



Translation and Localization
Traduction et Localisation
Übersetzung und Lokalisierung
Traducción y Localización
翻译和网站本地化
अनुवाद और स्थानिकरण
التكليف و الترجمة
תרגומים/איתורים

FOR IMMEDIATE RELEASE

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MTM LinguaSoft President Presents at USEAC Seminar

PHILADELPHIA, PA, December 7, 2009 – On December 3 and 4, 2009, Myriam Siftar, president of MTM LinguaSoft, presented two workshops at a seminar presented by the US Export Assistance Center in Atlantic City. The intensive, two-day event entitled [ExporTech New Jersey – Doing Business in the Americas](#), was aimed at local businesses looking to break into Latin American markets. Interactive workshops took participants through the steps from obtaining financing and choosing trade partners, to marketing products and trade logistics.

Siftar presented two workshops. The first one dealt with effective global communications – taking into account language and cultural differences in business and marketing communications aimed at Latin America. In a second workshop, Siftar joined Joel Reynoso from the U.S. Commercial Service to talk about web marketing and optimizing websites for international searches.

Originally from France, Siftar has a background working in international business and, as a result, has developed an awareness of and a methodology for addressing cultural issues that arise in global business settings. Her experience in IT has given her particular expertise in the translation and localization of websites and other interactive applications. She has given presentations on cross-cultural communications and website globalization for other organizations, notably the [World Trade Center of Greater Philadelphia](#) and [NEXCO](#), a trade association in New York.

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MTM LinguaSoft is a language service provider based in Philadelphia, Pennsylvania. While specializing in the translation and localization of websites, software and online applications, such as e-learning modules, MTM LinguaSoft also provides a full range of document translation, multilingual desktop publishing and interpretation services to customers in the United States and abroad. The firm is also distinguished by its strength in Middle Eastern and Asian languages. For more information about MTM LinguaSoft, go to www.mtmlinguasoft.com or contact Myriam Siftar at 215-729-6765.