

STAR, Quality and Experience at the Service of FITUR

Press Release

Barcelona, April 2008

FITUR, the International Tourism Trade Fair, has entrusted in the certified quality of STAR Servicios Lingüísticos S.L. to create the bilingual version of Fitur News, its second generation official online paper.

FITUR, which is the global benchmark for trade fairs within the tourism sector, believes that the development of strategic alliances with established companies, which have proven experience and follow the strictest **quality control system**, is crucial. With the aim of further consolidating its position as the leading centre for business and the exchange of knowledge within the global tourism sector, FITUR has entrusted STAR Servicios Lingüísticos S.L. to create the bilingual version of its second generation official online newspaper, **Fitur News**. STAR Servicios Lingüísticos S.L. is the Spanish seat of the **STAR Group**, one of the leading companies in the world for specialised multilingual communication.

To face this new challenge of creating a bilingual version of Fitur News, the International Tourism Trade Fair enlisted the services of a supplier such as STAR, offering proven experience, knowledge of the sector and a huge capacity to turn around large volumes of translation within strict deadlines. The final result, a product of the highest quality, which enables FITUR to implement a strategic global communication plan that reaches all those international professionals involved in the tourism industry while also offering the best service to its clients.

Michael Scholand, CEO and co-founder of STAR Servicios Lingüísticos S.L. sees this collaboration “as another stage in the consolidation of STAR Servicios Lingüísticos S.L. within the Spanish market. It gives us great pleasure and we are very proud to be able to apply our experience within the multilingual communication field to a sector such as Tourism, which is a driving force behind the Spanish economy, and even more so since this collaboration is with an institution such as FITUR, the indisputable global leader within the trade fair sector”.

About STAR Servicios Lingüísticos

STAR Servicios Lingüísticos [www.star-spain.com] was founded in Barcelona in 1999 as part of the STAR Group, one of the leading companies in the development of linguistic technology and multilingual communication services. The **STAR Group**, which was founded in Switzerland, has 42 offices in 30 countries and employs more than 900 people. The Spanish branch has experienced continuous growth since its foundation and its client portfolio includes prestigious names such as IFEMA, OMT, Adobe, Airbus, BMW, BSH, Bulgari, Cartier, Leica, Lidl, Microsoft, Roche, Toshiba, Toyota and Xerox. The branch's key to success is its capacity to provide its clients with an economical and high quality solution for managing international communication.