

Languages Lanean

Kongresua

2024.01.18-19



18_EUSKALDUNA BILBAO JAUREGIA
19_GUGGENHEIM BILBAO MUSEOA
BILBO

languageslanean.euskadi.eus

Languages Lanean

I. INTERNATIONAL CONGRESS
CHALLENGES OF LANGUAGE
MANAGEMENT IN ECONOMIC ACTIVITY

January 18th at the Euskalduna
Palace in Bilbao and January 19th at
The Guggenheim Museum in Bilbao.

WHY THE LANGUAGES LANEAN CONGRESS?

Because the business environment is diverse. The range of economic activities is increasing in terms of supply and demand. This also applies to languages. The Languages Lanean Congress aims to share and discuss experiences and knowledge about the challenges of language management in the context of economic activity.

WHO IS THE LANGUAGES LANEAN CONGRESS FOR?

Business people and employees, clients and suppliers... All those who have concerns related to the use of language in economic activity will find interesting content at the congress; including, how to give each language its own space, how to establish an appropriate coexistence between languages, how to measure the economic value or the incalculable added value of languages.

WHY IS GOOD LINGUISTIC MANAGEMENT IMPORTANT?

In order to communicate with our interest groups and move within an international context, we often need to use more than one language within our organizations and companies. The level of services quality and competitiveness will be harmed by a poor management of this communication.

“Advanced language management develops business talent; it fosters collaboration and the ability to work in teams; and it improves competitiveness. It also contributes to European cultural diversity and to the promotion of the Basque language.”

Bingen Zupiria Gorostidi

Minister of Culture and Language Policy and
Government Spokesperson.



JANUARY

18th



EUSKALDUNA
CONFERENCE CENTER
BILBAO

PROGRAM

09:00

Congress opening

Iñigo Urkullu Renteria

President of the Basque Government

LANGUAGE MANAGEMENT IN THE EUROPEAN UNION

09:15

Language Management in the European Union.
How the EU can promote Basque

Johan Häggman

European Union

09:45

The Icelandic Experience: Language Preservation
and Competitiveness through AI

Jóhanna Vigdís Guðmundsdóttir

Consultant and former CEO of Iceland Center of Language
Technology

10:15

Corporate language management:
Insights from Scandinavian business

Guro Refsum Sanden

BI Norwegian Business School

10:45

Coffee break

LOCAL AND INTERNATIONAL COMPANIES EXPERIENCES

11:30

Mondragon eta euskara, elkarrekin hazi

Leire Mugerza Garate

Mondragon Corporation

12:00

GKNren Ibilbidea: Lehiakortasuna,
balio korporatiboak eta euskararen sustapena

Sandra Sanchez Pascual

GKN Automotive

12:30

KONE, Managing a Multi-Language Business

Francisco Paniagua Roncero

KONE

13:00

Leveraging Language Diversity at Google

Johanna Harings

GOOGLE

14:00

Lunch break and networking time



8 THEMATIC ROUND TABLES IN 4 ROOMS

When registering you must choose a room

15:30 - 17:30

PEOPLE.

Leadership. Talent. Migration.
Linguistic competences.



MODERATOR

Mari Jose Aranguren Querejeta

OrkestraBasqueInstituteofCompetitiveness



SPEAKERS

Asier Aranbarri Urzelai

Lehendakaritza-Social Innovation

Kristina Elkoro Aiestui

Elay SL

Igor Rodriguez Urrangoetxea

Eroski

Ignacio Lekunberri

Hormaetxea

Mutualia

Itziar Navarro Picabea

Deusto University

INTERNATIONALIZATION.

Experiences. Local language.
Corporate language.
Language policy.



MODERATOR

Miren Jasone Aretxabaleta Osa

TheBasqueBusinessDevelopmentAgency,SPRI



SPEAKERS

Jon Atxurra Aranguren

Cikautxo

Iñigo Olabarri Aldape

Batela

Mikel Gantxegi Gantxegi

Mondragon Assembly

Ekain Ortega

CAF

2 HALL

8 THEMATIC ROUND TABLES IN 4 ROOMS

When registering you must choose a room

15:30 - 17:30

RESOURCES FOR LANGUAGE MANAGEMENT.

Aid. Evaluation. Recognition.
Advice. Tools. Management system.



MODERATOR

Josune Zabala Alberdi

Basque Government - Vice-Ministry of
Language Policy



SPEAKERS

Rober Gutiérrez Mateos

Bai Euskarari Elkartea

Galder Lasuen Velasco

Euskalit

Javier Arakama Urtiaga

Euskarabidea-Basque Languages Institute of
Nafarroa

Nicolas Blain

Euskal Moneta

Amaia Balda Etxarte

Emun Koop. E.

SMEs.

Experiences. Challenges.
Options. Good practices.



MODERATOR

Aitor Aldasoro Iturbe

Basque Government-Environment and
Sustainability



SPEAKERS

Tristan Epstein

Eraman Koop.

Irati Rodriguez Lasa

HUPI

Mikel Uriguen Arana

Industrias Galarza SA

Beñat Arrizabalaga Alberdi

Landeta Burdin Lanak

Mikel Idoate Rey

Tanatorio Izarra

3 HALL

8 THEMATIC ROUND TABLES IN 4 ROOMS

When registering you must choose a room

15:30 - 17:30

PUBLIC SECTOR.

Experiences. Traction work.
Collaboration. Regulation.



MODERATOR

Joseba Lozano Santos

Basque Government - Vice-Ministry of
Language Policy



SPEAKERS

Fernando Nebreda Díaz de Espada

Orsoaldea's Development Agency

Zelai Nikolas Ezkurdia

Basque Parliament

Estepan Plazaola Otadui

Council of Bergara

Jon Sarasua Maritxalar

Mondragon Unibertsitatea

Francesc Xavier Vila Moreno

Government of Catalonia

EDUCATION AND THE WORKPLACE ENVIRONMENT.

Linguistic competence. Use.
Euskaldunization of adults.
Inclusion. Diversity.



MODERATOR

Amaia Agirre Pinedo

Basque Government- Education



SPEAKERS

Sonia Anton Pradera

Euskaltegi IKA Gasteiz

Gorka Lazkano Arrizubieta

Centro de Formación Profesional Miguel Altuna

Karin Van Der Worp

UPV/EHU

Lander Beloki Mendizabal

Mondragon Unibertsitatea

Jokin Azkue Arrastoa

HABE

4 HALL

8 THEMATIC ROUND TABLES IN 4 ROOMS

When registering you must choose a room

15:30 - 17:30

LANGUAGE TECHNOLOGIES.

Tools. Artificial intelligence.
Technological sovereignty.
Future.



MODERATOR

Estibaliz Alkorta Barragán

Basque Government - Vice-Ministry of
Language Policy



SPEAKERS

Gorka Azkune Galparsoro

UPV/EHU

Josu Aztiria Urtaran

Orai Tecnologías NLP

Arantza del Pozo Etxezarreta

Vicomtech

Gorka Julio Hurtado

Talaíos Koop.

Maite Goñi Eizmendi

Advisory council of the basque language

QUALITY OF SERVICE.

Language of service.
Competitiveness.
Linguistic rights.



MODERATOR

Ana Urkiza Ibaibarriaga

Bankoa ABANCA



SPEAKERS

Maddi Marko Rada

Goienar

Miren Ormaetxea Legarreta

Osakidetza

Saioa Alvarez Aristi

Matia Goxara SL

Nuria Agirre Unzueta

Laboral Kutxa

Eneko Arruebarrena Elizondo

Metro Bilbao



JANUARY 19th



GUGGENHEIM BILBAO
MUSEUM

PROGRAM

09:30

Institutional welcome



MODERATOR
Xabi Paya Ruiz

LINGUISTIC MANAGEMENT AND BEST PRACTICES IN CULTURAL AREA

09:45

Nerea Virto Gabilondo

Guggenheim Bilbao Museum

Oriol Roch Izard

Basque National Orchestra

Beñat Gaztelurrutia Munitxa

Durangoko Azoka

Xabier Ormazabal Zaballos

International Choral Contest of Tolosa

LANGUAGES AND CREATIVITY

10:30

Esti Urresola Solaguren

Screenwriter, director and producer

Itziar Ituño Martinez

Actress

Pello Reparaz Escala

Musician and producer

11:15

Closing

11:30

Cofee

12:00

*Possibility to visit
the Guggenheim Museum*




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 [@LanguagesEJGV](#)



EUSKO JAURLARITZA
GOBIERNO VASCO