

DSFF Symposium 2002: ‘Business and Industry, Language Policy and Competitiveness’

Preliminary report

On October 2nd 2002, DSFF held in Copenhagen a Danish symposium entitled **“Business and Industry, Language Policy and Competitiveness”**. The symposium resulted in a resolution, which we reproduce bellow:

DSFF Symposium, 2 October 2002

“Business and Industry, Language Policy and Competitiveness”

Resolution

Today, it is a fact that:

- the information and knowledge society is developing in step with the internationalisation of companies and the globalisation of trade and other financial activity;
- both trends place new and increasing demands on business communication based on state-of-the-art information technology, i.e. over the internet, websites, online databases, intranet, extranet and email;
- companies have to produce, communicate, market and sell across national, cultural and linguistic barriers, which is why multilingual homepages, product catalogues and sales campaigns are no longer the exception, but the rule;
- business communication, including the languages used today, is a key competitive parameter.

To secure and further consolidate these general conditions for the international presence and ongoing development of the Danish business sector, it is necessary to ensure that

1. a policy on the language of the knowledge society and a language policy are put on the political agenda to improve the international competitiveness of Danish

industry in parallel with the development of the Danish language for use in information and communication technology;

2. the Government, represented by government departments, is encouraged to raise industry's awareness and stimulate corporate initiatives in the language area;
3. business and industry organisations, trade associations and chambers of commerce inform and support their members through language-policy initiatives;
4. individual companies formulate language policies and language strategies in parallel with communication policies and policies on other high-priority issues; such high-priority issues will include, among others:
 - integration of language resources in intellectual capital accounts
 - maintenance of the status and use of the Danish language in the EU
 - compilation of terminological resources in terminology and knowledge banks, providing an opportunity for knowledge sharing
 - compilation of common, industry-specific terminologies, also within the public sector
 - publication of case collections on companies' language policies and experience in this field
 - work for a dialogue between companies and linguists on a language policy

DSFF, October 2002

The original version of the resolution in Danish may be found on our homepage at www.dsff-lsp.dk

A detailed report on the above-mentioned Symposium will be published in our forthcoming issue of "LSP & Professional Communication" (April 2003).

The Editorial Board
