



Business cross-borders – language obstacles in the Single Market

***My Europe.
My language.***

***With language technologies
made in Europe***

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The European Commission and MULTILINGUALISM & LANGUAGE TECHNOLOGIES (LT)

MY EUROPE, MY LANGUAGE.
WITH LANGUAGE TECHNOLOGIES MADE IN EUROPE



LANGUAGE EQUALITY
IN THE DIGITAL AGE

CHALLENGES

- Europe today: 500+ million consumers
many small markets fragmented by languages
- English dominates the digital world
- Linguistic discrimination with social & economic impact
- Strategic autonomy - language technology services and markets are dominated by global non-European companies



OPPORTUNITIES

Recent breakthroughs in language technologies offer for the first time **truly cost-effective multilingual solutions**

LANGUAGE TECHNOLOGIES

Language Technologies (LT) support:

- Linguistic diversity
- Worker mobility
- Access to cross-border public services
- Citizens' engagement in democratic processes
- **Cross-border trade and e-commerce**

**UNITED IN DIVERSITY or
DIVIDED BY LANGUAGE DIVERSITY?**

eTranslation

The same automatic translation machine translation tool for two complementary purposes:

eTranslation inside the EU bodies

- Translators of the EU Institutions
- Digital services of the EU Institutions
- All staff of EU institutions



CEF eTranslation

- CEF Digital Service Infrastructures
- Pan-European digital public services
- Public administrations in Member States
- **SMEs(*)**



**Offering eTranslation to European SMEs (*)
free of charge**

() Pending adoption of the CEF work programme 2020*

eTranslation – the current offer

The neural machine translation (NMT) service

« rough »
good
enough /
fit for
purpose

- a **Web interface for the users (upload, email service; snippets 2 500 characters)**
 - One of the tools available to in-house EU translators
 - “Rough” translations for non-translators to access the content
- a **Machine to Machine service for integration in workflows:**

Understand an
email in Bulgarian
immediately

Examples

- Cross-border e-Procurement platform interconnecting Slovakia, Slovenia, Germany and Croatia
- Support the European Reference Network of hospitals for rare diseases
- Support N-Lex, the national law database; TED (public procurement)
- The Online Dispute Resolution (ODR) Portal let users communicate with their counterparts in their own language.
- Better Regulation Portal – used inside EU to translate public feedback

Developments planned for next 1-2 years:

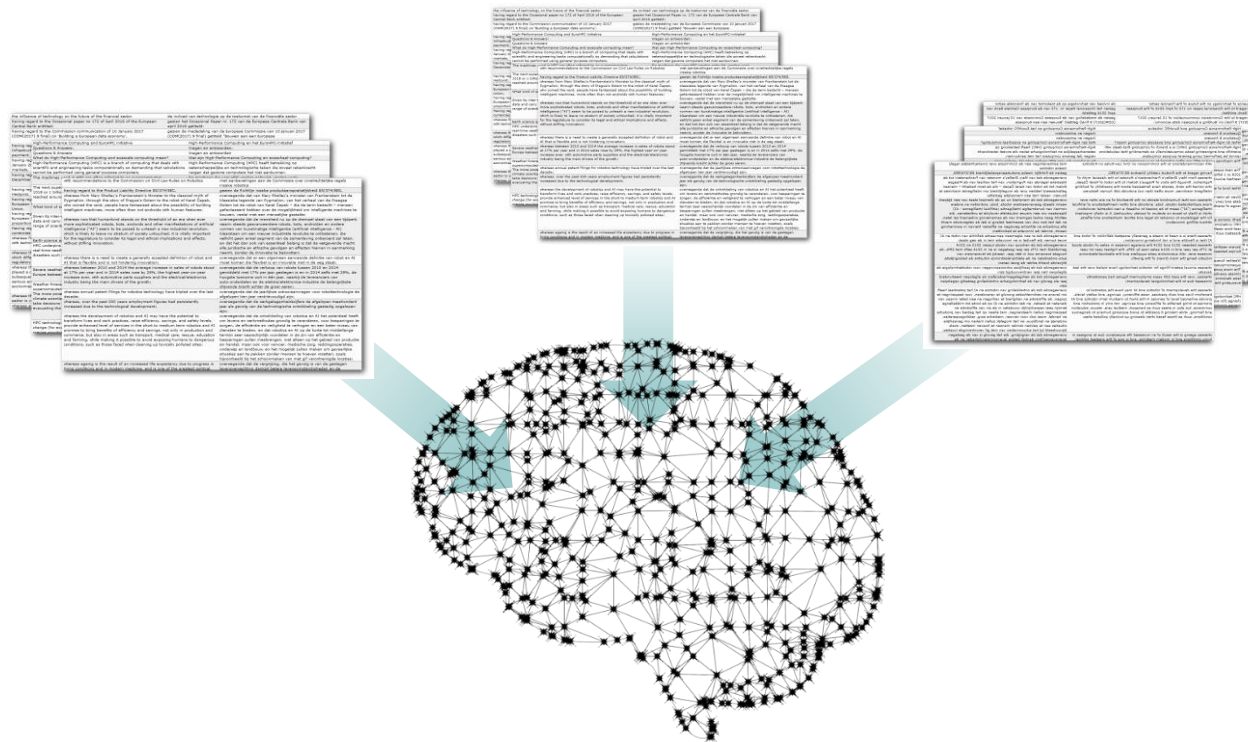
- extend **content** : general, scientific, social media...
- extend **languages** to non-EU languages of social or economic importance
- extend **tools**: text analysis (e.g. to identify trends, analyse feedback), text summarisation, context, data anonymization, speech recognition, speech transcription, ...

Why use eTranslation?

- AI-based Machine Translation into and out of all 24 EU official languages plus Icelandic & Norwegian (+...)
- Competitive quality
(In the top 4 of the World MT competition including Microsoft, Facebook and major universities)
- Cost/benefit for material currently not translated
- Guarantee for data privacy and copyright
- Multiple formats & multiple languages
- Machine to Machine workflow integration
- Secure
- Scalable

How eTranslation works

Data + Neural Network = machine translation



Data from
Euramis
(human-
translated
sentences)

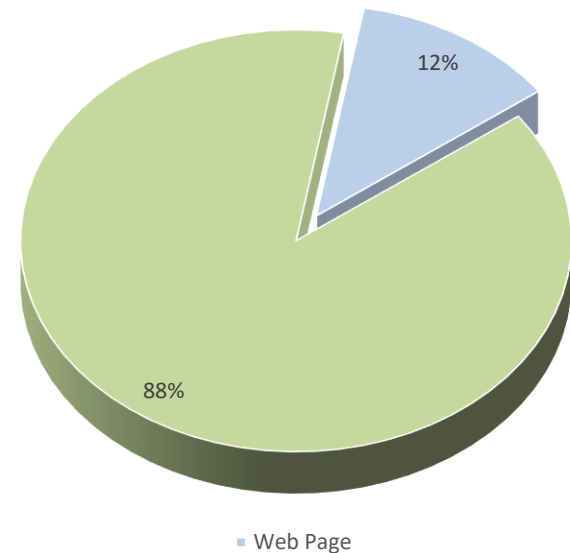
Neural
network
(AI)

**Because eTranslation is built using translated EU documents
it currently works best on texts related to EU policies
– this will improve**

eTranslation – Statistics

- Translation volume:
 - 19 million pages in 2017
 - 40 million pages in 2018
 - 49 million pages Jan-Sep 19
(65 million in 2019?)
- Compared to 2 million pages by EC human translators in 2018
- Latest daily records:
902 000 translated pages
311 078 requests

Web page use as % of total use Q1 2019



Over 60 digital services connected

Why the SMEs?

(1/3)

- **SMEs as potential users of eTranslation:**
3 million SMEs in the EU are engaged in international trade.
- US [study](#)* (=>Latin American trade increased, following introduction of eBay MT from English to Spanish) found :
- **Language barriers greatly hinder trade.** This is true even for digital platforms where trade frictions are already smaller than offline.
- Upgraded **machine translation** system **significantly increased international trade**, increasing exports by 11%
- **Impact of MT** for title translation was equivalent to :
 - an export increase from reducing distances between countries by 26% or
 - the increase on export revenue from removing export administrative and logistic costs (12% in 2013)

*Dec 2018: MIT, NBER & Washington University

Why the SMEs?

(2/3)

- **Economically unviable for the EU private sector in LT to cover all languages of the single market** because the high number of language combinations, fragmentation of the single market into niche language markets, and low-cost language solutions offered by non-European companies.
- Non-European actors (e.g. Google, Facebook, etc.) offer “free” automated translation in a wide range of languages through their **data collection strategy, this raises privacy concerns and puts European strategic autonomy in the sector at risk.**

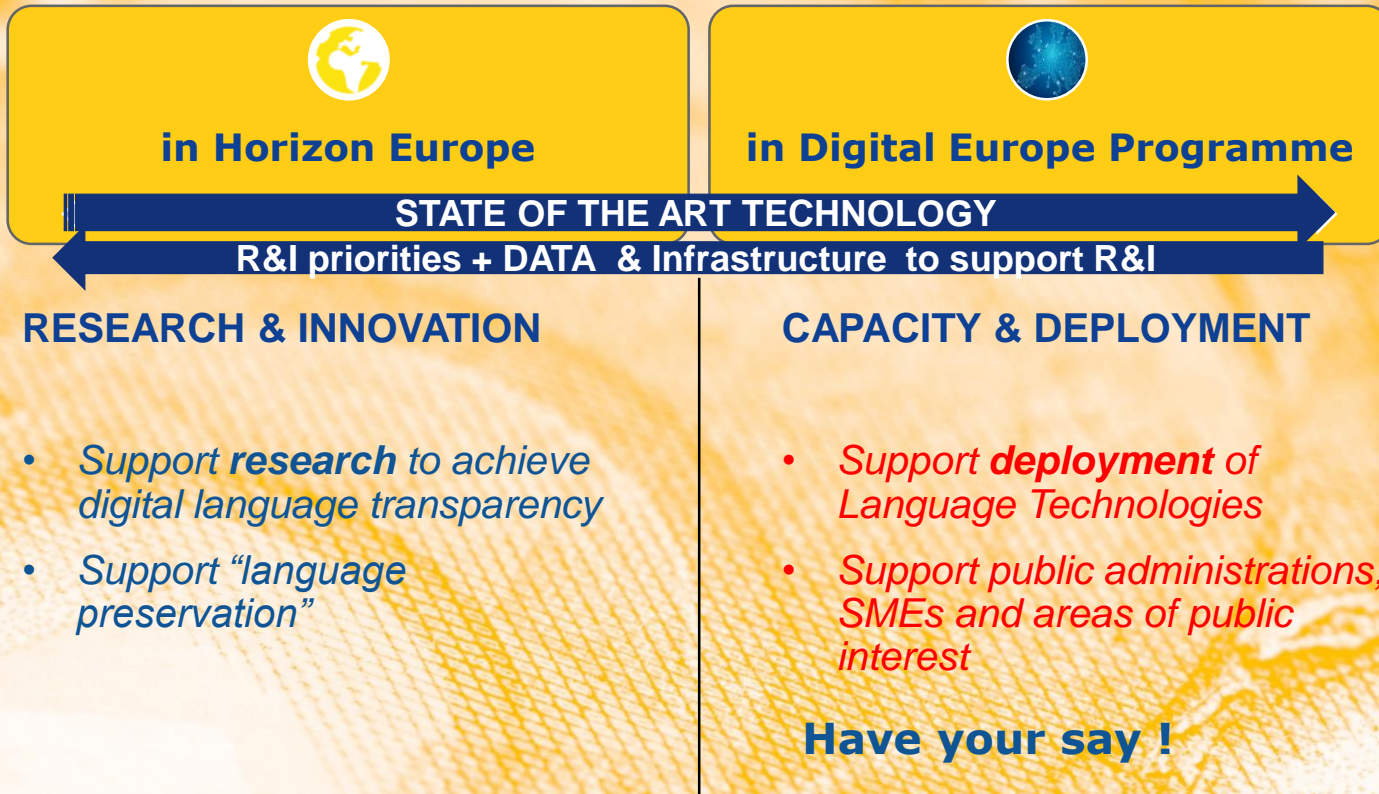
Why the SMEs?

(3/3)

Language Equality in the Digital Age **European Parliament resolution of** **11 September 2018 (2018/2028(INI)):**

- **asked EC to reduce the technology gap between European languages**; stressing that this should be done with the participation of research centres, academia, enterprises (particularly **SMEs and start-ups**)
- urged the development of actions and appropriate funding with the aim of **enabling and empowering European SMEs and start-ups to easily access and use LTs in order to grow their businesses online by accessing new markets and development opportunities, thereby boosting their levels of innovation and creating jobs**

MULTILINGUALISM IN 2021-2027 (*)



Public consultation open till 25 October

(*) pending adoption of the corresponding programmes

Next steps ()*

- In a few weeks, with DG GROW and the Enterprise Europe Network we will launch an **SME panel consultation (survey)** to better understand SMEs' needs and use cases for automated translation tools and language technologies
- From November 2019 we will run a first **test** with a set of 200 SMEs to receive feedback on using eTranslation
- **Early 2020** eTranslation will be made available to European SMEs - please **use it!**

(*) pending adoption of the CEF work programme 2020

Ready to get started?

Reach out to us to learn more (in any language)!

Email: CNECT-LANGTECH@ec.europa.eu

Or visit www.ec.europa.eu/cefdigital

**Self-registration
webpage available
to EU SMEs
from 6 November 2019**

*Available to public administrations, and soon to SMEs.
Can you help us spread the message ?*

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