

## ASEAN-Swiss Language Management Observatory

Language management is the foundation of economic success in intercultural business transactions.

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Organised language management is cost-intensive, so its efficiency is an economic imperative. The establishment, analysis and monitoring of language management measures contribute to successful business models. Organised language management is realised in national language policy instruments, targeted measures in regional networks, changes to school curricula and professional communication concepts for private organizations.

Cooperation between the ZHAW School of Applied Linguistics and ASEAN partners aims to establish and institutionalise organised language management at different levels in order to

- analyse and monitor the impact of the introduced measures on ASEAN-Swiss transactional situations, and
- develop and disseminate best-practice models.

Dissemination of best practices, identification of innovative and targeted language management as well as training of young researchers in language management form the core of the collaboration.

### Joint Research Questions

#### How to train more ASEAN-Swiss language-management professionals?

In cooperation with the International, the Malaysian and the Singapore Association of Applied Linguistics (AILA, MAAL, SAAL).



#### How to enhance professionals' ASEAN-Swiss communication skills?

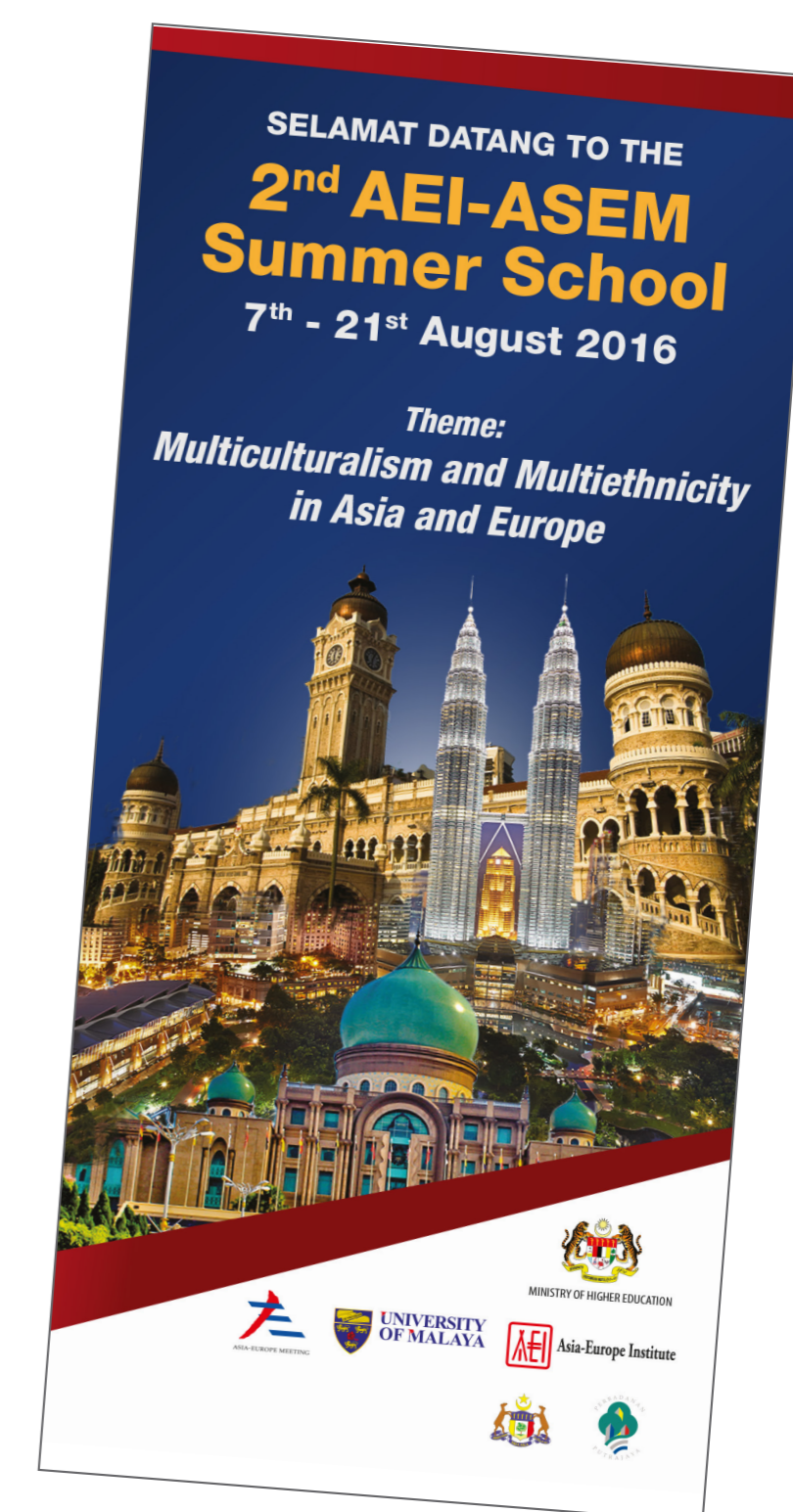
In cooperation with the Asia-Europe Institute, University of Malaya, Kuala Lumpur, Malaysia.

- Masters in Asian-European Business Communication for holders of a Bachelor degree in different disciplines in Switzerland and ASEAN regions
- Organisation of internships and summer schools for Swiss and ASEAN students

#### How to raise awareness of best-practices in translation and interpreting?

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Establishment of the Office of the ASEAN Directorate-General for Multilingualism, Translation and Interpretation



#### Partner institutions of the ZHAW School of Applied Linguistics:

- Asia-Europe Institute, University of Malaya, Kuala Lumpur, Malaysia
- Malaysian Association of Applied Linguistics (MAAL)
- Singapore Association of Applied Linguistics (SAAL)
- Ministry of Education, Thailand
- Association of Asian Translation Industry
- Universiti Kebangsaan, National University of Malaysia
- Rajamangala University of Technology Thayaburi, Thailand
- The Royal Institute, Thailand

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