

Abstract
conference given by
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The multinational translation company and multilingual publishing

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1. The conceptual correspondence between the title of this conference (chosen by the management of the University of Salamanca) and the strategic positioning of new businesses in the linguistic services sector.

Is it still possible today to imagine a relevant translation company that is not multinational and whose production is not centered on multilingual publishing?

The globalized economic world and the very nature of modern communication ensure that this question can only possibly be answered in the negative.

2. The false debate for or against globalization. The solution, as so often proves the case, consists in what is known as “the egg of Columbus”: “glocalization”.

The production of languages (there are at least forty that are truly central to the modern economic logosphere) demands that they be produced where they are spoken (the term “glocalization” was coined in California in the 1990s), for at least two unavoidable reasons:

- a) There is a need to produce the geo-style appropriate to the readership of the target market*
- b) Translators, revisers, terminologists, homogenizers, localizers, and graphic designers must live in countries where the target language is spoken (to avoid possible language interference for expatriate translators, for example)*

3. The results of all fundamental linguistic research (over the last 80 years) can (at last!) today be put into practice in our sector.

Internet, Extranet and Intranet allow for the management of a global business in which each country's (or market's) office becomes its linguistic and geo-stylistic department: relevance of translations, stylistic quality, accuracy of multimedia technology and unbeatably low production costs, are thus assured. What is more, speed of production is guaranteed (in real time, thanks to the Internet).

4. The example of the Spanish Eurologos offices: the Castilian offices of Eurologos Madrid and Eurologos Bilbao (offering Basque in addition) contrasted with the geo-styles assured by our offices in Buenos Aires and San José.

Languages—and their geo-styles—tend to be diverse; witness the examples of Brazilian and Lusitanian Portuguese, US and UK English, Serbian and Croatian, Czech and Slovakian, Castilian and Latin American Spanish, etc.

Any modern, competitive linguistic services company must therefore be completely computerized and multilocalized (with as many languages on offer to clients as there are operational offices on location).

5. Professional opportunities for future language graduates: for all types of players in communication.

Translators/interpreters can, of course, find employment in linguistic services companies or as buyers/coordinators for client businesses.

However, if you wish to embark on a career in translation, be sure to do it in a “glocal” company (modern and competitive): the “mailbox” agencies, invariably illiterate in all languages except those of their own country, are already ridiculously out of date. As far as interpreters are concerned, most of the openings are monopolized by international organizations. Experience is crucial, internships, etc.