2nd Shanghai Seminar
(Preliminary program)
2017

International Conference on Interdisciplinarity

Common Grounds for Multilingual Interdisciplinary Research and Development

3–4 November 2017
Shanghai-China

Working languages: Chinese, English
Simultaneous interpreting service available
Entrance free
Registration mandatory under: http://clc.shisu.edu.cn/giitseminar/regc.aspx

Shanghai International Studies University
iFLY TEK CO., Ltd
Swissnex China
Consulate General of Switzerland in Shanghai
# Opening Ceremony (Lecture Hall I)

**Moderation:** Harry Huiping Dai  
(Vice Dean, Graduate Institute of Interpretation and Translation, SISU)

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Position</th>
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<tr>
<td>8:30</td>
<td>JIANG Feng</td>
<td>Chairman of the University Board, SISU</td>
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<td>8:40</td>
<td>Florika FINK-HOOIJER</td>
<td>Director-General, DG-Interpretation, European Commission</td>
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<td>8:50</td>
<td>LI Zhengren</td>
<td>Chief, Interpretation Service, Conference Management, UNOG</td>
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<td>9:00</td>
<td>Felix Moesner</td>
<td>CEO Swissnex China, Vice Consul General of Switzerland in Shanghai</td>
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<td>9:10</td>
<td>Imre KARBUCZKY</td>
<td>Director, Meetings and Publishing Division, DGACM, UN Headquarters</td>
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<td>9:20</td>
<td>HUANG Youyi</td>
<td>Chair, China National Commission for MTI Education</td>
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<td>9:30</td>
<td>Hannelore LEE-JAHNKE</td>
<td>Co-Chair, Interdisciplinary Research Center, GIIT, SISU</td>
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<td>9:40</td>
<td>ZHANG AiLing</td>
<td>Dean, Graduate Institute of Interpretation and Translation, SISU</td>
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<td>9:50</td>
<td>Group Photo</td>
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<td>9:55</td>
<td>Coffee Break</td>
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Session 1

Cultivating Future Language Professionals for International Organizations (IOs)

Moderation: Florika Fink-Hooijer
(Director-General, DG-Interpretation, European Commission)

10:00 Cultivating Multilingual+ Language Professionals: SISU’s Practice
JIANG Feng
(Chairman of the University Board, SISU)

10:20 Multilingualism and Communication: The Commitment of SCIC
Florika FINK-HOOIJER
(Director-General, DG-Interpretation, European Commission)

10:40 New Challenges and Demands for Language Professionals: The Perspective of Managers
Imre KARBUCZKY
(Director, Meetings and Publishing Division, DGACM, UN Headquarters)

11:00 More than a Decade of Excellence: A Historical Review of UN Outreach Program
LI Zhengren
(Chief, Interpretation Service, Conference Management, UNOG)

11:20 Technical Writing and Machine Translation: WIPO Experience
Geoffrey WESTGATE
(PCT Translation Division, World Intellectual Property Organization)

11:40 Questions and Answers

12:30 - 14:00 Lunch Break
Session 2

Interdisciplinarity with T&I as Hub
Progress and Prospects

Moderation: Wang Youyong
(Director, Office of Research Affairs, SISU)

14:00 Thinking and Working out of the Box: Tapping the Interdisciplinary Potential of Translation Research and Practice
Gary MASSEY
(Director, IUED Institute of Translation and Interpreting, Zurich University of Applied Sciences)

14:20 Understanding and Modulating Brain Activity: Methods to Investigate Language and Translation Mechanisms
Lea JOST
(Post-doctoral fellow, Neurology Faculty, Department of Medicine, University of Fribourg)

14:40 Winning Hearts Through Taiji
ZHANG Xiaoling
(Chair Professor, University of Nottingham Ningbo Campus)

15:00 A new approach to strategic management through PLS
Bernard MORARD
(Dean, Faculty of Economic & Social Sciences, University of Geneva)

15:20 – 15:40 Questions and Answers
+Coffee Break
Session 3

MTI Education in China
What’s for the 2nd decade? & How will Interdisciplinarity help?

Moderation: ZHAO Meijuan
(Deputy Dean, GIIT, SISU)

15:40 MTI in China: Celebrating the First Decade and Looking Forward to the Second
HUANG Youyi
(Chair, China National Commission for MTI Education)

16:00 Promoting International Cooperation for China’s MTI: CIUTI APEC Office
CHAI Mingjiong
(Vice President, CIUTI; Honorary Dean, GIIT, SISU)

16:20 Trends and Transcendence: A Trainer and Team Manager’s Perspective for Future
ZHANG Ailing
(Dean, Graduate Institute of Interpretation and Translation, SISU; Secretary-general, Shanghai Commission for MTI Education)

16:40 How to Bridge the Gap Between the T&I Education and the Professional Language
Services
MAO Jun
(CEO, Shanghai Venture; Shanghai Language Service Center for Cultural Trade)

17:00 Questions and Answers

17:20 END

18:00 Departure for Huangpu River Cruise
Saturday, 4 November

Session 4

Enablers, Participants, and Disrupters

Interdisciplinary Innovation of Technology and T&I

Moderation: ZHAO Ronghui
(Dean, Graduate School, Institute of Linguistics, SISU)

09:00 The Challenges and Opportunities for Interdisciplinarity in a World of Translation and Interpretation
        Dirk VERBEKE
        (Director, Televic Education NV)

09:20 Artificial Intelligence and its Application in T&I: 17 Years and on
        HU Yu
        (Senior Vice President, iFLY TEK)

09:40 Interpreting and Intercultural Communication: Crossing Domains in the Era of Globalization, Technological Advances, and Social Networks
        Carmen Valero Garcés
        (Director, Faculty of Modern Linguistics, University of Alcalá)

10:00 A brave new translators’ world
        Martin FORSTNER
        (Former Secretary General, CIUTI; Mainz University)

10:20 Localization in China: A Practitioner and Trainer’s Perspective
        YANG Yingbo
        (President, Linguitronics Co., Ltd., Shanghai)

10:40 Questions and Answers

11:00 Coffee Break
Session 5

Together for The Talents We Need

Insights from Government, Industry and Clients

Moderation: ZHUANG Zhixiang
(Shanghai Foreign Language Education Press)

11:20 Legal Translation and its Accreditation in the Canton of Geneva
Hannelore LEE-JAHNKE
(Co-Chair, Interdisciplinary Research Center, GIIT, SISU; Certified Chief Translator, Geneva Government)

11:40 Nurturing Cross-domain Talents for Art & Finance Industry
FAN Yong
(Founder, Asia Institute of Art and Finance)

12:00 TBD
Representative
(Shanghai Education Commission)

12:00 Questions and Answers

Closing ceremony & Acknowledgements

ZHANG Ailing(Dean, GIIT, SISU)
Hannelore LEE-JAHNKE (Co-Chair, Interdisciplinary Research Center, GIIT, SISU)