

STAR Servicios Lingüísticos S.L. Accepts the Fitur News Challenge

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STAR Servicios Lingüísticos

<XML> Los ingenieros de la lengua</XML>

<XML> The language engineers</XML>

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STAR Servicios Lingüísticos S.L. collaborates with FITUR in a pioneering project within the trade fair sector: the in-situ translation into English of the Trade Fair's official newspaper, Fitur News, in its printed version.

STAR Servicios Lingüísticos S.L., the Spanish seat of the STAR Group, is always involved with the leading companies in the most challenging and innovative projects within the multilingual communication sector. On this occasion, the setting was the 28th edition of FITUR, during which the institution became the first trade fair in the world to publish a bilingual version of its official newspaper, Fitur News, in its printed version.

For this purpose, FITUR did not hesitate in enlisting the experience, knowledge of the sector and professionalism offered by STAR. The Trade Fair was used to launch a new product, which would distinguish it not only as the leading trade meeting platform within the Tourism industry, but also the most innovative. The challenge: the publication of four issues of a bilingual newspaper (Spanish and English) during the four-day event, so that the participants could "... follow all the exciting events at the Trade Fair [...] and have access to the most up-to-date information on what is going on each day, with content which is effectively intended to be of use to all of you, the great tourism family", states Ana Larrañaga, Director of FITUR.

The project specifications, which included the translation of each issue from one day to the next, required a huge turnaround capacity from STAR. Finally the four issues of Fitur News came to light. Each morning, thousands of people passing through the entrance gates to the IFEMA Exhibitor Centre were provided with the most up-to-date information on the event. "The project presented us with a great challenge right from the beginning", states Michael Scholand, CEO and co-founder of STAR Servicios Lingüísticos. "We accepted the challenge because we were sure of our ability to perform well and to help our clients, so that their linguistic assets could provide them with competitive advantages".

STAR Servicios Lingüísticos

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About STAR Servicios Lingüísticos

STAR Servicios Lingüísticos www.star-spain.com was founded in Barcelona in 1999 as part of the STAR Group, one of the leading companies in the development of linguistic technology and multilingual communication services. The STAR Group, which was founded in Switzerland, has 42 offices in 30 countries and employs more than 900 people. The Spanish branch has experienced continuous growth since its foundation and its client portfolio includes prestigious names such as IFEMA, OMT, Adobe, Airbus, BMW, BSH, Bulgari, Cartier, Leica, Lidl, Microsoft, Roche, Toshiba, Toyota and Xerox. The branch's key to success is its capacity to provide its clients with an economical and high quality solution for managing international communication.

Over a period of five days, Madrid becomes the focal-point and meeting forum for the entire international tourist industry, demonstrating the dynamic nature and strength of the industry to both the trade and the general public, an industry that promotes innovation, specialisation and diversity. The widespread media coverage witnessed at the fair makes this event an

excellent opportunity for presenting tourist products and destinations.

[You can find this press release here](#)