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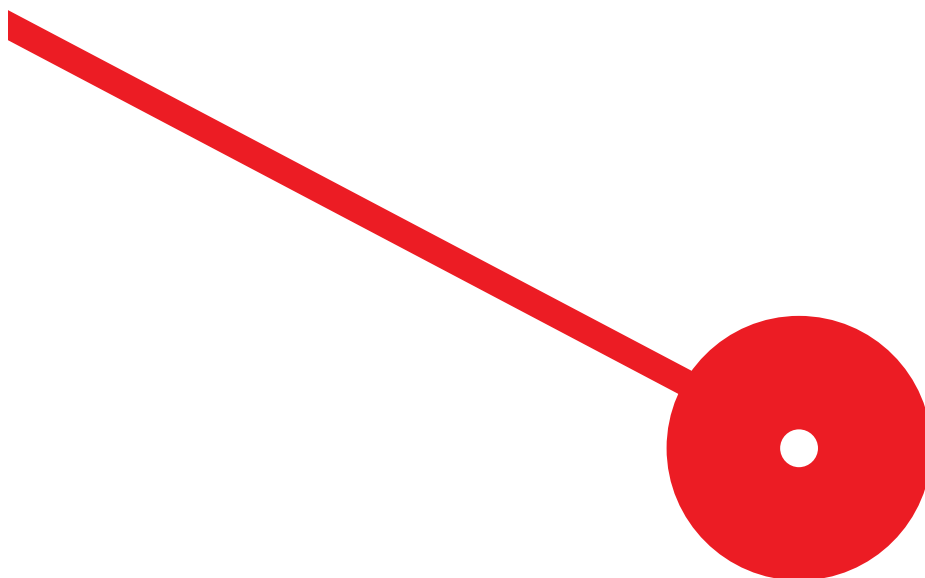
MASTER IN
INTERCULTURAL STUDIES FOR BUSINESS

Internship Report: AP | PORTUGAL

Maria Luísa Barquinha Gonçalves

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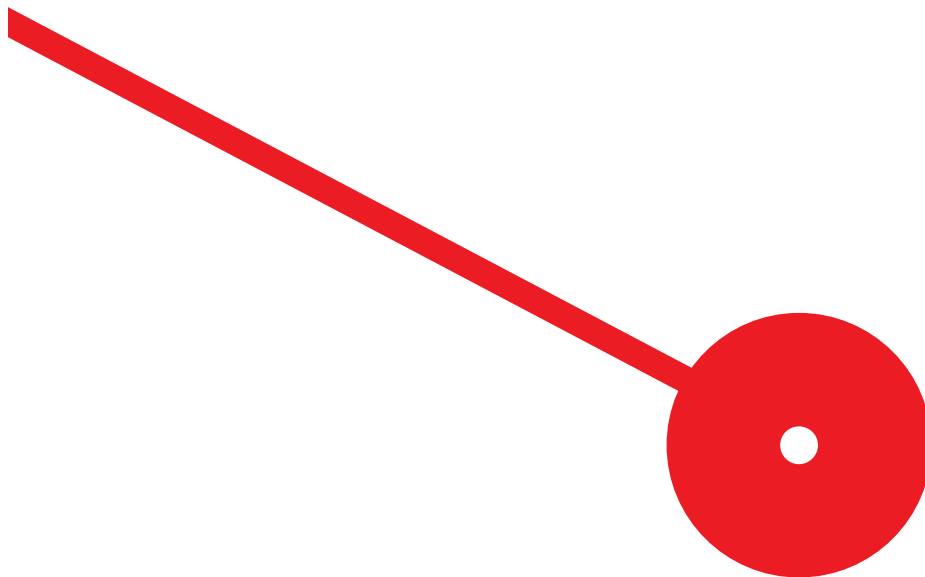


Internship Report: AP|PORTUGAL

Maria Luísa Barquinha Gonçalves

Internship Report

Presented to Instituto Superior de Contabilidade e Administração do Porto to obtain the Master's degree in Intercultural Studies for Business, under the supervision of Prof. Doctor Carina Cerqueira



Abstract:

The purpose of this report is to present the activities carried out during the six-month curricular internship at the company AP|PORTUGAL- Tech Language Solutions during the 2022/2023 academic year, in the 2nd semester of the 2nd year of the master's degree. This curricular internship was carried out to complete the Master's Degree in Intercultural Studies for Business at the Instituto de Contabilidade e Administração do Porto - Politécnico do Porto.

Firstly, this document focuses on why I chose to do a curricular internship and what the expected objectives were when doing an internship at AP|PORTUGAL - Tech Language Solutions. This is followed by a detailed description of the host company, its mission, vision and objectives, the company's commitment to quality and a description of its departments. Finally, the activities and initiatives planned and carried out during the internship are presented, along with a brief analysis of them.

Key words: Internationalization, Continuous Improvement, Language Service Provider, ISO Certification

Resumo:

O presente relatório tem como objetivo o relato das atividades realizadas ao longo do estágio curricular de seis meses na empresa AP|PORTUGAL– Tech Language Solutions durante o ano letivo 2022/2023, no 2.º semestre do 2º ano do mestrado. Este estágio curricular foi realizado para a conclusão do Mestrado em Estudos Interculturais para Negócios do Instituto de Contabilidade e Administração do Porto – Politécnico do Porto.

Primeiramente, este documento centra-se na razão de ter escolhido fazer um estágio curricular e quais eram os objetivos esperados ao fazer um estágio na AP|PORTUGAL – Tech Language Solutions. Posteriormente, é feita descrição detalhada da entidade de acolhimento, a sua missão, visão e objetivos, o compromisso da empresa com a qualidade e descritos os departamentos desta. Por fim, apresentam-se as atividades e iniciativas previstas e desenvolvidas ao longo do estágio e uma breve análise destas.

Palavras chave: Internacionalização, Melhoria Continua, Prestador de Serviços Linguísticos, Certificação ISO

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List of Abbreviations

LSP – Language Service Provider

ISO – International Organization for Standardization

KPI – Key Performance Indicator

GDPR – General Data Protection Regulation

EU – European Union

EEA – European Economic Area

GALA – Globalisation and Localisation Association

ELIA – European Language Industry Association

ATC – Association of Translation Companies

ALC – Association of Language Companies

DIRI – Information and International Relations Department

CATTI – Support Centre for Translators, Transcribers and Interpreters

PACQ – Pagination and Quality Control Department

DTP – Desktop Publishing

DAF – Administrative and Financial Department

MARCOM – Marketing and Communications Department

P&V – Partners & Vendor

TMS – Translation Management System

NDA - Non-disclosure agreement

SLA – Service Level Agreement

AIC – International Association of Conference Interpreters

CAE – Code of Economic Activities

INTRODUCTION

During the course of my academic journey, spanning from my Bachelor's Degree in Cultural Studies in University of Minho and the Master's Degree in Intercultural Studies for Business in ISCAP, my career path would invariably be linked to international relations in my future professional endeavours. The academic experiences and knowledge gained throughout the curricular units of these two courses have shaped my perception of the vital interaction between culture, business and effective communication.

In light of this, I aimed to complete my academic journey by doing a curricular internship in an organization that would serve as a stepping stone to start my professional journey, one in which I could gain more knowledge in my field and work in a position that would suit me. It was with this in mind that I found AP|PORTUGAL - Tech Language Solutions. I was able to find a company where I could explore the intercultural and international relations world and gain professional experience.

AP PORTUGAL is a company specialised in communication technologies and multilingual language solutions. It is a company in Portugal with three international quality certifications in the following areas of communication: ISO 17100, a standard that pertains to translation services, ISO 18587 that relates to post-editing of machine translation output and ISO 23155, a standard that establishes the basic principles and practices for interpreting services. This company's main objective is to optimise resources and capitalise on companies' investments, boosting process efficiency through cutting-edge solutions and technology, enabling them to reach new markets and audiences. With a strong focus on digital innovation, this company aligns the skills of their teams with the latest technologies to offer a portfolio of cutting-edge solutions to their clients around the world.

This internship, taking place from the 1st of February to the 28th of July of 2023 and involved a weekly commitment of 40 hours from 9am to 6pm, Monday to Friday. My role in this company was that of a Vendor Manager Trainee in the Information and International Relations Department.

In my role as a Vendor Manager Trainee, I handled diverse responsibilities crucial to fostering international and institutional relationships. This included managing communication channels, responding promptly to emails, addressing inquiries and overseeing live chat on our website to assist potential clients. Additionally, and for

example, I provided partners with essential information, ensured they received updated price lists and scheduled meetings to discuss collaboration details.

Another significant aspect of my role involved project request and budget management. Communicating rates and company information set the foundation for strong partnerships, while tracking project requests ensured effective alignment of expectations. Also, I actively promoted partnerships by seeking new members from the associations of which we are member, expanding our network and creating opportunities for collaboration.

Overall, the scope of my internship responsibilities extended into the core domains of international communication, technologies of communication and language solutions, providing me with professional growth and transformative experiences that have enriched my understanding of the relation between international relations, language services and the global business landscape.

Throughout this internship, each day presented an opportunity for continuous learning and personal growth. It allowed me to explore AP|PORTUGAL as a business entity, gaining a comprehensive understanding of its operations as a language service provider. This internship provided insights into the critical significance of maintaining high-quality standards, overall, and in linguistic services, in particular, and illuminated the intricate web of international relations within a business context. This hands-on exposure not only boosted my professional skills but also further developed my appreciation of the multifaceted dynamics that contribute to the success of a language service provider.

Throughout the chapters of this report, it will be firstly explored the motives and why I chose to do a curricular internship, secondly, AP|PORTUGAL's dynamic landscape as a Language Service Provider, unravelling the multifaceted dimensions of its operations, highlighting the organisation's unwavering commitment to quality. And finally, the activities and initiatives planned and developed during the internship will be presented and briefly analysed.

In this report I will delve into the specific projects I was involved in, the challenges I encountered and the valuable insights I gained throughout the internship. It is a testament

to my commitment, dedication and a synthesis of the insights gathered during this transformative period of my academic and professional journey.

Therefore, in this internship report, developed within the framework of the Master's in Intercultural Studies for Business at the Institute of Accounting and Administration of the Polytechnic University of Porto, I will summarise and reflect on the work carried out during my six-month remote internship, specifically my experience in the company AP|PORTUGAL – Tech Language Solutions.

CHAPTER I – CURRICULAR INTERNSHIP AT AP|PORTUGAL

1.1 – The Curricular Internship

When finishing an academic cycle, doing an internship in their field of study or in what they want to pursue professionally is one of the ideal paths for those who aspire to enter the professional world. Fortunately, many companies are open to this possibility and offer curricular, professional or even self-proposed internship programmes.

Taking this into account, curricular internships in particular, or internships in general, are important for several reasons. Firstly, they provide students with a unique opportunity to bridge the gap between theoretical knowledge acquired in the classroom and practical application in the real world. This hands-on learning not only enhances their academic understanding, but also equips them with valuable skills and competences relevant to their chosen field. By having the opportunity to do an internship, students can gain insight into the complexities of their discipline, understand the demands of the professional world and improve their problem-solving skills.

Secondly, curricular internships foster personal and professional growth. These experiences enable students and professionals to explore their career interests and develop a clearer sense of their professional identity. Through internships, they are exposed to various work environments and organizational cultures, which helps them refine their career goals and aspirations. Moreover, the challenges and responsibilities that come with internships encourage time management and adaptability, effective communication, teamwork and problem-solving, thus contributing to the development of interpersonal and analytical skills. This growth not only benefits students during their academic journey but also ensures that they are better prepared for the competitive job market.

As presented, internships offer several advantages, however, internships are not without their drawbacks. They can be time-consuming and may interfere with a student's academic commitments. In some cases, internships may be unpaid, making it financially challenging for some students to participate. Additionally, the quality and relevance of internships can vary widely: some students may be assigned menial tasks or have limited learning opportunities, while others may be overloaded with tasks.

Despite the downsides, the overall benefits of internships, often outweigh the potential disadvantages. And to conclude, internships play a fundamental role in training

career-ready individuals, combining academic knowledge with practical experience and facilitating personal development.

1.2 – Internship at AP|PORTUGAL – Tech Language Solutions

AP|PORTUGAL - Tech Language Solutions is a company that specialises in language solutions and communication technologies. This internship report reflects on the experiences as an intern in this organisation.

The internship starts with a comprehensive two-week onboarding process, to get to know the company as well as possible before starting the scheduled activities and initiatives. The onboarding process was divided into three phases: Introduction and Presentation, Knowledge Acquisition and Knowledge Validation.

During the first phase and autonomously, the company's organigram was explored in order to better understand the workflow and communication within the company; all the services offered by the company were explored, as well as the websites within the AP|PORTUGAL universe; and it was analysed some work policies, namely for quality and privacy. As the internship was carried out mostly remotely, the means of communication to be used were also shared, as well as good practices for their use.

Later, and still in this first phase, the entire team from the Information and International Relations Department was introduced and internal training courses were shared, in order to gain a better understanding of the processes developed in the company.

In the second phase, knowledge was acquired through internal and external training courses, videos, by reading documents and work instructions related to the department, in particular, and the company, in general.

In the final phase, and in order to validate the knowledge acquired, a meeting was scheduled to hold a Mock Meeting of the company as if it were with a client. And finally, the tasks to be carried out during the internship were highlighted: researching and analysing public tenders, customer support via phone and on the website's chat, communicating with partners and providing quotes for partners as well as support in establishing protocols and institutional partnerships, support in the management and

creation of events, conducting market research, collaboration in the management of social media, B2B relations - national and international markets.

The table below lists the activities planned beforehand for the internship and the time allocated for each one:

Expected Activities and Initiatives	Estimated Time
Onboarding Process	Two weeks
Researching and analysing public tenders	During the internship
Customer support via phone	During the internship
Customer support on the website's chat	During the internship
Communicating with partners	During the internship
Providing quotes for partners	During the internship
Support in establishing protocols and institutional partnerships	During the internship
Support in managing and organising events	During the internship
Conducting market research	During the internship
Collaboration in the management of social media	During the internship
B2B relations - National and International Markets	During the internship
Providing quotes for B2C and B2B projects	During the internship

Table 1 – Expected Activities and Initiatives and Estimated Time

CHAPTER II – AP|PORTUGAL – TECH LANGUAGE SOLUTIONS

2.1 – AP|PORTUGAL – The Company

AP|PORTUGAL – Tech Language Solutions has established its presence in the Portuguese business landscape in 1998. Currently, the company's offices are located in two major cities, Lisbon and Porto. The company's primary central administrative hub, known as the Artiga Center, is strategically situated within Greater Porto, specifically in Vila Nova de Gaia. As both offices are strategically located in two of Portugal's best-known cities, they are the starting points for a wide range of high-quality services and solutions, meeting the varied and demanding needs of clients throughout the country.

Artiga Center was created with the aim of supporting all hybrid or remote working organisations that periodically need a meeting centre to hold meetings, conferences or events. The Artiga Centre is fully equipped with technology capable of meeting the needs of any event.

For the past 25 years of existence, this LSP (Language Service Provider) has been focused on being the one-stop destination for the Portuguese language in all its variants and expanding the global reach by digitally transforming communication, whether through translation, localization, marketing or events and increase the impact of its clients and partners' message.

We are living in an increasingly global, technological and digital world, which has led AP|PORTUGAL to expand its range of solutions. In this era of digital transformation, translation, interpreting, transcription and subtitling solutions are still very important but no longer sufficient. Consequently, the company has recently introduced various new services.

AP|PORTUGAL has a range of services encompassing the linguistic and communication technology sectors, catering to a wide range of clients. The comprehensive solutions portfolio of AP|PORTUGAL includes translation, interpreting (both on-site and remote), subtitling, voice-over, transcription, audiovisual renting, events management, as well as leveraging cutting-edge linguistic and communication technologies.

The company holds an official partnership with Zoom, a leading video conferencing platform, and is the Portuguese institution representative of Wordbee Translator translation software.

In addition to these language-related services, the company extends its capabilities to creative endeavours such as video production, copywriting and digital marketing. This range of services is further augmented by the provision of promotional videos, drones' footage and time-lapse recordings, attesting to AP|PORTUGAL's commitment to serving multifaceted communication needs.

By offering all these linguistic solutions, AP|PORTUGAL addresses the language barriers that often hinder effective cross-border communication, catering to the international (and national) market's demands. At the same time, the inclusion of technological and creative services underlines the company's versatility and its ability to respond to today's ever-changing communication paradigms.

2.2 – AP|PORTUGAL's Vision, Mission and Values

Many organizations develop both a mission and a vision statement. A strategic vision indicates management's aspirations for the organization, while the mission statement is about the companies' ideals and global orientations, also showed in companies' values (Freire, 2020).

AP|PORTUGAL's vision focuses on becoming a leader in language solutions and communication technologies. The company aims to leverage leading innovations and experience to transcend language barriers, offering comprehensive and personalised solutions to clients around the world. Its vision encompasses a commitment to continuous improvement, technological evolution and customer satisfaction, establishing itself as a prominent and trusted name in the international landscape.

AP|PORTUGAL's mission, as an organization, is to bring about a shift in the landscape of business communication, with a particular emphasis on interactions involving customers, partners and employees. This mission is supported by a strategic consolidation of innovative technologies and contemporary communication strategies. AP|PORTUGAL aims to provide organisations with the essential tools and skills to foster

trust, cultivate relationships and create a high-value customer experience. This commitment stems from recognising the fundamental role that effective communication plays in the contemporary business environment.

AP|PORTUGAL Tech Language Solutions defends a core set of values that embody its core values in the industry – Responsibility, Honour and Dedication. Responsibility stands as a testament to their unwavering commitment to excellence, ensuring quality and professionalism across all services provided. Honour serves as a guiding principle in the company's interactions, shaping their approach with honesty, transparency and ethical conduct. Nurturing relationships built on trust is paramount, leading AP|PORTUGAL to uphold confidentiality while demonstrating deep respect for diverse cultures and communities. And dedication drives their commitment in every project. The commitment drives them to find new and personalized solutions.

All in all, the goal goes beyond the realm of business interests, encompassing a commitment to serving both the public and private sectors. This vision underlines the organisation's enduring commitment to social responsibility and its role as an advocate for positive change.

2.3. AP|PORTUGAL Departments and Organigram

Organizational structure largely dictates how objectives and policies will be established (David, F., 2011). It is how job tasks are formally divided, grouped and coordinated within an organization (Robbins, S., 2017). The basis on which jobs are grouped together is called departmentalization, that can be shown in an organization chart, called organigram.

AP|PORTUGAL, as can be seen in Figure 1 with its organigram, comprises an internal, permanent team that forms the core of the company's operations. This dedicated team embodies the company's values and ensures the consistent delivery of high-quality language services and communication technologies. Complementing this internal team is a dynamic network of external freelance employees who contribute their specialized expertise to meet the diverse needs of clients.

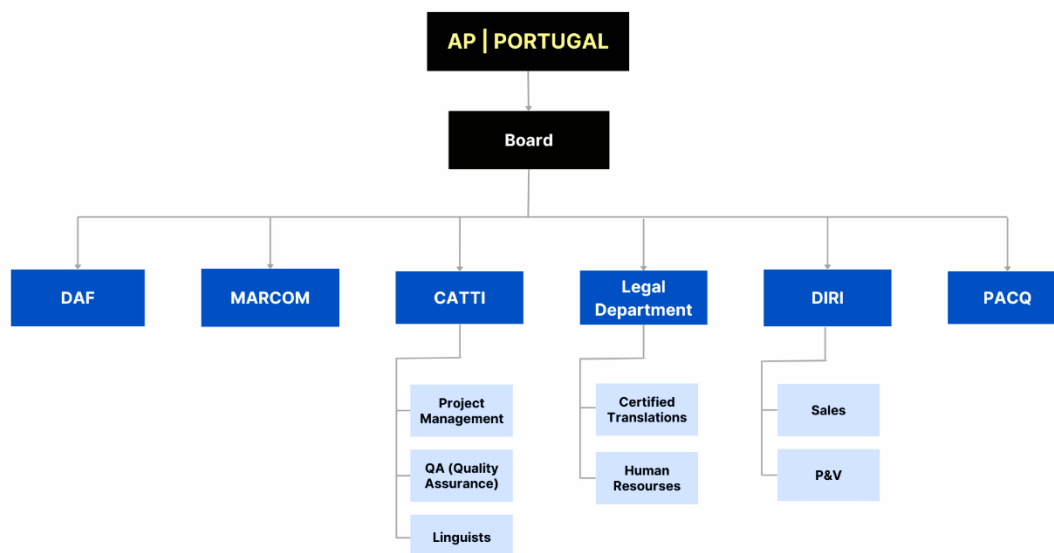


Figure 1 – AP|PORTUGAL's organigram

In terms of its composition, the company comprises the following departments:

DIRI (Information and International Relations Department): This department assumes a pivotal role in handling commercial protocols, establishing partnerships and providing consultancy services. It forms a crucial interface for the company in its engagement with external entities, contributing to the expansion and development of AP|PORTUGAL's business network. This is the department I worked in and did my internship.

CATTI (Support Centre for Translators, Transcribers and Interpreters): Responsible for the oversight of linguists and project management across various domains, the CATTI department plays a fundamental role in ensuring the quality and effectiveness of language services. It provides support and guidance to language service providers, contributing to the company's reputation for excellence.

PACQ (Pagination and Quality Control Department): this department is responsible for pagination, Desktop Publishing (DTP) and the management and quality control of documents and projects. Its meticulous attention to detail in document presentation and quality assurance is integral to the company's service delivery.

Legal Department: This is where legal texts, apostilles and certifications are handled. It specializes in language services pertaining to the legal domain, ensuring the accuracy and reliability of documents in this highly specialized field.

DAF (Administrative and Financial Department): The department manages the financial operations of the company, including invoicing and accounting for both internal and project-related financial matters. It plays a central role in ensuring the company's fiscal integrity.

MARCOM (Marketing and Communications Department): This department deals with all matters relating to the company's marketing and communications. It formulates and executes marketing strategies, maintains the company's online presence through website and social media management and takes charge of copywriting tasks to support AP|PORTUGAL's branding and communication initiatives.

2.4. International Language Service Industry Associations

AP|PORTUGAL's active involvement in several associations within the language services industry reflects the company's commitment to networking, professional development and promoting best practices in the field. These associations facilitate collaboration, knowledge sharing and advocacy for the interests of their members. Below are the key associations to which AP|PORTUGAL proudly belongs:

GALA (Globalisation and Localisation Association) is an esteemed international non-profit association founded in April 2002 by a collective of 15 pioneering companies. AP|PORTUGAL has been an active member of GALA since 2017. The association's primary mission is to represent the language services industry and advocate for the promotion of translation, interpreting and localization services on a global scale.

ELIA, the European Language Industry Association, is another esteemed association to which AP|PORTUGAL holds membership since 2016. Founded in 2005, ELIA represents the language services industry in Europe and stands as the continent's premier trade association. ELIA's mission centres on fostering relationships among members of various organizations within the language services industry. The association promotes cooperation, knowledge exchange and the development of industry standards. AP|PORTUGAL's affiliation with ELIA underscores its commitment to being at the forefront of industry trends and best practices in Europe.

The Association of Translation Companies (ATC) was founded in 1976 in the United Kingdom and it is a long-established association to which AP|PORTUGAL belongs to since 2016. ATC is recognized at government and international levels as a symbol of quality translation services management. ATC also acts authoritatively when communicating with the government on matters relevant to the translation industry and provides valuable information and support to businesses, industries and the general public seeking to utilize the services of a translation company.

And finally, ALC (the Association of Language Companies) is an international trade association to which AP|PORTUGAL holds membership since 2016. ALC was founded in 2002 in the United States, it has grown to become the leading association in the country dedicated to representing companies offering a variety of language services, including translation, localization, interpretation, language training and language testing.

AP|PORTUGAL's active engagement and membership in these associations are a testament to the company's commitment to the highest standards of professionalism and quality within the language services industry. These affiliations not only position AP|PORTUGAL at the vanguard of emerging industry trends but also serve as channels for collaboration and shared expertise. AP|PORTUGAL's dedication to expanding and enriching its partner network reinforces its mission to foster mutual learning and knowledge exchange.

The spirit of collaboration and knowledge-sharing within these associations is deeply linked to AP|PORTUGAL's values and its commitment to quality extends beyond the company itself. In this spirit of mutual growth, AP|PORTUGAL benefits from the strengths of its partners, while sharing its own experience.

2.5. AP|PORTUGAL's Commitment to Quality

2.5.1. ISO Quality Standards

For language service providers such as AP|PORTUGAL - Tech Language Solutions, the commitment to quality is crucial. Quality is an essential component that supports reliability and effectiveness. In the field of language services, accuracy, precision and cultural awareness are the foundations that enable clear and accurate communication.

ISO (International Organization for Standardization) is a non-governmental international organization. ISO certifications are internationally recognized standards and play an important role in the contemporary business landscape.

First and foremost, ISO certifications act as a symbol of quality, giving customers and companies the guarantee that a company adheres to globally accepted best practices. These standards help to improve the quality of products or services, promoting customer confidence.

Secondly, ISO certifications help with risk management and process improvement. By complying with ISO standards, organisations systematically identify potential risks or processes that can be improved in their operations, enabling them to develop and implement effective strategies. (Bangert, M., 2007)

Implementing and maintaining ISO certifications in a company can have both positive and negative impacts on employees. These effects can vary depending on the specific standards being applied and the organisation's approach to the compliance of the standard.

On the positive side, ISO certifications often bring about enhanced working conditions for employees. These certifications emphasize the importance of consistent processes and responsibilities. The implementation of ISO standards frequently leads to better documentation of procedures and processes, which can provide employees with readily available resources for performing their tasks efficiently and effectively.

ISO standards often encourage a culture of continuous improvement in an organisation. This approach has a positive impact on employees, fostering a sense of involvement and empowerment. Employees are often encouraged to suggest improvements and participate in problem-solving, which can boost morale and job satisfaction.

On the other hand, the implementation and maintenance of ISO certifications can have a negative impact on workers. The main concern is the increased workload and administrative burden that compliance with these standards can entail. Employees may have to devote more time to documentation, reporting and compliance-related tasks,

which can generate a sense of increased pressure and stress, especially during the implementation and auditing phases.

Another potential negative impact is resistance to change. Employees who are used to the existing processes may be reluctant to adapt to the changes imposed by ISO standards. This resistance can result in frustration and conflict within the organisation.

Overall, the implementation and maintenance of ISO certifications can have both positive and negative effects on employees. To optimise the favourable effect on staff, organisations should focus on effective change management, involving employees in the process and creating a culture of continuous improvement.

Due to the significant importance and worth of ISO certifications, AP|PORTUGAL currently holds three certifications, ISO 17100, ISO 18587 and ISO 23155, each of which represents distinct aspects of language services and translation quality assurance.

ISO 17100 is the international standard for translation services. This certification defines strict criteria for translator qualifications, project management and quality control in translation companies. This ISO emphasises the importance of accuracy and consistency in translation, requiring documented procedures for translation and revision, terminology management and quality assurance.

The ISO 18587 is the specialised standard relating to the post-editing of machine translation results. The post-editing step involves the review and improvement of the machine-generated translations by human translators to improve the accuracy, fluency and overall quality of the content. This standard establishes guidelines for post-editing processes, the competence of post-editors and quality assurance procedures, ensuring that machine-generated translations are improved to meet specified quality levels.

ISO 23155, titled "Interpreting services — Conference interpreting," concerns the requirements and guidelines for conference interpreting services. The ISO 23155 standard, entitled "Interpreting services - Consecutive interpreting", concerns the requirements and guidelines for consecutive interpreting services. This ISO describes the essential competences and requirements for interpreters.

To summarize, these certifications not only confirm AP|PORTUGAL's commitment to delivering top-tier language services but also assure clients and partners of its dedication to maintaining the highest standards of quality, accuracy and inclusivity within the realm of language and translation services. This can have a positive impact on the company's reputation, customer trust and the quality of services provided.

2.5.2. Kaizen Methodology

Along with the best practices required by ISO certification, AP|PORTUGAL is also committed to implementing the Kaizen methodology.

In both personal and business settings, the Kaizen culture and methodology embody a fundamental idea of continuous enhancement. Originating from the Japanese terms "kai" (change) and "zen" (good), the word "Kaizen" represents the idea of continuously improving and aiming for positive change. This approach and culture place a strong emphasis on the value of consistently making small gradual improvements. The fundamental principle of Kaizen is that incremental changes, no matter how little at first, can eventually result in substantial improvements in productivity, quality and overall performance. (Imai, Masaaki, 1986)

The methodology itself entails a structured, systematic approach to problem-solving and improvement. It involves identifying issues, brainstorming solutions, implementing changes and monitoring results. This cyclical process ensures that organizations remain responsive to changing conditions and continuously strive for excellence.

To initiate the practical implementation of Kaizen, the company should encourage all employees to actively participate in identifying areas for improvement. This can be accomplished through regular brainstorming sessions, by defining KPIs (Key Performance Indicators), suggestion boxes or digital platforms for submitting ideas. The people involved should evaluate and prioritize possible enhancements based on aspects like cost-effectiveness, quality impact, efficiency and practicality.

Once improvement opportunities are identified, it is essential to create action plans. These plans should specify the actions, responsible individuals, timelines and success criteria for each improvement initiative. Implementing changes gradually, in

manageable increments, ensures that the workforce can adapt to new practices and evaluate their impact effectively. Moreover, it is essential to establish KPIs to measure the outcomes of Kaizen initiatives, providing quantifiable data to assess their effectiveness.

By adopting the Kaizen methodology, a company can become more adaptable and reactive to market changes. The organization's ability to swiftly adjust to changing consumer demands and market circumstances is ensured by its ongoing quest for efficiency and quality.

2.5.3. GDPR Importance

The GDPR (General Data Protection Regulation) is a comprehensive data protection and privacy law that sets guidelines for the gathering, processing and preservation of personal data within the European Union (EU) and the European Economic Area (EEA). It aims to standardize data protection regulations among EU countries and provide people with more control over their personal information. Organizations managing personal data must comply with strict regulations brought about by this regulation, which emphasizes responsibility, transparency and consent in data processing activities.

The importance of the GDPR lies in its emphasis on protecting people's fundamental rights regarding the protection of their personal information. It strengthens privacy rights by ensuring that individuals have more control and awareness of how their information is collected, used and shared. The GDPR imposes strict obligations on organisations regarding data processing, including obtaining explicit consent, implementing data protection measures and reporting data breaches to the authorities, the GDPR promotes a more responsible and ethical approach to data management. (Larsson, A., 2020)

For AP|PORTUGAL, compliance with the GDPR is crucial. LSPs deal with a wide range of sensitive information on a regular basis, such as private and personal documents. Failure to comply with GDPR regulations can result in financial penalties, damage to the company's reputation and loss of customer trust, making adherence to these regulations a must for LSPs.

2.5.4. AP|PORTUGAL – Tech Training Center

AP|PORTUGAL - Tech Language Solutions specialises in the development of linguistic and technological solutions, but also has a particular focus on training courses within the areas of quality and information technologies. Its primary goal is to meet the sector's growing demand for the production of multilingual content and the management of document-related software solutions. This focus is aligned with the changing requirements of current digital marketing and the ever-present nature of online communication. And emphasises the need to provide professionals with adeptness in managing multilingual content.

AP|PORTUGAL has recognised this need and has created the Tech Training Center certified by DGERT, offering a diverse range of training courses. This approach aims to bridge the current knowledge gap and support both partners and clients in improving their workers' skills and competencies.

At the AP|PORTUGAL's Tech Training Center, there are the following courses in Portuguese: Project Management and Translation, Quality - ISO 18587, Quality - ISO 17100, Internationalization and Digital Content Management, Amplified Event Management, Digital Offices & Remote Working. And the following courses in English: Localization for Global Marketing Specialists and Quality - 17100.

In the realm of the training courses, AP | PORTUGAL fosters innovation and the growth of all participants, augmenting their competencies to enable them to make a constructive impact.

2.5.5. AP|PORTUGAL – National and International Tenders

National and international public tenders are formal procurement processes through which government agencies, public sector organisations or private companies request proposals from companies and service providers to meet their needs. These tenders are crucial for governments and public entities to acquire goods or services efficiently, transparently and in compliance with legal and ethical standards. This procurement method is an integral part of public administration and plays a significant role in promoting fair competition, transparency, accountability and the responsible and

thorough allocation of public funds. For companies, registering and participating in national and international public tenders can offer substantial opportunities for growth and diversification.

National public tenders are posted by private or public companies or even government agencies at the local or national level within a specific country. These tenders serve a variety of purposes, including the purchase of equipment, construction projects, consulting services and the acquisition of goods or services. And they are subject to the country's national laws and regulations.

International public tenders, on the other hand, involve the procurement of goods or services by international organizations or intergovernmental entities. These tenders typically adhere to international standards and often encompass complex projects that transcend national boundaries. They aim to attract global suppliers and foster international collaboration.

National and international public tenders are very important. Firstly, they promote transparency in procurement processes, as they require detailed specifications, evaluation criteria and clear procedures for selecting suppliers. This transparency ensures that public funds are spent efficiently and that the selected supplier offers good value for money. Public tenders also uphold the principles of fairness and equal opportunities, as they allow companies of all sizes to compete for public contracts on equal terms, thus preventing favouritism or discrimination.

Participating in national and international public tenders offers companies such as AP|PORTUGAL several benefits. Winning government and public sector contracts can lead to stable revenue streams and long-term business relationships. It can enhance a company's reputation and credibility. The success of a tender can serve as a validation of a company's capabilities and quality standards, which can be used to attract new clients.

The competitive nature of public tenders encourages businesses such as AP|PORTUGAL to continually improve their products or services, driving innovation and enhancing efficiency.

When AP|PORTUGAL identifies tenders that align with its skills and expertise, it leverages its capabilities to contribute to the public and private sectors. This strategic

alignment ensures that the company can offer exceptional language services and communication technologies while respecting the highest standards, contributing to government transparency and also improving the quality of services provided to the public and thus advocating for these values.

2.6. A Company as an international business

2.6.1. Why is internationalization important?

The globalized nature of today's business landscape has required a fundamental change in the way companies operate and expand. Internationalization, the process of extending a company's operations and influence beyond its national borders, has emerged as a strategy for companies seeking sustainable growth and competitiveness in the international arena.

Internationalization is a concept that encompasses various activities, strategies and processes designed to enable a company to establish a global presence. It involves the expansion of a company's products, services or operations into international markets, with the aim of increasing market reach, diversifying revenue streams and achieving long-term sustainability. Internationalization encompasses a continuous set of phases, ranging from initial exports to the potential establishment of foreign branches.

In today's fast-paced and interconnected business landscape, internationalization is no longer an option but a necessity. The digital revolution and advances in communication technologies have reduced geographical barriers, allowing companies to access markets, resources and talent on a global scale. As a result, companies are faced with the need to internationalize in order to remain competitive and take advantage of emerging opportunities.

Internationalization allows access to new growth opportunities that may not be available on the domestic market. By entering new markets strategically, companies can access new customer segments and revenue streams. A well-executed internationalization strategy can confer a competitive advantage. It allows companies to take advantage of their strengths, whether in terms of innovation, quality or cost efficiency, in new markets.

This concept is not just about geographical expansion, but also about learning and adapting. Companies have to navigate diverse cultures, regulatory frameworks and consumer behaviours. This requires continuous learning, cultural competence and adaptability, which can improve the organization's overall capabilities.

To sum up, internationalization is a crucial aspect of modern business strategy. The dynamic nature of the global economy requires companies to broaden their horizons and venture into international markets. This internship allowed me to understand the strategic importance of internationalization and its role in the company's sustainability and global relevance. This experience reinforced the certainty in the value of internationalization as an essential component of a company's long-term growth and success.

Alongside the concept of internationalisation, in the dynamic landscape of global business, globalization also plays an essential role in shaping the strategies and operations of companies.

Globalization focuses on standardization and efficiency over customization. It involves developing a product, service or business process that can be implemented consistently across numerous markets. The key objective is to reduce variations and create a uniform brand or offering that transcends cultural and geographic boundaries. Globalisation has made the world increasingly dynamic and connected. The business world is no different, with more companies going through the process of internationalisation and becoming global.

In addition, by focusing on the cultural roots of national behaviour, both in society and in companies, it is possible to predict and calculate the reaction and response of others, for example, on a business level. As business is becoming increasingly global, intercultural awareness is a fact that is increasingly emphasised. (Lewis, R., 2006)

2.6.2. AP|PORTUGAL as an international business

AP|PORTUGAL, as a language service provider, distinguishes itself by offering a wide range of services. As a thriving entity on the international market, it has a number of qualities that underline its success and relevance. The versatility of the services provided establishes its solid presence on the global market. The range of solutions allows

the company to satisfy a diverse clientele from different industries and sectors. The company's commitment to serving clients from all over the world is evident in its diverse client base, which encompasses individuals, corporate entities, government organizations and numerous sectors, both national and international.

One of the pillars of AP|PORTUGAL's success is its dedication to maintaining the highest international quality standards. The company's certifications in ISO 17100, ISO 18587 and ISO 23155 exemplify its commitment to upholding excellence in language services internationally. This dedication not only underscores the company's commitment to quality but also reinforces its status as a trusted and reliable partner in the international language services industry.

Additionally, AP|PORTUGAL's active participation in industry associations such as GALA, ELIA, ALC and ATC demonstrates its commitment to knowledge exchange and collaborative efforts within the language services sector. Being part of these associations serves as a platform for AP|PORTUGAL to contribute to sector trends, defend advances and share its knowledge with its peers.

The company's integration of cutting-edge communication technologies into its services exemplifies its forward-thinking approach and commitment to continuous improvement. This technological proficiency ensures that AP|PORTUGAL remains at the forefront of industry innovation and stands out as a provider that leverages the latest tools and techniques to meet the evolving needs of its clients.

In addition, the company stands out for its ability to customize services to suit local audiences, while maintaining a global perspective. This ability positions AP|PORTUGAL as a valuable and versatile partner for clients looking to expand their reach across borders.

CHAPTER III – INTERNSHIP AT AP|PORTUGAL

The decision to pursue a curricular internship as part of my Master's Degree in Intercultural Studies for Business was driven by a number of factors. Firstly, an internship in a company with a dedicated international department aligns with my academic path. It offers me a unique perspective on linking theoretical knowledge with practical application in the field of intercultural business. And by carrying out a curricular internship, I was able to apply and perfect my skills in a real context, thus reinforcing my academic learning and providing me with practical knowledge about the world of international business.

A curricular internship in an internationally focused company was extremely beneficial for gaining direct exposure to a global business environment. The skills I acquired during this internship were not only critical to my academic and professional growth but were and are also highly relevant in today's globalised business landscape. This hands-on experience was key as I pursue a career in the intercultural studies and international business area.

The internship was very important to my professional journey as it enabled me to explore the practical use of international commercial agreements and recognise a valuable network of industry companies and associations. Working for a company established in the global and international market has helped me to identify different interests in this broad area.

3.1. Partners & Vendor

My internship was in Partners & Vendor (P&V), a sub-department of DIRI. This role is important for the company's international and institutional commitments in the language and technology services sector. In this department I was responsible for initiating and maintaining relationships with other companies in the sector and aimed to create and maintain partnerships with other companies in the industry, both on the seller and buyer side.

The main actions I carried out included regularly updating price and service tariffs in all the translation management systems (TMS) used by current and potential partners. In P&V, I was actively involved in sending out partnership proposals and invitations to

partnership meetings, promoting collaboration with companies affiliated to renowned industry associations, including ALC, ATC, ELIA and GALA, of which AP|PORTUGAL is a member.

The tasks I was responsible for mainly included establishing and maintaining solid communication channels with partners. This involves maintaining regular contact, initiating enquiries and promoting collaborative discussions to create and nurture productive relationships.

In this sub-department, I also provide quotes for partner's projects, ensuring that budgets are not only allocated thoughtfully, but also managed efficiently to fulfil project objectives and the budgets set by the partners. This financial vision is key to ensuring that partnerships remain mutually beneficial and financially sustainable. I also produced reports, taking into account the initiatives I was pursuing. These reports were valuable tools for monitoring progress, evaluating results and making informed decisions.

In addition, I was also responsible for protecting and organising documents concerning partners. This includes Non-Disclosure Agreements (NDA), Service Level Agreements (SLA), cooperation agreements and other relevant documents.

These diverse responsibilities collectively enable me to play a pivotal role in fostering successful partnerships and upholding the organization's commitment to quality and industry standards. This department is a central component of AP|PORTUGAL's commitment to international and institutional relationships within the language and technology sector.

3.2. Onboarding Process

During the initial phase of my onboarding experience at AP|PORTUGAL, I was provided with a comprehensive checklist that served as a structured integration plan for the department I was part of. This checklist played a pivotal role in guiding and monitoring my integration process within the company. It encompassed various key components, including the different phases of integration, the modules to be followed, the content that would be covered, available documentation resources and the description

of each module. It also had a column dedicated to recording the time spent in each module, allowing for time tracking and a designated point of contact in the event of any inquiries or clarifications.

This plan provided me with a clear and organised roadmap for my integration journey, ensuring that I could progress consistently. All the documentation, work instructions, pages from the company website shared were a great resource for familiarising myself with the company's practices and procedures and were a practical guide for carrying out tasks and processes in the department.

The provision of a designated point of contact was also a valuable resource for clarifying doubts or for seeking guidance. This resource was made accessible through the inclusion of a hyperlink within the respective module of the integration plan. By clicking on this link, I was redirected to the company's online corporate communication platform, which functioned as a dynamic tool for establishing contact with all members of the organisation.

What made this communication platform particularly noteworthy was the context in which it operated. My internship was conducted remotely, with occasional visits to the office. In this virtual work environment, having an online communication platform played an essential role in bridging the geographical gap. It resembled a social media platform in many aspects, offering a user-friendly interface and a diverse set of features that facilitated effective communication and collaboration.

The platform enabled seamless one-on-one interactions with any member of the company, thereby serving as a direct line for inquiries or requests. It allowed for the creation of group chats, fostering teamwork and collaboration among peers, even between colleagues from different departments. This platform was invaluable in mitigating the challenges associated with remote working, as it promotes connection and real-time communication among colleagues, thereby addressing the inherent limitations of remote work, where physical proximity and spontaneous interactions are absent.

In a remote work setting, the ability to engage in direct, immediate communication with colleagues is often limited. The absence of face-to-face interactions can result in a sense of isolation and detachment from the team. Yet, the platform used from internal

communication (in addition to Zoom) offered a solution to this challenge. It created a virtual space where colleagues could easily connect with one another.

Thus, having this structured onboarding process proved helpful in facilitating a well-organized, efficient and comprehensive integration. The checklist encompassed the various elements required for a successful onboarding experience, including documentation, time tracking and support contact points. It guided my journey through the onboarding phase, ensuring that I received the necessary knowledge and support. As a result, it significantly contributed to a smooth and effective integration, setting the foundation for a successful and productive performance in the department.

This onboarding process underscored the company's commitment to facilitating a smooth integration by offering immediate support and addressing any queries that arose during the onboarding journey.

To summarize, the following table gives an idea of my integration phases, which modules were included in each phase and the time spent on each.

Integration Phases	Modules	Time Spent
Employee Account Configuration	Parameterisation and analysis of work instructions for the employee accounts	1-2 hours
Introduction and Presentation	The universe of the company, work policies and internal training courses	3-4 hours
Knowledge Acquisition	Internal and external training courses, work instruction,	8-9 days

Table 2 – Integration Phases, Modules and Time Spent

3.3. Partners' Translation Management System

During the initial phase of my internship, I was assigned the task of updating the Translation Management System (TMS) of our partners, other LSPs. A TMS plays a very important role in facilitating complex translations and offers a centralized and automated approach to managing localization workflows that involve multiple employees. This system acts as a vital software for companies and translation service providers, enabling them to efficiently handle project management, pricing and projects delivery. This task may seem minor, but it is not underestimated, since having updated TMS is crucial to the successful and smooth running of partnerships.

The two main issues we noticed were that some of our partners had TMS that had not been updated for a significant time and the solutions on them no longer covered the full spectrum of AP|PORTUGAL's services. The second issue was price: translation service prices fluctuate every year, which meant that the outdated prices on the partners' platforms did not accurately reflect current market realities.

This initiative had two goals. Firstly, we wanted to refresh our partnerships by updating their TMS to comply with our latest solutions and rates. This was crucial to ensure that our partners could fully benefit from our comprehensive set of services. Secondly, by updating the services, their pricing and project management capabilities, we sought to sensitise partners to reactivate the partnership and share the new opportunities and solutions made available by AP|PORTUGAL.

The task involved a meticulous process of system updating, ensuring that our partners had access to the latest features and that their TMS platforms were in line with our current standards. By revitalizing these partnerships, we aimed to enhance collaboration, streamline processes and promote better alignment with our partners' evolving needs and our ever-evolving solutions.

To summarise, this initiative was a strategic step aimed at improving the overall efficiency and effectiveness of our workflows and revitalising partnerships. We sought to update outdated systems, provide a more accurate reflection of market prices and ensure that our partners were fully aware of the solutions we offer. This task underlines AP|PORTUGAL's commitment to fostering strong and dynamic partnerships, optimising operations and maintaining a competitive edge in the translation and localisation sector.

3.4. International Tender – European Union Agency

As far as public tenders are concerned, a tender was published by an international agency of the European Union, which we identified and decided to take part in. The involvement in this international tender was extensive especially with the importance of the organisation in question.

The first steps were to carefully analyse all aspects of the tender and all the documentation shared and understand the requirements needed to participate and apply. This was a tender requesting the coordination and provision of simultaneous interpretation services. Consequently, a task force was set up for this mission, which I was a part of.

As the tender was for interpreting services, it was necessary to contact interpreters and partner companies to collaborate with us from all the official languages of the European Union and more, the languages included in the tender were as follows: Bulgarian, Croatian, Czech, Danish, Dutch, Estonian, Finnish, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, English, Romanian, Slovak, Slovenian, Spanish, Swedish, Arabic, Azerbaijani, Armenian, Georgian, French, German, Russian, Ukrainian.

With this in mind, we began by questioning interpreters who were members of the International Association of Conference Interpreters (AIIC) or who worked in accordance with ISO 23155. The AIIC is a well-respected and prestigious organization for professional conference interpreters. Being a member of AIIC can be a valuable credential and an indicator of a high level of professionalism and expertise in the field of interpretation.

During this process, which took more than a month, we prepared communications to share with partners and interpreters, prepared documents and CVs to send along with the proposal and contacted a variety of interpreters of the languages mentioned above and partners to support us in this mission.

Despite all the efforts of the whole team, partners and interpreters, in October the result was shared that we had not won this tender. Nevertheless, it was a good opportunity

and experience to see how project and resource management works and what it takes to prepare such an extensive public tender proposal.

3.5. Market Research Initiatives

During the six months of the internship, I was responsible for a number of initiatives within the department, a significant part of them were market research initiatives. These initiatives are important in the strategic development and growth of businesses across diverse industries and with these initiatives I was able to identify, assess and get to know better potential clients and markets.

Prospecting initiatives work as a proactive approach to business development. It has allowed me to identify potential customers who are a good match for AP|PORTUGAL products or services. This targeted approach not only simplifies marketing efforts, but also optimises the allocation of resources by focusing on the prospects most likely to convert into customers.

These initiatives contribute to a company's overall sustainability and longevity. Through these initiatives I have been able to realise and have a proactive mindset, looking for growth opportunities and ensuring the company's relevance in a dynamic business environment. These prospecting initiatives are not just a tactical approach, but an essential strategic element that reinforces the development and sustainability of the business.

The first initiative carried out was for national entities, the aim of which was to collect public sector entities and their respective email contacts so that we could then contact them via email. The goal was to present AP|PORTUGAL services and, subsequently, to make them aware of the state of the nation regarding the importance of the Code of Economic Activities (CAE) when public tenders are made, explaining that in most public tenders, the criteria for choosing the winner of the tender are not governed by quality factors but only by the factor of the lowest proposal.

However, as the collecting of email contacts was unsuccessful, only managing to collect the email contacts of 50 people, this initiative did not progress to the next stage of contacting the entities. In this initiative I was able to understand the importance of

promoting equal opportunities in procurement opportunities, particularly in the translation and linguistic services sector. And the role that, as a company, we also have to promote justice, honour and social, environmental and ethical responsibility.

Another initiative I carried out lasted from June until after the end of my internship. This initiative was to prospect the market for AP|PORTUGAL's new services, time-lapse and drone filming solutions.

We are in an increasingly visual and technologically advanced world and presenting projects and developments in an attractive and innovative way has become essential. In this context, AP|PORTUGAL's drone filming and time-lapse services stand out, where they are prepared to capture high-quality images and videos.

The goal with this initiative was to share the benefits of this type of service with organisations that are likely to need this type of solution, such as real estate and construction companies, property developers and investors, designers and consultants. With this in mind, I collected 831 companies and the email contact of 648 of these companies.

These innovative technologies not only set projects apart in a crowded market but also facilitate improved communication, efficient project monitoring and enhanced marketing and promotion efforts.

Despite the fact that this initiative had such a large investment of time, the results were not the most favourable. Initial and follow-up emails were sent and forms were filled in on the companies' websites. Of the 648 emails sent, 28 responded and only 4 companies showed interest, but the conversion rate was zero. In the end, it is important to recognise that this initiative has provided me and AP|PORTUGAL with valuable learning opportunities to understand the interest of the solutions on the market.

3.6. Other Activities Carried Out

As a Vendor Manager Trainee, my role encompassed diverse responsibilities critical to maintaining and nurturing relationships with our partners. One crucial aspect of my role was managing communication with partners. This includes promptly

answering emails from our partners and associations, ensuring that their inquiries and requests are addressed efficiently, maintaining effective communications, provide quotes for projects and schedule meetings when necessary. Additionally, I was responsible for managing the live chat on the company's website, providing instant assistance and guidance to potential clients and visitors.

Project request and budget management is one of the main functions of a Vendor Manager. Communicating rates and company information in advance lays the foundations for a strong partnership, but budgeting and tracking project requests from partners are essential to ensuring we meet their requirements effectively and guaranteeing that both parties are aligned in terms of expectations and offers.

In addition, I collaborated with the MARCOM department, in the coordination and enhancement of workflows and campaigns associated with partnerships. This synergy ensured effective communication, marketing strategies and the promotion of the organisation's offers in line with the values and objectives of its partners.

Finally, I have worked on promoting partnerships, seeking out new members of the associations we belong to in order to promote meetings and partnerships. This proactive approach helps to expand the network and foster new opportunities for collaboration between LSPs.

3.7. Expected Activities and Their Conclusion and Implementation

Before starting the internship and during the onboarding process, the objectives for the internship and the activities that would be carried out during it were shared.

In Chapter I of this report, it is described the expected activities and initiatives of the internship. The Table 3 below shows these activities, what was done in each and its degree of conclusion or implementation.

Activities and Initiatives	What Was Done	Conclusion/ Implementation
Onboarding Process	The onboarding proceed was completed within two weeks expected.	100%
Conducting market research	Whenever necessary and proposed, carrying out market studies and analyses.	100%
Customer support via phone	Initiative not implemented.	0%
Customer support on the website's chat	Customer support for incoming customers via the website's chat.	100%
Communicating with partners	Answering all requests from partners that we receive by email, whether they are enquiries, requests for quotes or opportunities for collaboration.	100%
Providing quotes for partners	Responding to all requests for quotations for partners' projects.	100%
Support in establishing protocols and institutional partnerships	Analysing collaboration requests and propose collaboration with other LSPs. Initiate partnership protocols.	100%
B2B relations - National and International Markets	Business relationships established only with the international market.	50%
Providing quotes for B2C and B2B projects	Quotation of projects only made for international B2B.	50%
Collaboration in the management of social media	Initiative not implemented.	0%
Support in managing and organising events	Occasional support when needed.	10-20%
Public tenders	Weekly research and analysis of national and international public tenders.	100%

Table 3 - Activities and Initiatives, what was done and its conclusion or implementation.

Taking the above table into account, I will now explore each activity, how each was processed and why a certain degree of conclusion was reached.

In the table above we can understand which activities were successfully completed, those that were initiated but for some reason were not completed or 100% implemented and those that never progressed nor were implemented.

The scheduled activities that were completed and implemented 100% were the onboarding process, conducting market research, customer support on the website's chat, communicating with partners, providing quotes for partners, support in establishing

protocols and institutional partnerships, public tenders. These were initiatives that were proposed to me and which I adopted and carried out.

The activities that have only a small percentage of implementation were: B2B relations - National and International Markets, providing quotes for B2C and B2B projects e support in managing and organising events. In these activities, and in particular the national market, B2C and managing and organising events were not objectives that were passed on to me because there was no need to allocate more resources (in this case me) to these initiatives.

Finally, customer support via phone and collaboration in the management of social media were not passed on to me because, on the one hand, almost all employees have their own company mobile phone, so when a customer needs to be contacted, they contact them directly. In addition, there was no need for collaboration in the management of social media as AP|PORTUGAL has a specialized marketing and communication department. My internship primarily focused on international relations.

It is important to define plans and strategies before starting an internship, however, the initiatives and activities initially proposed may not be carried out due to various factors. In my case, these proposed initiatives were not completed or carried out due to external factors beyond my control.

CONCLUSION

The main focus of this report is to describe the activities carried out over the six-month period of this remote internship at the company AP|PORTUGAL - Tech Language Solutions as part of the finalisation of the Master's Degree in Intercultural Studies for Business.

In this report, it is also described the organisation that hosted me for this report, its vision, mission and values and reinforced the importance of quality in any sector, but particularly in the linguistic and technological services sector. In these six months, I was able to realise the importance of quality and continuous improvement, which are essential for the development of any individual and company.

The initiatives I was invited to take part in were received with open arms and, given my background in culture and international business, I was able to make connections between my academic and professional career. In particular, as a Vendor Manager Trainee, I was able to create bridges between companies, international relations and information.

We can conclude that AP|PORTUGAL has been able to break down barriers, having obtained various international quality certifications such as ISO 17100, ISO 18587 and ISO 23155. As a central element of its identity, the commitment to quality sets AP|PORTUGAL apart from the competition, reinforces its credibility in the market and positions it as a reliable and trustworthy partner for clients in various sectors. The importance of quality is not just a statement for AP|PORTUGAL, it is a continuous path of dedication, investment and innovation that serves as the foundation for the company to continue building a legacy of excellence in the field of language services and communication technologies.

Today's world is in constant evolution, particularly digitally, and companies must be prepared to reinvent themselves in order not only to survive, but also to thrive and generate profits. The geographical boundaries that demarcated competition have faded away, and today, the distance between countries is merely a click away. As a result, businesses operating in different countries find themselves intricately linked and this global connectivity has redefined the competitive landscape. Companies across the globe have to adapt and innovate, leveraging technology, market insights and cross-border collaborations to remain competitive.

This curricular internship ended with a good beginning, the start of a 9-month professional internship with the IEF, Institute for Employment and Vocational Training. This opportunity was proof of how important internship opportunities are in higher education degrees. This curricular internship was a success and ended up giving me the opportunity to continue learning and growing at the host institution.

In conclusion, my motivation to undertake a curricular internship was to combine academic knowledge and practical experience, enhancing my intercultural skills and establishing a strong foundation for a successful and significant career in the domain of international business.

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Annex I – Tech Training Centre course certificates.





Certificado

Escritórios Digitais & Teletrabalho

Certificamos que
Luísa Gonçalves

concluiu com sucesso o curso de formação supra.

Mário Júnior - Gestor da formação

Emitido a 2023-02-06

Válido até 2024-02-06

Certificate ID: qlbetgdo1m

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Certificado

Gestão de Eventos Amplificados

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Certificado

Qualidade - ISO 17100

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Mário Júnior - Gestor da formação

Emitido a 2023-02-06

Válido até 2024-02-06

Certificate ID: ahnzblnigh

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Certificado

Qualidade - ISO 18587 (Pós-Edição)

Certificamos que
Luísa Gonçalves

concluiu com sucesso o curso de formação supra.

Mário Júnior - Gestor da formação

Emitido a 2023-02-06

Válido até 2024-02-06

Certificate ID: xsen4bnsas

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Annex II – HubSpot course certificates.



Certificado de Inbound Marketing

Luísa Gonçalves

O portador deste certificado é considerado plenamente capaz e hábil na aplicação de técnicas de inbound marketing. Eles foram testados nas melhores práticas e estão prontos para adotar uma abordagem de entrada para criar conteúdo, usando promoção social, conversão e nutrição de leads e marketing para clientes.

Válido desde: fev. 7 2023 - mar. 8 2025

Código de certificação: 892d3fa5d85846a08fe77660e66e5746

HubSpot Academy

Yamini
CEO Yamini Rangan



Email Marketing Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improving their email marketing strategy.

Valid from: Feb 8 2023 - Mar 9 2025

Certification code: de4c4a447dfa49e9beca62627fbc69a6

HubSpot Academy

Yamini
CEO Yamini Rangan



Content Marketing Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Feb 10 2023 - Mar 11 2025

Certification code: a826a0fab58140a1a378c1f28a995d67

HubSpot Academy

Yamini
CEO Yamini Rangan



Inbound Sales Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed fully capable and skilled in the Inbound Sales Methodology. They have been tested on best practices and are capable of applying them to identify, connect, explore, and advise potential buyers.

Valid from: Feb 9 2023 - Mar 10 2025

Certification code: 2d0fbfb061a04c898346cd4e80158690

HubSpot Academy

Yamini
CEO Yamini Rangan



Frictionless Sales Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed capable and skilled in the frictionless selling framework and in applying flywheel thinking to sales. They have been tested on best practices and are ready to take an inbound approach to leading a sales organization."

Valid from: Feb 8 2023 - Mar 9 2024

Certification code: 9e988914468845ae9520dfe27b9d9ddc

HubSpot Academy

Yamini
CEO Yamini Rangan



HubSpot Sales Software Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed fully capable and skilled in the Inbound Methodology and basic HubSpot software use. They have also demonstrated a mastery of the real-world application of inbound theory and practice using the HubSpot software."

Valid from: May 4 2023 - Jun 2 2024

Certification code: 576ff548462b4da980be65310dae0cdd

HubSpot Academy

Yamini
CEO Yamini Rangan



Sales Management Certification

Luísa Gonçalves

The bearer of this certificate is hereby deemed capable and skilled in the basic principles of sales management. They have been tested on best practices and are ready to take on the responsibilities of a sales manager."

Valid from: Feb 9 2023 - Mar 10 2024

Certification code: 880061028dff45c28326b7d3b45a7cfe

HubSpot Academy

Yamini
CEO Yamini Rangan



Sales Enablement Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed knowledgeable in the basics of developing a marketing-driven sales enablement strategy. They have been tested on best practices that focus on implementing industry standards in sales and marketing and evaluating sales enablement technology."

Valid from: Feb 13 2023 - Mar 14 2025

Certification code: 9135aea2f00b494eaa7660ec7f97c2d7

HubSpot Academy

Yamini
CEO Yamini Rangan



Inbound Certified

Luísa Gonçalves

The bearer of this certificate is hereby deemed capable and skilled in the methodology of inbound. They have been tested on best practices and are capable of applying them to develop a flywheel business model that attracts, engages, and delights prospects and customers.

Valid from: Feb 7 2023 - Mar 8 2025

Certification code: cb93dc0e9de64f25826de5f2ef8c4d32

HubSpot Academy

Yamini
CEO Yamini Rangan