# Language Intelligence

##### Session 1 (LI)

#### **Time:** 21 September 2023 - 10:45 to 13:00

#### **Chair:** Philippe Wacker, Executive Director, LT-Innovate

## **Talks**

### Technology Trends in Global Content Ecosystems

Which aspects matter in technologies that relate to multilingual content?

* Perspectives on technology as an enabler and blocker
* Archetypes of end-to-end content ecosystems
* Language Technology SWOT
* Pitfalls of Best practice
* Nimdzi research data
* Predictions

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### How M&As Transform Europe's Language Technology and Content Industry

M&A activities are on a rise and are expected to have a huge impact in the language services and language technology industry. This will fully reshape the industry’s landscape. What are the trends here, who are the players and what is important to know.

As we understand today, the main drivers of these changes in the language technology industry through M&A activity include four main and basic topics:

1. Market Growth and Competitive Pressure: M&A allows companies to expand their market share, diversify offerings, and stay competitive in a rapidly evolving industry. It enables them to capture new opportunities and counter the challenges posed by emerging technologies and new market entrants.
2. Technology Advancements: Language technology is rapidly advancing, and M&A provides an avenue for companies to acquire or merge with firms that possess specialized language technology expertise. Integration of technology enables improved efficiency, scalability, and cost-effectiveness in providing language services.
3. Client Demands and Industry Trends: Client demands for comprehensive language solutions, increased automation, and faster turnaround times drive M&A activity. Companies strive to meet client expectations and respond to evolving industry trends by acquiring or partnering with firms that possess the necessary capabilities and technologies.
4. Globalization and Localization Needs: As businesses expand globally, the demand for language services and technology increases. M&A enables companies to extend their reach, cater to multilingual markets, and provide localized content and services in different regions.

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### Language Technology Requirements to Serve Global Enterprise Business Needs

This session will cover the changing business requirements demanded of localization teams in rapidly moving global enterprise settings. The need for automation continues to increase but much of the technology used by localization teams is outdated, not agile enough to properly service the continuously changing needs of the modern era, or simply not flexible enough to adapt to the emerging needs. In this session, we will provide a review of the state of the localization technology, point out current challenges, and attempt to define and describe the needs from the business perspective of different global enterprises.

The session will cover the following main themes using a combination of short presentations and a panel discussion to identify the most important or urgent requirements:

* Overview of current localization technology and challenges of TMS and MT technology in responding to current needs
* Overview of specific enterprise requirements to provide more complete context on what is needed in the modern era and what are the urgent problems for a modern global enterprise
* Panel discussion on the problems and most promising emerging technology

This session will hopefully help define key requirements and identify the technology that is most critical to enable forward momentum.

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### LI KEYNOTE: The Risks and Opportunities of Generative AI and LLMs

We are certainly living in an exciting time, at the center of what looks to be the most significant technological shift since the cloud or mobile. If organizations can learn how to leverage this shift, it is a fantastic opportunity for any business. But can they avoid the pitfalls and hedge against the unknowns, especially as laws and regulations are unfolding in real time? I propose that we journey together through three real life use cases and discuss how a business might leverage generative AI and LLMs, balancing out the risks and opportunities. The use cases proposed are:

1. A life sciences company uses LLM to deliver newly generated and translated content to all local markets around the globe for a new product.
2. A fashion brand uses a computer-generated imagery (CGI) model on social media, coupled with synthetic personas and LLMs to increase personalized shopper advertising.
3. A gases and chemicals company in China wants to understand how it can assess at risk of loss employees and retain its workforce longer, increase workforce satisfaction rates and boost loyalty to dominate the marketplace.

For each use case, I will present the opportunities that a business could expect and the obvious and not so obvious risks. The use cases themselves are not intended to conclude with a “good or bad” outcome conclusion, but rather leave the attendees considering how this. Might play out in their organization and what type of value they may assign on the risk/opportunity scale.

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