

UL mentoring Brazil centre

By JENNIFER
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A NEW Localisation Research Centre in a Brazilian university is to be modelled on a similar centre based at the University of Limerick following the signing of an agreement between the two institutions.

The Universidade Federal de Santa Catarina in Brazil has signed a memorandum of understanding with UL.

Director of the Localisation Research Centre at UL, Reinhard Schaler, signed the agreement with José Eduardo de Lucca, General Coordinator of the Centro de Geraco de Novos Empreendimentos em Software e Serviços (GeNESS), a Centre for Excellence in Software Globalisation, Internationalisation and Localisation, based at the Brazilian University.

"This memorandum of understanding lays the foundation for the co-operation between Europe's and Latin America's leading research



Director of the Localisation Research Centre at UL, Reinhard Schaler and José Eduardo de Lucca, General Coordinator of the Centro de Geraco de Novos Empreendimentos em Software e Serviços (GeNESS)

Combining GeNESS's expertise in Latin America's emerging export markets with the LRC's long-standing internationalisation and localisation research agenda will generate terrific opportunities for both organisations," Mr Schäler said.

The LRC was established in 1995 with the support of Irish government agencies and has a 20 person Industrial Advisory Board. The organisation is the focal point and the research and educational centre for the localisation community. The

LRC has become the focus point—at national and international level—for both those involved in the localisation industry and those requiring information about it.

The agreement covers the establishment of a mirror site of the LRC's Localisation Technology Laboratory and Showcase, the holding of major LRC/Brazil events and training courses, and the initiation of joint research projects between the two Universities in the area of internationalisation and localisation.

"The Brazilian software industry has enormous potential for growth if it learns how to internationalise and localise their products and services efficiently.

"Academic research, guided by industrial needs, has to develop methodologies and technologies, which go beyond the mainstream localisation efforts we have become so familiar with. We are confident that GeNESS and the LRC will play a central role in coming up with innovative and inspiring solutions," Mr Eduardo de Lucca concluded.