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திருச்செந்தூர்

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# ASLIB

## Training Initiatives in Localization The Vendor's View

By

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## Latin America: An overview

- A volatile, incipient and exciting market
- A handful of small & medium sized dynamic translation and localization companies characterized by hardworking, talented and gutsy management (*cojones*).
- Very little full scale localization
- Very few trained localizers and almost no localization engineers
- Dependence on language industry clients from Europe and North America, including the largest companies in the industry.
- Technology and expertise (CAT tools, GMS, server-based solutions etc.) flow downwards from these clients.

## Latin America: A Training Desert?

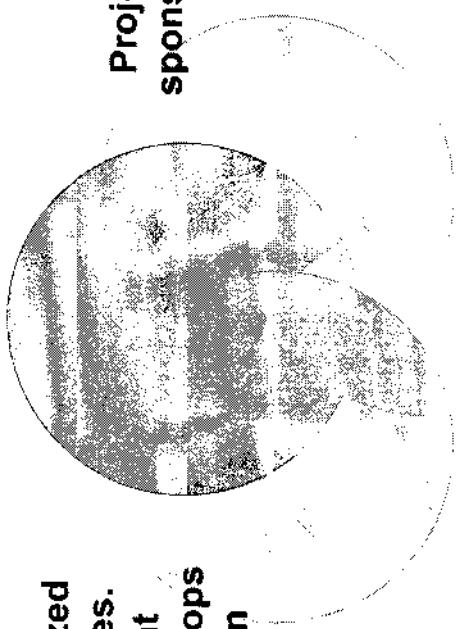
- Far away from major training centers in Europe and North America.
- High costs for trainers to travel to provide courses.
- No industry organization – no TILP, no ATC, no ALC, etc.
- Lack of cooperation between universities and the software and localization industries.
- Heads in the sand low-tech focus by translator organizations (*colegios de traductores*) regarding training.
- No localization events (ASLIB, Localization World, etc.).

## Rays of Hope!

- Culturally rich and diverse countries
- Education: free universities in Argentina (!!)
- Strong established translation and publishing industries
- Steadily growing local software industry
- Lots of translators (!)
- A recent flowering of localization training events organized by translation and localization companies themselves!

## Some positive examples of training initiatives

Training courses organized by localization companies.  
For example: the recent 2 day localization workshops given by Manuel Mata in Córdoba and Rosario



Project Management Institute sponsored courses in Córdoba and Buenos Aires

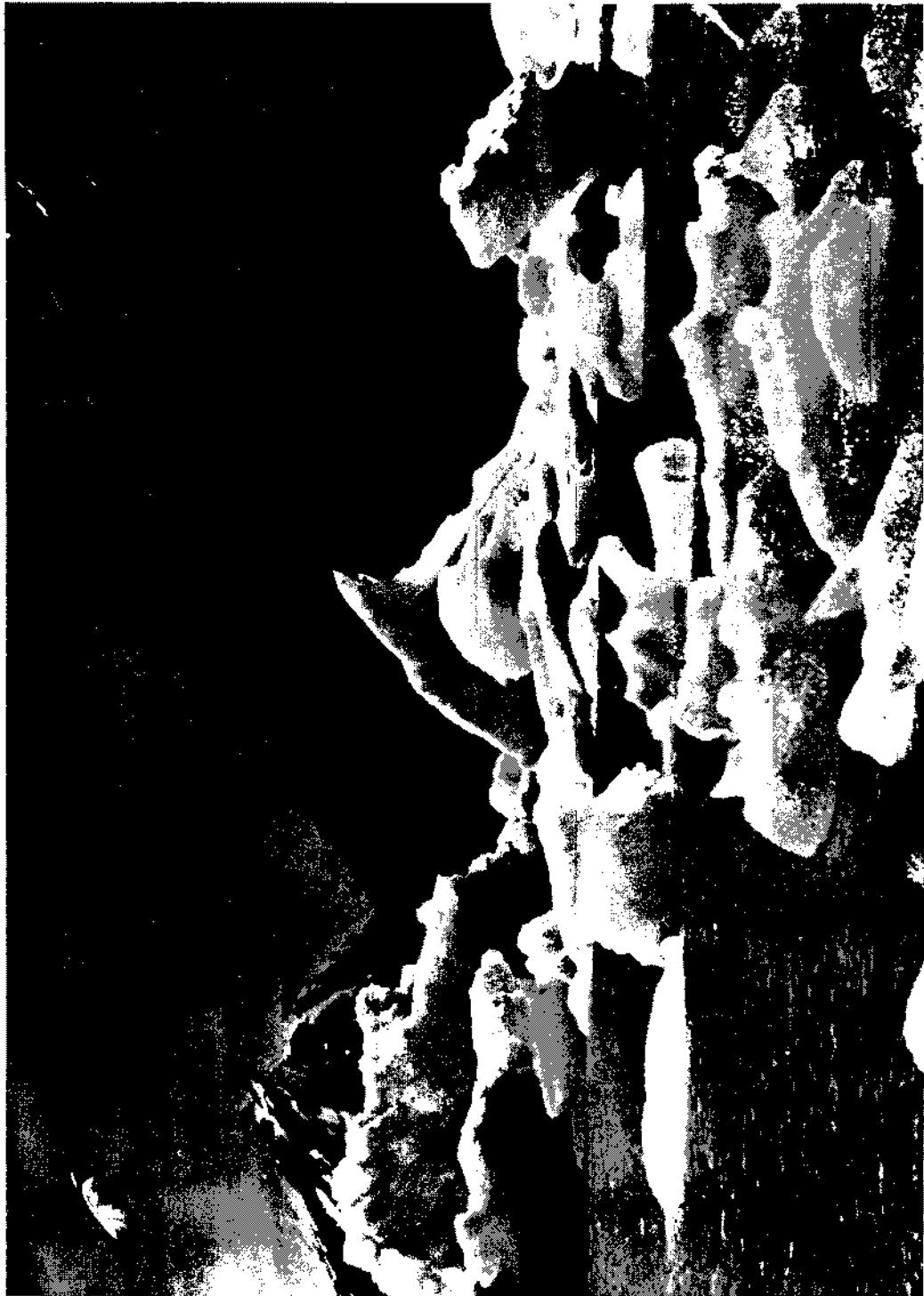
Certified Localisation Professional Programme (CLP) at Ushuaia Solutions,  
a 6 month internship program

ProZ Conference in Buenos Aires  
with localization topics

## The Future is Bright!

- Translation and localization companies are *leading the way*.
- Perhaps out of self-interest, but the *whole market will benefit*.
- Universities *will follow!*
- Europe and North America *will take an interest*.
- Localization training events *will gain momentum*.

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