

**Lecture
for HONIM
translation
students**

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**The role of linguistic
services multinationals
in quality production.**

The relocalization of language production:
multilinguism as a double dimension of "glocal".

Lecturers

Karl Vandeputte
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translation students

The role of linguistic services multinationals in quality production

**The relocalization of language production:
multilinguism as a double dimension of "glocal"
global and local at the same time).**

Lecturers: **Karl Vandeputte** and **Lieven Malaise** of EUROLOGOS BRUSSELS

SUMMARY

Part One

- Eurologos. A leader among linguistic services multinationals.
- The glocal nature of the Eurologos Group: its global dimension and, at the same time, extremely local character.

Part Two

- Revision, the key in quality translation.
- Linguistic engineering or computer-aided human translation.
- The three quality levels in Eurologos translations.



EUROLOGOS BRUSSELS
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EUROLOGOS Group. Translating and publishing where the languages are spoken

Eurologos, a leader among linguistic services multinationals

The Eurologos Group is one of the world leaders among the rare truly international multilingual services companies. It was founded in 1977 in Brussels by Franco Troiano, its current CEO. After having opened three subsidiaries in Belgium, Eurologos started its globalization through the franchising system.

Currently, Eurologos has 30 offices on four continents and anticipated exceeding 50 offices by 2005 and 100 offices by 2010, all across the world.

The Eurologos Group's motto is "translating and publishing where the languages are spoken".

Why, indeed should we translate Japanese in Brussels or Italian in Madrid?

Not only should revisers-translators be of mother tongue, they should also live in their country in order to avoid lexical interference mistakes, typical of emigrated translators.

In addition, when production is carried out on location, it is even cheaper. In other words, you get better value for money.



*Karl Vandeputte,
Eurologos Director presents
the first part
of the lecture: the need to relocalize
language production and the new
"glocal" company*

Transparency n° 1

EUROLOGOS Group

International network of linguistic and editing services

Created in Brussels in 1977

In 1996, multinationalization through the franchising system.

Motivation for internationalization: all production

EUROLOGOS Group. Translating and publishing where the languages are spoken

The "glocal" nature of the Eurologos Group: its global and at the same time very local

Transparency n°2



Eurologos' mission is to "relocalize" multilingual services production:

Editing, translation, software localization, and multimedia publishing (website publishing).

These are activities that can obviously not be delocalized.

Exclusively local translation agencies should really limit themselves to deliver to their clients only texts in the language(s) of their country.

Our globalized economic world requires some 50 languages to communicate.

And, since the language of communication is now an integral part of the products themselves (it determines their competitiveness), linguistic services companies can only be multinational!

I don't want to go deeper into Eurologos Group positioning, but I do want to stress its most revealing feature: i.e., its "glocal" dimension. Indeed, each Eurologos office is at the same time global and local. The dilemma between globalism and localism is thus resolved structurally and in a very concrete way.

I now give the floor to Lieven Malaise, Translation Quality Control Manager for the Dutch Department in Brussels, who will talk to you about the Quality Assurance process.

We will thus have the time to let you speak and elaborate on subjects that are of interest to you.

Thank you.

Revision, a key item in quality translation

As you know, I have also studied in this school a few years ago. I now have been working for about two years in the Dutch department at Eurologos Brussels, which I joined almost two years ago initially as an intern.

More concretely this means that I mainly deal with three tasks: first, there are fairly short translations (from 1 to 4 pages) from French, English, and German into Dutch.

These texts are checked by a translator (sometimes in our Antwerp subsidiary).

Then, there is the revision of longer texts (more than 20 pages), which have sometimes been translated by freelancers. Eurologos does indeed also work with freelancers whose translations are then checked in-house.

And finally, I also check texts drafted by clients, where we use the English term of "proofreading". In those cases they are mainly commercial or promotional texts, like for example ads for BMW, WHISKAS, VOLVO, PLANET INTERNET and, a recent example, campaign slogans announcing the name change from ORANGE to BASE.



Lieven Malaise,
Translation Quality
Control of Eurologos-
Brussels, presents
The second part of the lecture: the
definition
and linguistic quality assurance
in translation

Linguistic engineering or computer aided human translation:

Of course, I can use numerous aid tools in the execution of these tasks.

First there are the traditional dictionaries: the electronic versions of translation dictionaries: Van Dale French-Dutch, Dutch-French, English-Dutch, Dutch-English, and German-Dutch, Dutch-German. And also the Internet, which is a brilliant resource for translation, not from a point of view of spelling or grammar, but from a point of view of terminology. Many words have to be translated that cannot be found in any dictionary.

This is where the Internet can be very helpful with search engines such as AltaVista or Google. Finally for the most technical texts, I can use technical dictionaries(still in paper version) by Kluwer (from French, English, and German into Dutch) and especially translation memories in order to find the terminology and the translation of those difficult words, when I later do another translation for that specific client or on that specific subject. This avoids the same word being translated different ways.

Transparency n°3



The three quality levels in Eurologos translation

Despite the most common concept, translation is not a standard product.

At Eurologos one can effectively observe the progress a text can make in its production process in any Eurologos Group office.

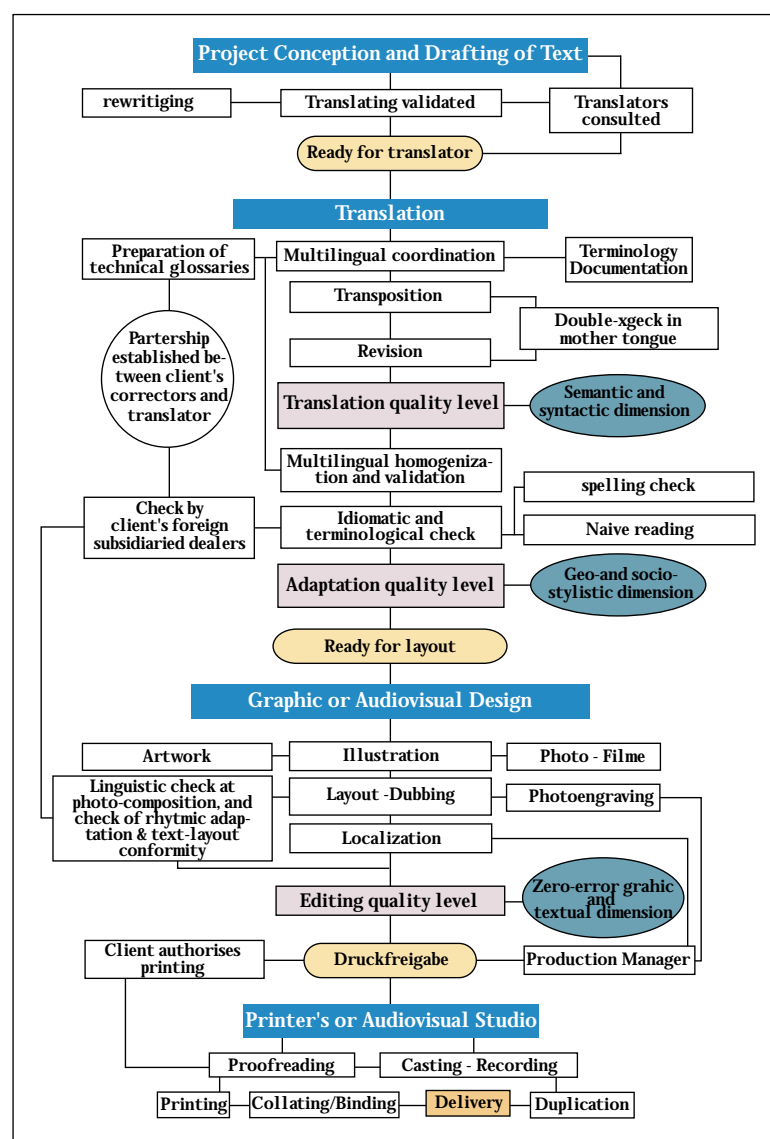
This process consists of three basic stages matching the quality levels as contracted by the client. See the diagram shown in the transparency on the next page.

First, there is the translation quality level. This means that we guarantee the text’s grammatical and orthographic accuracy, and that we completely reproduce the meaning of the target language.

Secondly, there is the adaptation quality level. In this case, the translation is freer while still taking into account the translated text’s socio-stylistic and geo-stylistic adequacy according to the target readership.

And lastly, thirdly, there is the publishing quality level. This level also guarantees perfection and compliance with the layout in order to be able to in fact guarantee the fateful "good for printing".

Transparency n°4



But I will limit myself to these elements to allow you to make plenty of comments. I am sure that you have a lot of questions so don't hesitate to ask them. Thank you.