Estoril, Portugal to Host LocWorld40 Conference Examines Challenges of Going and Being Global

LocWorld40 Portugal brings together delegates who are responsible for communicating across the boundaries of language and culture in the global marketplace. Six hundred executives from around the world are expected to attend.

SANDPOINT, Idaho (PRWEB) May 09, 2019 -- More than six hundred global business executives from around the world are expected to attend this summer’s LocWorld conference in Estoril, Portugal, June 11-13.

The conference, which features 10 tracks with beginner, intermediate and advanced topics, has a special focus on going and being global.

LocWorld 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, Amazon Web Services, Cisco Systems, Dell EMC, Expedia, Google, Indeed, King, LinkedIn, Lyft, Salesforce, Shopify, Sony, TripAdvisor and many others.

The conference, produced by MultiLingual Computing, Inc. and The Localization Institute, will be held at the Estoril Congress Center.

According to Donna Parrish, publisher of the magazine MultiLingual and co-organizer of LocWorld, the event is valuable for people responsible for communicating across the boundaries of language and culture.

“Localization is a key component of international business, and LocWorld provides executives with opportunities to learn from experts about managing multiple language content, translation tools, quality control and launching websites and products for multiple languages. It also represents an opportunity to review the best products and services in the exhibit hall.”

The keynote will be delivered by Isabel Aguilera, the former CEO of Google and General Electric (GE), Spain and Portugal. She has been CEO and business unit director for Dell in southern Europe, was responsible for the set-up of Google Iberia from 2006 to 2008 and was president of GE in Spain and Portugal. Ms. Aguilera is currently an independent board member of Indra, Banco Mare Nostrum, Aegón España, Oryzon and Egasa.

The preconference day will include a workshop on globalization from startup to enterprise, an executive forum, a session on designing for users and a round table on advanced terminology.

During the main conference program, attendees may choose from ten topic areas: Advanced Localization Management, Content Management, Core Competencies, Global Business, Global Web, Inside Track, Language Service Providers, TAUS, Technical, and Unconference.

Some highlighted presentations include:
• Going Multilingual at Lyft
• Defining Global Brand Identity — The Role of Terminology and Quality Management
• How to Set Up an International Content Strategy
• Speech Recognition, Globalized! Improving In-app Speech Recognition Systems for Nonnative Speakers
• Globalization at Scale: Evolution of Localization Operations in the Age of Digitalization

A Process Innovation Challenge will be held and shortlisted process innovators will pitch their innovative process ideas to a panel and the audience who will vote for their favorite. The top one will be named the LocWorld Process Innovator for Europe 2019.

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LocWorld40 Portugal sponsors include: the big word, RWS Moravia, SDL, Memsource and Venga.

A stand-alone event, the Game Global Summit, which covers localization, functional and localization testing of games will take place June 18 and 19 in Lisbon. “This will be our third Game Global since introducing it at LocWorld last June, and it’s growing nicely,” says Ulrich Henes, president of The Localization Institute and co-organizer of LocWorld. “We have a top-notch advisory board of professionals from the industry which has helped us pick the topics and select the best presentations. The feedback from attendees has been excellent.”
Contact Information
Kevin Watson
Localization World, Ltd.
http://www.locworld.com
+1 (208) 263-8178

Donna Parrish
Localization World, Ltd.
http://www.locworld.com
208-263-8178

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