
*LocWorld39 Kuala Lumpur brings together delegates who are responsible for communicating across the boundaries of language and culture in the global marketplace. One hundred and sixty executives from around the world are expected to attend.*

SANDPOINT, Idaho (PRWEB) February 01, 2019 -- The organizers of the conference and exhibition, LocWorld, are producing an Asian version of the event in Kuala Lumpur, February 27-28.

*LocWorld39 Kuala Lumpur* brings together delegates who are engaged in the business of adapting products, services and communications to an international language or culture so as to appear native to that particular region. Speakers at the conference include representatives from Adobe, Alibaba Group, Cisco Systems, Cloudflare, Netflix, PayPal, Tinder, VMware, and many others. Approximately 160 delegates representing all manner of industries are expected to attend.

“We’re excited about hosting our first event in Malaysia,” says Donna Parrish, publisher of the magazine MultiLingual and co-organizer of LocWorld. “Kuala Lumpur is the economic and financial hub of the country and is very culturally diverse. It’s an amazing city and our attendees will find many attractions to enjoy.”

Ulrich Henes, the conference co-organizer and president of The Localization Institute, says “LocWorld is valuable for people responsible for communicating across the boundaries of language and culture in all types of business. Our program offers strategies on adapting products and messaging for local customers and aligning local needs with a global strategy.” This includes how to successfully enter new markets, manage content, the use of translation tools, quality control and sessions that are especially relevant to Southeast Asian countries.

The keynote will be delivered by Fredrik Härén, an author and keynote speaker on business creativity, change and global business. He has delivered 2,000 presentations in over 60 countries and is the author of ten books, including The Idea Book which has been translated into 17 languages.

Attendees may choose from nine topic areas during the main conference program: Advanced Localization Management, Community, Content Management, Global Business, Language Service Providers, Localization for Asia, TAUS, Technical, and Unconference.

Some highlighted presentations include:
- Breaking the Trend — Paying More for Translation
- User Experience Challenges for the Korean, Japanese and Indonesian Markets
- Entering the ASEAN Market
- Remote Interpretation and AI-based Vendor Selection — Global Approach for Global Leaders
- Leveraging the Strength of the Globe to Succeed in Global Markets

This conference also represents an opportunity for executives and managers to review the best products and services in the exhibit hall.

LocWorld39 Kuala Lumpur sponsors include: RWS Moravia, Memsource and SmartCat.
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