

## **In the News!**

### **Covalingua goes back to Boston**

<http://www.servicomspain-usa.com>

"BRIDGING INTERNATIONAL BUSINESS OPPORTUNITIES BETWEEN THE U.S . AND SPAIN" is the Third Edition of the Executive Program that will be held at THE HARVARD FACULTY CLUB (Cambridge, Boston, MA) from May 15-18, 2005. The four-day program aims to help bridge the cultural gap that divides the U.S and Spain, a key trading partner in Europe.

This unique program targets American and Spanish managers who are currently working in both markets or looking to explore opportunities in either country. It is specifically designed to help understand the pitfalls and privileges of doing business in either market. The Executive Program will offer specific knowledge of how the corporate culture of each country differs from the other and how to make those differences work to their company's advantage.

*"Covalingua's goal in Boston is 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. Nobody else can help them the way we can—explains Esther".*