

The winners of the 2015 LIAs (Language Industry Awards) have now been announced

BRUSSELS, 17 March 2016 – Yesterday evening the annual LIA ceremony (Language Industry Awards) was held in Brussels. Remarkable winners of this third edition with its strong and particularly international array of participants were the Plain Language campaign 'HeerlijkHelder' from the Flemish Radio 1 programme Hautekiet, EXPOLINGUA Berlin and the app duolingo. During the ceremony the most surprising and striking winner was De mier en het ijsje (The ant and the ice cream), an ingenious bilingual book for reading out loud combining Sign Language and Dutch.

This year the Language Industry Awards (LIAs) were presented at The Value of Language, an international conference on buying language products and services, which took place at the KU Leuven Faculty of Arts campus in Brussels.

Together 40 nominees for the 8 LIAs gathered over 21,000 votes. This represented a good 7,000 more than last year. Again this year around 100 national and international nominations were submitted for the longlist coming from all corners of the language industry, 40 of which ended up on the shortlist and were able to campaign for a LIA. With their enthusiastic campaigns nominees demonstrated a particularly diverse and dynamic language industry this year.



These are the 8 LIA winners per category:

Young Talent of 2015:

Erasmus traineeships (with 62% of the votes)

Best Language Publication 2015:

De mier en het ijsje (with 43% of the votes)

Best Website in the Language Industry 2015:

www.dialectloket.be (with 33% of the votes)

Best Language Project 2015:

Heerlijk Helder (with 23% of the votes)

Best Language Product 2015:

Taaldrop (with 95% of the votes)

Best Language Service 2015:

Text2Picto (with 47% of the votes)

Best Language Software / App 2015:

duolingo (with 38% of the votes)

Best Learning and Networking Event 2015:

Expolingua Berlin (with 32% of the votes)

Kristof De Weerd, author of *De mier en het ijsje*, which won the LIA for the best language publication 2015, told us in his acceptance speech in the Flemish Sign language (which was expertly interpreted in Dutch): *"This LIA is incredibly important to us. This is a prize for a bilingual book, but far more than that it is a reward for all those who get involved with the deaf and in the Flemish Sign Language in general and in particular for those encouraging a good language development among children using the Flemish Sign Language as their mother tongue and who have just as much right to fun books as children growing up speaking Dutch."*

The man behind the initiative, Dries Debackere (De Taalsector): *"Once again the LIA presentation and the campaigns that were carried out beforehand by the 40 nominees have revealed the very best of the best in the language industry. This year the language industry has been portrayed as a particularly open sector which stands with both feet in our society and develops products and services which offer a real value to the community."*

The awards ceremony was held this time in pop-up style at the Language Market, a market with twenty selected traders offering language solutions, and was part of the international event The Value of Language. Amelie De Keyser, who led the ceremony added: *"I will most remember this edition of the LIAs for its incredible diversity in language services and language products. I also see that people increasingly realise the importance of a nomination and how this can have a very positive impact on both the nominee and the language sector as a whole. Congratulations to all nominees and to everyone who has shed such an attractive light on both themselves and the language sector."*

During his opening speech faculty dean Remco Sleiderink showed how the Brussels poet, Colijn Caillieu, promoted his services as a language professional to the city of Brussels as long ago as 1474. *"The fact that he managed to become a poet laureate of the city of Brussels was not down to him alone. By the late Middle Ages society's regard for language specialists, for text writers and poets, had grown significantly. In particular, by uniting across the Low Countries into Chambers of Rhetoric, poets were viewed beyond their individual status, which in turn benefited all individual writers."*

"I believe that today's language professionals can really follow the example set by Colijn Caillieu from Brussels. As long as language specialists each stay in their own little corner doing their own dealings and taking care of their own public relations, then their trading position will always be weak. However, if the image of the industry as a whole grows, if the cohesion in the group increases and the value that language represents becomes clear to the entire community then every individual language specialist will benefit from this," states Remco Sleiderink.



Editor Lynn Claerhout (Wablieft) and radio producer Jan Hautekiet (Radio 1) received the Language Industry Award in the category “Best language project 2015” for their Plain Language campaign HeerlijkHelder.



Lieven Tack (head of the translation department at Infrabel) handed over a Language Industry Award to Marc De Neve (managing director at Miles Translations), who managed to win the LIA in the category "Best language product 2015" with his daily Taaldrop.



Leen Sevens from KU Leuven's Centre for Computational Linguistics (CCL) received the LIA for “Best language service 2015”. The CCL won the LIA with TEXT2PICTO, a system translating text into pictograms (and vice versa).

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For editors

Get in touch for plenty of background information on the Language Industry Awards and about the language industry.

We can also put you in touch with LIA winners and nominees.

Also visit www.languageindustryawards.eu

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