



## ASTTI Financial Translation Summer Conference

1-3 July 2026, Spiez, Switzerland

### ABSTRACTS

Michael Bailey  
Austria

#### **Successfully Managing a One-Person Translation Department. One Linguist, Many Masters to Serve**

**Presentation, EN**

**Wednesday, 1 July, 10.15 a.m.**

Language units in the (N)MT/GenAI era are shrinking and linguists with a classical translation degree are becoming scarcer as there is a shift towards language technologists rather than out-and-out translators. In-house positions still enjoy “safe haven” status compared with freelancer life, although conditions are changing rapidly. As a wave of translators retire, full-time positions are also being rationalised to fractional ones, or translation reduced to one component in a broader remit. In small- to medium-sized institutions, in-house responsibility for language services may fall on a single linguist.

In times of uncertainty, austerity, efficiency and economy drives, translation may seem a “quick win” for cost savings. Translators require clear strategies towards decision-makers to sell translation’s added value as a required outcome and to counter management’s view of it merely being an expense. Translators need to communicate this in a way that management understands. The post-Covid “new work” era of hybrid and remote working and knock-on effects following the Great Resignation wave have also impacted translator visibility.

Amid the unrelenting advance of GenAI and its notorious deceptive fluency, tech bros and IT consultants talk non-linguists into believing that “translation has been solved.” Language services now face IT-led procurement decisions over tools and have no guaranteed place at the decision-making table. Despite all these challenges, strategies still exist for in-house translators, as experts in the lead, to thrive rather than survive – even when ploughing a lone furrow.

Teymour Brander  
Switzerland

## **AT1 – Credit Suisse/UBS: Analysis of the Federal Administrative Court’s Decision to Overturn the AT1 Write-Down**

**Presentation, EN**

**Thursday, 2 July, 9.15 a.m.**

On 19 March 2023, the Swiss Financial Market Supervisory Authority (FINMA) decided to write off Credit Suisse’s Additional Tier 1 capital instruments (AT1 bonds) with a nominal value of approximately CHF 16.5 billion. On 1 October 2025, the Swiss Federal Administrative Court (FAC) overturned FINMA’s decision (B-2334/2023). This decision sent shockwaves through Switzerland and abroad. The presentation aims to understand and analyse the FAC’s decision.

Laurence  
Cuzzolin  
Germany

## **Transcréation**

**Workshop (DE>FR)**

**Thursday, 2 July, 2.30-5.30 p.m.**

Dans cet atelier, nous nous intéresserons à la transcréation au sens large, de la traduction-adaptation de textes « simplement à traduire » à la création de contenus en français pour le compte de PME germanophones. Une façon de réfléchir, suivant une approche aussi positive que concrète, aux possibilités qui s’offrent à nous alors que notre métier connaît un profond bouleversement.

Leonardo Maria  
de Rossi  
*Italy*

## **Bitcoin, Stablecoins, and Decentralised Finance: The Dawn of a New Era?**

**Presentation, EN**

**Wednesday, 1 July, 11.30 a.m.**

The rapid evolution of digital assets is reshaping the global financial landscape. Bitcoin has challenged traditional notions of money by introducing a decentralised, censorship-resistant alternative, while stablecoins aim to bridge the gap between crypto-assets and conventional currencies by offering price stability and programmability. At the same time, decentralised finance (DeFi) is experimenting with new financial infrastructures that operate without central intermediaries. This webinar explores whether the convergence of Bitcoin, stablecoins, and DeFi represents the early stages of a genuinely new financial era or rather an incremental transformation of existing systems. By analysing technological foundations, economic implications, and regulatory challenges, the presentation aims to assess the potential long-term impact of these innovations on payments, financial intermediation, and monetary sovereignty.

Leonardo Maria  
de Rossi  
*Italy*

## **La traduzione della finanza digitale**

**Workshop (EN>IT)**

**Wednesday, 1 July, 2.30-5.30 p.m.**

Claudio  
La Rosa  
*Switzerland*

L'obiettivo di questo workshop è familiarizzare i partecipanti con i principali concetti e termini della finanza digitale. Si partirà da esempi concreti di testi reali sull'argomento che potrebbero essere fonte di difficoltà di comprensione e di traduzione, per poi fornire una panoramica di temi quali il fintech, la blockchain, la decentralizzazione, le criptovalute, il mining, gli smart contract, le stablecoin, l'euro digitale. I partecipanti saranno incoraggiati a intervenire e potranno beneficiare delle competenze dei due docenti per tutte le loro domande. Sebbene la combinazione di riferimento sia inglese-italiano il workshop è aperto a tutti i traduttori italofofoni interessati.

Chris Durban  
France

## **FDI Revisited: Translating Site Selection, Strategy and Cross-Border Pitches for a Global Audience**

**Workshop (FR>EN)**

**Thursday, 2 July, 2.30-5.30 p.m.**

Foreign direct investment (FDI) sits at the intersection of finance, law, corporate strategy and public policy — a complex ecosystem that relies on host regions communicating effectively with investors.

Building on earlier UETF presentations, this session offers an updated and expanded look at the translation challenges posed by FDI-related texts in today's turbulent investment environment.

Documents typically span a wide range of genres, from acquisition announcements and valuation reports to regulatory filings and investment promotion materials. Translators must navigate shifting registers and intricate institutional contexts, often through creative adaptation that speaks to investors across languages and cultures.

We'll examine site selection narratives in particular: how French regional development authorities craft and refine their pitches, highlighting strategic strengths to appeal to specific investor profiles. And to illustrate the practical decisions required for this very demanding international audience: two case studies drawn from recent FDI assignments.

Edward Errante  
France

Michael Dever  
Switzerland

## **Practical Approaches to Translating Cyber Insurance Documents**

**Workshop (FR>EN & DE>EN)**

**Friday, 3 July, 2.30-5.30 p.m.**

This interactive workshop, co-facilitated by Edward Errante and Michael Dever, focuses on the translation of insurance documents addressing cyber risk. Following a brief overview of the types of events typically encompassed by cyber risk coverage, participants will work in language-specific groups (French–English or German–English) to translate selected excerpts from authentic insurance policies and other insurance materials. The workshop

will conclude with a plenary session in which groups present and discuss their translation choices, terminology challenges, and drafting strategies.

Anna Hubert  
Switzerland

## **Die Marketingstrategie hinter (Finanz-)Texten verstehen und in der Transkreation umsetzen**

**Workshop (EN>DE)**

**Thursday, 2 July, 2.30-5.30 p.m.**

Wörtliche Übersetzungen reichen bei Marketingtexten selten aus – das wissen professionelle Übersetzer:innen längst. Doch neben der kulturellen Anpassung spielt oft noch eine weitere Ebene eine Rolle: die Marketingstrategie hinter einem Text. In diesem Workshop schauen wir uns unter anderem an, wie ein Briefing dabei hilft, einen Text und seine Hauptbotschaft für ein neues Zielpublikum anzupassen. Die Teilnehmenden erhalten dann ein solches Briefing, um einen Blogartikel einer Bank aus dem (US-)Englischen ins Deutsche für den Schweizer Markt zu übersetzen/transkreieren. Im Anschluss diskutieren wir mögliche Lösungen. Ziel ist es, ein besseres Verständnis dafür zu entwickeln, welche strategischen Entscheidungen hinter scheinbar kleinen Textanpassungen stehen.

Andrea  
Imbescheid  
Switzerland

## **Fachübersetzen für die Versicherungsbranche**

**Workshop (FR>DE)**

**Wednesday, 1 July, 2.30-5.30 p.m.**

Banken und Versicherungen sind zwei wichtige Säulen der Schweizer Wirtschaft, die jeweils unterschiedliche Funktionen erfüllen. Der Workshop gibt den Teilnehmenden einen Einblick in die Versicherungswelt. Wir analysieren und bearbeiten gemeinsam verschiedene versicherungstypische Textsorten, gehen auf die branchenspezifische Terminologie ein, betrachten die wichtigsten Kennzahlen und streifen das Thema Transkreation. Der Workshop richtet sich vor allem an

Übersetzerinnen und Übersetzer, die vom Französischen ins Deutsche arbeiten.

Roxane Jacobi  
Switzerland

## **Marketing territorial et traduction : comment adapter le message d'une ville à des publics régionaux et internationaux**

**Workshop (DE>FR)**

**Friday, 3 July, 2.30-5.30 p.m.**

Bienne – ville bilingue – doit savoir parler à des publics très variés : investisseurs internationaux, familles en quête de qualité de vie, partenaires régionaux ou nouveaux citoyens d'ici et d'ailleurs. Mais comment traduire cette identité multiple sans la dénaturer ? Dans cet atelier pratique, nous analyserons comment adapter le ton, le style et la terminologie selon que l'on s'adresse aux personnes morales (industrie, innovation) ou physiques (accueil, intégration). À partir d'extraits de documents promotionnels, les participants et participantes travailleront en groupes sur des traductions vers le français. Nous comparerons ensuite les rendus pour identifier les meilleures stratégies pour « vendre » une ville sans la trahir. Les supports seront fournis sur place.

David Jemielity  
Switzerland

## **Transcreation & High-ambition Financial Translation in the Age of AI**

**Presentation, EN**

**Thursday, 2 July, 1.30 p.m.**

Is “transcreation” even, like, an actual thing?

Is it materially different from just doing translation right, i.e., making the adjustments all good translators make so the target-language content works as writing?

Is there any more to the term “transcreation” than just a trendy marketing label that some of us are now throwing around a lot because we're afraid of AI?

Can you use the term “transcreation” with regard to content that’s not ad copy?

The speaker, who runs the in-house multilingual communications team at BCV and teaches transcreation and multilingual marketing at the University of Geneva, will help us sort through some of these questions, with examples ranging from a 17th-Century English poet’s “imitations” of Horace’s Latin Odes to contemporary multilingual bank marketing material where his own BCV colleagues frequently blur the lines between translating content and creating it.

Dominique  
Jonkers  
Belgium

## **Développement international – financement de projets énergétiques en Afrique**

**Workshop (EN>FR)**

**Wednesday, 1 July, 2.30-5.30 p.m.**

Atelier interactif en deux volets :

1. Envoi aux participants, une dizaine de jours avant la formation, d’un texte d’environ 500 mots à traduire et me renvoyer. Analyse comparée en présentiel. L’objectif : vérifier la bonne compréhension des notions techniques abordées ET leur restitution, dans un style aussi fluide, idiomatique et lisible que possible. Comparaison des différentes versions, élément par élément, en soulignant les bonnes... et peut-être les mauvaises idées. Dans la bonne humeur et dans un esprit d’apprentissage concret.
2. Remise aux participants, sur place, d’un deuxième texte (250-300 mots) à traduire en groupe. Analyse et discussion de groupe des résultats obtenus.

Caroline Lehr  
Martin Kappus  
Switzerland

## **Consultancy Skills as a Core Competence in the Language Industry**

**Presentation, EN**

**Friday, 3 July, 10.15 a.m.**

As the language industry evolves beyond traditional translation and interpreting, consulting has become an essential component of its development. Language service providers, freelancers, and organizations increasingly rely on consulting to navigate technological advancements, optimize workflows, and expand into global markets. From advising on AI-driven translation tools to developing multilingual communication strategies, consultants play a pivotal role in shaping the industry's future.

This presentation will explore the factors driving the rise of consulting in the language sector, including the impact of automation, client expectations, and the need for specialized expertise. Attendees will gain insights into the skills required for language consultants and the potential career opportunities in this expanding field. We will explain why these competencies are becoming essential, how they enhance the value of linguistic expertise, and which core skills language consultants need to effectively support clients in selecting appropriate language services and assessing the benefits, risks, and practical implications of AI-driven solutions.

Christof Kocher  
Germany

## **Double Materiality Analysis as Centrepiece of ESG Reporting**

**Presentation, EN**

**Friday, 3 July, 9.15 a.m.**

For many European companies, conducting a Double Materiality Analysis (DMA) in accordance with the European Sustainability Reporting Standards (ESRS) is at the heart of their sustainability reporting.

This still applies after the introduction of simplified reporting requirements at the end of 2025 (so-called 'Omnibus' initiatives). Although the 'Omnibus' and

'Stop the clock' packages led to a significant increase in the CSRD threshold values, and a streamlining of reporting requirements under ESRS, the requirements for a complete DMA remain high.

In his presentation, Christof Kocher draws on his extensive experience in implementing sustainability reporting processes at companies subject to CSRD reporting requirements. He addresses the greatest challenges that arise in the context of DMAs and ESRS reporting. Furthermore, he addresses terminological challenges and sketches potential solutions for translators. Finally, there will be time for discussion and sharing experiences.

Ralf Lemster  
Germany

## **New Asset Class or Death Spiral? How Cryptocurrencies are (Re-)Shaping the Financial Markets**

**Presentation, EN**

**Wednesday, 1 July, 1.30 p.m.**

Bitcoin keeps hitting new records (first in terms of price, more recently in terms of volatility...). Cryptocurrencies have been in the spotlight – not only for speculators, but also for institutional investors. So is this really a new asset class – a store of value – or a bubble about to burst?

This presentation is not about forecasting where B\$ is likely to trade in three months' time (or even tomorrow). But we will look at the key concepts, the technology involved, and some practical use cases for crypto. And of course, we'll touch upon the challenges for translators.

Béatrice Lo Nigro  
Switzerland

## **La traduzione nell'ambito dei finanziamenti immobiliari**

**Workshop (DE>IT)**

**Friday, 3 July, 2.30-5.30 p.m.**

Questo workshop intende avvicinare i traduttori, revisori e post-editor alla terminologia nell'ambito del finanziamento immobiliare con esempi tratti dalla teoria e dalla prassi, con particolare attenzione alla situazione della Svizzera.

Verranno trattate le differenze tra Svizzera e Germania per quanto riguarda la lingua tedesca, nonché tra Italia e Ticino in relazione all'italiano, a livello sia terminologico che procedurale e legale.

La conoscenza di queste differenze e delle basi dell'attività immobiliare è fondamentale anche per la post-edizione, in quanto i programmi di traduzione assistita o automatica non sono ancora in grado di prendere in considerazione tutte queste variabili di capitale importanza per produrre testi corretti e qualitativamente ineccepibili.

Gianluca Manca  
*Italy*

## **Europe's Sustainability Agenda in a Changing World: Navigating Policy Shifts Amid a Persistent Climate Crisis**

**Presentation, EN**

**Friday, 3 July, 2.30-5.30 p.m.**

Europe's sustainability agenda is being reshaped by a geopolitical landscape that is evolving faster than at any time since the launch of the European Green Deal. International developments are altering political priorities, regulatory ambition and the pace of implementation across the EU's transition policies. Yet while the global political environment has shifted, the scientific reality has not: climate change continues to intensify, and its social, economic and humanitarian consequences remain a defining challenge for societies worldwide.

This presentation examines how Europe's sustainability framework is adapting to this new context. It explores the recalibration of transition policies, the adjustments to reporting and transparency requirements, and the evolving approach to defining sustainable economic activities. It also considers how Europe is repositioning itself within a global system where climate risks are escalating but political consensus is fragmenting. A further focus of the session is the different trajectory of sustainable finance in the United States and Europe. Over the past year, several major US asset managers have withdrawn from or reduced participation in Climate Action 100+. Moreover, some of the major U.S. tech firms are actively dismantling or reducing Diversity, Equity, and Inclusion programs, while US lawmakers have

directly questioned financial institutions about their climate-engagement decisions, underscoring the intensity of the domestic debate.

In contrast, European fund houses continue to operate within a regulatory environment that embeds sustainability into reporting, risk management and product governance. However, the recent Omnibus Directive and the ongoing SFDR revision have collectively reduced the reach, clarity and transformative power of the EU's sustainability rulebook, signalling a shift from expansion to consolidation. The presentation assesses whether these pressures, both internal and external, are beginning to influence European strategies, or whether Europe is consolidating a distinct path in sustainable finance as the United States moves in a different direction on ESG, climate engagement and diversity and inclusion policies.

By connecting these regulatory, geopolitical and market dynamics, the presentation highlights how Europe's sustainability agenda is being redefined not only by policy choices, but also by the evolving behaviour of global capital in a world where climate risks remain acute and political consensus is increasingly fractured.

Gianluca Manca

*Italy*

Claudio La Rosa

*Switzerland*

## **Gli sviluppi legislativi e terminologici in materia di sostenibilità. Sfide per il traduttore**

**Workshop (EN>IT)**

**Thursday, 2 July, 2.30-5.30 p.m.**

In questo workshop, che seguirà la presentazione mattutina di Gianluca Manca (EBF e Università Bocconi) intitolata "Europe's sustainability agenda in a changing world: navigating policy shifts amid a persistent climate crisis", si partirà sia dalla stessa presentazione in inglese sia da alcuni testi sull'argomento e si amplierà la panoramica ai principali temi di interesse per i traduttori. Si affronterà il concetto di investimento ESG e i vari temi ad esso collegati. Tra questi i Principi per l'investimento responsabile, gli Obiettivi di sviluppo sostenibile, l'Accordo di Parigi, il Piano d'azione UE per la finanza sostenibile e il Green Deal, la Tassonomia e il Regolamento SFDR. Saranno affrontati anche concetti quali lo screening, l'investimento tematico, l'impact investing, l'azionariato attivo ecc. Sebbene la combinazione di

riferimento sia inglese-italiano il workshop è aperto a tutti i traduttori italofofoni interessati, che saranno incoraggiati a partecipare attivamente e potranno beneficiare dell'esperienza e delle conoscenze dei due docenti.

Katarina  
Rohsmann  
Germany

## **Cyberisiken und Cyberversicherung**

**Workshop (EN>DE)**

**Friday, 3 July, 2.30-5.30 p.m.**

Cyberisiken werden von vielen Unternehmen als wichtigstes Geschäftsrisiko angesehen. Sie nehmen weltweit rasant zu und haben ein enormes Schadenspotenzial. In diesem Workshop beschäftigen wir uns mit rechtlichen und wirtschaftlichen Aspekten von Cyberkriminalität. Unter anderem werden wir uns mit folgenden Fragen befassen: Welchen Verpflichtungen – von der Prävention bis zur Meldung von Sicherheitsvorfällen – unterliegen Unternehmen in Zusammenhang mit Cyberkriminalität? Welche Delikte fallen in der DACH-Region unter diesen Oberbegriff und warum scheitert die Strafverfolgung in den meisten Fällen? Welchen Schutz bieten Cyberversicherungen und was bedeuten die Klauseln in den Versicherungsverträgen konkret? Anhand praktischer Beispiele vollziehen wir nach, mit welchen Methoden kriminelle Erpressergruppen arbeiten. Im praktischen Teil des Workshops übersetzen wir in Kleingruppen ausgewählte Texte und diskutieren die Ergebnisse. Es stehen mehrere englische und deutsche Texte zum Thema Cyberkriminalität und Cyberversicherungen zur Auswahl. Neben Übersetzer\*innen EN<>DE sind auch alle willkommen, die aus dem Deutschen in andere Sprachen übersetzen.

Neben den Übersetzer\*innen EN<>DE sind auch alle Personen, die aus dem Deutschen in andere Sprachen übersetzen, willkommen.

Michael  
Schubert  
Germany

## **Human Added Value in Corporate Communications**

**Workshop (DE>EN)**

**Wednesday, 1 July, 2.30-5.30 p.m.**

Today more than ever, successful and mutually rewarding client–translator relationships require translators to possess and demonstrate genuine subject-matter expertise, solid writing skills, and the capacity to watch over and align their clients’ corporate communications across multiple languages.

How can we demonstrate these qualities in our daily interactions with clients and potential clients? How can we apply our bilingual expertise to enhance source-language texts and produce superior target-language texts that will resonate in their respective markets? Join us for this interactive workshop!

Susan Walters  
Switzerland

## **Translation at the WTO: Facilitating International Trade**

**Presentation, EN**

**Thursday, 2 July, 10.15 a.m.**

Starting with a brief overview of the work of the WTO, we will then look at the role of language services in the implementation of the Organization’s political mandates, issued by its Member States. We will cover the full range of documentation processed by WTO translators, focusing in particular on reports related to financial or economic matters.

Thomas West  
Netherlands

## **Secured Transactions and Insolvency: A Look**

**at the Terminology in English, French and German**

**Presentation, EN**

**Wednesday, 1 July, 9.15 a.m.**

In this presentation, we will consider the ways transactions are secured to protect the creditor if the debtor becomes insolvent and then look at the terminology of insolvency in English, French and German. We will comment briefly on the terms used in France, Germany and the UK and then focus on

the terminology of insolvency in Swiss law in French and German, with an emphasis on the venerable Bundesgesetz über Schuldbetreibung und Konkurs (SchKG) / Loi fédérale sur la poursuite pour dettes et la faillite (LP), the original version of which dates to 1889 but is still in force (with amendments) today. Attendees should gain a better understanding of how insolvency law works and how the terminology varies from one jurisdiction to another.

Michael Dever  
(moderator)

## **Consolidating a Career in Translation for Business – Skills, Pricing, Posture**

Chris Durban,  
Caroline Lehr,  
Claudio La Rosa,  
Roxane Jacobi

### **Round Table**

**Friday, 3 July, 11.30 a.m.**

This round-table discussion will serve as the culmination of our three days together, building on what we have learned from fellow staff and freelance linguists about how they operate in their day-to-day work, both through their talks and through our networking with peers during the conference.

Today, labelling oneself merely as a translator (or a “wordsmith”, or someone who is “passionate about languages”, or who “loves playing with words” – yikes!) will leave most potential clients cold. As management guru Peter Drucker once said: “Customers pay only for what is of use to them and gives them value.” That value needs to be something they can reach out and grasp. So how do we make our business proposition, pricing and mindset future-ready? How do we make the leap from hermit behind a computer to service-minded language professional, finely attuned to clients’ needs? Or as a staff translator, how do we demonstrate our value to our superiors so that when budgeting time comes around, language services do not find themselves at the low end of the totem pole?

Come with your questions. Come ready to be challenged.