

Major users of translation form group

A number of major users of translation services, particularly in the field of software localisation, have come together to form a new association, the International Industries Translation Standards Association (IITSA).

Founding members of the association include representatives from the multinational companies Ashton Tate, DEC, Microsoft, IBM, Hewlett Packard, Lotus, Oracle, Rank Xerox, Softrans International, Berlitz International and NCR. Two translation companies, INK International and Mendez Translations, have also been involved from the start, and other major translation companies are to be asked to join. The European Community's Directorate-General XIII has shown a close interest, and sent a representative to the inaugural meeting.

The initiative in forming the association came from INK International, which brought the representatives together at an informal Round Table, held in Amsterdam in November 1990, to discuss problems of translation demand and supply. It was decided to form an association "dedicated to upgrade the language processing industry by helping to create, support and promote industry standards for the development of products and supporting information which meets the language requirements of the users of these products — this includes all literature, labels, packaging, controls,



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software and or machine readable information published as part of a multiple-language production process". It was agreed that membership should be targeted at "large end-users and producers of multilingual technology, production tools, and translation and localisation services".

The inaugural meeting of the new association took place at Ashton Tate's offices in Slough, England, in March 1991.

It is hoped that the new organisation will act as a lobbying body, will facilitate exchange of knowledge and experience in terminology, and will have an influence on the work of service bureaux. Secretary of the association is international translation consultant *Michael Anobile*, of ConsulCom SA, Geneva.

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