

LANGUAGE SERVICES REINVENTED—The City of Philadelphia has a new kid on the block. *Covalingua LLC* is an innovative Spanish Language Service Provider coming to Philadelphia to stay.

Two multitalented European college graduates with more than three languages and cultures running through their veins are the owners of Covalingua LLC. Located globally, Covalingua and its young founding members exemplify the new model of smart Internet-based small global business. The company's small size does not stop it from operating in more than one market at the time, taking advantage of new technologies and time differences. Esther Diz, who is the President and the Head of Business Development, works hard to anticipate the company's client's needs in an ever-changing global market. Her job is to educate potential clients in the importance of professional language services. Her last trip was a 5 day event hosted at the Harvard Faculty Club named "Building Competitive Advantage in the Global Market: USA & Spain".

"Covalingua's goal in Boston was to talk to business executives about the importance of hiring professional language services when starting a business expansion abroad. Often, companies come to us late down the road when they realize that they can't continue to handle these needs themselves, either due to a lack of time or ability to translate, serve as interpreters, train staff in a foreign language, communicate efficiently during bilingual conference calls, etc. Bringing things up to speed in situations like this is much less efficient than planning ahead, and much more costly for the company. We want our clients to understand the long term value of having a global communication ally before, during and after their internationalization process—explains Esther".

Covalingua LLC is a *boutique* Spanish>English>Spanish Language Service & Translation Company providing state-of-the-art translation, proofreading, and interpreting services to direct clients, agencies and individuals. Covalingua works closely with a trusted international team of professional collaborators located worldwide: USA, Puerto Rico, UK, Argentina, Spain, and Ireland to name a few. Together, Covalingua is able to localize your corporate message to the different markets. Covalingua is an MBEC-ATA certified woman-owned minority business and is also a proud member of the Greater Philadelphia Hispanic Chamber of Commerce and the GPCC.

Additional information and service descriptions can be found at www.covalingua.com