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Franchising & Trade
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Presentation by
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A Eurologos franchise in your region. Glocal, global and exclusive.

Integrated Eurologos Activities:
From multilingual to Multimedia

- Translations
- Multilingual services
- Website localizations
- Software localizations
- Layout and Pre-press
- Interpretation Services

www.eurologos.com

(in 8 languages)

1 – The Eurologos network: intrinsically global. A Homage to franchising.

Before I begin this brief presentation on Eurologos franchising, I would like to pay homage to franchising itself. To its concept-idea, to its economic structure and to its function related to the most important and significant phenomenon of our era: the cultural and economic globalization of our planet.

Until barely ten or fifteen years ago, franchise activities were fundamentally national. Very few were related with brands operational on a European and global level. Eurologos franchising, however, was born quasi exclusively as a global activity. Intrinsically global. Languages, multilingual production, immediately characterized our franchising proposal in its multinational dimension.

Indeed, the core business of our economic activities is centered on multilingual services: the translations, plurilingual website localizations, or even interpretation services. On our website, we have presented over thirty.

These include all the geostylistic and multilingual services globalized companies may need. They are voluntarily or passively made to export their products or to export themselves into their clients' languages: around the world.

The modernism, efficiency and competitiveness of a company today could be measured according to their degree of multinationalization (if only for exports).

The most common commercial model in the economically globalized world is franchising.

2 – Popular capitalism and glocal marketing

While Karl Marx was writing the “Manifesto of The Communist Party” with its very famous “Workers of the world, unite!” slogan, the first franchising contract in the United States saw light.

The basis for a new popular capitalism was thus established. Naturally we were then, on the geographic level of the markets, at the time of the first steam engines: that is to say of regional and national markets.

After the implosive downfall of the post-communist countries, globalization started to gallop once more.

It wasn't by chance that we witnessed the creation, by the Californians, in the nineties, of the word “glocalism”: a contraction of globalism and localism. The two concepts, erroneously and vainly opposed, even today, were united in one word, very simple and understandable by all. In reality, the inevitable and thankfully irreversible globalization was never in opposition to or even in contradiction with localism.

We are not globalist if we are not local and fatally localist. Even the antiglobalists have simply become alterglobalist or glocalists (among the 200,000 citations of “glocal” in seven languages on the Internet, those by self acclaimed alterglobalists are numerous).

But my general homage to the franchising institution (inevitably becoming international) must cover at least four points which synthesize the advantages – thanks even to the glocal experience – of the Eurologos Group on a cultural and economic level.

- a) First and foremost, franchising induces the maximization of the entrepreneurial action (many inexperienced and less experienced people can become, through franchising, entrepreneurs and small capitalists, which they could never have dreamed of before due to their social origins).
- b) Secondly franchising allows total control over management and return on investment (modern companies and life in the globalized world have produced a profound anthropological change in the people because of which management as well as control over activities' profitability cannot be accomplished other than in a personalized fashion with a strict and direct relationship).
- c) Franchising supports the development of popular capitalism: bipartisan! (the search for one's own individual liberties and the practice of activities with professional risk is currently a point of view held by all: left-wing and right-wing politicians alike. This is once more popular capitalism).
- d) Finally Franchising ensures local and most of all glocal marketing (the local franchise puts forward the localist initiative in a commercially modern general and global dimension).

Franchising, therefore, is totally trendy.

3- Eurologos : a glocalized global network.

In order to produce multilingual and localized services, possessing a global glocal network is indispensable.

Indeed, producing linguistic quality in every language in the world requires the intervention of other offices situated in the countries where the languages to be delivered to the clients are spoken.

It is absurd and evidently pretentious to have the belief of being capable to produce foreign languages as well as their geostyles (for example Brazilian instead of European Portuguese) with only one office. The globalization markets objectively require the relocation of language production.

Why continue to pretend having texts translated into Chinese or Castilian (Spain) in Milan. It is, instead, necessary to relocate the production to China and Spain. Further more, the required perfection of the languages, in their daily use has never been so high since globalization restarted (especially in the nineties).

The Eurologos Group, with all its offices easily satisfies a high quality standard by relocating production country after country.

Besides, an emigrant translator – as we all know – continuously suffers from lexical interference and makes phraseological and conceptual mistakes. Take me for example, I have lived in Brussels for the past thirty years and write and speak French even with my francophone children, when I write in Italian I inevitably risk making mistakes. I must necessarily be proofread by translators living in Italy where Italian is spoken on a daily basis.

This is therefore an illustration of the principle in which glocalism shows its incommensurable superiority in contrast with the inexistent globalist/localist alternative. The production chain – in our sector of activity – translator-reviser–terminologist-linguistic coordinator-IT localizer-webmaster-graphic designer-project manager must remain in the country of the target language and geostyle. This implies that one must honestly dispose of as many production and control offices as languages promised to the clients. And the act of translating and publishing where the languages are spoken costs even less.

4 – Multinationalization a necessity more than an option

Is it therefore possible to produce quality multilingual services when you only possess one office? Evidently not. Nevertheless, the reality of the offers on the market shows that 99% of companies that provide multilingual services are monolocalized (they seraphically claim they can deliver in “all languages” as can be read in the yellow pages of any country). Before even looking for a legitimate and necessary international marketing power, the glocalization of one’s own linguistic services company is an unquestionable choice linked to honesty with the client. To ensure the client receives the same production quality as the national language of its own office, the translation company must produce – in the same way – other (foreign) languages by sister companies under the same brand. The homogenization of the productive process in all our offices and during all the phases of language production is guaranteed by the use – obligatory in the franchise contract – of the “Eurologos Procedures Manual” which is about 400 pages long. Further more and most of all, the work done by freelancers in the different offices is checked and validated after the potential correction are made, before being sent to the ordering Eurologos office that takes on the function of project manager (the supplier) for the client of the complete multilingual project. Under this organizational level, that is to say if one doesn’t dispose of a glocal network, one cannot speak of linguistic quality and even less of “total quality”.

This is why agencies monolocalized in one country are fatally forced to use overclaim advertising: they must, indeed, promise their clients a quality they cannot structurally guarantee because for foreign languages, they are literally illiterate or in any case incapable of writing or correcting adequately. This is the reason why these offices we call “letter-box agencies” must pray to Saint Jerome, patron saint of translators, so he may intervene on behalf of the freelancers (and even with subcontracting competitors!) in order to allow them to produce utopically perfect texts.

5 - But also as many offices as economic poles.

The reason for which Eurologos continues to build, especially through franchising, offices in the world is therefore this one. At least one office per language or, as we have already seen, per geostyle. But we are also following another parallel strategy, the one the franchising specialists define as “densification marketing”. Indeed the aim is to establish as many offices as economic poles. For example, in Italy, Eurologos needs at least a dozen offices to cover the main markets adequately.

Companies based in Tuscany don't usually use an agency in Turin or Genoa, etc. Similarly, companies in Brussels don't become clients of our Paris or Madrid offices. Even in our very globalized world, commercial areas of reference remain with the natural economic poles.

Thus the title of this presentation: "A franchise office in your region. Glocal, global and exclusive".

We currently only have three offices in Italy (Milan, Genoa and Trieste). And here by my side is one of the people in charge of Eurologos Milan, Dario Bertolesi, who will help me answer your questions.

Thank you

Milan, 21 October 2006