

ISO customer



*The winning team of ISO/TC 37 (from left) **Zhou Changqing**, **Håvard Hjulstadt**, **Kara Warburton** and **Christian Galinski**.*

ISO/TC 37 standards directly impact the quality of communication in any language for any purpose: economic, social, political, and so forth. They enable organizations to operate more productively worldwide, with increased customer satisfaction, which gives them a competitive advantage.

How? By standardizing terminology and other language “objects” and services, such as for authoring and translation, the organization spends less resources producing information that is, simply speaking, better. ISO/TC 37 standards are a solid foundation upon which to build an effective communication strategy to reach customers. Why else would ISO/TC 37 be a horizontal committee in ISO? Our standards touch every sector and industry.

Kara Warburton, Chair (effective January 2010), ISO technical committee ISO/TC 37, *Terminology and other language and content resources.*

ICT

The strategic importance of information and communication technologies is reflected to the fact that ICT standards now represent some 15 % of ISO's annual production.

In an effort to increase collaboration, the joint technical committee ISO/IEC JTC 1, *Information technology*, held its plenary, for the first time, in conjunction with the IEC general meeting in Tel Aviv, Israel. This initiative aimed to avoid overlap due to converging technologies with other committees.



*Increasing collaboration, ISO/IEC JTC 1 Chair, **Karen Higginbottom** (right) meets IEC General Secretary **Ronnie Amit** in Tel Aviv, Israel.*

ISO member



EOS – Egypt

EOS, ISO member for Egypt, plays a pivotal role by translating ISO standards into Arabic with a view to increasing their availability and accessibility in the coun-

try and the Arab region. This, in turn, facilitates the use, understanding and applicability of ISO International Standards by national and regional manufacturers, consumers and, in particular, small and medium-sized enterprises (SMEs). Our goal is to increase ISO's trademark and good reputation, as well as increase the promotion and marketing of ISO standards.

EOS holds the convenorship and technical secretariat of the ISO Technical Management Board's Arabic Translation Management Group (ISO/TMB/ATMG). In 2009, the Arabic translations of eight ISO standards were adopted and published. EOS will launch an ATMG Web site containing the terms and definitions related to ISO standards in the fields of quality and environmental management systems, conformity assessment and social responsibility. It is also putting together a Trust Fund for Arabic translations of ISO standards, with the aim of expanding funding all for the greater cause.

Dr. Mohamed Hany Barakat, Chairman, EOS.

