

**NEWS RELEASE – For immediate release**  
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**Jonckers VP Speaking at tcWorld Conference**  
**about Localization Strategies that Match Corporate Goals**  
**-- Exhibiting at Booth #159 --**

Brussels, Belgium. -- Technical communicators and information managers who face changes in their localization needs can glean best practices for aligning localization strategy with corporate goals during a talk titled "Developing a Localization Strategy" on November 6 at tcWorld in Germany.

The talk will be delivered by Ian Butler, vice president of business development for Jonckers Translation & Engineering – Europe, which has a 15-year track record of serving corporate leaders in Europe from its headquarters in Brussels, Belgium, and offices in London, England; Dublin, Ireland; and Brno, Czech Republic.

A 17-year localization industry veteran, Butler previously oversaw the Global Content and Localization groups at PayPal. Now working with other global-leading Fortune 1000 companies in an era of rapidly growing content needs, Butler is uniquely qualified to reveal how different localization models match up with various industries and needs.

Butler's talk will be part of a forum about internationalization and localization of products and software – from new language technologies to the management of localization projects, including translation management, translation automation, workflow automation, and adapting products to the demands of a specific culture or region.

"Jonckers is committed to sharing best practices gleaned from working with our global-leading clients because everyone in the global supply chain benefits – from end customers to companies providing products and services, to the service providers who help leverage language as an asset," said Butler.

**About Jonckers**

Jonckers Translation and Engineering -- 2007 Microsoft Service Vendor of the Year as part of localization group LCJ -- delivers software, documentation, eLearning and multimedia localization services to the world's leading companies. Jonckers achieves cost-competitive localization excellence through an ERP-controlled global network of wholly owned offices that spans Europe, Asia and North America. For more information, visit [www.jonckers.com](http://www.jonckers.com).

**About tcWorld**

tcWorld is the largest international conference in the field of technical communication and information management. For more information on the conference, please visit <http://www.tekom.de/tagung/tagung.jsp>

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