“Localization: Bridging Gaps”

The conference focuses on localization and examining this paradigm from various perspectives: industry, academia, human resources, and technology.

For more information:
Email: Transconf@aucegypt.edu
Visit http://conf.aucegypt.edu/TRNS19
ORGANIZING COMMITTEE 2019:

- Ahmed ELezabi
- Doaa Embabi
- Ebtihal Elbadry
- Hanan Fares
- Iman Shakeeb
- Manal Amin
- Wafaa Mohiy

Conference Website:  http://conf.aucegypt.edu/TRNS19
The conference will take place at the American University in Cairo’s Tahrir Campus and sessions will be held in the Ewart Hall, the Oriental Hall, Rooms 105, 229, and 251 in the Main Campus. We are delighted to announce that the AUC/SCE 1st Conference on Localization, Translation and Interpreting is the result of a successful collaboration between the American University in Cairo (AUC) and the translation industry, combining the expertise of both entities to provide what we hope will be an excellent and highly informative experience for all our attendees.

It gives us great pleasure to welcome our distinguished and renowned plenary speakers this year: Ms. Claudia Mirza and Mr. Daniel Zielinski, both of whom are experts in language services and language technology with many years of professional experience and research expertise.

The theme of the conference this year is “Localization: Bridging Gaps”. The conference focuses on localization and examines the paradigm from various perspectives: industry, academia, human resources, and technology. There are more than 30 sessions that have been scheduled; we also have a number of presenters and guests coming from different parts of the world. We are confident that the wide range of presentations this year will help all of us better realize the potentials of localization and machine translation. We do hope you will benefit from this wonderful opportunity by attending a variety of well-selected sessions which cover a wide range of specialties in localization and machine translation. There are different themes addressed in the Localization, Translation and Interpreting conference this year:

- Translation & Localization industry
- Translation Management Systems
- Localization & Machine Translation
- Profession/Translation Career
- Translation Application (cultural, linguistic, technical)
- Training in translation industry
- Marketing in Localization Field

We acknowledge the efforts of Ms. Manal Amin, CEO of Arabize and Ms. Wafaa Mohey, General Manager of Saudisoft-Egypt in planning for the plenary sessions and communicating with the keynote speakers. We are very grateful to Dr. Doaa Embaby’s efforts in planning and adjusting the conference schedule. We also acknowledge the efforts of Dr. Iman Shakeeb, Dr. Ahmad Elezabi as well as Ms. Manal Amin, Ms. Wafaa Mohey and Dr. Doaa Embaby who reviewed the proposals, exerting great efforts in carefully selecting the presentations and workshops to meet the viable demands of the participants. Ms. Hanan Fares the Director of Career, Development Department of SCE, and Ms. Ebthial Elbadry, Director of The Languages Department of SCE, have worked tirelessly in making logistical arrangements and providing advice at every step of the way.
Special thanks goes to Ms. Sahar Abdel Gawad, Ms. Deena Mansour, and Ms. Mona Mahmoud for their efforts in creating and managing the website, managing contacts with the presenters and the participants in the conference, adjusting the conference schedule, and organizing the conference program book.

The Organizing Committee

American University in Cairo
Plenary Speaker

Ms. Claudia Mirza

CEO and co-founder of Akorbi

Biography

Claudia Mirza is the CEO and co-founder of Akorbi, the 34th largest language service provider in the world, and the 4th largest organization globally to have achieved organic growth. What started as a simple translation business is today a global provider of multilingual business solutions, including interpretation, staffing, contact centers, learning services and localization in 177 languages.

Claudia’s vision and leadership have led Akorbi to become the 13th fastest-growing woman-owned/led company in the world, according to the Women Presidents’ Organization, and the 2,568 fastest-growing company on the Inc. 5000 with 166% growth in the last three years.

Claudia is a published author in key industry publications, a sought-after speaker, an inventor with patents-pending, a mother of two, a mentor, wife, daughter and a philanthropist. She has been featured in Forbes, Inc. Magazine, TIME, Fortune and by Google as an advocate for small and women-owned businesses.

As the 2016 US Hispanic Chamber of Commerce’s Woman of the Year, Claudia was invited to the White House to meet with the current administration representing small and women-owned businesses. Claudia is a Harvard Business School Alumni from the prestigious Owner/President Management (OPM) Program, Class 52 as well as a bipartisan voter focused on women business issues and the global economy.
**Plenary Talk: Translators of The Future**

Date: 15 April  
Time: 10:30 – 11:45  
Venue: Ewart Hall

The translation profession has been one of the very first disciplines to be disrupted by machines in this digital era. The plenary speaker will walk you through a thought-provoking journey of all the different ways that professionals in the language industry can make a living in a constantly changing technological environment.

**Plenary Workshop: Turning Around a Language Company**

Ms. Claudia Mirza

Date: 15 April  
Time: 02:30 – 04:00  
Venue: Oriental Hall

As much as the company kept investing in infrastructure and making workflow improvements, customer errors and customer erosion kept happening. The company had sales leads but others took the business. Clients squeezed more margins as the company became more irrelevant. The plenary speaker will walk you through the critical steps that were taken in order to turn Akorbi around. Brand new DNA of leaders, former leaders were reassigned to other roles, data analysis, new positions created, services added, and emphasis on sales are some of the critical changes that will be discussed.
Plenary Speaker

Mr. Daniel Zielinski

Lecturer and researcher in Applied Linguistics and Language Technology Mainz University, Germany.

Biography

Daniel Zielinski is a lecturer and researcher in Applied Linguistics and Language Technology at Mainz University (Germany) as well as founder and managing director of Loctimize GmbH based in Saarbrücken (Germany). At Loctimize, he works as senior consultant for translation and localization technologies and trainer, holding training certificates for various translation tools.

Loctimize supports a wide range of international businesses and language service providers who appreciate the expertise and experience of an independent expert who has the courage to think outside the box. Together with his team, Daniel monitors trends in translation and localization technology very closely and develops customized solutions and supports clients from development to implementation. Until today, Loctimize has organized and delivered numerous training courses and workshops worldwide for small to large enterprises and organizations ranging from product-specific to topic-oriented sessions.

Before founding Loctimize in 2010, he worked from 2003-2009 as lecturer and research assistant at different universities in Europe training future translators in using technology. During this time, he was involved in different EU research projects focusing on the development of training material and guidelines for training translation technologies.
Plenary Talk: *Recent technology trends and bridges to gap in the localization industry*

**Date:** 16 April  
**Time:** 10:00 – 11:30  
**Venue:** Ewart Hall

The localization industry has a long history of technology developments. Developments such as translation memory, terminology and translation management systems have influenced the industry in many different ways, offering new opportunities and allowing to create additional values.

The localization industry is one of the industries where digitalization has been happening for more than 30 years now. It has been at the forefront of technology development and has been an early adopter of many trends such as online collaboration, outsourcing, cloud platforms and cloud computing. The localization industry is a creative and innovative industry that is constantly reinventing itself in order to adapt to and keep up with the changing world.

Recent trends such as AI, machine learning and translation, platform and API economics, 5G, IoT, smart factory etc., combined with content disruption and content explosion, again pose big challenges for language businesses. Within the context of all these trends and developments a number of gaps have emerged. This presentation identifies the most important gaps and explores possibilities to bridge them in order to make the most out of new technologies and not get lost on the way.

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Plenary Workshop: *Best practices to select, evaluate and implement localization and translation technologies*

**Mr. Daniel Zielinski**

**Date:** 16 April  
**Time:** 02:30 - 04:00  
**Venue:** Oriental Hall

In this workshop, participants will develop a strategy and process for selecting, evaluating and implementing technologies such as CAT tools, translation management systems or machine translation systems. They will learn about typical pitfalls and how to avoid them. The workshop is designed as an interactive session with group work and a final presentation of the results.
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<td>Opening: university Representatives - GALA - EAGLS</td>
<td>Plenary speaker: Claudia Mirza</td>
<td>Translation Management Systems</td>
<td>Why companies implement Translation Management Systems</td>
<td>Mr. Andrzej Nedoma (12:00- 12:30)</td>
<td>Translation Management Systems</td>
<td>Mrs. Suzan A Mossallem (12:30 - 01:00)</td>
<td>Utilization of Translation Management System</td>
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- **Profession/Translation Career**
  - Introduction to Language Services Industry: Size, Technology and Stakeholders
  - Mr. Sherif Abuzid (12:00- 12:30)
  - Translation industry in the digital age
  - Mr. Omar F Mohammed (12:30 - 01:00)
  - What Makes Good Translators?
  - Mr. Samir Omara (01:00 - 01:30)

- **Translation Applications: Cultural Acculturation and Untranslatability Issues in the American Television: A Semio-Translational Study**
  - Mr. Muhammad A Amer (02:30-03:00)

- **Assessing the Arabic Translation of Selected Walt Disney Bedtime Stories (2014): A Pragmatic-Stylistic Approach**
  - Ms. Monica M Naguib (03:00 - 03:30)

- **Translation Management Systems (Workshop)**
  - The What's, Why's and How's of Translation Management Systems
  - Mr. Medhat Bassily (04:15 - 05:00)
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<td>Localization &amp; Machine Translation</td>
<td>Translation &amp; Localization industry</td>
<td>The difficulty of working with Arabic across the Arab region</td>
<td>Mrs. Kholoud El Daly (02:30-03:00)</td>
<td>Why does LOCALIZATION Matter in Websites and Videogames? Ms. Reem S. Desouky (03:00 - 03:30)</td>
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Localization & Machine Translation
Towards a Systematic and Human-Informed Paradigm for High-Quality Machine Translation
Dr. Noran Nader (12:00-12:30)
Role of machine translation and supporting technologies in revolutionizing the localization industry
Mr. Ahmad M. Mutamad (12:30 - 01:00)
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<td>Plenary Speaker: Daniel Zielinski</td>
<td>Translation Application: Linguistics</td>
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<td>Training in translation industry</td>
<td>Chameleon Mode: Adaptability in Translators Training Mrs. Tetyana Struk</td>
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<td>Using a monolingual corpus for Arabic collocation mining Ms. Deena M Mansour &amp; Ms. Heba Said (12:00 - 12:30)</td>
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<td>Semantics Based Compound Noun Translation The effect of semantics based approach to translate and interpret noun compounds (both endocentric and exocentric) Dr. Shaimaa H Alkholy (12:30 - 01:00)</td>
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| Main 105 | Localization & Machine Translation (Workshops)  
The concept of CAT tools and translation memories  
Mr. Yasser M Fahmy (12:00 - 12:45)  
Attitudes to CAT Tools: Application on Egyptian Translation Students and Professionals  
Prof. Iman M Mahfouz (12:45 - 01:30)  
Case Studies  
Localization, Collaboration and the Functionalist Approach to Translation  
Mr. Yasser M Fahmy (02:30 - 03:15)  
Localizing Knowledge for Sustainable Development: A case study of translating/localizing the terminology of two significant books on sanitation (SDG 6)  
Mrs. Samar M. Amer (03:15 - 04:00)  
Unconferencing session: Question & Answer session responding to participants queries regarding the field of localization  
Ms. Manal Amin  
Ms. Wafaa Mohiy (04:15 - 05:00) | | | | | | | |
| Main 251 | Translation & Localization industry  
The Impact of Cloud Computing on localization Management  
Mr. Ahmed Mohamed (12:00 - 12:30)  
Investigating the Impacts of Localization on the Stock Market  
Dr. Ahmed M Ameen (12:30 - 01:00)  
Profession/Translation Career  
The Translator-localizer profile: University training courses and market needs  
Mrs. Dima EL Husseini (02:30 - 03:00)  
The Localization Industry Needs You  
Mr. Medhat Bassily (03:00 - 03:30)  
Marketing in Localization Field  
Digital Marketing Unravelled  
Mr. Amr Zaki (04:15 - 05:00) | | | | | | | |
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<th>Time</th>
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<tr>
<td>12:00 – 12:30</td>
<td>Mr. Andrzej Nedoma</td>
<td>CEO, XTRF Management System</td>
<td><strong>Why companies implement Translation Management Systems</strong>&lt;br&gt;The presentation will analyze the roadmap of evolution of a translation company, that is steps in company growth. For each of these steps we will highlight key elements particular to the given moment in company growth and will show which of them and supported by a professional Management System and how. The audience will therefore benefit in two ways in parallel: will learn how to grow the business as well as will learn which benefits one should seek from a technology in each given moment.</td>
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<td>12:30 – 1:00</td>
<td>Mrs. Suzan A Mossallem</td>
<td>Localization Services Head, Saudisoft Co. Ltd</td>
<td><strong>Translation Management Systems</strong>&lt;br&gt;Translation Management Systems Now and Future! Translation management systems are most commonly used today for managing various aspects translation business. Developing these systems will focus on linking them to other new business and workflow technologies.</td>
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<td>1:00 – 1:30</td>
<td>Mr. Ayman Saad</td>
<td>Marketing Manager, Future Trans</td>
<td><strong>Utilization of Translation Management System</strong>&lt;br&gt;Translation Management System (TMS) consolidates all regular phases of the translation process. It makes it quite easy for you to create multiple translation projects, analyze files and make them ready for translation, retrieve project-specific translation memories and glossaries, and assign translators, reviewers, proofreaders and the rest of the translation team. Translation has largely become a collaborative activity. Translation agencies now assign more than one translator for a few pages project. It’s also quite normal to get a dozen translators with different native languages and from different parts of the world to work on a single book, all in parallel and all on the same system. And here comes the brilliance of Transparent TMS. It saves you time and money, keeps you atop every single process, and dramatically improves crowd collaboration, work consistency and translation quality.</td>
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“Everyone Hears Only What He Understands”
GOETHE

WWW.ARBIZE.COM
EGYPT | SWITZERLAND | USA
Profession/Translation Career

Time: 12:00 – 1:30

Venue: Main 105

Mr. Sherif Abuzid 12:00 – 12:30
Managing Director, Translation Partner Company

Introduction to Language Services Industry: Size, Technology and Stakeholders

This presentation aims to give an overview of the industry for those who are new to it or who never heard about it. Also, I will explain the supply chain of the industry starting from the end client down to the translator. This part will contain a brief introduction to each part of the supply chain. The technology part will give a brief introduction about the CAT tools, QA tools, and engineering tools used to provide language services. I will provide information about the size of the industry. For example, I will mention statistics from the market research companies, such as Common Sense Advisory, and other online resources. The presentation will contain a Scenarios section. In this part, I will give some scenarios of industries that may need languages services, such as contracts between international companies, website translation and mobile applications localizations.

Mr. Omar F Mohammed 12:30 – 1:00
Translation Section Head, Saudisof Co. Ltd

Translation industry in the digital age

How the digital technologies reinforced the translation/localization industry in terms of building good relation between the vendors and customers and managing/planning the projects in operation.

Mr. Samir Omara 1:00 – 1:30
Head of Professional Development, Teachers First Egypt

What Makes Good Translators?

"What Makes Good Translators?" poster session helps participants to focus on different lingual, socio-lingual, socio-cultural and instrumental skills that makes good translators. It helps them to share and discuss how these skills help to develop good translators as translation is available and demanded everywhere. Translation is going beyond dictionaries.
Dr. Noran Nader  
Senior pharmacy student, Translation Partner Company

Towards a Systematic and Human-Informed Paradigm for High-Quality Machine Translation

Research and development in Machine Translation has to make a more direct use of the knowledge of language experts such as translators and linguists. To this end, we suggest a human-informed development cycle that works on empirically confirmed quality barriers with the help of standardised error metrics and benchmarks. As the technical foundation for a new kind of intensified collaboration between MT developers and language professionals, we outline a platform that assembles a system of methods and tools that are shared by research and the translation industry in MT R&D activities. One open source tool that could serve as the nucleus for this envisaged paradigm is translate5 that has been extended to support MQM error markup in the QTLaunchPad project (Rehm, 2015).

Mr. Ahmad M Mutamad  
CEO, TRANSTEC

Role of machine translation and supporting technologies in revolutionizing the localization industry

During the recent years, Machine Translation (MT) has greatly dominated localization industry. The history of machine translation started earlier in 1946 with the translation of 60 phrases from Russian into English. Several attempts have been made till the 1960s, where a new focus on development of translation memories (TMs) appeared. However, with the wide access to internet by the 1990s, reinvestment in MT becomes great. Development of MT was simply started with the Rule-Based MT (RBMT) and Example-Based MT (EBMT) to Statistical MT (STM): Word-based SMT, Phrase-based SMT, and Syntax-based SMT. Then, another revolutionary progress was introduced to the industry where the machine began to learn from past experiences (e.g. Machine learning). It was the introduction of Neural-MT (NMT); including Convolutional Neural Networks (CNN), Recurrent Neural (RNN) Networks, which developed into Deep Neural MT (Deep NMT). This progress motivates MT Providers including Google, Yandex, Microsoft, and others to provide several types of MT technologies including Generic NMT (e.g. Google, Yandex, Bing, … etc.), and Specialized NMT: customizable MT and Adaptive MT). In response to this widespread progress, other supporting technologies including Web Crawling, Web Scraping, and Web Mining (WeMiT) have appeared. Hence, how can human translator find his way through these accelerated developing technologies?
Plenary Speaker Workshop: Turning Around a Language Company

Ms. Claudia Mirza

Time: 02:30 – 04:00

Venue: Oriental

As much as the company kept investing in infrastructure and making workflow improvements, customer errors and customer erosion kept happening. The company had sales leads but others took the business. Clients squeezed more margins as the company became more irrelevant. The plenary speaker will walk you through the critical steps that were taken in order to turn Akorbi around. Brand new DNA of leaders, former leaders were reassigned to other roles, data analysis, new positions created, services added, and emphasis on sales are some of the critical changes that will be discussed.

Translation Application: Culture

Time: 2:30 – 4:00

Venue: Main 105

Mr. Muhammad A Amer

2:30 – 3:00
Translator, Words-Painting Translation & Training Services

Acculturation and Untranslatability Issues in the American Television: A Semio-Translational Study

This paper focuses on finding actual solutions for untranslatable subtitles of selected American TV series. It also takes into account the idea of acculturation and cultural differences between the Western and Eastern audience. Semiotics and translation mix together in an attempt to find creative solutions and fill the gap cultures make.

Ms Monica M Naguib

3:00 – 3:30
Demonstrator, Helwan University

Assessing the Arabic Translation of Selected Walt Disney Bedtime Stories (2014): A Pragma-Stylistic Approach

Children Literature is always considered as a rich data to be analyzed. The present study is a combination of linguistics and the field of translation. It focuses on the identification and assessing the translation of some Walt Disney bedtime short stories by employing a pragma-stylistic framework. Since translation plays an important role in increasing the awareness and understanding the diverse cultures and nations, the present study suggests three step model to first explore the intended meanings employed using the pragmatic tools in both the ST and TT. Second, to assess how the translators should deal with the ST to interpret and transfer it successfully into the TT.
Translation & Localization Industry

Time: 2:30 – 4:00

Venue: Main 229

Mrs. Kholoud El Daly 2:30 – 3:00
Business Development Team Leader, Translation Partner Company

The difficulty of working with Arabic across the Arab region

One of the major concerns that would scruple the international investors from localizing their products across the Arab region is the excessive sensitivity of the Arabic language and culture compared with other worldwide languages. During the presentation, I will explain the exact challenges facing investors to market to their services/products among Arab region, the properties that distinguish the Arabic language exactly that would make the localization process more complicated and sometimes, problematic. How can I pay more attention to the cultural adaptation between the product native country and the target audience country, the different dialects between Arabic countries? How can I explain the Modern Standard Arabic to the client, and have the awareness on which products/services it could be applied, and on which I should be honest with my client to advise with a native speaker of the required dialect?

Ms. Reem S. Desouky 3:00 – 3:30
The American University in Cairo

Why does LOCALIZATION Matter in Websites and Videogames?

Although websites and video games localization emanate as significant genre of translation; however, they have not been given due attention from translation practitioners. The aim of this presentation is four fold. First, it is to discuss the subtle differences between translation and localization, the degrees of localization and the technical elements needed for localization in a website. Second, it is to shed light on the meaning of video game localization in addition to the most important features needed for video games to be localized. Third, this presentation discusses the different localization models and translators’ competencies required in order to localize video games efficiently. Finally, some of the obstacles preventing quality translation in games and some recommendations towards a better game localization practice are to be discussed.
Case Studies

Time: 4:15 – 5:30
Venue: Oriental Hall

Mrs. Calire Dyense & Mrs. Manal Amin
Arabize

Client/LSP experience: Based on a True Story

Claire Dyens and Manal Amin; a more than 20 year Client / LSP (Language Service Provider) relation As every coin has two sides, this story does as well. In this panel Claire and Manal will share the mutual experience from the very inception of their collaboration; how it started and evolved with all the challenges faced until both sides were able to unite towards one goal – Success… Mutual Sustainable Success…

Translation Management Systems

Time: 4:15 – 5:00
Venue: Main 105

Mr. Medhat Bassily
Principal Globalization Architect, ADP, Automatic Data Processing

The What’s, Why’s and How’s of Translation Management Systems

All about translation management systems from both the client as well as the supplier perspective.

Translation Application: Technical

Time: 4:15 – 5:00
Venue: Main 229

Mr. Sameh M. Ragab
ISO 17100 Lead Auditor, ISO 17100

Automating Termbase and Glossary Creation: A FREELANCER’S QUICK GUIDE TO GLOSSARY CREATION & TERMINOLOGY MANAGEMENT

Although it may seem cumbersome and daunting at first glance, creating and managing glossaries and term bases can revolutionize the daily workflow of any professional freelance translator. It will not only save time and money, let alone extra unneeded hours of tedious work, but will ensure consistency and coherence of the final product. This session guides you into how to effectively create your own glossaries and manage your terminology, thus saving you missed deadlines and expensive blunders. Join Sameh Ragab on a session that will uniquely open new horizons in that important phase of any translation or localization project, and ensure that you build your own arsenal of resources, OFFLINE!
Tuesday April 16, 2019

Translation Application: Linguistics

Time: 12:00 – 1:30

Venue: Oriental Hall

Ms. Deena M Mansour & Heba Said
The American University in Cairo

12:00 – 12:30
Using a monolingual corpus for Arabic collocation mining

In a world triggered by technology, using electronic corpora has become quite essential in the translation profession. Choice of collocations and collocational clashes pose a daunting challenge to translators, particularly into Arabic. This presentation aims at helping translators into Arabic use online available corpora effectively to check accurate Arabic collocations.

Dr. Shaimaa H Alkholy
Professor, Translation College

12:30 – 1:00
Semantics Based Compound Noun Translation The effect of semantics based approach to translate and interpret noun noun compounds (both endocentric and exocentric)

Translating and interpreting compound nouns both endocentric and exocentric represent a problem for Arabic translators due to the degree of transparency of such compounds. Thus, semantics based approach is suggested to find the relation between the words of these compounds.

Ms. Maram Elsaadany
Faculty of Arts

1:00 – 1:30
Grammatical Variation in Translated Equivalence: A Corpus Based Study

English and Arabic belong to two different families which have various linguistic systems. When translation is carried out from English to Arabic, some linguistic changes are detected in the target language, which is Arabic. Biber's theory (1988) is adopted in this study to investigate the occurrence of 67 linguistic features in short story genre. These features cover the morpho-syntactic systems of the two languages. The broad aim of this study is to conduct an empirical research of corpus linguistics in written short stories and their translation. The corpus of this study is Monro’s book “the power of love” which consists of ten short stories and its translation “Masirat el Hob” by Mohamed Saad Tantawy (2015). This kind of genre is chosen to represent the sample of this study because it has the density and intensity to make it necessary to read between the lines. It also requires some effort from the reader to go underneath the surface to find the meaning of the text. The present study investigates three important questions. 1-what are the linguistic features manifested in Monro’s short story “the power of love” and its translated equivalence “Masirat el hob” to validate the comparison between the source text and its translation 2- In what ways these features are similar or different? 3- what is the distribution of these features in the English and Arabic texts? This study is significant for many reasons: First, the use of computer based text corpora to provide a standardized data base. Second, the implementation of Stanford program to count the frequent occurrence of certain linguistic features and to offer an analysis of the distribution of these features. It is the only program that deals with English and Arabic simultaneously. Third, applying a multi variant linguistic technique, especially factor analysis, to determine the occurrence relation between certain linguistic features. Last but not least, the use of microscopic analysis to interpret the features underlying each factor. The study follows the following methodological stages. The initial step involves the choice of texts and the linguistic features to be analyzed. This is followed by the quantitative steps: computational identification of linguistic features in English and Arabic texts; splitting texts into sentences. The units of annotation and the choice of the annotation scheme are crucial for the quality of this research. Finally, statistical analyses are used to interpret the linguistic features underlying each factor. The results of this study show that 66 out of 67 features have been applied and they are classified into 4 factors for the English language and 5 factors for the Arabic one. Only 12 features are counted manually by the researcher herself in the Arabic analysis, this is done because the computer program, Stanford, could not identify these features due to the complexity and the nature of the Arabic language. One of the main important findings is that the English pronoun it has no counter part in the Arabic language. The Arabic language does not have a neuter pronoun as it only has feminine and masculine gender.
Localization & Machine Translation

Time: 12:00 – 1:30
Venue: Main 105

Mr. Yasser M Fahmy
Language Lead, RWS Moravia

12:00 – 1:45

The concept of CAT tools and translation memories

The concept of CAT tools and translation memories; advantages and disadvantages; how to use them; source text and final text/product.

Prof Iman M Mahfouz
Associate Professor & Vice Dean for Education Affairs

12:30 – 1:00

Attitudes to CAT Tools: Application on Egyptian Translation Students and Professionals

The presentation attempts to examine users’ attitudes to CAT tools among 114 translation students and professional translators in Egypt. The main purpose of the research is to examine user attitudes towards these tools with specific reference to their perceived benefits, ease of use and compatibility. The survey instrument was adapted from Moore and Benbasat with some modifications. Drawing upon Dillon and Fraser’s premises, the research investigates the relationship between user attitudes to CAT tools and various factors, including years of experience, computer skills and type of texts translated. Semi-structured interviews were also used to achieve a mixed-method.

Translation & Localization Industry

Time: 12:00 – 1:30
Venue: Main 229

Mr. Ahmed Mohamed
Partner, Crystal Minds

12:00 – 12:30

The Impact of Cloud Computing on localization Management

“Think big, start small, act now” Clouding computing proved great success in all industries. Localization management can also be benefited from, and see what in it for them.

Dr. Ahmed M Ameen
SCCO

12:30 – 1:00

Investigating the Impacts of Localization on the Stock Market

Localization strategy is a unique approach an organization takes to handle customer behaviors, purchasing habits, and overall cultural differences in all country it works in. when the business gets into a new foreign market, it is often challenging to provide buyers in that country with customer service which is familiar to them. Establishing country-by-country localization approaches guarantees clientele abroad benefits from the same quality experience they would presume from a local business.
Plenary Speaker Workshop: Best practices to select, evaluate and implement localization and translation technologies

Mr. Daniel Zielinski

Time: 02:30 – 04:00

Venue: Oriental

In this workshop, participants will develop a strategy and process for selecting, evaluating and implementing technologies such as CAT tools, translation management systems or machine translation systems. They will learn about typical pitfalls and how to avoid them. The workshop is designed as an interactive session with group work and a final presentation of the results.

Case Studies

Time: 2:30 – 4:00

Venue: Main 105

Mr. Yasser M Fahmy

Language Lead, RWS Moravia

2:30 – 3:15

Localization, Collaboration and the Functionalist Approach to Translation

Discussing localization and collaboration in localization companies linking them to the functionalist approach to translation. * Illustrating the life cycle of a localization project inside a localization company. * Discussing the main principles of the functionalist approach to translation; focusing on the types of translation brief (giving live examples).

Mrs. Samar M. Amer

Senior Translator and Knowledge Production Actor

3:15 – 4:00

Localizing Knowledge for Sustainable Development: A case study of translating/localizing the terminology of two significant books on sanitation (SDG 6)

Localization is not just about commercial projects and services. In fact, localization has a new level as it entered the field of knowledge production. Localization of the Sustainable Development Goals (SDGs) and the knowledge related to them has become a must in order to achieve these global goals. Considering the context for localizing the SDGs processes cannot be done in isolation from the culture and language of the inhabitants of any area where the development process to be activated. Thus, by removing the language barrier, more stakeholders can be involved in community-led projects, which guarantee the sustainability of these projects. This research paper reviews the translation procedures used in translating/localizing the terminology of two significant books on sanitation which is the sixth SDG. The research examines the model used in managing one of these books and the management and consistency of terminology in both books from the point of view of the localization/translation industry.
Profession/Translation Career

Time:  2:30 – 4:00

Venue: Main 229

Mrs Dima EL Husseini  2:30 – 3:00
French University in Egypt

The Translator-localizer profile: University training courses and market needs

This study aims at discussing the issues underlying the Translation-Localization program within the academic framework and examines how it relates to the professional context. The discussion is supported by the Translation Methodology applied in teaching translation as well as the simulation experiment of the translation-localization project done at the Faculty of Applied Languages.

Mr. Medhat Bassily  3:00 – 3:30
Principal Globalization Architect, ADP

The Localization Industry Needs You!

Thinking about a career path in the localization field? Whether you're a student, a novice, or a seasoned localization professional, there is a promising career path in the localization field. Come and join this session if you wish to learn more about the various roles, how to start, and the skillset needed to take your localization career to the next level.

Mr. Ahmad M Mutamad  3:30 – 4:00
CEO, TRANSTEC

Necessary competences in translator and localizers to master today's market

Localization is the 4th fastest growing industry with approx. USD 40b/year. However, how translators and localizers can benefit from this huge industry? What are the competences required to master this market including language related, professional-related, technical and technological-related training and skills? How the knowledge of new trends and ISO standards newly issued for the industry can make the difference in excelling and mastering the market. What are ISO Standards on translation and localization; i.e. ISO 17100 and ISO 18587.
Mrs. Tetyana Struk 4:15 – 5:00  
CEO, Linguistic Centre Translation and Localization Company

**Chameleon Mode: Adaptability in Translators Training**

Tetyana shares her experience on bringing the industry experience into the university classrooms and reshaping the academic course in Translation into a dynamic structure that enhanced students’ skills in translation, localization, terminology management, post-editing machine translation, audiovisual translation, quality assurance, and project management. The adaptive approach that was applied allowed the student to be equipped not only with the skills and knowledge required by the modern industry, but also to develop the necessary understanding of the profession and the tools, the ability to adapt quickly to changes, and overcome the fear of new tasks, taking into account the existing requirements of the industry and the responsibility for operations. The presentation provides the roadmap to those instructors of translation at the universities, who would like to prepare their students to the challenges of a real-life industry.

Ms. Manal Amin 4:15 – 5:00  
CEO of ARABIZE

&

Ms. Wafaa Mohey  
General Manager of Saudisoft

**Question & Answer Session Responding to participants’ queries regarding the field of localization**

During the first day of the conference, there will be a flip chart next to the registration area in order for the Attendees to write their queries with regard to localization and machine translation industry. Two prominent figures in the field of localization and machine translation: Ms. Manal Amin (CEO of ARABIZE) and Ms. Wafaa Mohey (General Manager of Saudisoft) will run the Conferencing session on the second day of the conference to answer these queries.
Digital Marketing Unraveled

Digital marketing is a vital tool for any industry today. It is a weapon that can be used to your advantage or against you. The challenge in localization industry is tricky as it targets a big percentage of your audience from diverse countries and cultures. Therefore, you need to learn more about all your audience.