



ASSOCIATION OF LINGUISTIC  
SERVICES MANAGERS

## Committee for the Promotion of Canadian Language Services

### PRESS RELEASE

For immediate release

## The ALSM welcomes the tangible repositioning measures announced by the Translation Bureau

**Montreal, Quebec, September 5, 2017** — The Association of Linguistic Services Managers (ALSM), through its Committee for the Promotion of Canadian Language Services, welcomes the initial repositioning measures announced by the Translation Bureau (TB) at the Industry Roundtable held in Gatineau on August 24, which the ALSM took an active part in at the TB's invitation.

The measures unveiled by Stéphan Déry, Chief Executive Officer of the TB, address a number of recommendations put forward by the ALSM, including a review of the TB's contracting process and its central role in the federal government, tighter quality criteria in procurement (degrees, certification and Canadian standard), emphasis on the professional use of language technology tools, an operating model that aligns with the issues of an expert language sector, processing Canadian content in Canada, a focus on the quality of professional translation within the TB as a centre for language excellence, and support for student translators from Canadian universities.

With strong support from many Canada-wide associations, universities and influential members in the sector since fall 2016, the ALSM championed the language sector, the professional Canadian market and its next generation, as part of an extensive [campaign](#) at the various levels of [government](#), in the [media channels](#), and with the [House of Commons](#) and the Senate, including during an [appearance](#) in Ottawa before the members of the Standing Committee on Official Languages.

[translation] *"The efforts of the ALSM and its partners calling for a repositioning of the TB are bringing results,"* stated Dominique Bohbot, Chair of the Committee for the Promotion of Canadian Language Services and honorary member of the ALSM. *"The action plan unveiled by the TB concurs with a number of our recommendations and promotes synergy among industry stakeholders. We will continue to closely monitor progress in the matter and the actual implementation of the tangible measures announced, as part of our ambitious strategy to promote the distinctive value of Canadian language services and their educated and professional resources."*

### **About the ALSM**

The Association of Linguistic Services Managers Inc. (ALSM) is a group of decision-makers in linguistic management driven by a desire for excellence and committed to promoting the added value of professional language services. Its members are managers from translation agencies, directors of linguistic services and representatives of institutional authorities from all economic sectors who share a commitment to excellence.

The Committee for the Promotion of Canadian Language Services, a working group of the ALSM, has taken on the mission of promoting the distinctive value of professional translation in Canada to business people and key economic actors in the country.

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**For more information**

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