

When the feeling for multilingual communication is well fostered

A conception of multimarket communication based on language and simplicity



In her professional career, she was destined to cultural and anthropological cosmopolitanism.

Being a native speaker of French, Odile also learned Belgian Dutch. She graduated at Oxford: four years of International Trade allowed her to claim the English culture almost as her own. She learned Italian in a natural way having two very Milanese parents. She learned her fifth language, Spanish, in frequent visits to her cousins and friends in Barcelona and Mexico.

With her comprehensive cosmopolitan background, Odile Troiano settled for almost three years at Eurologos-Brussels, the family business. With her business trips, she managed to expand the Eurologos network in four continents: she didn't miss the opportunity to visit much of Europe and its surroundings, even the Maghreb.

But the idea of completing her professional training demanded more: she had an intense experience in

* **Glocalization:** *The global organisation of Eurologos (according to the Californian neologism of the nineties, consisting of a contraction of the words globalization and localization) demands the continuous search of the group to anchor itself "where the languages are spoken".*

sustainable development and international communication, in India (New Delhi), and almost two years in another job in marketing and international sales in a publicly listed company in the services sector. The head office of the latter is located in Sydney, which she knows well after being there twice.

From North America to China, through the Middle East, she has friends in many countries that she continues to visit as if they were neighbours in Ixelles (where she lives in Brussels).

So it was written that she would finally take the driver's seat of the glocalised Eurologos pilot office to direct it and inspire the repositioning of all the group's offices.

Did you say multi-market?



Eurologos Group, quality and low cost in multilingual communication.



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