



SOPHIA, Language Services Ltd.

(SOPHIA, jazykové služby s.r.o.)

born 1993

České Budějovice, Czech Republic

Karla Bauerová



- Palacký University Olomouc, CZ (1994)
- MBA by Czech Institute of Technology in Prague, CZ (2001)
- 2005 co-founder of Association of Czech LSPs (ACTA)
- 2008 - 2011 ELIA board member (European Language Industry Association)
- since 2015 ELIA Exchange National Coordinator

Translation Industry

What is the difference between the translation business and other industry sectors?

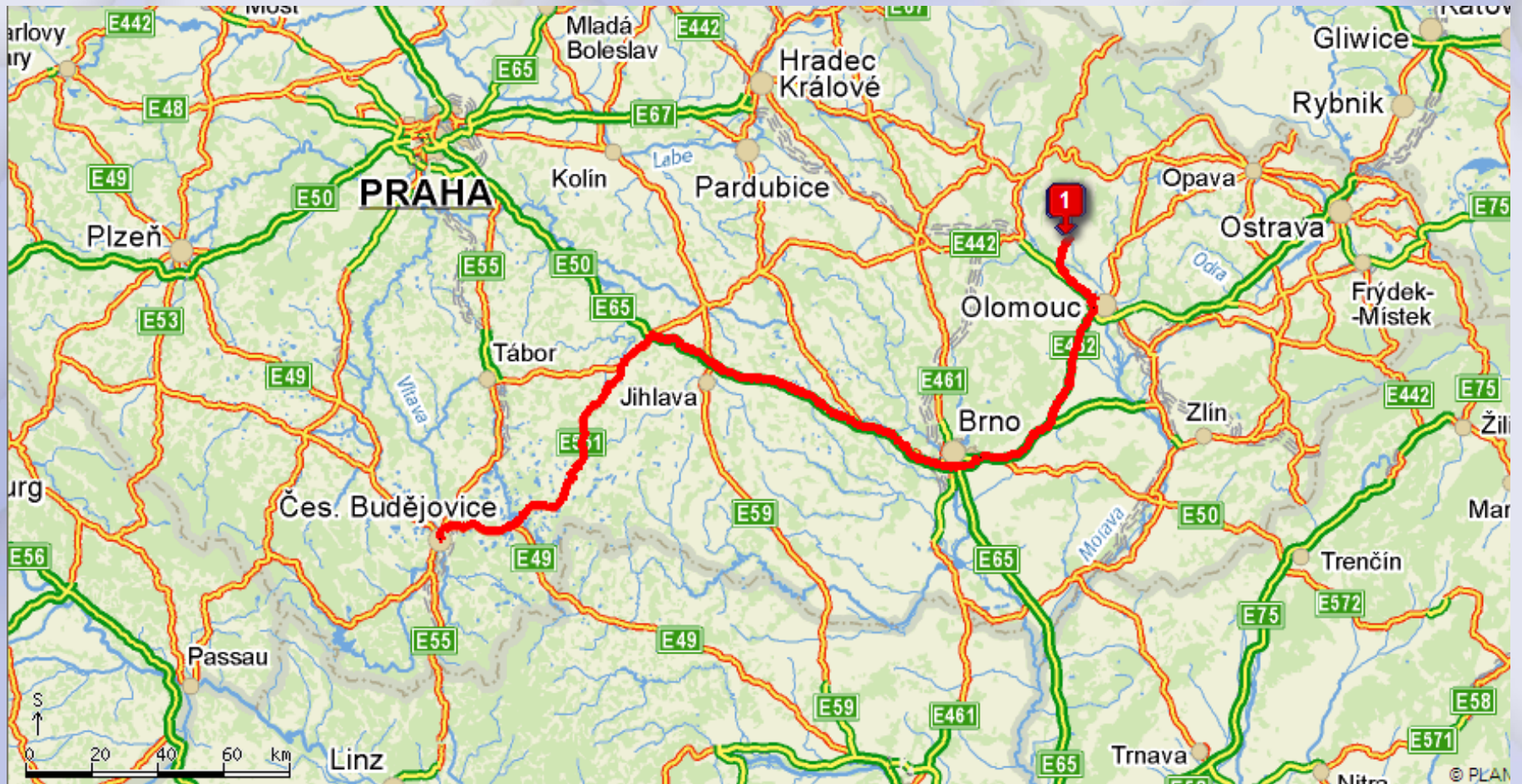
- Working with freelancers is the foundation of the business, especially for the SLP and MLP
→ the percentage of freelancers in the market opposed to permanent employees is much higher
- Technology driven sector, which is subject to constant changes in working methods
- Freelancers and agencies alike see a long term work relationship as beneficial

Who's buying? Leading verticals in Europe

	Industry	Expenditure – US\$M
1	Software publishing	507.1
2	Computer, electronic, and optical products manufacturing	385.5
3	Professional, scientific, and technical activities (legal, accounting, management consulting, architecture, technical testing, scientific research, advertising)	341.8
4	Machinery and equipment manufacturing	279.2
5	Financial and insurance (including banking, credit, and investment services)	269.9
6	Pharmaceutical manufacturing	264.1
12	Electrical equipment manufacturing	166.6
16	Education	127.5
22	Wholesale and retail trade	72.8
29	Food, beverage, and tobacco manufacturing	59.0



THE STORY



- **1993 home office**
- **1994 first „real“ office, 0.5 employee**





- 1995 technology: 3 PCs, 1 laptop, 1 printer, 1 copy machine, 3 faxe machines, 1 scanner, internet
- 1999 ISO 9001 certification
- and many other new things ...



How to shit on humans (in 12 lessons)

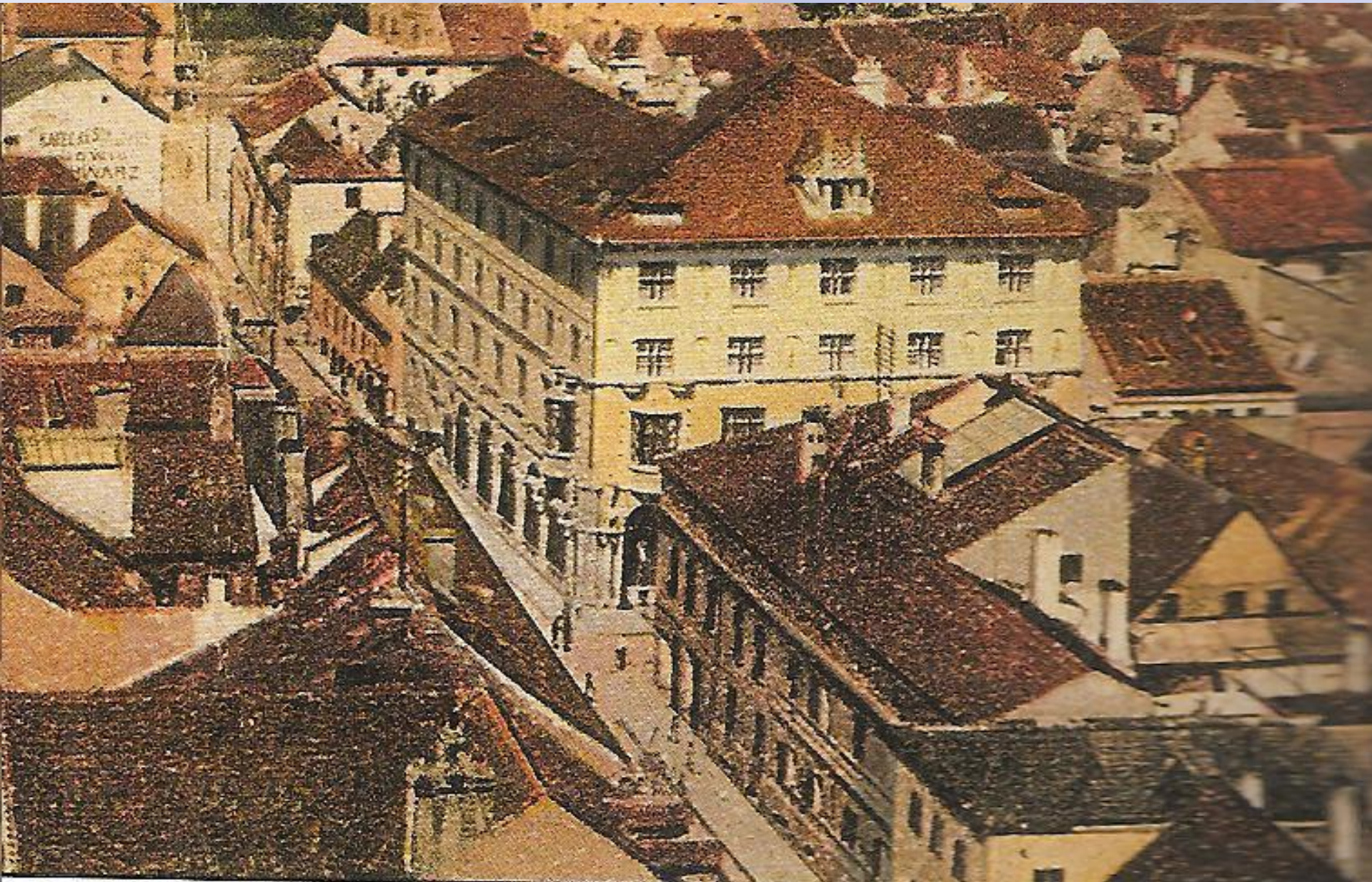






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around 1890



around 1990







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- 2,652 language combinations in 2013
- leader in the region, ca. top 10 within the Czech Republic
- 20+ inhouse employees (PMs, CAT & DTP & ICT managers, vendor managers, sales staff, accounting and admin)
- 500+ regular FLs all over the world
- EN 15038, ISO 9001 certifications
- core specialisation in power engineering and technical industries
- customers around the world
- office hours 7:00 am to 7:00 pm
- cooperation with universities (incl. practical training)

Build a custom workflow





STAFF WANTED !!

- translation industry awareness
- CAT skills
- general ITC skills
- business awareness
- translators having
 1. area specialisation
 2. CAT tools
 3. sense of responsibility
 4. language (mother-tongue)

Pokud budete čekat na perfektní podmínky, nikdy nic neuděláte. // If you wait for the perfect conditions you will never do anything.







**Thank you for your
attention! 😊**

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