Some Background

La Belgique a 3 langues officielles:

- Le français
- Le flamand
- L’allemand
In reality

![German flag]  ![British flag]

![Crossed German flag]  ![British flag]
In practice

• Official documents and press: 🇳🇱 & 🇫🇷

• Contracts and invoices: 🇳🇱 or 🇫🇷 or 🇬🇧

• Website
  • General information: 🇳🇱 & 🇫🇷 & 🇬🇧
  • Some specific technical information: 🇬🇧

• Social media: mainly 🇬🇧 except for specific cases

• Events: webinars and conferences: 🇬🇧
In practice

• Staff of MarCom: both native and

• Good level of but also need professional English proofreading
Our challenges

• All content has to be translated in 2 or 3 languages: risk of oversights in the content
• Time consuming for the staff
• Requires to work with translation agencies
  • Time
  • Price
  • Quality
Your challenges?

• How many of you have a website or communication in general in more than one language?
• What are your main challenges?
• How do you take care of the translation?
• Good practices to share?