

Languages Lanean

Kongresua

2024. 01. 18-19



On January 18 and 19, Bilbao will host Languages Lanean, the 1st International Congress on linguistic management

The Languages Lanean conference, focusing on the challenges of language management in economic activity, aims to underscore the importance of language management in the professional realm and disseminate best practices from organizations excelling in language management within the socioeconomic sphere. The congress anticipates the future, envisioning a globalized socioeconomic sector where language management is vital for delivering quality services and remaining competitive in the market.

Globalization, diversity, and internationalization characterize today's society, enhancing the complexity of language management in economic activities. Concurrently, new opportunities arise, thanks to language technologies and artificial intelligence. Languages Lanean is a conference designed to explore, reflect upon, and share experiences and knowledge. To facilitate this, both Basque and international speakers have been invited. Complementing the presentations, round tables organized by sectors are scheduled. An extensive program has been prepared, featuring the participation of over 50 speakers.

The congress is organized by the Department of Culture and Language Policy of the Basque Government and the Department of Economic Development, Sustainability, and Environment. The two-day event will take place in Bilbao, with sessions on January 18 at the Euskalduna Bilbao Palace and on January 19 at the Guggenheim Museum Bilbao.

Attendance at the congress is free, but registration is required through the website: <https://languageslanean.euskadi.eus>