

*Translation and Localization: A Driving Force for Business Globalization*

**CHINA INTERNATIONAL SUMMIT  
ON BUSINESS GLOBALIZATION  
& 2009 CHINA INTERNATIONAL  
TRANSLATION INDUSTRY FORUM**

April 23-24 2009 Shenzhen China

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**Supported by**

China International Publishing Group  
Foreign Affairs Office of Shenzhen Municipal People's Government  
International Federation of Translators

**Hosted by**

Translators Association of China  
Translators Association of Shenzhen

**Organized by**

Translation Service Committee of TAC  
Localization Service Committee of TAC

**Co-organized by**

SDL Technologies  
China Translation and Publishing Corporation

## Forum Highlights

- >> Reality and prospects for business globalization in the economic downturn;
  - >> Experience and needs of transnational corporations in globalization and localization
    - >> Best practices of client-LSP cooperation
- >> New Technologies—Challenges and Opportunities to the translation industry
  - >> Financing efforts of Chinese LSPs
  - >> Salons on specific topics and networking sessions
    - >> Exhibition-find your LSPs
- >> Extensive coverage by print media, the Internet and television.



With the increasing globalization of the economy and the market, more and more businesses are casting their eyes on international markets and are actively exploring and implementing globalization strategies. Amid this development, the translation and localization industry becomes a driving force for globalization by assisting businesses to overcome linguistic, cultural and technical barriers.

How can the translation and localization industry better help businesses to speed up their globalization efforts in the current market and economic conditions, while at the same time raising its own profile through quality services?

The China International Summit on Business Globalization & 2009 China International Translation Industry Forum, to be held in Shenzhen, China on April 23-24, 2009, tries to help answer these questions. The forum will be hosted by the Translators Association of China and the Translators Association of Shenzhen. It aims to provide a platform for transnational corporations with branches in China or planning to enter China, as well as Chinese corporations having or planning to have an international presence, to engage in high-level dialogues and direct business communication with government authorities, executives of the “giants” in the business world and quality translation and localization service providers.

Representatives from the business world, market research institutions, translation and localization service providers, language technology companies, and related industries both at home and abroad will be invited to the Forum to share their views on this significant yet often-overlooked aspect of globalization. Issues such as regulation of the translation and localization industry, and branding strategies will also be discussed. The print media, Internet providers and television stations at both national and local levels will be invited to cover the event.



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## Venue

Wuzhou Guest House

[www.wuzhouguesthouse.com](http://www.wuzhouguesthouse.com)

## Attendees

Foreign affairs / foreign-trade departments of Central and Local Governments

Export-oriented enterprises

Transnational corporations

Translation and localization service providers

Translation hardware / software producers

Translation training institutions

Organizations and associations of related industries

## Activities

Keynote speeches, panels and workshops, exhibition, product promos, networking events, press conferences.

## Registration Fee

TAC members: USD350 /per person

Non-TAC members: USD500/per person

*(Participants will enjoy access to all forum sessions, two lunches and tea-break refreshments and obtain all forum materials. )*

## Exhibition

TAC members: USD 350 per exhibition space

Non-TAC members: USD500 per exhibition space

*(The exhibition area is right outside the main forum hall. Portable display stands may be brought by the exhibitor)*

## Secretariat of the Forum Organizing Committee

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