

EUROLOGOS
THE LANGUAGES OF COMMUNICATION
Brussels



**Information document
for franchising candidates**

Contents

The Eurologos Group	p. 4
– “Glocalized” in the countries where the languages are spoken	
The Eurologos System	p. 5
– The one and only rational way to produce multilingual quality	
Why Eurologos?	p. 6
– To enter a “glocalized” network and be able to guarantee the highest quality at the lowest prices	
Why does Eurologos need you?	p. 7
– Each operational Eurologos office is responsible for its own language and geostyle	
Types of franchise candidates	p. 8
– Monolocalised offices, small agencies and ambitious entrepreneurs	
The franchising system	p. 9
– The brand	
– Operating system	
– On-going support	
Testimonials	p. 10



EUROLOGOS
(Brussels Head Office)
Chée de Louvain 550
B- 1030 Bruxelles

T +32 (0)2 735 48 18
F +32 (0)2 736 87 67
info@eurologos.be

ISO 9001 Certified - Translation Quality

www.eurologos.com



↻ **Translating and
publishing where the
languages are spoken** ↻

“GLOCALIZED” IN COUNTRIES WHERE THE LANGUAGES ARE SPOKEN

The Eurologos Group, founded in 1977, is a world leader in the multilingual services industry.

The offices of the Eurologos Group, all of which are “glocalized”* (both **globalised** and **localised**), provide businesses and institutions with all the multilingual services relative to the communication needed to penetrate international markets. Its multinational structure justifies its slogan: Translating and publishing where the languages are spoken.

The group continues to “glocalize”, with the opening of its most recent offices in Asia, Maghreb and Central Europe.

*The word “glocalization” is a neologism invented in California in the 1990s that has scored more than one million hits on the Internet in the seven most commonly used languages.

*The Eurologos Group
Head office, the Brussels
branch, is ISO 9001
certified. The other
offices of the group
will also acquire this
certification.*

The Eurologos System

THE ONE AND ONLY RATIONAL WAY TO PRODUCE MULTILINGUAL QUALITY

All production can be delocalised... except language production

Each Eurologos office bases its services on three core principles:

- *producing and/or checking the languages where they are spoken* (linguistic quality can only be ensured by having a structure of truly multinational offices);
- *basing this production on terminotics* (*terminological precision* – i.e. the basis of linguistic quality – is only possible with the help of numerous technolect glossaries stored in the translation memories of each Eurologos office);
- *ensuring the quality of writing and translations right up to the stage of multimedia publishing* (working with graphic designers saves time and money, offering the possibility of complete services and incorporating multilingual services into their printing, web and e-marketing material. Visit our subsidiary's website (www.litteragraphis.be).

The fifty most important languages of our era

Forty to fifty: that is the number of languages that underpin the global economy and which constitute the fundamental vehicles of the modern logosphere.

This is why the translators, revisers, terminologists, graphic designers, project managers and webdesigners within the Eurologos Group, although they are decidedly megalophobic, continue in their objective of relocating language production in every country.

In short, the Eurologos System offers the largest variety of linguistic and mediation services in terms both of local validation and competitive rates: produced within the target markets and at the lowest prices.

Furthermore, with the “glocalization” of its network across four continents, Eurologos not only guarantees real quality for each language but also their regional geostyles, such as European Portuguese as opposed to Brazilian, British English instead of American, Castilian Spanish compared to Argentinian, etc.



↻ **Guaranteeing translation
excellence to our clients for the
languages of their markets** ↻

Why Eurologos?

ENTER A “GLOCALIZED” NETWORK AND BE ABLE TO GUARANTEE THE HIGHEST QUALITY AT THE LOWEST PRICES

Small agencies all over the world advertise that they can supply translations in any language while apparently unaware of the nonsensical and paradoxical nature of this statement.

Furthermore, common sense suggests to us all, even to a non-expert in the field of languages, that only a translation agency which is located in the target market region can translate, and more importantly validate a text into the country's local language(s) and respect the geostyle of the specific market.

The world's most important languages from an economic point of view tend to evolve with respect to their specific markets. Linguists call this geomarketing divergence the “geostylistic differentiation” of the various languages.

After years of living in another country, even mother tongue translators can become “delocalised” and become victims of phraseological and conceptual interference; this is highly damaging from a professional point of view.

Languages evolve more than we think: just consider the number of words which are added to dictionaries each year, or are removed because they have become outdated. Not to mention the phraseological changes which transform our languages, particularly in marketing, advertising and technical use.

This strategy of relocating languages goes hand in hand with every language services business' interest in assuming an international dimension. This varies according to the real quality of multilingualism and its production price.

Only a translation agency which is located in the target market region can validate a text into the country's local language



Why does Eurologos need you?



EACH OPERATIONAL EUROLOGOS OFFICE IS RESPONSIBLE FOR ITS OWN LANGUAGE AND GEOSTYLE

Generally, the franchisee's aim of becoming international by entering a multinational group is, essentially, not very different from the aim of the franchisor.

Indeed, Eurologos-Brussels, before becoming an international group, found itself – like almost all its competitors, as we have just seen – in the awkward situation of relying on freelancers to deliver perfect texts, without any way of checking their translations. On occasion, given the qualitative and economic challenges inherent in delivering certain texts, the Eurologos of “prehistoric” times of monolocalisation had texts translated by freelancers proofread by other translators.

This often gave rise to two texts generating the same awkward confusion.

Only another Eurologos office, using the same production and quality control procedures (e.g. internal cross-checking and terminological validation), can actually guarantee the excellence of translation in the language of the client's market.

Even the most competent freelancer will always remain isolated, limited and prone to error.

This is why the interest of the Eurologos-Brussels franchisor coincides with that of each of its franchised offices and international subsidiaries.

❧ **The interest of the franchisor
coincides with that of any franchised office** ❧

Types of franchise candidates

MONOLOCALISED OFFICES, SMALL AGENCIES AND AMBITIOUS ENTREPRENEURS

A potential franchisee must first and foremost be open to development and real competitiveness in terms of quality.

Entrepreneurs wishing to become “glocalized”, remain in control of their own local economic autonomy while taking an active part in a global marketing and organisational strategy.

It is the nature of multilingual activities that demands “glocalization”.

Three basic types of candidate can be identified:

- 1) any monolocalised multilingual services agency that aims to develop itself further and gain entry to the globalised and “glocalized” network (of Eurologos);
- 2) any communication agency engaging in activities that are complementary to multilingual services (advertising enlever, graphic design, web design, etc.) and who want to integrate those multilingual activities that are indispensable to its existing ones;
- 3) young entrepreneurs looking to set up their own business directly (as a Eurologos branch) by starting off with a brand that has a proven know-how and a solid positioning that is indispensable to multilingual production.

↻ **The nature of multilingual
activities requires “glocalization”** ↻

The franchising system



THE BRAND

- » The Eurologos Group began its internationalisation process in the late 1980s. The group's name has been known and recognised across four continents for almost 25 years.
- » The Eurologos brand has been registered for more than 20 years in all the countries of the world and on the Internet.
- » The franchisee benefits from a territorial exclusivity zone both for canvassing and for its operations.

THE OPERATING SYSTEM

- » The Procedures Manual with more than 400 pages contains all the know-how of the Eurologos Group acquired over more than 30 years of experience in the markets.
- » The Eurologos System and its "glocalized" network are the primary and essential elements for multilingual production worthy of this name.
- » The range of various, complementary and integrated services of the Eurologos Group makes it possible to respond to the growing demand for all types of multilingual communication (printed or online).
- » The Eurologos Group guarantees excellent quality thanks to its "glocalized" structure across four continents.
- » Producing where the languages are spoken also allows for production at minimal cost.
- » The group makes it possible to guarantee all interpretation and language training services.

ON-GOING SUPPORT

- » Initial free training period for two people lasting three to four days, in all departments of the Head office in Brussels as soon as the contract has been signed.
- » Permanent availability of the group's External Communications Executive for help and support at all times and for any type of project.
- » Free access to the starting pack containing all the marketing material necessary for the new office (available on the Group's Extranet).
- » Free preparation of local advertising offered during the first two years after the contract has been signed.
- » Regular updates on the Eurologos Group's current situation (internal and external newsletters, annual Marketing Plan, free training, etc.).

Remain master of your own local economic autonomy while taking an active part in a global marketing and organisational strategy

Testimonials

Vincent Varelli

General Manager

- +33 (0)1 45 97 29 54
- +33 (0)1 45 97 72 35
- info@eurologos-paris.com



PARIS

"In 2003, as a small-time Belgian "immigrant", I launched Eurologos-Paris . We now have a second office in the centre of the capital."

"Since it was not feasible to set up another Eurologos office in Belgium because of the small size of the country (the second Belgian office in Antwerp had just closed and merged with the new office in Brussels), I "emigrated" to Paris and threw myself into the group's glocal adventure."

Mario La Gatto

General Manager

- +55 11 5541 0037
- +55 11 5548 2568
- info@eurologos-saopaulo.com



SÃO PAULO

"A multilingual services agency in one of the biggest Latin American cities: Brazilian geostyle, not European Portuguese."

My wife and daughters were born Brazilians, and I became a Brazilian by choice.

After having spent quite some time working in the United States, I, an Argentinian, moved to São Paulo, Brazil's biggest city and economic and financial powerhouse.

In 1999 I decided to start my own business and as I was looking to take it to an international level, I was approached by the then Belgian

Consul-General in São Paulo who told me about the Eurologos Group.

I immediately decided to embrace the idea of glocalism and travel to Brussels to sign the Franchising Agreement.

Since then, our customer base has been steadily increasing. We provide multilingual services for important companies in several industries. With a lot of work, I must admit, but we have always enjoyed living and working in a multicultural, multilingual environment.

We could not do anything else."

LISBON

“In 2006, we became a franchise in Lisbon. In 2009, we created our sister office in Porto.”

“We took advantage of the failure of the first Eurologos-Lisbon franchise in 2006 and quickly replaced it.




As young graduates, we worked hard and business took off almost immediately.

We have been regular contributors to Glocal, the Group's e-Magazine (www.glocal.be). In 2009, we set up our second economic magnet in Portugal, our subsidiary in Porto: the second “heart” of the country, as we say here.

We intend to translate Glocal into Portuguese in order to use it directly for advertising purposes in both Portugal and Brazil.”

Marco Neves

General Manager

 +351 218 94 31 32
 +351 218 94 31 33
 info@eurologos-lisboa.com



TRIESTE




“From student trainee to Eurologos franchisee in Trieste, in the far north-east of Italy.”

“While studying translation and interpreting in Trieste in the mid 1990s, I was lucky enough to do three months work experience in the Eurologos-Brussels office, which had already started its internationalisation process. At the end of my studies, my father – who supported my entrepreneurial ambitions – came to Brussels with me

to sign the first Franchising agreement for the economic magnet that is Trieste. I have since begun to work with an associate and a few employees. The office is located in a prestigious building by the canal in the centre of Trieste and has recently been enlarged to include a new office on the same floor. Eurologos-Trieste has now started the procedure to obtain UNI EN ISO 9001 and UNI EN 15038.”

Elisabetta Maurutto




General Manager

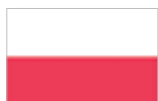
 +39 (0)40 63 02 12
 +39 (0)40 63 02 12
 info@eurologos-trieste.com



Arkadiusz Dziura

General Manager

 +48 32 331 33 00
 +48 32 331 33 00
 info@eurologos-gliwice.com



GLIWICE

“We joined the Eurologos Group at about the same time as Poland joined the European Union.”

“We already had a translation and interpretation agency which was operating in Gliwice.

The franchise proposal came through an intermediary who contacted us following the procedure suggested on the Eurologos website.




He explained the principles of glocalism and put us in contact with the franchisor, the Brussels office.

It did not take much to persuade us: we were already convinced. We then visited the Head office and since then, little by little, we have doubled our turnover.

In the meantime, Poland joined the European Union.”

Antonín Crha

General Director

 +420 530 348 225
 +420 530 345 234
 info@eurologos-brno.com



BRNO

“Why not found our multilingual services business in a worldwide and glocalized group?”

“As soon as we discovered Eurologos’ glocalization concept in 2010 we decided to create our own business in Brno, the second most industrialised town in the Czech Republic. “We” are three long-time young friends: my wife, Hana (the linguist), Marie (the marketing expert) and me, Antonín (computer graphics specialist).

Our beginnings, as predicted, were economically difficult (after barely a few months) but orders from top clients drove us; the relationship with our market only fuelled our enthusiasm. We are well aware of the extreme competitiveness of the services offered by Eurologos’ offices. They are all glocalized and are extremely competitive with the countless monolocalised “mailboxes”.

MADRID

“At last the end of monolocalisation for Eurologos-Madrid!”

“My associate, Kent Brabon, an American who fell in love with Spain and one of its beautiful women, and I discovered Eurologos through another colleague: he had spoken to us about the project of glocalization and internationalisation.

This was good timing as – like the other “mailboxes” in the market – we didn’t really know how to get away from our monolocalisation and isolation.




In 2000, we visited the franchisor Eurologos-Brussels and signed the first Franchising Agreement (which was automatically renewed in 2007 for the same period).

We have been able to acquire important clients within the Spanish and international markets and this has led to our turnover doubling on two occasions.

Having just moved to new premises, we are planning further development in our neighbouring markets and throughout Spain.”

Victor del Prado

General Manager

 +34 91 710 34 73
 +34 91 636 56 53
 info@eurologos-madrid.com



SHANGHAI




“It was inevitable that the Eurologos Group would become active on the Chinese market, the world’s biggest market, now in full expansion.”

“The managers of Eurologos-Milan must be credited for their initiative but we were already on location and had already become “Chinese”. Raimondo Gissara, an Italian marketing executive from Paris, and I, Giacomo Lotti, an English speaker also of Italian origin, had spent many years in Shanghai. We had decided to settle in this huge country, a real

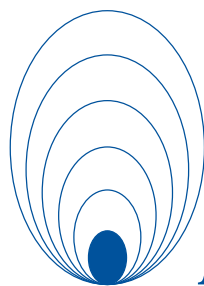
continent of 1.6 billion inhabitants, and in a city of over 25 million people always hard at work. Eurologos-Shanghai opened in the spring of 2008 and by late 2009 we had already moved to a new office. Things move quickly here in terms of the economy. We soon created our own in-house team of local translators and marketing executives. Finding staff is never a problem, though we often need to provide in-depth training. We are very enthusiastic about this market: Eurologos’ glocalism seems to be especially designed for our development.”

Giacomo Lotti

Manager

 +86 (0)21 6436 3134
 +86 (0)21 6436 1463
 info@eurologos-shanghai.com



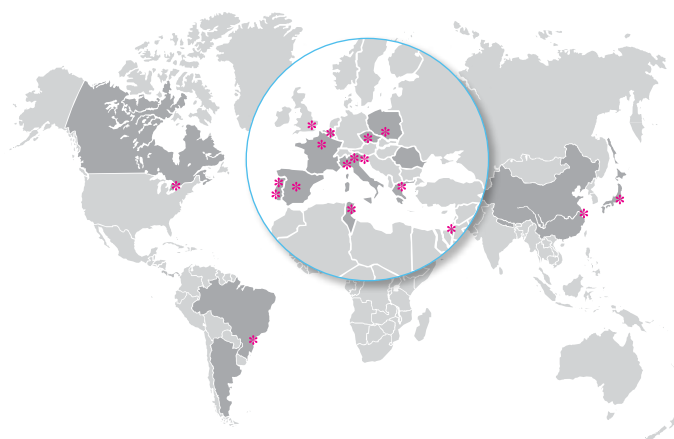


EUROLOGOS
THE LANGUAGES OF COMMUNICATION
Brussels

ALL PRODUCTION CAN BE DELOCALISED... EXCEPT LANGUAGE PRODUCTION

The Eurologos Group continues to “relocalise” the production of multilingual and multimedia services. We are actively establishing “glocal” offices (simultaneously **g**lobal and **l**ocal) in the largest economic centres where globalised companies have to export.

Global communication requires “glocalized” languages.



Bruxelles/Brussel * Brno * Genova * Gliwice * Lisboa * London * Madrid * Milano * Paris
Porto * São Paulo * Shanghai * Tel Aviv * Thessaloniki * Tokyo * Toronto * Trieste * Tunis

Brussels Head Office
Chée de Louvain 550
1030 Bruxelles

T +32 (0)2 735 48 18
F +32 (0)2 736 87 67
info@eurologos.be



ISO 9001 Certified - Translation Quality

www.eurologos.com

EDITING — TRANSLATION — LINGUISTIC SERVICES — MULTILINGUAL LOCALISATION — MULTIMEDIA PUBLICATIONS