

START-UPS



Please describe your company in a few words.

Founded by industry veteran and Co-CEO Anette Van de Loo, Powerling is today a trusted, versatile and full-service language services provider. The company supports its customers' global development by providing high-quality, specialized multilingual solutions in four main business sectors: life sciences, legal & finance, IT & marketing, and manufacturing. Powerling offers a myriad of services in 75+ languages including translation, localization, desktop publishing, and interpreting, and sustains its production with language technology developed in house. Powerling opened its first US office in Boston in October 2013 - strengthening its global situation (France, Netherlands and HK offices).



Anette van de Loo, Founder & Co-CEO
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How do you see your company in the US in the next 5 years?

Powerling's 5-year vision for the US is first to be well established in New England with a Boston HQ office and a diverse team of language professionals, while slowly building a national presence and customer base with sales reps in different cities. The end goal is for the US to service all of the Americas and become a vital pillar of the Powerling group. Powerling's US situation is also strategic in terms of building a truly global company with 24/7 customer support. Today, Powerling is a European leader in language services; in five years, it can be a US and global leader in the industry.

Why should your company be an Award recipient of FACCNE this year?

The US represents about 45% of the world demand for language services, so having a US base was always part of the Powerling vision. The challenge is breaking through a competitive and crowded marketplace. Powerling is making a difference through three unique selling points:

1. Delivering up to 30% higher ROI to its customers thanks to its in-house language technology. Powerling is one of the very few language services providers to invest in and own cutting edge computer-assisted translation technology.
2. Offering flexibility and customization of all its language solutions. Powerling's culture is focused on customer happiness and promotes a 'YES DNA' outlook to its business processes.
3. 24/7 availability and rush services. Taking advantage of its global presence with offices on 3 continents, Powerling can cheat time!

Winning FACCNE's 13th annual business award for startups would boost Powerling's momentum in New England and help establish its reputation with Franco-American businesses. It would also mark Powerling's achievement in successfully launching its American undertaking. Powerling is thankful for the continuous support of the FACCNE and its members - and the part they play in Powerling's success.