendor side and the client side (managed a team of linguists at Autodesk), prior to moving to her current position as CEO of PROMT Americas. Olga's areas of expertise and special interest are hybridization of machine translation (MT), integration of MT systems with other translation and content management systems, and customized enterprise MT deployments.

## Miguel Á. Bernal-Merino

P1



Miguel Á. Bernal-Merino believes passionately in great quality game localization and has been working on raising awareness on these issues within the game and localization industry, as well as within academia. He is convinced that research into these topics will improve overall quality and turnover. He is currently lecturing in media translation in London and has several publications on translation and localization. Miguel was instrumental in the creation of the "Localization Summit" at the 2010 Game Developers Conference in San Francisco and is one of the advisors for its program. He is a member of the International Game Developers Association and cofounder of the Game Localization Special Interest Group.

## Kerstin Bier

C7, D8



Kerstin Bier, localization manager at Sybase, focuses on the localization of mobile database and enterprise synchronization solution into European languages. She also develops and maintains XML/XSL-based documentation production processes. Recently, she started researching the integration of machine translation into the localization workflow. Kerstin joined Sybase in 1999, starting in German localization project management. In 2001, she became the European localization manager for Sybase iAnywhere, a subsidiary of Sybase. Kerstin has been involved in localization for more than 15 years in various roles on the client side and vendor side. She holds a degree in applied linguistics and translation from the University of Saarbrücken, Germany.

## Melissa Biggs

D6, D8



Melissa Biggs, senior globalization business manager at Sun Microsystems, Inc. (now Oracle America, Inc.), has over 17 years of experience in localization management. Melissa has successfully delivered globalization and localization programs and strategies, driving the growth of globalization at Sun. She led the team who produced and implemented a unique globalization executive mandate defining globalization requirements and localization content for Sun products.

## Thomas Bindl

P10



Thomas Bindl is founder and CEO of Refined Labs GmbH as well as author of publications and books, advisory board member at Search Engine Strategies and speaker at industry events worldwide. He has been active in the search industry for over a decade. Voted one of the top 50 internet people of 2007 by Internet World Business, Thomas founded Refined Labs in 2007 to develop a next-generation online marketing toolbox with a focus on cross-channel and cross-campaign optimization, as well as search engine marketing bid management.

## Fernando Blasi

D4

Fernando Blasi is with Alpha CRC.

## Kathleen Bostick

A2, E1



Kathleen Bostick is the vice president of global marketing at Lionbridge where she is responsible for worldwide marketing efforts, including social media. With more than 15 years' experience in the translation and localization industry, she was vice president of North America for SDL International for nine years prior to joining Lionbridge in 2005. Often instrumental

in helping companies accelerate time-to-market and increase global market share, Kathleen has expertise in a range of vertical markets, including IT, life sciences, consumer, e-commerce, education and government.

## Wayne Bourland

D3, D5, D6



Wayne Bourland, senior manager, Dell global localization team, is a leader with 18 years of experience ranging from leading a small squad in the US Army to managing a global organization spanning three continents and five countries. Wayne is recognized in both the content management and localization industries as an agent for change, driving innovation and process efficiencies across global organizations.

## Jonathan Bowring

C4, D7



Jonathan Bowring has been involved with localization for nearly 20 years, from software engineering at Hewlett-Packard to managing localization teams at Canon. He is currently localization director at Canon EMEA.

## Henk Boxma

C9



Henk Boxma, a principal consultant and cofounder of RIGI Localization Solutions, has over 15 years of software engineering experience. At Medtronic he consistently encountered the gap between engineering and localization. In response, Henk successfully changed their localization process by leading a team of developers, testers and translators.

Significant improvements and cost savings were achieved, for which Henk was awarded the Medtronic CRDM Star of Excellence award. In 2008, Henk founded Boxma IT, a company that develops professional software solutions. Henk holds a B.Sc. and M.Sc. in technical computer sciences.

## Beat Buchmann

P2, C6



Beat Buchmann is the head of language services at Credit Suisse. He joined the bank in 1988 after five years in research and development in the field of machine translation and authoring tools. He has since held various senior management positions in publications, new media and corporate identity and branding before becoming responsible for the global

operations of the bank's translation and terminology unit. In recent years, his focus has been on streamlining and automating the translation process using state-of-the-art translation memory and workflow tools. Beat has degrees in translation, computational linguistics and applied linguistics.

## Massimo Burgio

P10



A member of the Search Engine Marketing Professional Organization board of directors, Massimo Burgio is an expert on international online business. With a degree in marketing communications and a background in advertising copywriting, direct marketing and IT security consulting, Massimo started in the internet industry in 1996. After the launch of

some of Italy's biggest portals, Massimo served as marketing director for two Italian interactive agencies, then relocated to the US to launch a branch of a search marketing firm then joined an interactive/search agency. In 2006, Massimo created Global Search Interactive, a start-up that helps global brands engage with their target audiences through search, interactive and social media strategies.

## Derek Coffey

P11



Derek Coffey, IT director at Welocalize, has over 20 years' experience delivering technology services in various industries, with the last 10 years spent in the localization industry. As vice president of technology at Transware, Derek played a key role in the acquisition of GlobalSight in 2005, and has spent the last four years managing the development and strategic deployment of the Ambassador TMS.

Following the acquisition of Transware by Welocalize in 2008, Derek has worked with the expanded team to open source the Ambassador product, rebranding it as GlobalSight TMS. He serves as a GlobalSight advocate, helping participants understand how to make best use of the technology. Derek holds an honors degree in business and IT.

## Karen Combe

A1, D6, D8



As vice president of localization at PTC, Karen Combe is responsible for product localization as well as localization support for global services, technical support and marketing. During the past seven years, she has implemented a complete localization solution for PTC, including an internationalization program, development of localization tools for emerging technologies, effective outsourcing partnerships and the creation of a globally distributed localization testing team. She manages a localization group of 70 people located in the United States, India, China and Israel.

## Laurentiu Constantin

A7

Laurentiu Constantin is with New Compass Services and on the board of directors of ELIA.

## Penny Coupland

P10



One of the original pioneers of bid management and analytics software solutions, Penny Coupland has over 11 years' experience in the world of online search and has worked with marketing teams of multinational organizations to capitalize on the evolution of paid search around the globe. Her expertise covers customized design of multilevel bid management strategies through hands-on training; the psychology of search and the online transaction experience; the understanding and measurement of search trends; and buying journey behavior. As a pay-per-click campaign troubleshooter, Penny advises blue-chip companies on strategic approaches to improving results from online advertising spending.

## Iris Cremers

P10, B1



Iris Cremers is head user experience, content and self-assist for KLM.com. In this role, she is responsible for designing a differentiating online customer experience at KLM.com by following a user-centered design process, involving users in all steps of the design cycle. Before this role, Iris was a customer-experience analyst at Forrester Research, focusing on online customer needs, website design and experience, and small display design. Iris holds a master's degree in social psychology from the University of Amsterdam and a professional doctorate in engineering from the University of Technology in Eindhoven, The Netherlands, where she received a post-graduate master's degree in user-system interaction.

## Tina Dam

B4



Tina Dam serves as senior director, IDNs, where she develops and manages all IDN-related projects at ICANN. Tina joined ICANN in 2003 as chief gTLD registry liaison, where she was responsible for developing ICANN's gTLD registry functions including defining, managing and implementing processes in accordance with consensus policies and ICANN agreements for servicing the gTLD registries. Prior to ICANN, she worked with Ascio Technologies where she oversaw the launches of the .biz, .info, and .name domains and managed the development of related products and marketing materials. Tina holds a master's degree in mathematics and physics from the Aalborg University in Denmark and a BBA in marketing management and international trade from Copenhagen Business School.

## Donald A. DePalma

E3, E4, E7



Donald A. DePalma has three decades of experience in the fields of technology, language services and market research. He cofounded Interbase Software, served as vice president of corporate strategy at the translation technology supplier Idiom Technologies and worked as a principal analyst at Forrester Research from 1994 through 1998. As one of the company's founders, Don leads Common Sense Advisory's research into the best practices, technology and professional services that support business globalization. He lectures, writes and is frequently quoted on the topics of content management, multicultural marketing, localization, return on investment and website globalization. Don holds a Ph.D. in linguistics.

## Abraham de Wolf

A7



Abraham de Wolf is a member of the German Bar and legal counsel of Lucy Software and Services. He studied law in Heidelberg, Germany, and European Union business law in Amsterdam. Abraham has been involved with software and copyright issues for almost 15 years and was in the legal department of major international software companies — SAP, Siebel Systems and PeopleSoft.

## Andreas Dürr

P9



Andreas Dürr has been a member of the Across team from its inception. In his position as CMO, Andreas is responsible for corporate communications and strategic partnerships. He looks back on many years of experience both in IT and marketing.

## David Filip

C5



David Filip oversees the specification, modeling and acceptance criteria of key internal change projects for Moravia's operations internal project management office at the company's headquarters in Brno, Czech Republic. His focus is on project management methodologies in high-tech collaborative environments. Before joining Moravia, David held research scholarships at universities in Vienna, Hamburg and Geneva. He graduated in 2004 from Brno University with a Ph.D. in analytic philosophy. David also holds master's degrees in the theory of arts and German philology. His academic theses dealt with the practical application of analytic methodologies, formal semantics and translatability.

## Mark Flanagan

A6



Mark Flanagan joined VistaTEC in 2008 as European sales manager, having held a number of senior sales and marketing positions in the IT, pharmaceutical and consultancy industries over the last ten years. Mark is responsible for VistaTEC's European sales strategy and is a key contributor to global business development strategy.

## Robin Franke

C2



Robin Franke works for Franke Coffee Systems. He started his career as a photographer and journalist. During his internship for a Swiss documentation service provider, he worked as a consultant for various Swiss companies. He gathered more than five years' experience in product communication and all the related tasks. For Franke Coffee Systems, he has developed documentation, translation and localization processes and is responsible for the technical product communication such as manuals, service technician instructions, instructions and all the required content creation processes. Robin holds a degree in product engineering with the focus on documentation and communication and is a board member of TECOM Switzerland.

## Stefan Freisler

C3



Stefan Freisler studied linguistics, philosophy and book studies at the Friedrich Alexander University of Erlangen-Nürnberg and has focused for almost two decades on industrial and collaborative text production. In 1995 he cofounded, with Marcus Kessler, the SCHEMA GmbH. Thus, important systematic aspects of structured text creation became an integral part of the product development at SCHEMA. Stefan is now in charge of sales and marketing at SCHEMA.

## Serge Gladkoff

P5, E1



Serge Gladkoff graduated from a Russian ivy league nuclear science college and for more than 17 years has been engaged in the localization industry, first as a deputy director for software distribution company Dialogue-MEPHl, then as a localization manager of Moscow office of Borland International and for 13 years as the owner of Logrus International Corporation.

## Daniel Goldschmidt

P8, C1, D9



Daniel Goldschmidt is a principal consultant and cofounder of RIGI Localization Solutions. As a senior software engineer and professional in the globalization of software and content field, he has extensive experience in the internationalization and localization of large-scale enterprise applications and projects. Daniel provides his clients with internationalization and localization expertise: automation, process improvement, training and workshops. He served as a senior software engineer in the Google internationalization team, and was invited by the European Commission to serve as an independent expert in the Information and Communication Technologies program. Daniel holds a B.Sc. in computer sciences and mathematics and an M.Sc. in computer sciences.

## Adam Greenfield

Keynote



Adam Greenfield is an internationally recognized writer, a thought leader on user-experience design and a critical futurist. He brings advanced thinking on next-generation computing, with special expertise in the social, ethical and design implications of ubiquitous computing. His book, *Everyware: The Dawning Age of Ubiquitous Computing*, is the first work on the subject for a general audience. Adam explains the social and political implications of an environment saturated with sensors and computers, the design imperatives for innovators in the ubiquitous computing field, and the disruptive economic and business consequences of the transition to ubiquitous computing. Adam is head of design direction for Nokia.

## Susanne Grohé

B5



Susanne Grohé heads PayPal's legal department for Germany, Austria and Switzerland. Part of her time is spent on localizing, debating and adapting global standard agreements to local legal and cultural requirements. Prior to joining PayPal, Susanne worked for Linklaters, a global law firm where she worked on many high-volume multijurisdictional transactions.

## Daniel Gray

D5

Daniel Gray is with Welocalize.

## Martin Güttinger

C5, D1, E8



Martin Güttinger has been manager of translation and localization for Cisco Systems' voice technology group for the past eight years. He is the technical leader of Cisco's voice technology localization group, responsible for the internationalization and localization of all of Cisco's Enterprise Voice and Unified Communication applications. Prior to that, he was globalization manager for Active Voice Corporation. He holds a bachelor's degree in modern languages from the Zurich Translator and Interpreter School and a master's degree in business administration in information technology from Jones International University in Centennial, Colorado. Martin has 18 years of experience in the localization industry.

## Martin Halzel

D9



Martin Halzel is a senior manager with Cisco's enterprise translation services group shared localization service. He is responsible for the operations of Cisco's global localization center in California and regional centers in Prague, Tokyo, Beijing, Singapore and Buenos Aires. Martin has held various management positions in Cisco's systems engineering, channels and customer advocacy organizations. He currently leads the cross-functional collaboration with Cisco stakeholders and vendors, building an enterprise-level localization shared service capability. Martin holds a master of science degree in telecommunications from the University of Colorado and a bachelor's degree from the University of Rhode Island.

## Ulrich Henes

P2, A4, B5, D7



Ulrich Henes is the president of The Localization Institute which he founded in the fall of 1996 because he saw a serious lack of quality training and learning opportunities in this important area. He has been involved with localization, first as an international sales and marketing manager (also serving as a localization manager) for a US software company and then as president of the American office of a British localization agency. He is a co-organizer of the Localization World conferences.

## Manuel Herranz

C7



A mechanical engineer at a QA department in the early 1990s, Manuel Herranz is a double graduate from Manchester University and combined both fields to start a career as a language consultant for engineering firms. An associate of the B.I Corporation Japan since 1997 and partner at the subsidiary B.I Europe since 2000, Manuel re-vamped the European brand in 2005 as Pangeanic, a language service provider. He directed ISO qualification and rule-based machine translation (MT) implementation for patent work. Since 2007, he has directed research and development for customized statistical MT deployments. Manuel now designs open-standard implementations (TMX, xliif) and hybrids operating worldwide.

## Brigitte Herrmann

P3



Brigitte Herrmann has more than 20 years of experience as a usability/globalization manager with Siemens. After completing her Ph.D. in neurophysiology and human genetics, she worked at Siemens corporate department. In 1999 she joined the Siemens healthcare sector as head of the Siemens central physiology lab. Moving on to Siemens Healthcare, one of the challenges in her career was the development of true multicultural user interface solutions. Her globalization project, the syngo MultiModality Workplace, is sold in 116 countries, localized in six software languages and 26 languages for operator manuals. Brigitte's current responsibilities focus on process improvement/consultancy of software development process.

## Eva Hildesheimer

P3



Eva Hildesheimer has been working for Zimmer for over ten years, steadily building and updating the localization department. A post-grad certificate in terminology started her on her favorite subject matter, building the company-wide terminology and making the best of limited resources. In collaboration with first-rate localization consultants, the tailor-made online systems for Zimmer are growing continuously, allowing translation, translation memory and terminology management by a small staff.

## Fred Hollowood

C3, D4



Fred Hollowood has over 20 years' experience in the localization business both in the publisher and vendor arenas. He currently balances his consulting work with his position as director for research and deployment language services within Symantec's global localization department. He runs a team covering process improvement and language technology research centered on the adaptation of controlled language for machine translation (MT), customer satisfaction studies and data stream processing to assist MT performance. Community collaboration (crowd-sourcing) is also an area of active interest, where the relationship between user communities and enterprises is being examined.

## Richard Ishida

B8



As W3C internationalization activity lead, Richard Ishida's job is to help ensure universal access to the web, regardless of language, script or culture. Richard is much in demand as a speaker, as his talks combine fascinating examples with clear and practical recommendations. For over 15 years, he has helped developers around the world understand how to create websites, documents and on-screen information that can be easily adapted for international users when the time comes. His talks draw on his earlier background in translation and interpreting, computational linguistics, translation tools, and his knowledge of numerous languages and writing systems.

## Aki Ito

P5



A native of Japan, Aki Ito has been involved in the localization industry since 1996 in many aspects of localization such as sales management, operations management, project management, Japanese language management and consulting, and translation memory tool management. He serves on the Globalization and Localization Association board of directors and was chairman of the board in 2006. He has also served on the editorial board for *MultiLingual* magazine. Prior to his involvement in the localization industry, Aki was an account executive at Dell Computer selling personal computers and networking solutions to multinational companies. Aki has an MBA in international marketing and a BA in international relations.

## Dixon Jones

P10



Dixon Jones is the marketing director of Majestic-12 Ltd., owner of a web-based technology used by the world's leading SEOs to analyze how web pages on the internet connect between domains. He is also the managing director of Receptional Ltd, which provides a tailored internet marketing consultancy in the United Kingdom. Receptional formed in 1999 when a large London property asked Dixon to look at why no serious prospects were looking at their website. Dixon is also a moderator on Webmasterworld, covering the Microsoft and the "Tracking & Logging" forums, and is a regular speaker at search conferences around the world.

## Richard Korn

P3



Richard Korn, the senior manager of localization and packaging development at St. Jude Medical, oversees the two teams who offer software localization, testing and labeling services to the company's cardiac rhythm management division. He also serves on the advisory board for the medical device localization round table at Localization World. He started his career in localization at Berlitz Translation Services in 1995 and managed the localization services for an interactive multimedia company before joining St. Jude Medical in 1999. Richard holds a BA in psychology and French and an MA in international relations and cross-cultural communication.

## Solja Kuningas

P1



Solja Kuningas serves as the director of localization for Babel Media Ltd. She has an M.Sc. degree in communications and the Finnish language from Aalto University of Helsinki. During her career in Finland until 2005, Solja was consulting major IT and software corporations such as Cisco, EMC, Digia and Microsoft with localization and communication projects. Prior to Babel Media, she served as business unit manager and senior project manager for Lionbridge, handling the business to consumer department in Montreal. Solja successfully managed global localization projects for clients and brands such as Baxter, Bose, Lowe's and others. She speaks four languages.

## Sandra La Brasca

P4



Sandra La Brasca is solutions development director at ForeignExchange Translations Inc., a provider of medical translations. She advises clients on new processes and technologies to improve ROI. Sandra has worked in the field of globalization/translation/localization for 20 years. She has played many roles from translator to project manager to account manager and production manager. In one role, she was in charge of deploying a globalization infrastructure for a Fortune 500 company. In addition to working on the technical aspect of the program, this effort also involved a globalization implementation plan that spanned 72 countries and numerous writers, developers and business owners across the company.

## Sina Lamprecht

P2



After completing her studies in translation and linguistics, Sina Lamprecht started her career at HypoVereinsbank, a member of UniCredit Group. She has been working there since 2005 in the internal communications and language service department. Her tasks include the control and optimization of the translation management processes within the bank, as well as the set-up and maintenance of a uniform corporate wording. Sina has focused on translation management tools for several years and is responsible for their implementation at HypoVereinsbank/UniCredit. In addition, she has headed the language service department since 2008.

## Mary Laplante

C3



Mary Laplante has 25 years of experience in standards, publishing, software marketing, and research and consulting. As vice president at The Gilbane Group, a division of Outsell, Inc., she oversees Gilbane's consulting practice, manages research projects, contributes editorial content, and participates in Gilbane conferences and other industry

events. As senior analyst, she is active in Gilbane's globalization, XML, and web experience management coverage.

### Klara Lettavova

P10



Klara Lettavova is responsible for the WebCertain PPC team. After finishing her studies in the Czech Republic, she started as a leisure event coordinator for a travel agency in Prague. After a number of other jobs, she started at WebCertain as a receptionist and worked her way up to her current role as paid search manager. Klara is a certified Google AdWords professional and works with clients across the globe, constantly adding value to their campaigns and improving their sales. Her local market knowledge enables her to work closely with local search engines such as Seznam.

### Christian Lieske

B9



Christian Lieske works for SAP in the area of internationalization and translation. He is actively involved in standards activities driven by OASIS and the W3C and enjoys internal consulting related to NLP, XML, and general authoring and localization issues.

### Aaron Marcus

P6



Aaron Marcus, a pioneer in the user-experience design industry, was the world's first professional graphic designer to work in computer graphics, to program a desktop publishing system, to design virtual realities and establish a computer-based graphic design firm — among other "firsts." Most recently, he has focused on user-experience design for global deployment, examining how cultural differences affect the user experience. He has surveyed the nuances of cross-cultural communication that challenge marketers and designers worldwide.

### Markus Meisl

C4



Markus Meisl heads the central corporate translation team for German and English at SAP, which is part of SAP Language Services. Since joining SAP's implementation methodology group in 1998, Markus has covered various roles within knowledge and product management, ranging from translation and coordination of technical documentation, product definition and early training, to rollout and partner relations. In the 1990s, Markus worked as a freelance translator and interpreter, became involved in his first localization projects and spent six months as a freelance interpreter at the European Commission. Markus holds a degree in conference interpreting for German, Spanish and Portuguese from the University of Heidelberg.

### Maarten Milder

P3, C9



Maarten Milder studied translation at the University of Amsterdam and has 25 years of experience in the localization industry in a variety of functions on both the demand and the supply sides. Maarten has worked for companies such as AkzoNobel, INK/IBM, Digital Equipment Corporation, Dun & Bradstreet Software, Stream/Philips and Bowne Global Solutions. He is currently responsible for the Central and Eastern European languages and desktop publishing teams at Medtronic's technical literature group in Maastricht, The Netherlands.

### Sébastien Monnier

P10

Sébastien Monnier started his career in computational linguistic research. In the meantime, he discovered the world of search engine marketing optimizing his own websites. He joined Google French search quality team in Dublin, Ireland. There, he used his expertise to track new search engine optimization (SEO) techniques and adapt the search engine's answer to different forms of abuse. He became an expert with Google's web analytics product. A few months ago, Sébastien became 1ère Position Paris' branch director. Now, he focuses on aspects beyond SEO: usability, web analytics and social media.

## Sukumar Munshi

C8



Sukumar Munshi is head of key account management with Across Systems. In this function, Sukumar is responsible for the development of key markets, vertical practices and the relationship with language service providers. Sukumar has long-standing experience in sales and advisory roles in the localization and technical documentation domains. He holds a medical degree from the University of Heidelberg.

## Tony O'Dowd

D4

Tony O'Dowd is with Alchemy Software Development Ltd.

## Véronique Özkaya

A2, A6



As chief sales officer at Moravia Worldwide, Véronique Özkaya is responsible for developing and executing the company's global sales, marketing and account management strategies. She manages global business services development centers. She has held senior roles at Lionbridge Technologies, Stream International and Donnelley Language Solutions. She holds double master's degrees in international politics and administration from the University of Grenoble as well as a diploma in public relations from the Public Relations Institute of Ireland. She is fluent in English, French and Turkish and functional in German.

## John Papaioannou

C7



John Papaioannou is director of release services at Bentley Systems, managing localization worldwide and the product release group, the team who delivers product builds to the Bentley software organization.

## Donna Parrish

B8, C2, D3, D5



Donna Parrish is co-organizer of the Localization World conferences and publisher of the magazine *MultiLingual*. Prior to her work at MultiLingual Computing, Inc., she was a computer programmer for 25 years. Donna holds a degree in mathematics from Peabody College of Vanderbilt University.

## André Pellet

C7, D3



André Pellet has been in the translation and localization industry for over 20 years, having served as president of a mid-sized translation company, M<sup>2</sup> Enterprises/M<sup>2</sup> Limited, and then as vice president at Welocalize. He has an engineering degree with a specialization in computer science and has been active with the American Translators Association and its Washington chapter, NCATA, ALC, GALA, Localization World and *MultiLingual*, leading discussions on mergers and acquisitions and technology within the language industry. He is currently with COMSYS.

## Jennifer Perkins

P3



Jennifer Perkins is the life sciences solutions specialist for Lionbridge. She works with medical device, pharmaceutical and biotech clients to assist with the challenges of translation and localization in a regulated environment. She has worked in the labeling and localization field for over 18 years as a technical writer, localization project manager and manager of technical communications and medical device labeling departments. Jennifer was previously the packaging labeling manager at Boston Scientific, responsible for managing the label development and localization activities for the endosurgery division. She was also the technical communications manager at CaridianBCT where her team led a successful implementation of a fully integrated XML CMS/TMS system.

## Rebecca Ray

E3, E4, E7



Rebecca Ray has focused on designing, testing, adapting and marketing software outside of the United States since 1980. She has managed worldwide product design, localization and marketing for successful products sold internationally by FM Global, IBM, Netscape Communications, Remedy Systems, Symantec Corporation and Sun Microsystems. In her work at Common Sense Advisory, Rebecca's primary focus is enterprise globalization, social media, multilingual search engine optimization and global product development. Her other coverage areas include outsourcing, testing, multimedia localization and internationalization. She is fluent in English, French and Spanish and proficient in Portuguese and Turkish.

## Jason Rickard

A8



As community product manager at Symantec, Jason Rickard is responsible for driving the development and adoption of social media-related technologies including crowdsourcing. Most recently this has included the launch of a web-based community translation application. Jason joined Symantec in 2004 after creating, building, implementing and growing communities via both social networking and traditional marketing methods with his company Grafton Web.

## Jessica Roland

D6, D8



Jessica Roland manages the international product operations group for EMC's content management and archiving division. Her team includes localization engineering, localization quality assurance, localization program management, and international product management and is responsible for all aspects of 300+ localized product releases per year. Jessica's focus has been on innovations in the areas of international product management, globalization technology partnerships, global product architecture and localization process automation. She is an advisory board member of organizations devoted to technology innovation. Her prior experiences in 20+ years centered on international business.

## Laura Rossi

C7



After graduating in German and English language and literature with a thesis about the possible implementation of an integrated machine translation (MT) workflow for the translation of field-specific documentation, Laura Rossi worked for two multinational companies (Océ Technologies and Medtronic), where she covered different roles: from rule-based MT customization, terminology extraction, terminology management and controlled language to the localization and release process workflow for technical documentation, training materials, marketing materials and software applications. In 2009 she embraced a new challenge as MT analyst at LexisNexis Univentio, where she follows the adoption and implementation of MT technologies for the translation of patent publications.

## René Savelsbergh

P5



René Savelsbergh has more than 20 years of experience in sales, marketing and consulting. He is a solution specialist and has a helicopter view with an eye on the details. René shares his experiences, insights and leadership with others. He is currently working on helping organizations in developing and executing new global sales, marketing and account management strategies. For the past seven years, René has worked as business development director for Welocalize and as European sales director for the TOIN Corporation.

## Reinhard Schäler

C8, E9



Reinhard Schäler has been involved in the localization industry in a variety of roles since 1987. He is the founder and editor of *Localisation Focus — The International Journal of Localisation*, a founding editor of *Journal of Specialised Translation*, a former member of the editorial board of *Multilingual*, a founder and CEO of The Institute of Localisation Professionals. He is a lecturer at the Department of Computer Science and Information Systems at the University of Limerick and the founder and director of its Localisation Research Centre.

## Stefanie Scheeder

E9

Stefanie Scheeder assists Reinhard Schäler in building up The Rosetta Foundation, a nonprofit organization that supports access to multilingual information. Her position there is sponsored by her employer, Andrä AG.

## Clio Schils

P3, A5, C9



As the coordinator of the Localization World life sciences round table sessions, Clio Schils is in charge of organizing and moderating life sciences-related sessions for clients in the medical, pharmaceutical and clinical branches. For content and agenda, she is advised by an expert advisory board, with participation from Siemens Medical, St. Jude Medical, GambroBCT and Boston Scientific. In parallel and after nine years for Medtronic Inc., she joined Lionbridge, where she is in charge of developing and maintaining the partnerships of Lionbridge with its life sciences customers. Clio holds an MA in interpretation and is fluent in Greek, Dutch, German and English and functional in French.

## Paula Shannon

A9



Paula Shannon serves as the CSO and co-general manager of Lionbridge's \$300M global localization and translation division. She drives new services and sustainable solutions, develops strategic accounts, and ensures the continued delivery of innovation and execution excellence to customers. Paula joined Lionbridge in 1999 as vice president of internet alliances. Prior to joining Lionbridge, Paula was the chief marketing and sales officer for ALPNET, Inc., now SDL. She has more than 23 years of experience in the industry. Educated in the United States and Belgium, she holds a B.A. in Russian and German with a minor in linguistics from McGill University, Montréal, Canada.

## David Sowerby

P10



David Sowerby, an investor and director in Straker and founder of Sportsys, has over 12 years' experience in the internet and technology industry. Previously, he ran the customer relationship management practice for Unisys and has managed companies involved in writing algorithms that were supposed to gauge people's suitability for credit and so on. He has a bachelor's degree in science and an MBA from Trinity College, Dublin.

## Christopher Stehr

A4



Christopher Stehr studied political science and business administration at Ludwig-Maximilia-University of Munich. From 1997 to 2000 he did a scholarship at the German-Japanese Academic Foundation. He worked as project manager at the Research Institute for Applied Knowledge Processing in Ulm from 2000 to 2003. In 2003, Christopher finished his doctoral thesis as doctor rerum politicarum at Free-University of Berlin. After that, he worked as an assistant professor at the Institute for Corporate Management of the University of Ulm. Since March 2009, he has been a professor at Karlsruhochschule International University in Karlsruhe/Germany. His field of interest is international and intercultural management.

## Florian Stelzner

P10



Florian Stelzner breathes search engine optimization (SEO). Not only is he a professional SEO consultant in one of the most emerging SEO agencies in Germany, called TRG - The Reach Group, he lives SEO 24/7. Florian loves speaking at conferences, sharing knowledge, debating on "how-to" strategies and holding workshops at conferences such as SMX, eMetrics, SEOCampixx and the International Search Summit. Working in Online for over ten years, Florian has worked with companies such as Beate Uhse, Immonet and Europe's leading social business network XING where he was personally responsible for the strategic planning of all SEO measures.

## Maud Stevens

P1



Maud Stevens joined NICAM, Inc., in 2003, with a background in communication from the University of Nijmegen. Starting at the complaints department at Kijkwijzer, the Dutch classification system for audiovisual media, she later moved to the PEGI administration team. In this function, she served as a "help-desk" to all PEGI coders. As the PEGI system grew,

so did the PEGI administration, and today Maud is the PEGI coordinator at NICAM, managing all coder and consumer affairs, as well as maintaining a close working relationship with both the ISFE and the VSC.

## Willem Stoeller

A8, B7



Willem Stoeller, the founder of International Consulting LLC and director of account management at Lingotek, is a well-known figure in the localization industry with 20 years' experience in translation, localization and internationalization of marketing materials, software products and web content. He's an active participant in TAUS and cofounder and member of the TAUS Data Association, former visiting professor at the Monterey Institute of International Studies where he taught localization basics for two years and a contributor to the Localization Certification Program since its creation. Willem has given 50+ seminars and presentations for small and large audiences. He is a certified project management professional and active member of the Project Management Institute.

## Michael Stoffl

P2, C4



Michael Stoffl is the international coordinator for PayPal's localization team, where he supports in-country linguists around the globe and facilitates interaction among a number of stakeholders such as content, product and quality assurance groups as well as developers and external translation vendors. His areas of responsibility include the creation of translation style guides and managing terminology. Michael is a certified translator (SDI Munich) and has more than ten years' experience in software localization. He joined PayPal in 2003 where he played an integral role in localizing the PayPal product into German. Today, PayPal supports localized websites in 20 markets and is available in a total of 190 countries and regions.

## Wolfgang Sturz

D2



Wolfgang Sturz is founder and manager of the international Sturz Group with headquarters in Germany and offices in other countries. Doculine, one of the Sturz Group companies, provides technical documentation services, while the Transline network, which also belongs to the Sturz Group, translates such documentation into many different languages.

## John Terninko

B1

John Terninko is with ELIA.

## Lori Thicke

C7, D4



Lori Thicke is cofounder and CEO of Lexcelera (Eurotext Group). Established in Paris in 1986, Lexcelera was the first localization company in France to receive ISO 9001:2000 quality certification. Today, Lexcelera is an innovator in the translation technology space and a leader in end-to-end machine translation services. In 1993, Lori cofounded Translators Without Borders to provide free translations to humanitarian organizations. Lori, who holds an MFA from the University of British Columbia, is a frequent speaker on translation innovation.

## Marja Toivonen

D1, E8



Marja Toivonen, senior manager at Nokia, is responsible for the internationalization and localization of Symbian-based devices' product lines. Marja started her career in the IT industry as a technical writer in 1991. She has over 15 years of management experience in documentation, localization, internationalization and business management functions. Marja holds an MA degree in translation studies and communications.

## Noz Urbina

C3



Noz Urbina is senior consultant and business development manager at Mekon Ltd where he provides XML solutions consultancy services. Delivering consultancy and training almost exclusively in mark-up technologies since 2000, Noz's expertise is brought into projects for business case and process analysis, requirements development, and project

planning and strategy. Previous to working with Mekon, Noz worked in the XMetaL team as partner manager, facilitating the growth and cross-pollination of a pan-European partner network of content solutions and tool providers. He has held a number of business development, technical services and sales positions where he was able to develop his expertise in a cutting-edge, efficiency-driven business context.

### Hans Uszkoreit

D4

Hans Uszkoreit is with DFKI GmnH.

### Jaap van der Meer

D6



Jaap van der Meer is director of the TAUS Data Association and TAUS (Translation Automation User Society). He is a language industry pioneer and visionary, who started his first translation company in 1980. In 1987 his company INK published the first desktop term extraction and translation memory software. He inspired and funded the founding meetings of the LISA organization for the localization industry, and he cofounded the SAE TopTec Multilingual Communications Conference for the automotive industry. He was president and CEO of ALPNET. Jaap is a regular speaker at conferences and author of many articles about technologies and translation and globalization trends.

### Josef van Genabith

D4



Josef van Genabith is a professor in the School of Computing, Dublin City University, Ireland, and the director of the Centre for Next Generation Localisation, a large industry-academia partnership across four universities and nine industry partners.

### Guy Van Leemput

P2

Guy Van Leemput is with SWIFT.

### Kirti Vashee

C7, D4, E1



Kirti Vashee is vice president of WW Enterprise Translation Sales for Asia Online. He is a seasoned IT sales and marketing executive and statistical machine translation enthusiast who was previously responsible for the worldwide business development strategy at Language Weaver. He has long-term software industry experience (EMC, Legato, Dow Jones, Lotus) and has been involved in building and managing sales and support operations in Europe and Asia for several software companies. He is the moderator of the automated language translation group in LinkedIn and is active on Twitter and the blogosphere on machine translation and translation-related issues.

### Andrejs Vasiljevs

D3



Andrejs Vasiljevs is cofounder and chairman of the board of the Baltic language technology and localization company, Tilde. In 1996, Andrejs received a master's degree in computer science from the University of Latvia. In 2008 he finished his doctoral studies and is a Ph.D. candidate finalizing thesis work on terminology management. Andrejs is the coordinator of two European Union (EU) research and development projects on machine translation and was the project leader of the largest European multilingual terminology portal EuroTermBank supported by EU eContent Programme. As a member of the Commission of the Official Language of Latvia, he is responsible for the development of human language technologies.

### Tony Wessling

A9



Tony Wessling is the founder and president of The WESSLING Group, an advertising and branding consultancy based in San Francisco, with an office in Zürich. He founded the agency in 1995, and it became one of the first firms to integrate online media with traditional campaigns. Prior to starting The WESSLING Group, Tony had successful stints as a commercial photographer, copywriter and graphic designer. He holds a BFA in design from the University of Michigan at Ann Arbor.

## Smith Yewell

D3, D6



Smith Yewell founded Welocalize in 1997. He won the Ernst & Young Entrepreneur of the Year award in 2004 and guided Welocalize to win Deloitte & Touche's "Technology Fast 50" Program in Maryland 2000-2008. He was an Inc. 500/5000 winner 2005-2009. In 2004, Welocalize was the "Firm of the Year" winner awarded by the Tech Council of Maryland.

Smith holds a BA in English from Tulane University and received the US Army Bronze Star in Operation Desert Storm in 1991.

## Angelika Zerfaß

P8, C1, C5, D2



Located in Germany, Angelika Zerfaß is a freelance consultant and trainer for translation technologies. After finishing her degree in translation (Chinese, Japanese, computational linguistics), she worked for the Japanese embassy in Germany and then joined Trados in 1997. She has been the Trados specialist at Microsoft in Japan in 1998

and in the United States in 1999 before she went freelance in 2000. She regularly lectures at various universities; writes articles for industry-specific magazines; holds presentations at several localization-related events each year; and supports her international customer base with consultancy, technical expertise and training on tools and processes in localization.

## Notes



# LOCALIZATION WORLD

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