



languageiseverything

Interim report 2008

With a special focus on our work with



Language is Everything: key points

Why are we called Language is Everything?

Because language *is* everything: it's what sets us apart as humans, and it's what gives wings to our imagination.

languageiseverything

OFFICIAL
PARTNER



PART
OF THE



- We're the official partner of the Hull & Humber Chamber of Commerce, part of the World Trade Centre in Hull.
- Together, we're helping companies discover new ways of communicating with overseas customers.
- Our core services are telephone interpreting, face to face interpreting and written translation.
- Our other services include language and cultural training, voice-over recording and e-document storage.
- We're an independently-owned, UK-based company with a 16-year track record in the private and public sectors.
- This interim report was published on 30th May 2008; previous reports are available on our web site.
- Our operations centre is based just off junction 37 of the M62 — please give us a call and come and visit.

Key personnel



Dawn Bowes
Senior Account Manager
Joined 2001



Carolyn Burgess
Chief Executive
Joined 1995



Martin Burgess
ICT Manager
Joined 1999



Carol Curtis
Managing Director
Joined 1998



Graham Jones
Company Secretary
Joined 1999



Colin Pepler
National Sales Manager
Joined 2007



Bev Williams
Accounts Manager
Joined 2000

Operations Team: Hannah Brigham, Sandra Courtney, Sue Daddy, Lynn Karren, Zoe Longhorn, Chris Mitchell, Neil Moor, Sarah Newbitt, Tanith Reay, Helen Round, Zoë Scaling, Anna Trezise, Audra Verpetinskate, Lynda Wilton

In addition to the key personnel based at our operations centre in Howden, East Yorkshire, we have a brilliant team of freelance interpreters and translators based across the UK and worldwide. We're always on the look-out for talented and experienced linguists — please visit our web site for more information.



Message from the Chief Executive

The first part of this year has seen a continuation of our steady, long-term organic growth. Our core services remain telephone interpreting, face to face interpreting and written translation, and we continue to value quality and customer service above price and automation.

At the same time, we try to be more than just a business. We've always believed that companies, no matter how big or small, can be a force for good within their local communities and the world at large.

The main focus of this interim report is our association with AfrOx, a new organisation working to improve cancer prevention and control in Africa. In March this year I became an AfrOx 'founder', and it's an honour and a privilege to be part of a team that includes committed and inspiring public servants such as Alan Milburn (the former Secretary of State for Health) and David Kerr (the Rhodes Professor of Clinical Pharmacology and Cancer Therapeutics at Oxford University).

Language is everything in the fight against cancer. There are more than 2,000 languages spoken in Africa, and a word for cancer does not exist in all of them. This makes it difficult to raise awareness of symptoms,

promote help-seeking behaviour, and build public concern about cancer prevention and treatment services. In turn, this contributes to the low profile of cancer in Africa: it remains a feared and unknown disease, much like it was in the UK many decades ago.

We begin our interim report with a one-page briefing on AfrOx in each of the official languages of the African Union: English, Arabic, French, Portuguese and Swahili (pages 5 to 9). We then ask what role the private sector has to play in the development of Africa (pages 10 & 11).

Moving further afield, we take a look at the global strength of the English language — and the 'hidden dangers' this creates for monolingual English-speakers (pages 12 & 13). Finally, we present our financial results for Q1 2008 (pages 14 & 15).

We'd like to say a big thank you to our customers and linguists, and we wish you all the very best for the remainder of this year.

Carolyn

Carolyn Burgess

Chief Executive, Language is Everything Ltd

AFROX : a one-page briefing

The cancer crisis in the developing world

1. Cancer is set to become the newest epidemic in the developing world.
2. Cancer already kills more people worldwide than HIV, TB and malaria combined.
3. By 2020, it is predicted that cancer rates will double to 16 million new cases per annum, 70% of which will occur in the developing world.
4. In the developing world, one-third of cancers are potentially preventable, and another third are treatable if detected early.
5. Currently, a cancer diagnosis in the developing world often means a painful and distressing death in most cases.

Laying the foundations of sustainable healthcare

6. The Africa-Oxford Cancer Consortium (AfrOx) is a new organisation whose mission is to use a multidisciplinary approach to improve cancer prevention and control in Africa (web site: www.afrox.org).
7. AfrOx was established following the African Cancer Reform Conference, which was held in 2007 and organised by Professor David Kerr of

the University of Oxford. The conference was attended by 23 African health ministers or their representatives, charities, cancer specialists and doctors, the pharmaceutical industry, the World Health Organisation, the World Bank, the African Development Bank and UK MPs.

8. AfrOx is working with African partners to co-ordinate the development of affordable and sustainable cancer control programmes.
9. AfrOx is a vehicle for delivery and a catalyst for change: it brings together different partners to facilitate and fund cancer initiatives in Africa.

The chance to make an extraordinary difference

10. The UK business community has a key role to play through its network of contacts across Africa.
11. Business can also make a critical contribution through fundraising, and by helping to 'make the argument' on the ground for tackling Africa's cancer crisis.
12. On their own, African countries will simply not be able to deal with the coming cancer epidemic. By working together, we can prevent a tragedy.

AFROX : a one-page briefing (Arabic)

بتنظيمه البروفيسور دايفد كارر من جامعة اكسفورد. لقد حضر الاجتماع 23 وزير صحة افريقي أو ممثليهم بالإضافة الى منظمات خيرية وأخصائيي مرض السرطان وأطباء وممثلين من قطاع الصيدلة والمنظمة العالمية للصحة والبنك العالمي وبنك التنمية الافريقي وممثلي البرلمان بالمملكة المتحدة البريطانية.

8. تعمل افركس مع شركاء افريقيين لتنسيق العمليات المتعلقة بتطوير برامج مستمرة وغير مكلفة للسيطرة على مرض السرطان.
9. تعد افركس بمثابة واسطة للانتاج وحافز للتغيير: فهي تقوم بلم شمل مختلف الشركاء من أجل تسهيل وتمويل المبادرات المتعلقة بمرض السرطان في افريقيا.

فرصة لإحداث فرق إستثنائي

10. يمكن ان يلعب المجتمع الاقتصادي بالمملكة المتحدة البريطانية دور فعال من خلال شبكة علاقاته في مختلف أنحاء افريقيا.
11. كما يمكن كذلك للمجتمع الاقتصادي أن تكون له مساهمة بارعة في جمع التبرعات والمساعدة "في خلق المبرر" من أجل تحدي كارثة مرض السرطان بافريقيا.
12. ببساطة يمكن القول ان الدول الافريقية لن تكون قادرة على مواجهة وباء السرطان المقبل بمفردها. لنعمل سويا من أجل تفادي الكارثة.

كارثة مرض السرطان في الدول النامية

1. من المتوقع أن يصبح السرطان الوباء الأكثر حداثة في الدول النامية.
2. ان مرض السرطان يقتل العديد من الأشخاص في مختلف انحاء العالم أكثر مما هو الحال عليه بالنسبة لمرض فقدان المناعة والسل والملاريا سوية.
3. في سنة 2020، من المتوقع أن تتضاعف نسبة انتشار مرض السرطان الى 16 مليون حالة جديدة بالسنة، 70% منها سيحدث في الدول النامية.
4. يمكن تفادي حدوث ثلث حالات مرض السرطان في الدول النامية بينما يمكن معالجة ثلث اخر إذا تم تشخيص الحالات مبكرا.
5. في الوقت الحاضر يعتبر تشخيص مرض السرطان في الدول النامية بمثابة الموت المؤلم والمفجع في كثير من الحالات.

ترسيخ اسس العناية الصحية الدائمة

6. اتحاد افريقيا اكسفورد (افركس) لمرض السرطان هي منظمة حديثة، مهمتها استخدام طرق متعددة المناهج لتحسين الوقاية والسيطرة على مرض السرطان بافريقيا (الموقع بشبكة الانترنت www.afrox.org)
7. لقد تم تأسيس منظمة افركس بعد الاجتماع الافريقي المتعلق بالاصلاح الخاص بمرض السرطان الذي تم عقده في سنة 2007 والذي قام

AFROX : a one-page briefing (French)

La crise du cancer dans les pays en voie de développement

1. Le cancer est désigné à devenir la plus récente épidémie dans les pays en voie de développement.
2. Le cancer tue déjà plus de personnes dans le monde que le VIH, la tuberculose et le paludisme réunis.
3. En 2020, on prévoit que le taux du cancer va doubler jusqu'à 16 millions de nouveaux cas par année, dont 70% vont se produire dans les pays en voie de développement.
4. Dans les pays en voie de développement, le tiers des cancers sont potentiellement évitables tandis que l'autre tiers peuvent être traités s'ils sont dépistés assez tôt.
5. Actuellement, dans les pays en voie de développement, si on fait le diagnostic d'un cancer, ceci veut dire une mort amère et bouleversante dans la plupart des cas.

Établir les fondations pour des soins sanitaires durables

6. Le consortium Afrique-Oxford sur le cancer (Afrox) est une nouvelle organisation ayant pour mission d'aborder une méthode pluri-disciplinaire pour améliorer la prévention et maintenir le cancer à un niveau raisonnable en Afrique (site sur le web : www.afrox.org).
7. Afrox a été établie suite à la conférence africaine sur la réforme de la lutte contre le cancer qui s'est tenue en 2007 et a été organisée par le professeur David Kerr

de l'Université d'Oxford. Présents à la conférence étaient : 23 ministres de la Santé africains ou leurs représentants, des associations caritatives, des spécialistes sur le cancer et des médecins, l'industrie pharmaceutique, l'Organisation mondiale de la Santé, La Banque mondiale, la Banque africaine de développement et les représentants du parlement au Royaume-Uni.

8. Afrox travaille en collaboration avec ses partenaires africains pour mettre en place des programmes qui soient abordables et durables afin de maintenir le cancer à un niveau raisonnable.
9. Afrox est un moyen de distribution et de motivation pour le changement : elle réunit les différents partenaires pour faciliter et financer les initiatives sur le cancer en Afrique.

L'opportunité de créer un changement extraordinaire

10. L'ensemble du milieu des affaires au Royaume-Uni joue un rôle important par le biais de son réseau de contacts à travers l'Afrique.
11. Le milieu des affaires peut aussi apporter une importante contribution tout en collectant des fonds et en aidant à "créer un débat" ayant pour cause la lutte contre la crise du cancer en Afrique.
12. Tous seuls, les pays africains ne sont tout simplement pas en mesure de gérer l'épidémie du cancer qui surviendra. En travaillant ensemble, nous pouvons éviter une tragédie.



AFROX : a one-page briefing (Portuguese)

A crise de cancro nos países em desenvolvimento

1. O cancro é considerado a mais nova epidemia nos países em desenvolvimento.
2. O cancro já matou mais pessoas no mundo do que o VIH/SIDA, a tuberculose e a malária juntos.
3. Prevê-se que até 2020, o índice de novos casos de doentes com cancro duplicará para 16 milhões, sendo que 70% será proveniente dos países em desenvolvimento.
4. Nos países em desenvolvimento, um terço dos doentes com cancro é potencialmente evitável, enquanto o outro terço pode ser tratado, se a doença for descoberta na fase inicial.
5. Actualmente, o diagnóstico nos países em desenvolvimento, normalmente significa, na maioria dos casos, a morte dolorosa e angustiante.

Estruturar as fundações de cuidados médicos sustentáveis

6. A Africa-Oxford Cancer Consortium (AfrOx) é uma nova organização, cuja missão é de melhorar a prevenção e o controlo de cancro na África. (consultar: www.afrox.org).
7. A AfrOx foi fundada logo após a Conferência de Reforma de Cancro na África em 2007 e organizada pelo Professor David Kerr da

Universidade de Oxford. A conferência foi assistida por 23 ministros de saúde africanos ou os seus representantes, instituições de beneficência, médicos e especialistas do cancro, indústria farmacêutica, Organização Mundial da Saúde (OMS), Banco Mundial, Banco de Desenvolvimento Africano e Parlamentares Britânicos.

8. A AfrOx está a trabalhar com os seus parceiros Africanos para coordenar o desenvolvimento de programas de controlo do cancro mais viável financeiramente e sustentável.
9. A AfrOx é um meio de entrega e um mecanismo de mudanças: consolida diversos parceiros a fim de facilitar e financiar as iniciativas contra o cancro em África.

A oportunidade faz uma diferença extraordinária

10. A comunidade financeira do Reino Unido desempenha um papel importante através das suas redes de contactos em África.
11. A comunidade financeira pode fazer também uma contribuição significativa através da angariação de fundos e do apoio ao "fazer um discurso" para tentar resolver a crise de cancro em África.
12. Os países Africanos não serão capazes de lidar com a epidemia de cancro sozinhos. Trabalhando juntos, poderemos evitar a tragédia.

AFROX : a one-page briefing (Swahili)

Tatizo la saratani nchi zinazoendelea

1. Ugonjwa wa saratani unategemewa kulipuka dunia inayoendelea.
2. Saratani tayari inaua watu wengi zaidi duniani kuliko UKIMWI, Kifua Kikuu na Malaria pamoja.
3. Inatabiriwa kuwa hadi mwaka 2020 idadi ya wagonjwa wa saratani itaongezeka mara mbili kufikia milioni 16 kila mwaka na kati yao asilimia 70 watatoka nchi zinazoendelea.
4. Theluthi moja ya saratani nchi tajiri inazuilika ilhali theluthi moja zaidi inatibika ikionekana mapema.
5. Kwa sasa, saratani ikishajulikana nchi zinazoendelea mara nyingi inaimanisha kifo cha maumivu na karaha.

Kujenga misingi ya kuhimili huduma za kiafya

6. Ubia wa Saratani Africa-Oxford (AfrOx) ni shirika jipya ambalo lina nia ya kutumia njia mbalimbali kuhahakisha saratani inazuiwa na kukabiliwa Afrika (tovuti : www.afrox.org).
7. AfrOx iliundwa baada ya mkutano wa Kukabili Saratani Afrika uliotayarishwa na Profesa David Kerr wa Chuo Kikuu cha Oxford mwaka 2007. Mkutano huo ulihudhuriwa na mawaziri wa afya

au wawakilishi wake 23 toka Afrika, mashirika ya fadhila, wataalamu wa saratani na madaktari, makampuni ya madawa, Shirika la Afya Duniani, Benki Kuu ya Dunia, Benki ya Maendeleo ya Afrika na wabunge toka Uingereza.

8. AfrOx inafanya kazi na wataalamu wenzake toka Afrika ili kuendeleza miradi ya bei nafuu kuhimili uzuiaji wa saratani.
9. AfrOx ni gurudumu la kutimiza na kuleta mabadiliko: litaleta wataalamu kadhaa kufanikisha na kutoa michango ya kusaidia saratani barani Afrika.

Nafasi ya kuleta mabadiliko makubwa

10. Jumuiya ya wafanya biashara nchini Uingereza ina nafasi kubwa kuleta mafanikio haya kupitia wateja wake bara zima la Afrika.
11. Biashara inaweza kuleta mafanikio makubwa kwa kutafuta michango na kusaidia "kutoa hoja" ili kulikabili janga la saratani Afrika.
12. Peke yake, nchi za Kiafrika haziwezi katu kupambana na kimbunga kinachotegemewa cha saratani. Kwa ushirikiano, tunaweza kuzuia janga hili.



Can the private sector make a difference in Africa?

It has always been difficult to comprehend the scale and complexity of Africa.

Maps often show Africa as being similar in size to Greenland. In fact, Africa is 14 times bigger, and Greenland would rank as only the continent's fourth-largest country (just behind the Democratic Republic of the Congo).

Africa is often thought of as a far-away land. In fact, the capital of Algeria (Algiers) is closer to the capital of its former colonial power (Paris) than it is to its southernmost border, and passenger ferries cross between Europe and Africa in half the time it takes to travel from Dover to Calais.

The word 'Africa' is often used as if it were a single, uniform place. In fact, Africa consists of more than 50 nations, and includes wonders such as the only country in the world that lies entirely above 1,000 metres (Lesotho).

Africa is sometimes portrayed as something of a backwater. In fact, it was the birthplace of the human race, and is the most linguistically diverse region in the world (most Africans grow up speaking two, three or four languages).

The challenges for organisations such as AfrOx are

considerable. How do you deliver across a region of geographical extremes and land-locked countries? How do you act as a catalyst for change in an area beset by a large number of pressing and urgent problems? How do you spread a message across a continent made up of more than 2,000 different languages and cultures?

AfrOx's strategy is to bring together a wide range of partners from the political and clinical sectors, and act as a bridge between UK cancer specialists and their African counterparts. Crucially, AfrOx also wants to work in partnership with the private sector, to build on existing trade links between the UK and Africa, and to raise awareness and resources.

How much of a role does business have to play in the development of Africa? The example of one particular industry suggests that private companies can bring about significant changes in ways that governments cannot.

Africa has long suffered from a crippling communications infrastructure. There are only 14 million telephone lines in the whole of sub-Saharan Africa — less than the number in Tokyo — and fewer than 1 in 50 Africans have access to a landline.

In the past few years, however, mobile phones have

created a market-led communications revolution across the continent. Taking advantage of a liberal regulatory environment, mobile operators have developed highly successful business models for low-income and rural communities. Today, mobile subscribers outnumber landline subscribers by ratios of up to 15 to 1, and Africa is the fastest-growing mobile market in the world.

The effects of all this have been widespread. Farmers can check food prices in neighbouring towns, which helps to make local economies more efficient. M-banking services enable people to send and receive money by mobile phone, which helps to make local economies more liquid. Better communication networks reduce risk, which helps to make local economies more stable.

In addition, mobile phones have improved healthcare by giving people in remote areas access to medical advice. They have created spin-off services, such as the traders who sell top-up vouchers or recharge mobiles for a fee. They have generated a feel-good factor that comes from keeping in touch with family and friends. And there is a widespread sense that, by giving Africans a voice, they are helping to foster democracy

throughout the continent.

Clearly, not all industries are able to make such a sudden and dramatic impact upon society. However, the story of mobile phones in Africa shows that the private sector can reach out to people in ways that the public sector cannot. As Mo Ibrahim, the founder of the pioneering African mobile operator Celtel, puts it: "The way forward for Africa is investment."

AfrOx is keen to use the contacts, expertise and 'can do' attitude of the business community: at Language is Everything, for example, we've designed a new AfrOx web site; in partnership with the Chamber of Commerce, we're planning a series of trade missions between the UK and Africa; in partnership with the University of Hull, we're investigating language and cultural issues related to cancer; and in partnership with key stakeholders across the region, we're looking at new ways of expanding Yorkshire and The Humber's historical ties with Africa.

From multinationals to SMEs, therefore, companies can make a real contribution to the fight against cancer in Africa. The scale and complexity of the challenge is enormous, but so is the opportunity to make a difference.



The 'hidden dangers' of English

Writing in the April-May edition of the Hull & Humber Chamber of Commerce's Business Intelligence magazine, we took a look at some of the 'hidden dangers' of the English language's global strength.

Taking a broad sweep across the globe — from Africa's Atlantic coastline to Asia's Pacific rim — what do China and the 22 member states of the Arab League have in common?

Two recent Hull & Humber Chamber of Commerce events have focused on these countries in different ways: at the end of February, the Chamber led a highly successful trade mission to Qingdao, China's fifth-largest city; at the beginning of March, the principal speaker at the Chamber's monthly 'World Trade at One' seminar was Abdeslam El-Idrissi, the director of trade services at the Arab-British Chamber of Commerce.

The two regions share many things, not least of all a long and proud history of international trade. Yet one of the most striking similarities is an enthusiasm for learning English. From Tangiers to Tianjin, English is *the* language of global business.

This is excellent news for native English-speakers,

most of whom are monolingual. Or is it? Certainly, there are many advantages to having English as a mother tongue, particularly the ability to 'get by' in just about any city in the world. Yet people often overlook the 'hidden dangers' of being a monolingual English-speaker.

1. Imbalance

As Kenneth Katzner notes in *The Languages of the World*: "Observe a German tourist talking to a Japanese shopkeeper in Tokyo, or an African diplomat to his counterpart from Asia, and the medium of communication will almost certainly be English." The crucial point here, however, is that English is being used as a lingua franca, with the parties 'meeting halfway' across the language divide. When one of the parties is a native English-speaker, this balance is destroyed. Over time, if one side feels they are unable to express themselves as accurately — or as easily — as the other, all kinds of hard-to-detect stresses and strains are added to the relationship.

2. Comprehension

If 'everyone speaks English', native English-speakers

are at no advantage. In fact, they can be at a disadvantage, since people who speak English as a second language often find other non-native-speakers easier to understand. According to *Talking World Class*, a 2005 report from CILT (the National Centre for Languages), Korean Air awarded a contract for flight simulators to a French company because their negotiators spoke "clearer and more comprehensible English" than those from a UK supplier.

3. Cultural barriers

Although language barriers can be overcome by speaking English, cultural barriers — which may be much more significant obstacles to relationship-building — remain. Learning a language is not just about vocabulary and grammar: it's about exploring different ways of living and doing business. Similarly, interpreters and translators do much more than help you to understand a person's words: they help you to understand a person's thoughts, feelings and aspirations.

4. One-way competition

The global success of English has increased foreign

competition within the UK, without making it easier for us to compete overseas. To put it starkly: fluent English-speakers from abroad can compete for British jobs, whereas monolingual Britons find it harder to compete for jobs abroad. And this 'one-way competition' applies at all levels: dozens of national 'icons' — from Heathrow Airport to the England football team — are run by people speaking or learning English as a second language.

As we say, there are many advantages to being a native English-speaker: we are extremely fortunate to be able to 'get by' all over the world. But when you are planning your next overseas venture, remember the 'hidden dangers' of being a monolingual English-speaker and ask yourself: is 'getting by' good enough?

Language is Everything is the official partner of the Hull & Humber Chamber of Commerce, part of the World Trade Centre in Hull. Together, we're working to promote the importance of interpreting, translation and cultural awareness, and we're helping business take a fresh approach to international trade.



Financial results Q1 2008

Our strategic plans favour stability over growth, and our focus is on quality not price. We've seen our annual turnover develop steadily over the past decade or so, from £1.0 million in 1999 to £1.6 million in 2007 (see chart 1).

Our sales for the first quarter of 2008 were £390,325, an increase of just over 4% from the same period last year (see chart 2). Historically, the first three months of the year have always been our slowest in terms of sales. In addition, we normally see a big drop in activity over the Easter period, which fell into Q1 this year.

Our P&L and balance sheet as at 31st March 2008 is shown on the opposite page. Our GP margin is largely unchanged from 2007, and our rates of pay for interpreters and translators remain among the highest in the industry.

Overall, we're committed to remaining a UK-based, independently-owned company. In a customer service industry such as ours, we believe there are no economies of scale: bigger is not better.

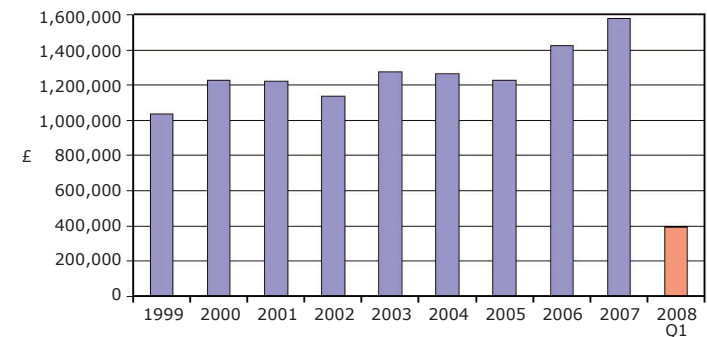


Chart 1: annual sales

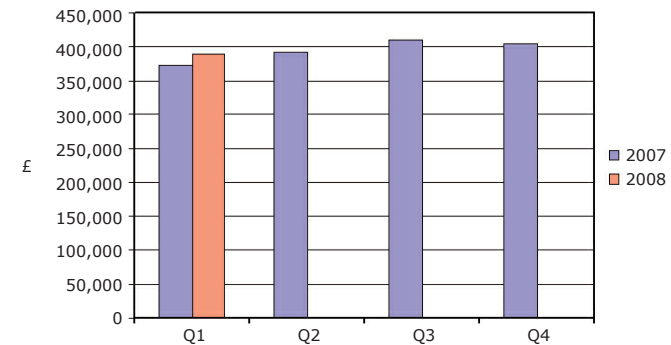


Chart 2: quarterly sales

		3 months ended 31.03.08	y/e 31.12.07
Profit & loss account		£	£
Turnover		390,325	1,578,514
Cost of sales		189,395	777,988
Gross profit		200,930	800,526
Administrative expenses		126,883	503,376
Operating profit		74,047	297,150
Balance sheet		£	£
Fixed assets	<i>Intangible assets</i>	1,200	1,200
	<i>Tangible assets</i>	193,700	189,995
Current assets	<i>Debtors</i>	177,586	189,103
	<i>Cash at bank</i>	64,589	58,458
Creditors		184,546	206,137
Net current assets		57,629	41,424
Total assets less current liabilities		252,529	232,619
Provisions for liabilities		0	1,635
Capital and reserves	<i>Share capital</i>	80,276	80,276
	<i>Profit & loss account</i>	172,253	150,708
Shareholders' funds		252,529	230,984

language**iseverything**

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