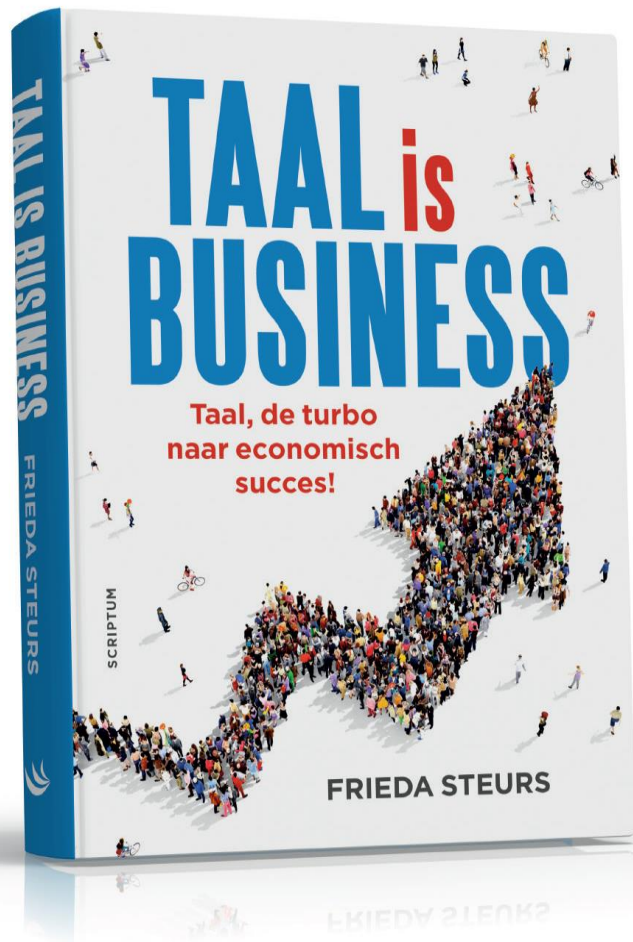


/instituut voor
de Nederlandse
taal/

**Language is Business! On the impact of
linguistic applications in our society**

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Language in the world economy

- **It's the economy, stupid!**
 - The language industry. Communication comes at a price
- **Language + Economy = Multilingualism**
 - Impact of multilingualism on European business
- **English Only? My smartphone speaks Finnish**
 - On localization, globalization, transcreation and exoticization

The Language Industry. Communication comes at a price

- **Fast evolution** of science and technology



many new concepts

- **Need of faster and reliable specialized information**
- The international exchanges and the political, economical and cultural collaboration all resulting in an enormous increase in **multilingual communication**

The language industry. Communication comes at a price

- The mass production of consumer goods leading to an increasingly **global economy**, in which businesses need to take into account both the **international rules of the game** and **local markets**
- **Language itself** has become an **important product**, a consumer article playing its own role in global trade

The language industry

- Non-technological solutions:
translating, interpreting, editing, localizing, learning languages, etc.
- Technological solutions:
machine translation, computer-aided translation, computer-aided language learning, video conferences with interpreters, multilingual search machines, data mining, multilingual terminology banks for specific businesses or disciplines, etc.
- Countless **new language-related jobs**; need for competent linguists!

Knowledge economy

- Connected to the information society
- Has its effect on all sectors



We are building the knowledge economy

Knowledge economy – Information society

- A substantial part of economic growth in society is a result of **knowledge**
- The application of knowledge enables **innovation**. This leads to new products and services, enabling **economic growth**
- An economy in which the production factors labour and capital are mainly aimed at the development and application of **new technologies**
- Often an impulse for academic disciplines such as science, technology, engineering and mathematics

Towns and cities



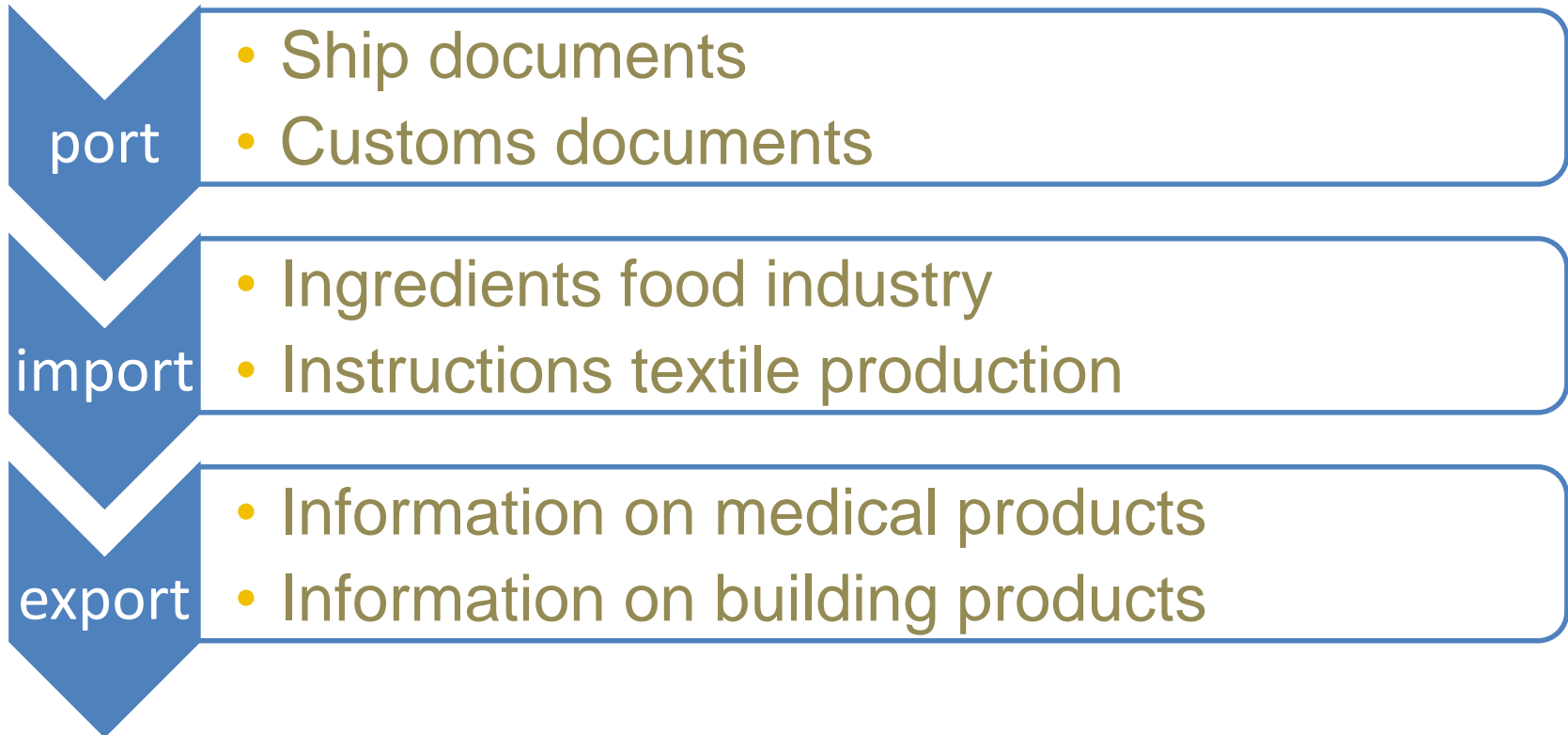
- The economic ambitions of Antwerp are measured by a new monitor which has 38 indicators: 38 achievements of the largest city of Flanders in four fields: **economy, labour market, knowledge economy and durability**
- Traditionally, distribution, harbour and industry are Antwerp's economic strongholds. But the city is also blazing new trails, for example with a strong growth of its knowledge economy: 40 percent of all employees work for a **knowledge-intensive company**

Knowledge economy

- Reading fairly difficult texts, understanding complicated instructions



A variation of markets and economic activity



• **Economic activity and expansion = focusing on language**

Belgian chocolates







Business orders in the Emirates worth 2.7 billion USD

<http://www.besix.com/Home.aspx>

Tourism



- 65 billion euros per year in the Netherlands. Employment for 590,000 people – over 6 percent of the working population.
- Impact of international business (**MICE**)
 - **MICE: Meetings, Incentives, Conventions and Exhibitions**
- 2.3 million organized multi-day business trips
- Around 5.1 million nights spent in accommodation
- Turnover of multi-day business meetings estimated around 2.3 billion euros. An important part of this is generated by international visitors (54 percent). These business trips contribute substantially to the employment in the Netherlands. And at the same time, they have a considerable impact on **language and communication processes.**

The European market and multilingualism

- Although the EU represents only 7 percent of the world population, trade with the rest of the world covers about 20 percent of all import and export in the world
- With its Gross Domestic Product (GDP) of around 18.5 billion dollars (2014), the EU economy is absolutely leading in the world, followed by China, the USA and the other G20 countries
- The EU economy is characterized by the increasing importance of its services sector (banking, tourism, transport, insurance, etc.). This services sector represents over 60 percent of the Gross Domestic Product (GDP)

Language Technology Unlocks the Single Digital Market

2013



English
(565 million)



Chinese
(510 million)



World Spanish
(165 million)



Japanese
(100 million)



World Portuguese
(83 million)



Russian
(60 million)



Europe today
(Many small
markets)

Online Population

LANGUAGE TECHNOLOGY

2020



The Single Digital Market

META-NET
www.meta-net.eu

Source: Internet World Stats (McKinsey Marketing Group)

ELAN study

- 11 percent of a test group of 2,000 small to medium-sized businesses said they had already **lost a contract** due to a lack of multilingualism
- 46 percent of the respondents said they would explore **new markets** in the years to come
- Half the respondents said they would need **new language knowledge** in the years to come
- Half the respondents said they had a **language strategy** in place
- **Multilingualism as an extra asset** was estimated to have an added value of around 35 percent in the services sector

- *InterAct International, Incidences du manque de compétences linguistiques des entreprises sur l'économie européenne (ELAN), EC, 2006*

SWOT analysis: strong and weak points

- Many languages are used (European multilingual space)
 - International policy: many businesses want to serve the international markets (multilingual websites)
 - Collaboration with employees who speak foreign languages
 - Preference is given to multilingual candidates in selection procedures (language test, ...)
 - Development and use of language technology software
- Lack of linguistic knowledge in many countries
 - Communication problems with customers (different cultures, intercultural problems). For Europe specifically with Asian and Indian customers
 - Extra costs (translating and interpreting)

SWOT analysis: opportunities and threats

- Growth in digital and multilingual information
 - Increasing amount of foreign customers
 - New educational initiatives (chèque-langue in Belgium and France)
 - New opportunities (for specialized translation supported by computer-aided translation software and the language industry)
- Growing need of linguistic knowledge
 - Difficulties to find multilingual employees with the right profile
 - Growing number of employees with low-level education
 - Loss of markets
 - Loss of control over the management of multilingual information and diversity

Measures to be taken

- Recruit **multilingual employees** and offer language courses to advance multilingualism
- The international communication of a company may benefit from organizing **multilingual company meetings** in a number of business languages, so-called corporate languages
- Set up an adjusted, **multilingual documentation system and a multilingual terminology list**, in order to develop an internal company language
- Make changes in digital communication. A company's **intranet can be made multilingual**; its customer **website** should be written **in clear language** *and* of course **in the language of the customer**

E-Commerce, the emerging factor in the economy

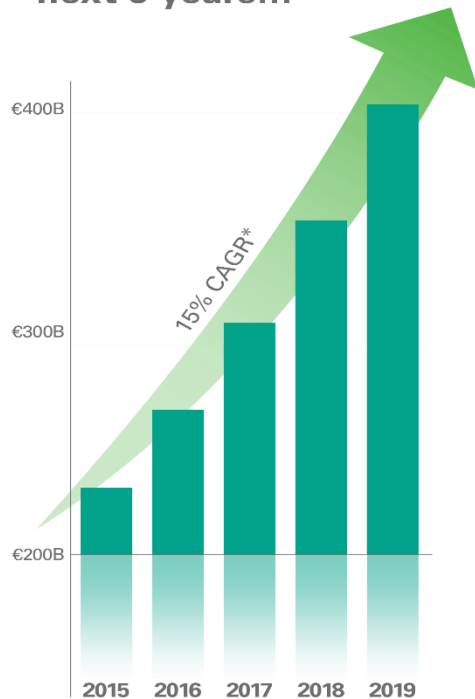
- **E-commerce** smashes the record. Online sales reached a new record this year. A growth of 15% per year
- Bol.com, Zalando, Colruyt-groep, AH, etc.
- **Marktplaats.nl** and Belgian **Tweedehands.be** are daughters of eBay, just like French **iBazar**. In 2018, eBay made a profit of 2.3 billion dollars and it had a turnover of more than 10.7 billion dollars.



E-commerce is Driving Job Growth in Europe



E-commerce growth in Europe over the next 5 years...



* Source: E-commerce Europe, Goldman Sachs

= **15** million square meters of new e-fulfillment facilities... =



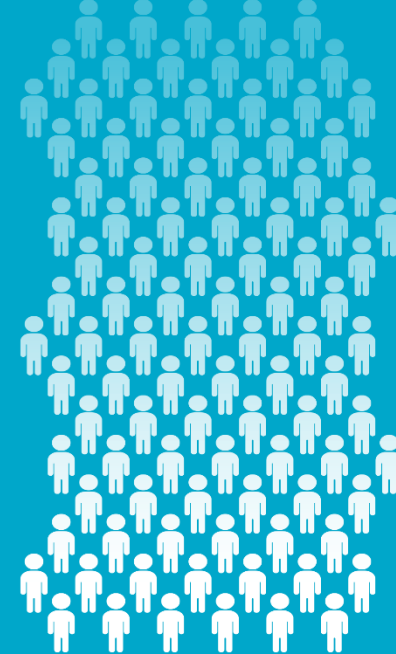
...or the **2100** football pitches*



For each **€1B** in new e-commerce sales, Europe needs to add **77,000** square meters of new e-fulfillment facility space.

* Source: <http://www.bbc.co.uk/guides/zcknyrd> (Wembley Stadium)

Approximately **200,000** new jobs are required to staff these facilities, or...



...100 jobs each day!

Hot spots will be: **UK, GERMANY & FRANCE** and also **POLAND, CZECH REPUBLIC & NETHERLANDS**



- The main activity of **Caterpillar Inc.**, often shortened to CAT, is the design and construction of heavy machinery for civil engineering and mining. The company also produces generator sets and other equipment driven by diesel engines and gas turbines
- In 2014, the company had a turnover of more than 55 billion dollars, of which about 60 percent was made abroad. The company delivers in more than 200 countries all over the world

Caterpillar

- *Caterpillar Fundamental English (CFE).*
 - This language was a highly simplified form of English. It was hoped that all technicians, also in other countries, would use this elementary English
- *This was a clear **English-Only** language strategy*
- ***BASIC English (Ch. K Ogden)***
 - ***British, American, Scientific, International & Commercial***
 - This language was restricted to 850 words: 100 words denoting action, 600 words denoting things and 150 words denoting quality. Grammatical words are left aside

From monolingual to multilingual



- *Caterpillar Technical English (CTE)*:
 - 70,000 words, but the terminology was mapped out unambiguously and clearly
- Basic principles of CTE:
 - One term relates to one concept (→ one meaning per term)
 - Clear syntax
 - Complete website text in English, Chinese, German, French, Spanish and Portuguese
 - ! Safety regulations!

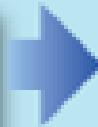
Localization

- What does this date mean? *11/12/13*
 - France: *11 December 2013*
 - USA: *12 November 2013*
 - Japan: *13 December 2011*

- Time: two o'clock in the afternoon:
 - *2 p.m. (UK) and 14h (FR)*

Localization

Local product
marketing support



Product
requirements
analysis
(global/local)

Internationalization

Internationalized
product
design



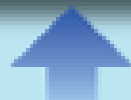
Internationalized
product
development



Internationalized
product
testing & QA



Product
localization



Local product
testing & QA

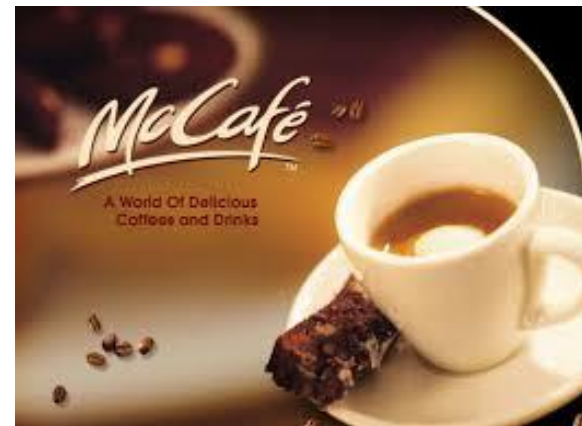


THE GLOBAL PRODUCT DEVELOPMENT CYCLE

McDonalds



Problems with met image and revenue



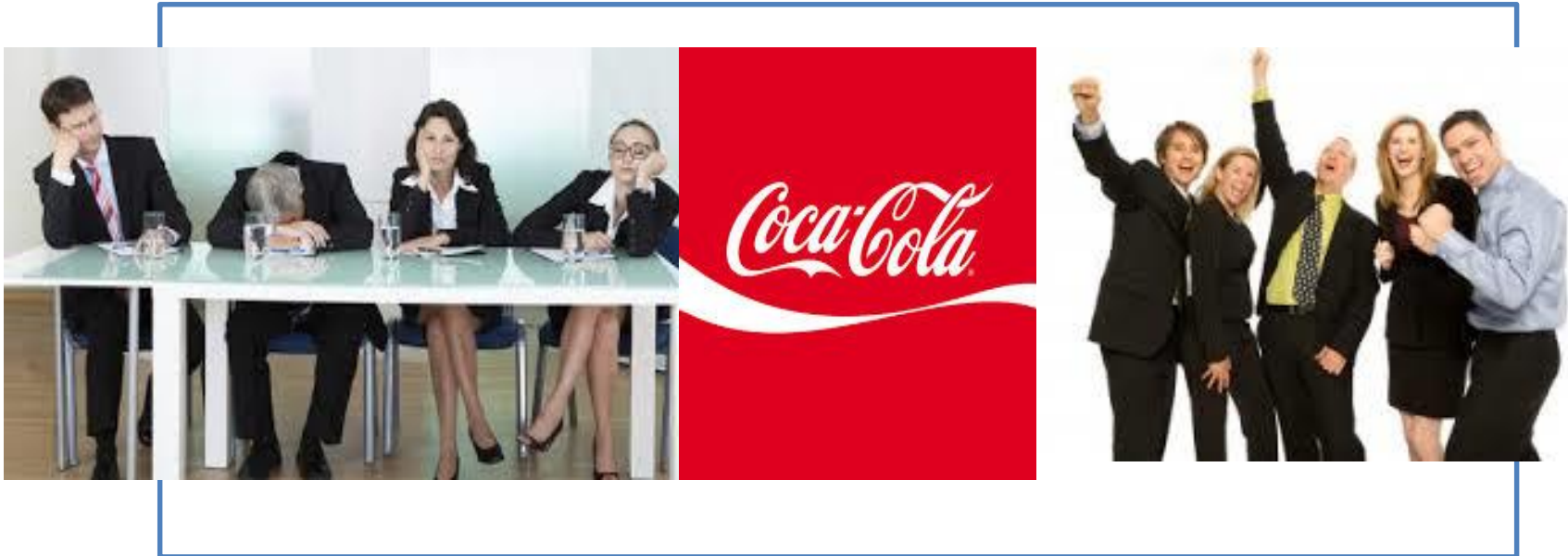
Localization



- First non-American director for McDonalds Europe
- Colors changed; more cosy restaurants
- Factory in Munich that develops menus and recipes for 41 (!) different countries on the European market, including Russia

Oops... a small mistake!

- Commercial damage due to a “small” mistake in the communication



Glocalization

- However globalized the economy, markets are strategically won or lost by the flexibility with which companies adjust themselves to their customers. This is called localization
- ***Glocalization*** is the term that denotes both processes. **Globalization** as an economic strategy is partly pursued by the internationalization of products, but it cannot do without a second pillar: **localization**, or adaptation to the local markets
- Localization means: **translating, intercultural communication, adapting to local situations**

GALA (Globalization and Localization Association)

- **Localization is the process of adapting a product or content to a specific locale or market. Translation is only one of several elements of the localization process.**
- Adapting diagrams and graphics
- Modifying content to suit local tastes and consumption habits
- Adapting design and layout to properly display translated text
- Converting to local currencies, units of measurement, etc.
- Proper local formats for dates, addresses, phone numbers, etc.
- Addressing local regulations and requirements
- <https://www.gala-global.org/>

New trend

One country, one language, one culture



The world speaks one language – yours

- Each language has its rights
- Information is adapted to the language and culture of individual customers

New job profiles

- **Localization manager**

- good sense of planning and organisation
- linguistic, administrative, technical and cultural knowledge

- A **localization manager** directs a whole team, interacting with different departments within an organization

Sales and marketing, development, product management, engineers, quality control, technical writers, translators, management, sales agents abroad, etc.

- The localization manager must have strong communication skills and be *tech savvy*

Mistakes

- Mistakes most frequently made in the localization of products and their related texts and websites are:
 - omitting to translate
 - careless and bad translations
 - lack of respect for the unique cultural characteristics of the new market



Wrong translation

- An advertising campaign of pen manufacturer Parker went wrong in Mexico, because the English slogan '*It won't leak in your pocket and embarrass you*' was carelessly translated into Spanish. *Embarrass* was replaced by *embarazar*, so the new slogan for the Mexican market said:

It won't leak in your pocket and make you pregnant

- KFC's '*Finger-Lickin' Good*' was translated into Chinese as:

We'll Eat Your Fingers Off



- Pepsi's '*We bring you back to life*' was translated into Chinese as:

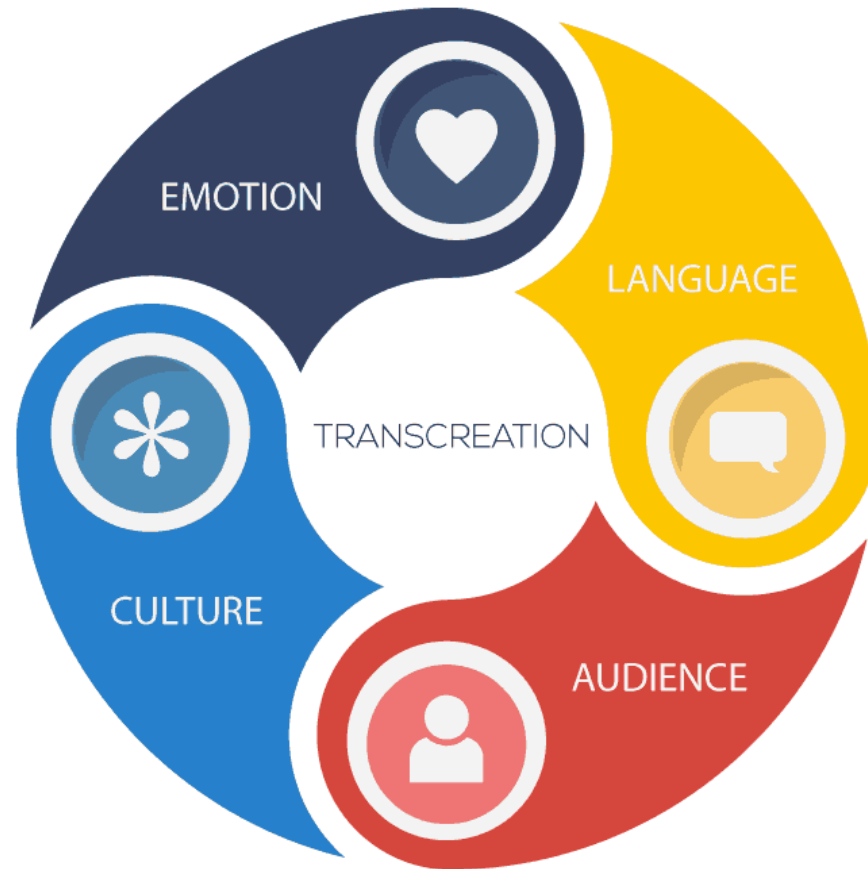
We bring your ancestors back from the grave

Lack of cultural respect

- In 2011, the United Arab Emirates celebrated its 40th National Day. In honour of the occasion, Puma released a special limited collection of sneakers in the colours of the Emirate flag, a sacred symbol to the Emirati...



Transcreation



Transcreation

- *Creative translation, cross-market copywriting, international copy adaptation*
- *Transcreation* is a relatively new concept, used by marketing and advertising professionals. It conveys that adapting a message to another culture is a complex matter. It concerns language, but mostly culture. The marketing of a product in a new market should be completely adapted to the local characteristics of that market, in order for the product to call up the same emotions
- From the colour choice of a campaign, to the name of a product, to the humour in a slogan: anything can be put to use

Exoticizing: the other end of the spectrum



*Kakor Chokladflarn
Kanelbullar*



Beer in the international market



internationalization



From Belgium with love

exoticization



Conclusion

- Language diversity is increasingly important to businesses; the economic impact of language is huge
- Complex processes of localization and transcreation are becoming increasingly necessary
- Language is the ideal vehicle of economic expansion
- The market needs new language jobs and profiles

- Young people need to be able to discover these new challenges
- **A task and a mission for EFNIL!**