

Berlin, Germany, Hotel Maritim ProArte, 8-10 June 2009



Localization World, the leading conference for international business, translation, localization, and global website management, is once again returning to Germany's exciting capital. **Localization World Berlin 2009** provides an opportunity for the exchange of high-value information in the language and translation services and technologies market. To acknowledge our 2009 theme, **Know-how for Global Success**, two new tracks have been added. Localization World Berlin 2009 will feature:

The same great commitment to the localization industry:

- Localization Core Competencies
- Advanced Localization Management

Tracks for firms with global operations:

- Global Business Best Practices
- Managing Global Websites

Keynote to highlight our international business component

Our dedication to these new tracks will be underscored by a keynote speech by **Dr. Norbert Walter**, chief economist of Deutsche Bank. Dr. Walter, a former director at the prominent Kiel Institute for World Economics, will present **"Global Business, Risky Business"** – an appropriate title for these challenging business times. The keynote address begins at 8:45 AM, Tuesday, 9 June 2009.

Localization Core Competencies

An introductory track for companies that need to localize, but are unsure where to start, will be led by experts who have years of experience providing localization consultancy services to companies with international expansion in mind.

Advanced Localization Management

The heart of Localization World — this track continues to provide the latest information on trends, processes, technologies, techniques and influences that shape the increasingly important world of localization. As usual, there is a strong focus on practical implementation of technologies and clear case study presentations to help shortcut processes and inform on best practices for those implementing localization in their own companies.

Global Business Best Practices

To further assist companies that want to venture with confidence into new international markets, Localization World has leveraged our global reputation to attract experts in international business issues. Presentations include global human resource management, international advertising, business process outsourcing and much more.

Managing Global Websites

A global web presence is a prerequisite to sales, and managing the amount of content and information takes skill and expertise. Authorities from leading web companies will offer their insights into successful strategies for launching and maintaining a worldwide web platform.

Expect to meet and see presentations from these companies and many others:

- Across Systems
- Deutsche Bank
- Expedia
- Facebook
- HypoVereinsbank
- Linden Lab
- Lionbridge
- Nero
- Mercer
- Roland Berger
- Strategy Consultants
- Saatchi and Saatchi
- SAP
- Second Life
- Sony
- Sybase
- Symantec
- W3C

Localization World: Conference, Exhibits, and Networking Events

- The founders of Localization World are focused exclusively on this industry, bringing a passion and commitment to developing the best programs and supporting companies big or small.
- With an open exchange of ideas, new opportunities and development partnerships are unearthed, new products launched, and new strategic alliances formed.
- The high rate of return attendees and exhibitors attest to the business catalyst status.
- Multiple social functions and organized outreach through myriad associations improves networking capabilities.

Contact Information

To attend: info@localizationworld.com
To exhibit: exhibits@localizationworld.com
To sponsor: sponsors@localizationworld.com
Website: www.localizationworld.com

Send to a friend  