



There is no Knowledge  
without **Terminology**

# TERMNET NEWS

## TNN 100-2009

# 20 Years TermNet Special

Dear Readers,

Greetings from the world of terminology – and welcome to TermNet News 100.

It's a real pleasure for me to share and enjoy with you this remarkable issue of TermNet News!

Strange, but true, TermNet celebrates it's 20th Anniversary, and TermNet News publishes it's 100th issue!

We are proud that TermNet is flourishing and growing – thanks to the active involvement and commitment of our members, partners and friends.

Looking forward to the next 20 years of joint activities to foster the market for terminology products and services – to be published in the next 100 issues of TermNet News.



Best regards,

Gabriele Sauberer,  
Executive Secretary of TermNet

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#### IMPRESSUM

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#### Offenlegung nach § 24 Mediengesetz:

TermNet News (TNN) ist der offizielle Newsletter des internationalen Vereins TermNet (Internationales Terminologienetz), der für die Vereinsmitglieder sowie alle an anwendungsorientierter Terminologiearbeit interessierte Organisationen (Firmen, Universitäten und Institutionen) geschaffen wurde. TNN ist eine internationale Zeitschrift, in der Informationen über terminologische Aktivitäten, Produkte und Dienstleistungen weltweit auf Englisch, Deutsch und Französisch publiziert werden. TNN enthält insbesondere Informationen über die Tätigkeiten der TermNet-Mitglieder und -Kooperationspartner und verfolgt dabei keine parteilichen oder ideologischen Ziele.

TermNet News (TNN) is the official Newsletter of TermNet (International Network for Terminology), which is published for the members of the network and for those companies, universities, institutions and organizations that are interested in applied terminology work. TNN contains information in English, German and French about national and international terminology-related activities, products and services. It informs its readership of the latest activities and projects of TermNet members and co-operation partners, but does not support any ideological or political activity.



## 20 Years TermNet

A true indicator for one's own age is a growing frequency of hearing – or saying – things like „my, oh my I can't believe he's grown that fast“ or „I remember her first steps as if it was only yesterday“.

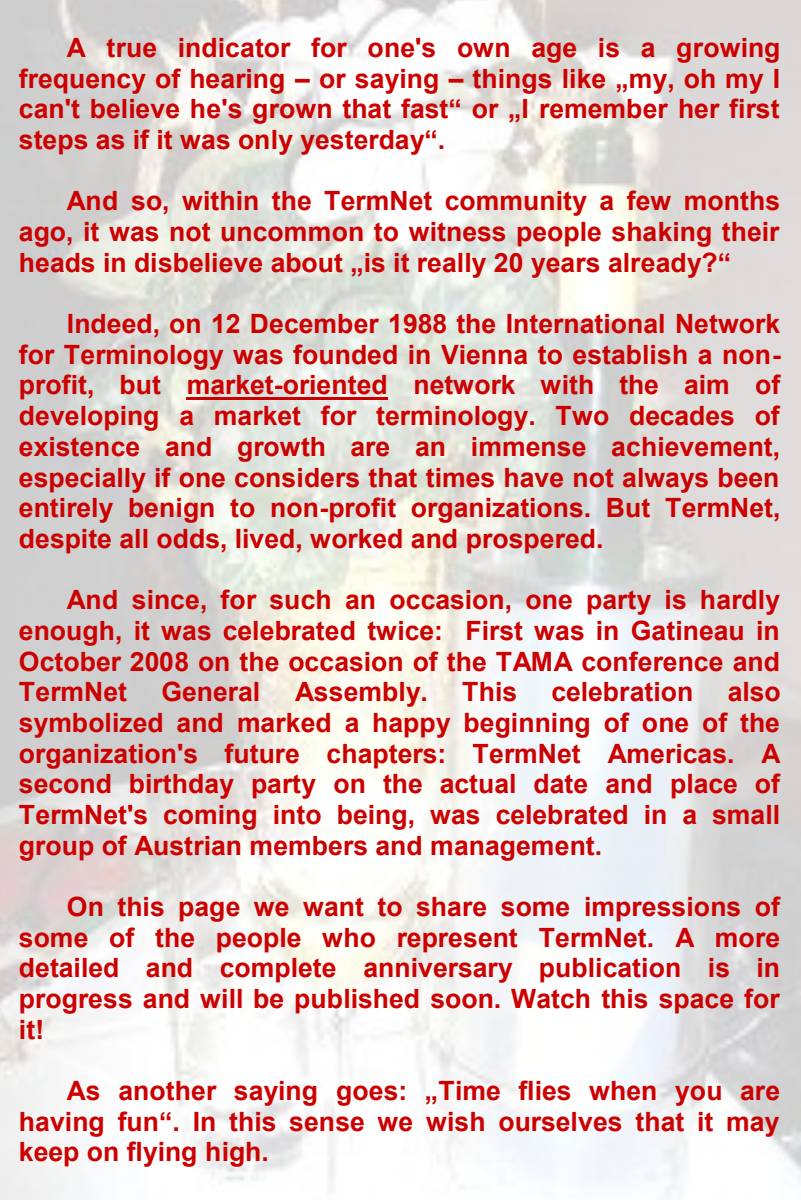
And so, within the TermNet community a few months ago, it was not uncommon to witness people shaking their heads in disbelief about „is it really 20 years already?“

Indeed, on 12 December 1988 the International Network for Terminology was founded in Vienna to establish a non-profit, but market-oriented network with the aim of developing a market for terminology. Two decades of existence and growth are an immense achievement, especially if one considers that times have not always been entirely benign to non-profit organizations. But TermNet, despite all odds, lived, worked and prospered.

And since, for such an occasion, one party is hardly enough, it was celebrated twice: First was in Gatineau in October 2008 on the occasion of the TAMA conference and TermNet General Assembly. This celebration also symbolized and marked a happy beginning of one of the organization's future chapters: TermNet Americas. A second birthday party on the actual date and place of TermNet's coming into being, was celebrated in a small group of Austrian members and management.

On this page we want to share some impressions of some of the people who represent TermNet. A more detailed and complete anniversary publication is in progress and will be published soon. Watch this space for it!

As another saying goes: „Time flies when you are having fun“. In this sense we wish ourselves that it may keep on flying high.





## New TermNet Member

TermNet is pleased to introduce its new Members...



The **American Translators Association (ATA)**, founded in 1959, is the largest professional association of translators and interpreters in the U.S. with nearly 11.000 members in over 90 countries. ATA's primary goals include fostering and supporting the professional development of translators and interpreters and promoting the translation and interpreting professions.

The Association offers programs, benefits, and support services to translators and interpreters. The Association also works to educate the public about the professions of translation and interpreting.

- ATA administers complimentary online directories to help locate translators, interpreters, and language services providers.
- The ATA Certification Program, started in 1973, offers testing in 26 language combinations.
- The ATA Annual Conference held each fall, features over 175 educational sessions; an exhibit area displaying the latest publications, software, and related products and services as well as several translation agencies; a job marketplace where individuals.
- ATA membership includes membership in any or all of ATA's 15 divisions.
- ATA has 12 regional chapters and seven affiliated regional groups.
- ATA publishes The ATA Chronicle, an award-winning monthly magazine distributed to the membership and by subscription.
- ATA promotes and distributes Getting it Right: A Guide to Buying Translation. This client education booklet, distributed free of charge, explains the translation process and the selection of translators.
- The ATA Scholarly Monograph Series, which is published by John Benjamins under the auspices of the Association, addresses a wide range of professional issues in the international translation and interpreting communities.

**For further information please refer to:**  
<https://www.atanet.org/>

The **Translators Association of China (TAC)** was founded in 1982. As the only national association in the field of translation in China, it functions as an academic as well as professional association. Made up of institutions, enterprises, associations and individuals all over the country engaged in translation and interpretation, on a voluntary basis, TAC has group, corporate and individual members in China's 34 provinces, municipalities, autonomous regions and special administrative regions.

TAC aims to rally and organize translators and interpreters, and people devoted to the promotion of the profession, from all sectors of society throughout the country, to conduct research in translation and interpretation and academic exchanges, train a large contingent of translators and interpreters, improve the self-discipline and regulation of the translation industry, protect the legitimate rights and interests of translators and interpreters, and facilitate exchanges and cooperation with its counterparts both at home and abroad.

### International Communication

TAC joined the International Federation of Translators (FIT) in 1987, and a number of its representatives have been elected Council Members of FIT.

### Academic Activities

TAC's International Communication Committee often discusses the translation of new political and economic terms in China, provides authoritative foreign-language versions, and publishes them in the Chinese Translators Journal and on TAC's website.

### Regulation of Translation Services

In response to the rapid growth of the translation industry in China, TAC set up the Translation Service Committee in 2003, marking an extension from the academic field to market regulation.

### Social Activities

In order to honor the great contributions made by senior translators and interpreters to China's social, economic and cultural development and to encourage young translators and interpreters to learn from them, TAC started to commend senior translators and interpreters through its committees and local members.



**For further information please refer to:**  
<http://www.china.org.cn/english/scitech/137198.htm>

## New TermNet Member



### Hacettepe University Department of Translation and Interpretation

Hacettepe University's mission is to train highly qualified individuals for the future of the country, and to supply research, education and other services for the benefit of society using its accumulation of scientific and aesthetic knowledge in the light of universal values.

#### About the Department of Translation and Interpretation

The aim behind the establishment of the Department of Translation and Interpretation is to educate qualified translators and interpreters who could translate and interpret from/to English/Turkish, French/Turkish and German/Turkish in various areas such as medicine, social sciences, international relations, law, economics and literature within a scientific framework.

#### Ongoing projects related to terminology

##### TermTurk - Terminology for Cross-Cultural Dialogue and Specialized Communication

A project conducted by Hacettepe University and funded by the European Union. The main objective of the project is to establish the foundations required for the determination of a national terminology policy and to form a body of human resources that is to work in this field.

##### TermTurk International Symposium - Technical Translation and Terminology for Cross-Cultural Dialogue, 12-13 November 2009, Ankara, Turkey

The Department of Translation and Interpreting at Hacettepe University hosted the closing international symposium of TermTurk (Terminology for cross-cultural dialogue and specialized communication) Project which has been conducted since June 2008.

This Symposium brought together terminologists, linguists, professional translators and interpreters, technical writers, representatives of NGOs and state institutes, EU specialists, experts of international affairs, researchers and students of related fields.

For further information please refer to:



### Terminology Blog

HOME ABOUT  GO

# 5.945

number of readers who  
clicked on a post  
of the [Terminology Blog](#)  
since July 2009

#### Categories

- 1
- Certified Terminology Manager
- Funny things
- Glossaries, Definitions, etc.
- International Terminology Summer School
- Online Terminology Resources
- Technical Documentation

## TermNet Members' Products and Activi-



The Language Industry Certification System  
LICS® is offering the possibility to attend to

**Auditor's Training  
pursuant to EN 15038:2006  
Translation Services –  
Service Requirements,  
based on ISO 19011:2002**

**Berlin, 19 - 21 January 2010**

<http://www.lics-certification.org/trainings/2009/training-berlin.php>

**Antwerp, 3 - 5 February 2010**

<http://www.lics-certification.org/trainings/2009/training-antwerp.php>

**Bonn, 13 16 April 2010**

<http://www.lics-certification.org/trainings/2009/training-bonn.php>

**Find more information at:**  
<http://www.lics-certification.org/>



## EU-wide certification scheme for terminology managers developed

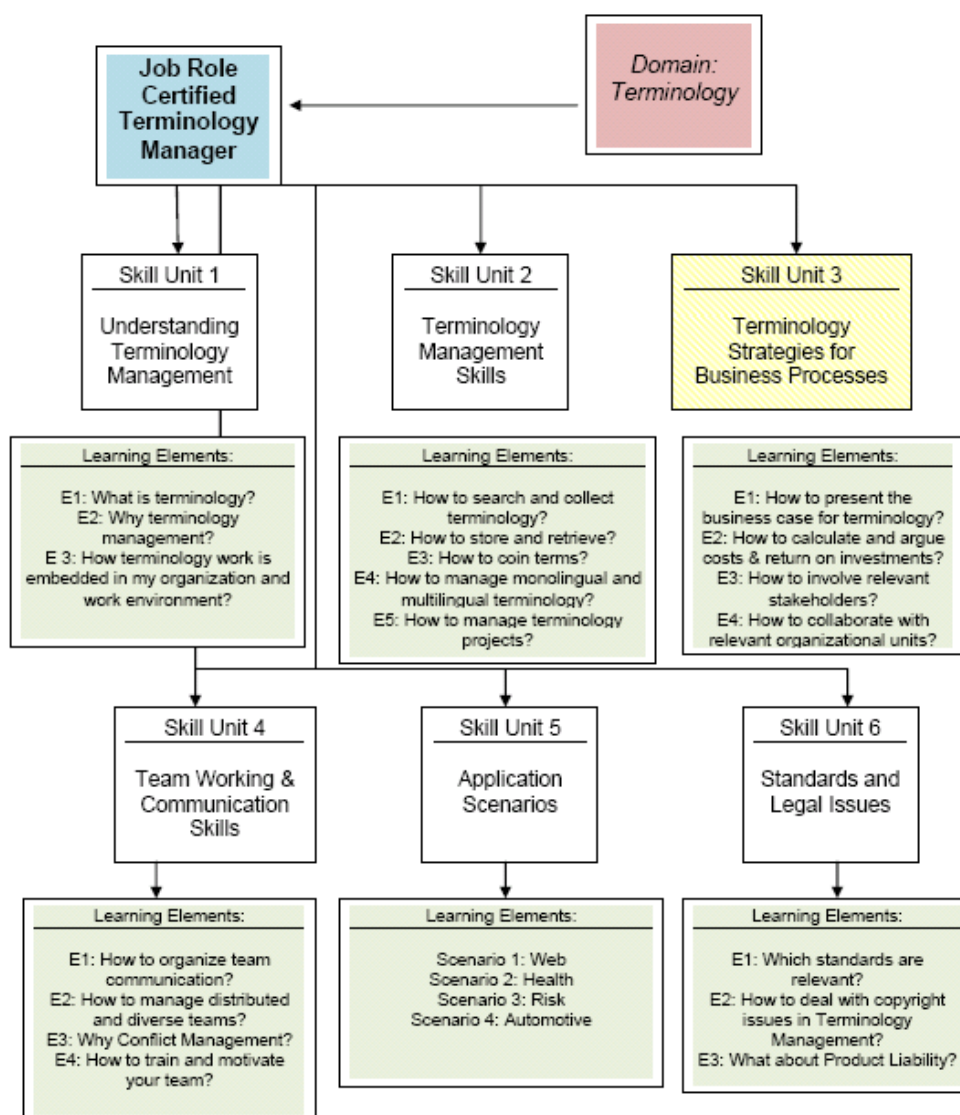
This certification scheme will revolutionize terminology training and education. The Certified Terminology Manager (CTM) is an EU-wide recognized qualification programme for terminology managers. The scheme is currently developed by TermNet and a consortium of international terminology experts for the renowned EU Cert programme. This scheme will include the two levels: basic and advance). The following modules for the basic level are currently being developed in detail.

The certification will soon be open for all. A CTM certificate will become an additional and optional asset for the participants of the [International Terminology Summer School](#).

TermNet is still welcoming feedback! The complete scheme is available to download in TermNet website: [http://www.termnet.org/downloads/english/news/TermNet\\_CTM\\_v06\\_SkillsDefinition.pdf](http://www.termnet.org/downloads/english/news/TermNet_CTM_v06_SkillsDefinition.pdf)

This certification scheme is being developed within the framework of the European project EUCERT: <http://www.eu-certificates.org/>

For questions and contribution please contact Dr. Gabriele Sauberer ([gsauberer@termnet.org](mailto:gsauberer@termnet.org))



## HOW TO “SELL” TERMINOLOGY

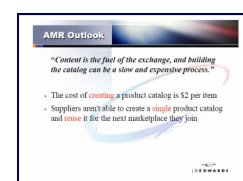
*Looking for arguments?  
Is ROI a problem or a solution?  
We have collected some presentations about this topic in our website. Now available for download!*



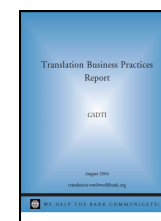
**Terminology and the famous ROI, Gabriele Sauberer**



**Economic Aspects of Terminology Management, Frieda Steurs**



**e-Catalogues and ROI, JDEdwards**



**Translation Business Practices Report, World Bank Group's Translation Unit**



**EAFT Seminar, "The Terminology Profession and the Marketplace", held in Paris on 19 February, 2009. Download in the EAFT website the presentations of this seminar!**



## Terminology Awards 2010 : Call for Nominations



The International Terminology Awards are administered by the European Association for Terminology in association with TermNet in order to promote research and development in the field of terminology and support future terminology activity by rewarding the work of up-and-coming researchers in the field.

The awards 2010 are open to candidates from all over the world. The evaluation of the theses and/or dissertations received will focus on the innovative content of the works and on how they contribute towards further developing applied research and development in the field of terminology.

The Award Ceremony will take place on the occasion of the Fifth Terminology Summit which will be held in Budapest (Hungary) on November 12th and 13th, 2010.

Find more information about the submission deadline for candidatures, regulations and contact details at: [http://www.termnet.org/english/about\\_us/news/?we\\_objectID=458](http://www.termnet.org/english/about_us/news/?we_objectID=458)

### Upcoming Events

#### LICS EN 15038 Auditor's Training

19 - 21 January 2010, Berlin, Germany

<http://www.lics-certification.org/trainings/2009/training-berlin.php>

#### LICS EN 15038 Auditor's Training

3 - 5 February 2010, Antwerp, Belgium

<http://www.lics-certification.org/trainings/2009/training-antwerp.php>

#### 11th International ISKO Conference - Paradigms and conceptual systems in knowledge organization

23 - 26 February 2010, Rome, Italy

<http://www.iskoi.org/rome2010/>

#### LICS EN 15038 Auditor's Training

13 - 16 April 2010, Bonn, Germany

<http://www.lics-certification.org/trainings/2009/training-bonn.php>

#### LISA Forum USA 2010 - Internationalize Your Company! Globalization Procurement: Buying, Selling, and Developing Products for World-Wide Distribution

14 - 16 April 2010, San Francisco Bay Area, United States

<http://www.lisa.org/Forum.Overview.1297.0.html>



#### International Terminology Summer School 2010



24 - 28 May 2010, Vienna, Austria

[http://www.termnet.org/english/events/tss\\_2010/index.php](http://www.termnet.org/english/events/tss_2010/index.php)

#### UN Workshops on Diversity and Global Understanding

31 May - 2 June, United Nations, Vienna  
Organized by UN Studies Association and TermNet in cooperation with the Academic Council of the United Nations System (ACUNS). Topics include Terminology and Diversity Management in peace operations and social media as communication tools.

#### ACUNS 2010 Annual Meeting

3 - 5 June, United Nations, Vienna, Austria

<http://www.acuns.org/annualmeet>

#### TKE Conference - Presenting terminology and knowledge engineering resources online: models and challenges

12-13 August 2010 Dublin, Ireland

[http://www.dcu.ie/fiontar/conference/home\\_baile.shtml](http://www.dcu.ie/fiontar/conference/home_baile.shtml)

### News



#### BDÜ conference: great acceptance of certification among translators

TermNet, as well as its products and services, was well presented during the BDÜ (German Federal Association of Interpreters and Translators) conference, Interpreting the Future, in September in Berlin. In four workshops and presentations TermNet services like certification and capacity building for the language industries were presented to more than 1.600 participants. The network's well visited exhibition booth was a clear signal for an increased awareness and acceptance of quality assurance in the translation and terminology market. Participants were particularly interested in the [LICS certification scheme](#) and the [International Terminology Summer School](#).

See [photos](#) at TermNet website!

#### Release of ISO Concept Database

TermNet Member, Infoterm, the International Information Center for Terminology, has been involved in the early stages of development of the ISO Concept DataBase (ISO/CDB), the version of which will be released these days by the ISO Central Secretariat. It will contain already most of the standardized concept representations (terminological entries, data on graphical symbols, code standards etc.) in ISO standards.

More information at Infoterm website:

[http://www.infoterm.info/activities/news/2009/2009\\_10\\_01.php](http://www.infoterm.info/activities/news/2009/2009_10_01.php)



## Certificate in Localization: Customizing Software for the World

*New Program in the University of Washington!*

**Learn to create international success for businesses with key technologies and cultural adaptation. Learn to use localization tools such as machine translation, terminology management, and global content management systems (GCMS) to customize the delivery of products and services. Gain hands-on experience with localization project management and exercises that simulate the environments localization managers face on the job today.**

Last year, localization professionals of different backgrounds and from different companies got together to revive the certificate in localization. The program is part of the University of Washington Extension.

**For further information please refer to:**

[http://www.extension.washington.edu/ext/certificates/lcl/lcl\\_gen.asp](http://www.extension.washington.edu/ext/certificates/lcl/lcl_gen.asp)

## Subscribe now the IFAP Information Society Observatory Newsletter!

The Information Society Observatory of the Information for All Programme of UNESCO was established by UNESCO to provide a framework for international co-operation and partnerships in "building an information society for all". IFAP's focus is on ensuring that all people have access to information they can use to enhance their lives.

UNESCO has assumed the task of assisting Member States in the formulation of national information policy frameworks, in particular within the framework of the Information for All Programme (IFAP).

This Observatory aims to provide building blocks for the development of such policies and strategies, by making accessible up-to-date information grouped, in the first instance, around the IFAP priority areas: Information for development; Information accessibility; Information literacy; Information ethics and Information preservation. The Observatory will be continuously updated with new, relevant strategic documents, events, books and experiences, annotations and links, following the development of the field.

**For further information please refer to:** <http://ifap-is-observatory.ittk.hu/>



## Language Portal of Canada is now online

Through this portal, you can finally obtain access **free of charge** to *TERMIUM*<sup>®</sup>, the Government of Canada's linguistic and terminology data bank. With *TERMIUM*<sup>®</sup> finding the right words has just become easier with more than 3.900.000 terms of which some 200.000 are in Spanish. It also contains a vast array of language tools, a magazine component offering language-related articles and updates, exercises dealing with problem words in French and English, and a directory of useful links to resources and organizations active in the language field.

**For further information please refer to:**

<http://www.noslangues-ourlanguages.gc.ca/>



## New Report Published

***Crowdsourcing:  
The Crowd Wants to Help  
You Reach New Markets***

Based on input from **over a 100 companies**, the report is written for upper-level Managers and Directors who are struggling to contain costs, while at the same time, they are being pressured to scale language/market coverage to meet the very real needs of emerging markets.

LISA found that the **#1 driver for implementing crowdsourcing** was increased language/market coverage – not cost reduction. The report provides extremely valuable insights around what the **real risks** are, the various **crowd models** that are emerging to support the globalization function, and why clients believe that crowdsourcing is an opportunity – not a threat – for their language services providers.

**For further information please refer to:**

**Localization Industry Standards Association**

[www.lisa.org](http://www.lisa.org)