

New president and new management team for Alpnet

Alpnet Inc., the international translation and localisation services company, announced at the end of August that Jaap van der Meer had been appointed company president. The former president, Thomas F. Seal, has resigned to pursue opportunities outside the company. Alpnet also announced the appointment of a new management board. This board is a seven-person global management team, representing all regions of the Alpnet network in strategic operational decisions affecting the company.

The new management board, in addition to Jaap van der Meer, consists of Geraldine Lim, aged 43, who is responsible for all Asian operations, has been with Alpnet since 1983, and is based in Singapore; Dan Vincent, aged 42, country manager for Alpnet Canada, who joined the company in 1987 and is based in Montreal; John Wittwer, aged 52, country manager for Alpnet USA, who joined in 1980 and is based in Salt Lake City; Ray King, 40, country manager of Alpnet UK, joined in 1983, and is based in London; David Marshall, 35, international finance director, who is based in Manchester, UK, and François Massion, 42, country manager of Alpnet Germany, who joined in 1989, and is based in Stuttgart.

Mr van der Meer, who is 43, is based in Amsterdam. He joined Alpnet in 1995 after what had already been a high-level career in translation. After taking a bachelor's degree in Dutch linguistics and literature at Amsterdam University, he was a co-founder of INK International, which became one of the 1980's most successful translation and localisation companies (it was later bought by the R.R. Donnelley organisation). He is also a founder member of the Localisation Industries Standards Association (LISA).

Commenting on the new management structure, Mr van der Meer states: "Many companies in our global industry are making the mistake of running their organisations in a very centralised manner, often imposing one national culture on their worldwide company. Globalisation not only implies localisation of product documentation, but also points to the need companies have to establish a truly global management team. Alpnet's new management structure ensures that we will accelerate the growth which occurred the past two years while being highly focused on improving the company's profit performance.

"Our partnerships with companies such as Compaq, Dell, Cognos, Baan Computer, Oracle, Lotus, Chrysler and Mercedes", he continued, "illustrate that Alpnet is fulfilling the needs of the industry. Many of our clients expect their volumes of localisation/translation work to multiply by a factor of ten or more over the next five years. We see a clear shift from shopping for the lowest cost supplier, towards an investment in long-term partnerships and technology.

"It is my strong belief that Alpnet is well positioned to

emerge as the leader in this new high growth industry. We have strong, stable and experienced management, a network of offices in 13 countries covering three continents, state of the art technology, and a clear strategic vision. The translation market is growing rapidly with an annual growth factor of approximately 30% and Alpnet expects to grow proportionally with this industry. Also, with the newly formed Alpnet management board, we will be sharply focused on improving the profitability of our network and at the same time expanding to meet the requirements of our global clients."

Mr van der Meer added that during the past six months Alpnet had seen an increase in the volume of work it did for major clients such as Dell, Lotus and Compaq, and had obtained new clients such as Baan, Intel, Autodesk, Claris and Oki.

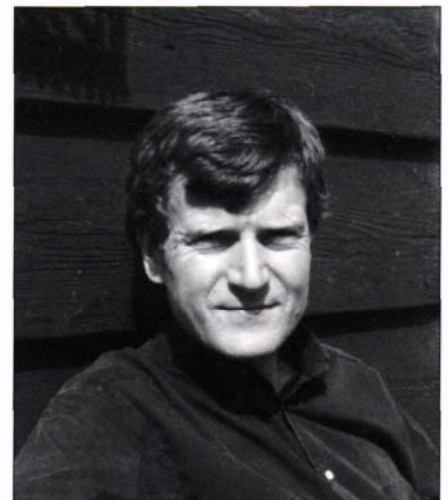
"In this dynamic market, clients search for stability. The Alpnet network was created ten years ago, long before globalisation and localisation became hot issues for so many international companies. Alpnet is still the largest dedicated translation network, and the revitalisation programme we started two years ago was aimed at firmly positioning Alpnet as a stable partner with a solid vision. It has been successful to the extent that our Company is perceived as one of the leading translation and localisation companies among the most influential buyers in the industry."

Explaining the new company strategy, Mr van der Meer said that in order to provide better management of global accounts, Alpnet was forming 'global account teams' which would have far reaching responsibilities and authority to manage and develop the company's relationship with such clients. Today the bulk of the company's revenues came from several hundred clients, but the new sales strategy would be directed towards a rapid growth of business with targeted global accounts. "Our aim", he said, "is to generate more than 50% of our total sales from a few dozen large global accounts".

He was confident about Alpnet's ability to grow its business in line with the projected growth in the translation industry, thanks to the extensiveness of its network and its translation technology. Alpnet now has 375 employees working in 13 countries, in Europe, North America and Asia.

Additional information can be obtained from Alpnet's website, <http://www.ALPNET.com>

New company policy: Target large global clients



JAAP VAN DER MEER



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