TERMNET NEWS
TNN 95-2007

Dear Reader,

It is all about diversity!

In this issue you can read about the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which entered into force this month. TermNet welcomes this legal instrument which gives recognition to the distinctive nature of cultural activities, goods and services as vehicles of identity, values and meaning. The growing number of organizations and enterprises working on diversity related issues, like equality at work, gender segregation, community interpreting and diversity, intercultural and diversity management, etc. shows to which extend awareness has been raised for these topics in all public and private sectors.

TermNet takes an active part in this area by organizing or co-organizing events, conferences, workshops, seminars, summer schools, etc. on diversity related topics.

Let us also remind you that 2007 is the European Year of Equal Opportunities for All, which also seeks to make people in the European Union more aware of their rights to equal treatment and to a life free of discrimination. The Year will also launch a major debate on the benefits of diversity both for European societies and individuals.

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TermNet would like to share your interests, knowledge and/or experience with you. Please, don't hesitate to write to us! Questions and suggestions are also welcome.

The TermNet Editorial Team

TermNet Members' Products and Activities

LISA Forum Asia 2007 - CHINA FOCUS: The Globalization of China 2.0 Beijing, 12-15 March 2007

The LISA Forum Asia - China Focus represented the tenth anniversary of LISA in China and LISA's ninth conference in Asia. For years China was seen as the low-cost manufacturing center for goods designed in other countries, but China is now taking center stage in the world's economy. "Made in China" is no longer the brand: "Designed in China" is increasingly the standard of quality around the world. As China increases its prominence, it is faced with the difficulty of how to prepare its products and services for the rest of the world. This issue is becoming acute as China leads the world in direct foreign investment and has become an economic superpower: at the 2006 LISA China Focus in Shanghai, the need of Chinese companies for resources and knowledge to support their global efforts was a major topic. In addition, global companies are faced with the issue of how to adapt their products and services to support China's growing body of consumers who measure quality with a global yardstick. Companies need to address not just the technical problems, but also the cultural, political, legal, along with the standards and business issues involved in China's integration into a global economy. China Focus 2007 continued to build on themes of improving localization quality for China, helping Chinese companies author and localize for international audiences, the legal and business implications of China's prominence, and facilitating the demand for Chinese-language and Chinese-culture localization.

Increasingly, however, Chinese companies are expanding with own products and services towards the West - and, therefore, need to adapt their products and services to Western countries.

Thus a growing percentage of active participants, contributors and exhibitors of the LISA Forum Asia are now Chinese companies, compared to the exclusive presence of Western companies or their Chinese subsidiaries in the past.

China Focus 2007 saw about 150 participants. Mr. Christian Galinski, Director of Infoterm and Secretary of ISO/TC 37, on behalf of TermNet chaired two sessions of the "Standards & Technology" track on 13 March afternoon. He introduced the two sessions with a short presentation on "Terminology - What? Why? How?" followed by

- Stephen Zhang (representing Ms. Denver Dang of IBM China Software Development Lab, Shanghai) on "Terminology Management in China",

- Sophie Hurst (SDL International) on "Increasing Quality without Increasing Cost", under the general heading of "Terminology's Role in Developing China's Globalization initiatives".

He then introduced ETB (the European project EDC-22267 EuroTermBank "European digital content for the global networks - Collection of Pan-European Terminology Resources through Cooperation of Terminology Institutions), which was presented by

- Signe Rirdance (Tilde, Latvia) on the "EuroTermBank Case Study" under the general heading of "Globalization of Terminology: Challenges and Solutions".

The presentations were well received and aroused many questions by interested participants.

For more information about LISA Forum Asia 2007: http://www.lisa.org/events/2007beijing/

International Terminology Summer School 2007
Cologne University of Applied Sciences
16-20 July 2007

Terminology Management: Theory, Practice and Applications
Basic Theory: Models, Concepts, Terms, Objects ● Concept Relations ● Concept Systems & Ontologies ● Terminology Workflow ● Project Management ● Data modeling ● Creating a term base Case Studies ● Copyright Issues

www.termnet.org/english/events/tss2007

New TermNet Member

TermNet is pleased to introduce its new Member: the

European Academy for Standardization (EURAS)

Background

EURAS, the European Academy for Standardization, was founded in Hamburg on 16 March 1993 by researchers from various academic fields, including economics, engineering, law, and the information sciences. EURAS is a non-profit organization, registered under German civil law. The foundation of EURAS was prompted by a common desire of the founding members to promote and achieve progress in the academic study of standardization, whilst involving the widest possible range of disciplines. EURAS therefore is active in three fields - teaching, research and publication, the so-called three pillars of EURAS.

Today, EURAS is a loose federation of individual researchers from a broad variety of disciplines and backgrounds, who share a common interest in standards research and education. The Secretariat and the Board of Directors are the central EURAS entities.

Vision

The EURAS vision is

> **To become the focal point of standards research in Europe**

Objective

EURAS' objective is

> **To promote and co-ordinate research and education in the field of standardization**

To achieve its objective, EURAS has been following a dual approach. Internally, a bottom-up approach has been adopted. Members are free, and indeed encouraged, to establish working groups, or start any other research and educational activities on topics of common interest within the scope of the EURAS objective. As its central administrative entity, the Secretariat manages and co-ordinates these efforts. Externally, EURAS is represented by the Secretariat and the Board. On behalf of their members they act on administrative and strategic matters. Following a top-down approach, these central entities are also the EURAS contact point for third parties.

Past and Future Activities

So far, EURAS has primarily focussed on providing a platform for information exchange and dissemination, both internally and externally. This platform comprises several elements, including a web site, a newsletter, the EURAS Yearbook, as well as annual workshops and proceedings.

For the future, EURAS seeks a more elaborate pro-active approach. As standards research becomes both increasingly important and more widely recognized, EURAS is extremely well positioned to bring the collective knowledge and expertise of its members into European and international research activities. The Secretariat and the Board represent a one-stop-shop for any third parties wishing to co-operate with EURAS members or working groups.

The portfolio of activities offered includes (interdisciplinary) contract research and consultation on all matters relating to standards and standardization, as well as educational activities in this domain.

EURAS endeavours to become a self-organizing network of excellence. Depending on the type of task to be performed, either long-term working groups will carry out the work, or newly formed ad-hoc groups. In either case, EURAS possesses the expertise, experience, and the necessary administrative governance infrastructure, to play such a role.

Fact File

Name	European Academy for Standardization e.V.
Short name	EURAS
Legal status	Registered non-profit society
Board of Directors	Dr. Tineke Egyedi, TU Delft (president) Prof. Dr. Wilfried Hesser, U. of the German Fed. Armed Forces Dr. Kai Jakobs, Aachen U. Jürgen Wehnert, Urbane Ressourcen Hamburg Heide Coenen, U. of Hamburg Jörg Gröndahl, U. of Hamburg
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URL	www.euras.org

News

Convention on Cultural Diversity entered into force

Since, in accordance with its Article 29, the thirtieth instrument has been deposited on 18 December 2006 with the Director-General of UNESCO, the **Convention on the Protection and Promotion of the Diversity of Cultural Expressions 2005**, which was adopted by the General Conference of the United Nations Educational, Scientific and Cultural Organization on 20 October 2005, at its 33rd session, entered into force on 18 March 2007.

The Convention, which recalls among others "that *linguistic diversity* is a fundamental element of cultural diversity …." and defines "*interculturality* as the existence and equitable interaction of diverse cultures and the possibility of generating shared cultural expressions through dialogue and mutual respect", has the following objectives:

(a) to protect and promote the diversity of cultural expressions;

(b) to create the conditions for cultures to flourish and to freely interact in a mutually beneficial manner;

(c) to encourage dialogue among cultures with a view to ensuring wider and balanced cultural exchanges in the world in favour of intercultural respect and a culture of peace;

(d) to foster interculturality in order to develop cultural interaction in the spirit of building bridges among peoples;

(e) to promote respect for the diversity of cultural expressions and raise awareness of its value at the local, national and international levels;

(f) to reaffirm the importance of the link between culture and development for all countries, particularly for developing countries, and to support actions undertaken nationally and internationally to secure recognition of the true value of this link;

(g) to give recognition to the distinctive nature of cultural activities, goods and services as vehicles of identity, values and meaning;

(h) to reaffirm the sovereign rights of States to maintain, adopt and implement policies and measures that they deem appropriate for the protection and promotion of the diversity of cultural expressions on their territory;

(i) to strengthen international cooperation and solidarity in a spirit of partnership with a view, in particular, to enhancing the capacities of developing countries in order to protect and promote the diversity of cultural expressions.

For the whole text of the Convention in Arabic, Chinese, English, French, Russian and Spanish, see:
http://portal.unesco.org/en/ev.php-URL_ID=31038&URL_DO=DO_TOPIC&URL_SECTION=201.html#ENTRY

First International Diversity Summer School
Venue: University of Vienna – Center for Translation Studies
MONDAY | 9 JULY TO FRIDAY | 13 JULY 2007
http://www.termnet.info/english/events/idss2007.php

INTEGRATING STANDARDS IN PRACTICE:
Open Forum on Metadata Registries –
"10 Years of Industry Discussion"

The 10th annual International Open Forum for Metadata Registries will be held this year in New York, NY, from 9 to 11 July 2007. The conference topics relate to metadata, registries, interoperability, and semantics. It will focus on a series of core standards as well as on the selection, integration and use of multiple standards in actual systems.

The central goal of the Open Forum is to share and advance knowledge and experience about standards, the technologies that build upon them, and implementation experiences. Plenary sessions will provide updates on the core standards, track sessions will focus on implementations and future directions, and tutorials will provide hands-on experience for those who wish to learn particular standards in more detail.

To become acquainted with the conference background, i.e. interoperability, standards, terminology, etc., visit

http://metadataopenforum.org/index.php?id=0,25,0,0,1,0

I-SEMANTICS'07 Call for Papers is now available

I-SEMANTICS 2007, which is being organized *inter alia* by TermNet and two of its Members, the Semantic Web School and the Austrian Computer Association, will take place in Graz, Austria, from 5 to 7 September 2007

The international technology conference offers a forum of exchange for innovative businesses and European research institutions and companies that concentrate on semantic technologies. Vendors and developers of semantic technologies and applications will present their products and services to the public. Leading international experts will discuss state of the art developments and future trends from the technological, economical and social view and present up-to-the-minute research & development in semantic systems.

For further information, see: http://www.i-semantics.tugraz.at/i_semantics_07

New Board of the European Association for Terminology (EAFT)

At its annual meeting, held in Brussels on 14 November 2006, the General Assembly of EAFT elected a new Board. For the list of the newly elected members, among whom is also the Executive Secretary of TermNet, Ms. Gabriele Sauberer, see: http://www.eaft-aet.net/61

WHERE TO OBTAIN TERMNET AND INFOTERM PUBLICATIONS

TermNet and Infoterm publications can be ordered from TermNet's cooperation partner

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Direct link: http://www.ergon-verlag.de/index.html?information-_library-sciences.htm
 and click **Information-/Library-Sciences - Terminology and Knowledge Engineering**

The international scientific journal on terminological research, **Terminology Science and Research (TSR),** has been issued by TermNet until 2001 in print format (Vols.1-12). Since 2002, it is published by the International Institute for Terminology Research (IITF - Internationales Institut für Terminologieforschung) in electronic format. Some print copies and complete sets are still available at TermNet: termnetpublisher@temnet.org

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