Languages Lanean
2027 Kongresua

The Languages Lanean 2027 congress will examine the importance of language management in business competitiveness

- **The congress will be held on January 28, 2027 at the Kursaal in San Sebastian, and on January 29 at GOe - Gastronomy Open Ecosystem.**
- **The second edition of the international congress will measure and analyze the impact of language management on business competitiveness.**
- **The meeting will bring together professionals and experts from the Basque Country and abroad, with the aim of influencing business strategies through best practices in language management.**
- **Through this congress, a new leap in the use of Basque in the socio-economic sphere is sought, aligning with the general 'Jauzia Gara' strategy launched by the Basque Government.**

Donostia / San Sebastián, 23rd of November of 2026. The international Languages Lanean congress has opened registration for its 2027 edition. Supported by the Basque Government, the second edition of the congress will take place in San Sebastian on January 28 and 29, 2027, to examine the importance of language management in the socioeconomic sphere and business competitiveness.

The first edition was held in 2024 in Bilbao, and given its success, the congress will return three years later with an expanded international perspective. The aim is to share experiences and advanced practices in language management. Through these, all types of companies are encouraged to integrate the linguistic variable into their strategies. The two-day initiative will take place in two venues: **on January 28 at the Kursaal in Donostia / San Sebastián, and on January 29 at GOe - Gastronomy Open Ecosystem.**

Language management, a factor in competitiveness
Language management will be addressed as a tool to respond to the daily challenges of

companies and organizations. Indeed, adequate language management has an impact on relationships with customers, employee motivation and team cohesion, knowledge transfer, organizational identity and innovation.

Thus, the congress will analyze the place of languages in organizational strategy, and offer the opportunity to learn from the experiences of advanced companies and entities. Among other topics, internationalization, people management, customer experience, social responsibility and the opportunities offered by artificial intelligence in language management will be discussed.

The impact of language management on various economic sectors will also be analyzed, such as industry, sport, healthcare and care, commerce, hospitality and tourism.

A meeting point for sharing experiences from the Basque Country and abroad
The congress will bring together professionals and experts from the Basque Country and abroad to share their knowledge, experiences and best practices in language management and analyze the impact of the linguistic variable on business competitiveness.

In addition, the LANera strategy will be presented. Through this comprehensive strategy from the Vice-Ministry of Language Policy of the Basque Government, a permanent network of companies that want to integrate and expand Basque in the world of work will be created.

Open registration
The Languages Lanean 2027 congress will be open to everyone, and is especially aimed at business leaders and professionals: entrepreneurs, human resources and systems managers, and professionals interested in language management in general.

Those who wish to participate in the congress can already register. The two-day meeting will offer the opportunity to learn about the contribution of language management to organizational competitiveness, learn from other experiences and obtain ideas and tools applicable to one's own organization.

Registration: https://labur.eus/LL2027-registration-en