Programme

TRANSLATING AND INTERPRETING 4.0
NEW WAYS IN THE DIGITAL AGE

World Conference Center Bonn, 22–24 November 2019
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WELCOME

to the 3rd international BDÜ expert conference, “Interpreting the Future”

It is a great pleasure for me as well as all those responsible for organising the conference to welcome you to the World Conference Centre in Bonn for the 3rd international expert conference hosted by BDÜ, “Interpreting the Future”. The seating capacity in the biggest room of the World Conference Centre, the former plenary hall of the German parliament, limited the number of participants, and this limit was already reached before the registration period ended—with 1,000 participants plus about 150 speakers and the organisational team.

What do the trends regarding artificial intelligence and machine learning mean for our industry? How can those who offer translation and interpretation services make themselves fit for the future? What are the latest technologies? The motto “Translating and Interpreting 4.0. New ways in the digital age” was inspired by these and many other pressing questions in the context of technological developments regarding translation and interpreting—and the call for papers caused a spark in many people. From more than 130 submissions, we selected more than a hundred speeches, panel discussions and workshops and were able to create an impressive three-day programme.

At times, people from outside the industry draw a bleak picture of our future, but the contributions to this BDÜ conference all share one common insight:

Globalisation and digitalisation are constants of professional life but the skills and abilities of translators and interpreters of flesh and blood continue to be of essential importance for global communication.

Even without anticipating the discussions and the exchange of opinions during the conference, we are already able to grasp the key message of the conference: translators or interpreters who accept the future-oriented technologies and actively shape the new framework conditions will still be able to find a place in their industry in the coming decades.

Further key factors for future success will be networking, exchange of experience and knowledge transfer. This is why this conference does not just offer you speeches to listen to but many formats which allow all of you to state your opinions, and there is also going to be another specialist exhibition where the participants can inform themselves about the state of the relevant technology and software. On Saturday, a new conference element is going to be introduced, namely SpeedNetworking for freelancers and translation agencies or language service providers. This way, you can get to know future business partners and exchange views on current industry issues in a relaxed atmosphere.

So you can look forward to three exciting days in and around the plenary hall in Bonn. Take the numerous opportunities to network and discuss, to get to know experienced or new colleagues and to refine your own profile.

I would like to extend a big and very warm thank you to all those who have made this conference possible with their commitment, the organisers from BDÜ Fachverlag and BDÜ, the speakers, the interpreters, the exhibitors as well as all those who are emphasising the importance of this conference by participating in it.
On 2 July of this year, the Federal Office of Languages celebrated its 50th anniversary. Such an anniversary serves as an opportunity to look back at the development of the Federal Office of Languages as the key provider of language services not only for the Bundeswehr but also, at least in the area of language training, for other federal and state agencies as well. A quick look at our archives, our showcases featuring relics from the early days of language technology, or at the CVs of our employees reveals how working in language services has changed. The introduction of new technology into the everyday work of over 350 translators, interpreters, terminologists, and foreign language assistants was always accompanied by organisational adaptations and the need to expand individual skills.

We have a tradition of close and successful cooperation with the Federal Association of Interpreters and Translators. This cooperation is based on the shared goals of optimising working conditions to meet growing expectations and new challenges and thus to increase the attractiveness and recognition of this field of work.

Globalisation and the accompanying processes of international integration have led to an increased demand for translation and interpreting services. New technologies are required to meet this demand. Human interpreters and translators will nevertheless remain indispensable as they understand the nuances of the spoken and written word in a way unlike any machine.

The selection of themes for previous conferences in the “Interpreting the Future” series suggests that the foundations for further developing language professions can only be laid if all parties work together. Redefining the relationship between man and machine and providing guidance in an increasingly digital world are important tasks, and the third international conference of the Federal Association of Interpreters and Translators offers a unique forum for addressing these issues.

I wish the conference every success in its efforts to “interpret the future” and hope that language service providers will continue to be an integral part of promoting peace and understanding across language barriers.
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The Basis-(Rürup-)Pension
Self-employed to be obliged to take out pension insurance

Heil announces new law

BERLIN – Before the end of this year, Federal Minister of Labour Hubertus Heil aims to present draft legislation obliging self-employed people with no pension cover to make provisions for their old age. The SPD politician announced in the 'Rheinische Post' newspaper: "At the end of the year I will present a bill to incorporate the self-employed into the old-age pension system." There are estimated to be around three million self-employed with no old-age pension cover in Germany. In future, self-employed people would either have to be "members of a pension fund like doctors and lawyers, be covered by a Rürup-pension, or join the statutory pension scheme," Heil said.

dpa

The state is extremely generous with its Basic-(Rürup-) pension: considerable tax savings help you build up your own retirement provision.

Despite the current low level of interest rates, the state subsidy enables you to make a considerable return on your investment, protecting your old-age provision against a loss of purchasing power.

And if the politicians decide to introduce compulsory insurance for the self-employed and freelancers under the statutory pension insurance scheme, the Basic Pension looks likely to give you the ideal exemption option.
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Für eine optimale Kommunikation!
WELCOME ADDRESS
by Ashok Sridharan, the Lord Mayor of the Federal City of Bonn

Welcome to Bonn for the conference organised by the German Federal Association of Interpreters and Translators, the “Bundesverband der Dolmetscher und Übersetzer e. V.” (BDÜ). I am pleased BDÜ decided to hold the conference at the World Conference Centre in Bonn from 22nd to 24th November. For 60 years, BDÜ has been representing the interests of interpreters and translators both in Germany and abroad. It is a point of contact for policymaking, industry, trade and education. Therefore, Bonn is a suitable location since it is an international city where about 330,000 people from almost all countries of the world live and work together. Being a German United Nations city as well as a sustainable city, Bonn attracts international attention and enjoys a reputation unparalleled in Germany. In addition to about 20 UN organisations with about 1,000 staff members, more than 150 non-governmental organisations are based in Bonn.

I would be delighted if you could find the time to explore our city instead of just focusing on the professional part. Bonn is multifaceted: it is a federal city and the birthplace of Ludwig van Beethoven, has an interesting Museum Mile, is located directly on the river Rhine and at the foot of the Siebengebirge mountains, and its numerous parks and green areas provide space for leisure activities and recovery.

I wish you an interesting conference. May the new impressions and insights lead to lively discussions and the joint discourse give you inspiration.
USEFUL INFORMATION

Date
Friday, 22nd November 2019, 10:30 a.m. to Sunday, 24th November 2019, 3:30 p.m.

Conference Venue
World Conference Centre Bonn (WorldCCBonn)
(former seat of the German parliament)
Platz der Vereinten Nationen 2
53113 Bonn

Conference Rooms
(see site plan, page 12/13)
- Plenarsaal (plenary hall)
- Bonn
- Berlin
- Bangkok
- Addis Abeba
- Kleiner Saal (small hall)
- Room P 2.7

Arrival by Car

- **Main entrance at the plenary building:**
  Platz der Vereinten Nationen 2, 53113 Bonn
- **Multi-storey car park:** Karl-Carstens-Straße, 53113 Bonn
- **Parking area:** Charles-de-Gaulle-Straße, 53113 Bonn
- **Directions:**

Due to its central location, WorldCCBonn is inside the Bonn environment protection zone. Since 1st July 2014, only vehicles with a green emission sticker are allowed to enter this zone.

Arrival by Public Transport

- **Urban Railway** from Bonn Main Station
  - Urban railway lines 63/16 or 66 towards Bad Godesberg or Königswinter/Bad Honnef.
  - Get off at stop Heussallee/Museumsmeile and follow the signs saying World Conference Centre Bonn (approx. 450 metres on foot along Heussallee to the Platz der Vereinten Nationen). Enter the square Platz der Vereinten Nationen (go left).
  - The main entrance of WorldCCBonn is on the right, and you will reach it after 100 metres (plenary building).

- **Bus** from Bonn Main Station
  - Bus lines 610 and 611 (towards Pappelweg) from stop C4.
  - Get off at stop Deutsche Welle, follow Heussallee for a few metres until you arrive at Platz der Vereinten Nationen.
  - Then turn left. The main entrance of WorldCCBonn is on the right, and you will reach it after 100 metres (plenary building).

Registration
You can register right behind the entrance to the plenary building. You can already register on the evening before the conference, i.e., Thursday, 21st November 2019, from 6:00 to 9:00 p.m., or on Friday, 22nd November 2019, from 8:00 to 11:00 a.m.

Cloakroom
The cloakroom is on the left side behind the registration area. If possible, please deposit your luggage directly at the hotel upon your arrival due to limited cloakroom space.

Conference Badge
Upon registration, you will receive your conference badge. Please wear it visibly during the course of the entire event.

Catering
During coffee breaks, there will be coffee, tea and water as well as a little snack. The coffee stands will be right in front of the plenary hall and in the space between the rooms Addis Abeba and Bangkok.

For lunch, the catering stands will also be in the space between the rooms Addis Abeba and Bangkok as well as in front of the plenary hall and to the right of the plenary hall (from the perspective of a person leaving the plenary hall) in the restaurant area.

Networking
On Sunday, you will have the opportunity to network in the “Rheinlobby” (behind the plenary hall, can be accessed via the two glass doors to the left and the right of the plenary hall). The high tables are marked according to languages and specialist areas.
Support of multilingual events

Rental of tourguide systems, interpreter booths and conference equipment

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Thank you to all our technology partners for the drive to share ideas and work towards mutually beneficial goals.

Thank you to our partners at the BDUe.

... and last but by no means least thank you to all our past and present members of staff.

sdltrados.com/35years
Internet Access

The World Conference Centre Bonn is equipped with WLAN:
- **Name of WLAN network:** BDUeKonf19
- **Password:** ZukunftIstJetzt

Phone Calls

If you would like to make a phone call undisturbed, you can do so in the former telephone boxes between the plenary hall and the restaurant. Of course, you will have to bring your mobile phone.

Information Stands / Exhibitors

If questions about organisation arise during the conference, our hostesses at the information stands in front of the plenary hall and the halls Addis Abeba / Bangkok will assist you. In front of the plenary hall and in the passage towards the Rhine Level, you will find an information stand of BDÜ, a stand of BDÜ-Fachverlag as well as the following exhibitors:
- Acolada
- Across
- Boss Assekuranz
- Deutscher Terminologie Tag
- Ellerbrock
- memoQ
- PCS
- Plunet
- SAVD
- SDL
- Star Transit

Conference Language / Interpreting

The conference language is German. All the events in the plenary hall will be interpreted English → German or German → English.

Facilities

When you leave the plenary hall, the nearest facilities are on the right behind the telephone boxes as well as on the left next to hall “Berlin”. There are also facilities at the end of the passage to the Rhine Level (halls Addis Abeba and Bangkok).

First Aid

Our hostesses at the information stands are there to help you if you have witnessed an accident or require first aid yourself.

Photographs

Taking photographs during the conference is permitted. Please do not use the flash and make sure you do not disturb the speakers during their presentations. We have commissioned a photographer for media coverage of the expert conference. If you do not wish to be photographed, please let our photographer know if necessary.
AWARDS

BDÜ Honours Exemplary Customers as well as Exceptional Voluntary Commitment to the Association

With its about 1,000 interested professional visitors from Germany and abroad, the 3rd international expert conference of BDÜ is the perfect opportunity to reward achievements in front of a wide audience. For this reason, the Hieronymus Award for exemplary conduct within the industry—which has already been awarded eight times—and the new Dr.-Stanisław-Gierlicki Award for exceptional commitment regarding work for the association are going to be awarded during the conference.

Hieronymus Award of BDÜ for Exemplary Multilingual Communication Competency

Successful communication is the basis for successful conversations, business relationships and international dialogue. Professional translators and interpreters contribute to this success in many different ways. Their contributions range from translating contracts, websites and manuals to interpreting during product presentations, software localisation, interpreting of lectures and company tours, assistance with contract negotiations, informing about a foreign culture, provision of a quick summary of documents in foreign languages to presenting a company or organization in different languages.

More and more organisations are becoming aware of this crucial importance of competent language services and the additional value of hiring qualified translators and interpreters. By awarding the Hieronymus Award to an enterprise or organisation setting an example in the industry, BDÜ rewards exemplary conduct within the industry and encourages cooperation on an equal footing.

Patron Saint Lent the Award His Name

Saint Hieronymus is considered the patron saint of translators, interpreters and terminologists. The scholar and theologian Hieronymus, who lived from around 347 to 420, translated the Bible into the Latin spoken in his day. Up to that time, the Biblical scriptures were mainly available in Greek translation apart from the - usually Hebrew -original texts. The big oeuvre of this church father, the Vulgate, was the official version of the Roman Church's Bible for many centuries.

Previous Award Winners

- 2012: germanBelt Systems GmbH
- 2013: DVB Bank SE
- 2014: Language service of Volkswagen AG
- 2015: Kölner Philharmonie (Cologne philharmonic hall)
- 2016: Language service provider Medtronic Translations
- 2017: Language service of the International Criminal Tribunal for the Former Yugoslavia (ICTY)
- 2018: Language service of state capital Stuttgart
In a professional association such as BDÜ, there are many tasks which could not be managed without the commitment of numerous volunteers and a lot of helping hands—as well as brains. The supporting pillar of the association work of BDÜ, which has grown to become the largest German professional association of the industry since its foundation in 1955, was and still is deliberate voluntary commitment. Such personal commitment is the basis for the success numerous members have energetically contributed to over the years. Every contribution counts—no matter if at the local or regional level or at a national, maybe even international scope. The individual activities and initiatives complement each other like pieces of a puzzle until one can see the whole picture. This way, a powerful network enables effective representation of the interests of all our occupationally active colleagues towards policy makers, industry, legislators and society.

In Remembrance of a Man who Devoted Himself Heart and Soul to Voluntary Work

In order to duly honour those who stand up for our professions, our association has initiated the Dr-Stanisław-Gierlicki Award for exceptional voluntary commitment regarding work for the BDÜ. It was named after Dr Stanisław Gierlicki, who died far too early at the age of 57 in 2018 after making a significant impact on the association for a good 25 years thanks to his numerous innovative ideas and their efficient implementation.

BDÜ’s award for voluntary work aims to promote this spirit of cooperation for the benefit of the association and the professions it represents. It will be awarded to members who are contributing their experience and expertise in areas important for the association to this end, who advocate the interests of their colleagues and are especially involved in the association’s work. The award for voluntary work is going to be awarded in the context of the high-profile expert conference for the first time.
READING RECOMMENDATION: MACHINE TRANSLATION
What Language Professionals Need to Know

This anthology is the first in the German-speaking world to offer a comprehensive overview of all key aspects of “Machine Translation”. The articles were written by experts from the fields of research and development, academics and consulting, as well as lawyers and translators.

It is the perspective of translators in particular, who make up half of the authors, that give the book its strong practical focus. In addition, two articles by lawyers cover the extremely important topics of data and information security and copyright, which are largely unknown even among specialists. Finally, case studies from five countries round off the book.

Jörg Porsiel (Ed.): Machine Translation (EN)—What Language Professionals Need to Know

Translate 4.0 – for new opportunities in the digital age.
Join us.

Language skills turn the big wide world into a global village.
The Qualitätssprachendienste Deutschlands e. V. (QSD) is organizing a speed networking event in collaboration with the BDÜ for its Translating and Interpreting 4.0 conference, in which translation agencies, internal language services, freelance translators/interpreters can participate, meet each other and establish contacts.

The event will begin with a short presentation about the language services market, which will then be proceeded by an hour of speed networking. Six people will stand at a table. Each person will have one minute to introduce themselves, leaving around four minutes for discussion. After ten minutes are up, they change tables and meet five new people. There are six rounds in total, which means at the end they’ll have met 30 people.

If you would like to participate in the Speed Networking event, either as a freelancer or a translation agency/language services department, simply register in the participants’ portal of the conference website (www.uebersetzen-in-die-zukunft.de/portal).

About QSD

QSD, Qualitätssprachendienste Deutschlands e. V., is an association of medium-sized German companies in the language services sector. Its aims are to elucidate the quality factor and provide guidance in the heterogeneous translation market. QSD members are committed to quality and quality assurance. A company’s international success can depend on the quality of its translations. Moreover, the reputation of the entire industry can be damaged if the translation is lacking in quality.

Translations with quality assurance

All QSD members have certified quality assurance systems according to DIN EN ISO 9001 or ISO 17100, or proven quality assurance in line with the QSD quality guidelines. Before being admitted to the association, they each had to undergo an audit process. That makes the association, founded in 1998, unique in the German-speaking world and a pioneer in the industry with regards to quality assurance.

As a further measure of quality assurance, the members support young talent, offering training in the form of internships and trainee positions. QSD is an active member of the EUATC (European Union of Associations of Translation Companies). The EUATC is committed to assuring the quality of language services at a European level. QSD is also associated with the BDÜ, (Bundesverband der Dolmetscher und Übersetzer e. V.), in the form of an associated membership.

Who are the members of QSD?

The QSD members include both companies focusing solely on translation and those with highly specialized know-how relating to international communication. Alongside the standard translation and interpreting services offered by all members, QSD also has experts in terminological management, transcreation and multilingual text creation. Some members also specialize in technical translations, in translating marketing texts, and/or in financial communication.

All members of the association share a high level of quality awareness. This awareness is accompanied by the use of state-of-the-art digital technologies, translation memory systems, and the management of multilingual translation processes. Added to this are factors such as professional communication, consulting, adherence to delivery dates, and good availability. QSD is a German association; most of the member companies are owner-managed. The members are based in various German cities and offer language services “Made in Germany.” The list of members, complete with contact details, can be found on: www.qsd.de/ueber-uns/mitglieder.

We hope you are interested in this additional event, which will take place alongside the program of the BDÜ conference in Bonn, and we look forward to your registration.
LEISURE ACTIVITIES

In case you have time and feel like doing something outside of our sacred conference halls, we have listed some leisure options below.

Beethovenhaus

Beethovenhaus is not only worth a visit if you love classical music. This town house from the Electoral era offers regular concerts, an interesting museum and a library. Take this opportunity before next year’s refurbishment of the house!

www.beethoven.de/en

Bundeskunsthalle

Bundeskunsthalle is a true treasure near the World Conference Centre. An extensive programme comprising various art forms and cultures as well as its declared objective of taking a global view when displaying art are very intriguing and might make you want to drop in. You might be interested in its portrayal of the city of San Francisco over four centuries or the retrospective of Martin Kippenberger.

www.bundeskunsthalle.de/en

Haus der Geschichte in Bonn

Haus der Geschichte in Bonn is also well within walking distance to the conference. Due to the current political events, there is an interesting exhibition about the relationship between Germany and Great Britain. However, the permanent exhibition on German history since 1945 with more than 7,000 exhibits is also interesting for everyone.

www.hdg.de/en

HDG: FREE GUIDED TOURS

In the context of the conference Translating and Interpreting 4.0, conference participants have the opportunity to take part in free guided tours of the Haus der Geschichte Bonn.

This museum belongs to the foundation “Haus der Geschichte” of the Federal Republic of Germany and displays collections documenting German contemporary history since 1945. Currently, the collections consist of 1 million items including media, magazines, furniture and machines.

Haus der Geschichte Bonn allows visitors to experience (their own) history first-hand, for instance thanks to modern media items, and to relate it to the present and future.

Thus, a visit to Haus der Geschichte Bonn is definitely an instructive additional leisure activity for the participants in this year’s conference on “New ways in the digital age”.

Source: collection at Haus der Geschichte Bonn, www.hdg.de/haus-der-geschichte/sammlung
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Relaxing

If you feel exhausted after the conference and prefer relaxing, we recommend the following options: Via Kurt-Schuhmacher-Straße, you can reach Rheinaue leisure park within just a few minutes. There, you can stroll through the park or explore the Japanese garden and the Roman burial ground all year long.

Culinary delights

However, if you feel like treating yourself to some culinary delights after a day at the conference, you will also find what you are looking for at Rheinaue leisure park. At Parkrestaurant Rheinaue, you will be spoiled with refined German dishes—between the special menu of the house and the 5-course meal, you will definitely find an appealing option.

If you long to be in Bella Italia, let yourself be pampered at Ristorante Forissimo just a five-minute walk from the conference hall. In addition to the excellent food and Italian feel, the former state representation of Hamburg offers a large selection of wines.

Bars

However, if you prefer going out to just have fun, we can also recommend several bars:

An enticing Victorian interior and your quest for a customised cocktail will take you to The Old Jacob in the immediate vicinity of La Cigale.

Brewery house Bönnsch is known for its down-to-earth brews from hops and malt. There, you have the opportunity to taste various types of beer and enjoy home cooking while also experiencing the Rhenisch attitude to life.
With more than 1,000 participants and more than 100 speeches, workshops and panel discussions, BDÜ’s expert conference “Translating and Interpreting 4.0—New ways in the digital age” is the largest industry conference for translators and interpreters in the German-speaking area. Successful realisation of such an event requires—also voluntary – commitment of numerous colleagues. Thus, the executive committee of Bundesverband der Dolmetscher und Übersetzer (BDÜ) would like to thank all those who have followed its invitation to Bonn and enriched BDÜ’s expert conference with their presence. We would also like to extend a big thank you to the speakers as well as the exhibitors and sponsors, especially all those who have ensured the smooth running of the conference, be it publicly or behind the scenes:

Selection of speeches, workshops and panel discussions from the received suggestions and compilation of the programme by:
- Wolfram Baur, Essen
- Jerzy Czopik, Dortmund
- Simon Diez, Munich
- Ricarda Essrich, Düsseldorf
- Nadine Hegmanns, Gelsenkirchen
- Roland Hoffmann, Munich
- Dr. Felix Mayer, Munich

Organisational and commercial realisation of the conference were the tasks of BDÜ Weiterbildungs- und Fachverlagsgesellschaft mbH:
- Roland Hoffmann (overall project management)
- Laura Fergin (participant support)
- Marta Glagla (organisation and participant support)
- Katrin Krüger (commercial tasks)
- Mareike Steinig (specialist exhibition and ads)
- Nadine Zacek (programming of website, participant portal, conference management system)

Design of print publications, decoration:
- Thorsten Weddig Grafik & Layout, Essen

Hostess service:
- Helping Hands Promotion & Event GmbH & Co. KG, Michael Peltzer, Hettlingen

Assistance with overall organisation on site:
- Elmar Dickhagen, WorldCCBonn

Premium partners:
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- SDL
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- Ralf Lemster
- Transline

Further exhibitors:
- Acolada GmbH / Verlag C.H.Beck
- BDÜ e. V.
- BDÜ Fachverlag
- DTT e. V.
- memoQ
- PCS GmbH
- Plunet GmbH
- language boutique

BDÜ members who have made an additional financial contribution:
- Wolfram Baur
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