



**CONNECTING COMMUNITIES  
THROUGH TRANSLATION**  
PAST, PRESENT AND FUTURE

# NTC 10<sup>th</sup> ANNIVERSARY CONFERENCE

---

**15 November 2024 (Friday), 9:00am - 5:00pm**  
**Suntec Convention and Exhibition Centre**

## EVENT BROCHURE

# CONTENTS

---

|                                                                                                         |           |
|---------------------------------------------------------------------------------------------------------|-----------|
| <b>MESSAGE BY GUEST OF HONOUR</b>                                                                       | <b>2</b>  |
| <b>ABOUT NTC</b>                                                                                        | <b>2</b>  |
| <b>CONFERENCE SCHEDULE</b>                                                                              | <b>3</b>  |
| <b>KEYNOTE PRESENTATIONS:</b>                                                                           |           |
| 1 ) Language Pathways through a Deglobalised, AI landscape                                              | <b>5</b>  |
| 2 ) Shifting Paradigms of Translation in the Age of Artificial Intelligence                             | <b>6</b>  |
| 3 ) Languages' Role as True Influencer: A Powerful Bridge to the Heart of the Community                 | <b>7</b>  |
| <b>PANEL DISCUSSION</b>                                                                                 | <b>8</b>  |
| <b>BREAKOUT SESSION PANELS:</b>                                                                         |           |
| 1 ) The Creative Power of Translation: Connecting Communities and Empowering Young Voices               | <b>9</b>  |
| 2 ) Translation in Our Community: Navigating Localisation and Standardisation                           | <b>11</b> |
| 3 ) Beyond Words: The Unseen World of Translation Careers and Their Role in Forging an Inclusive Future | <b>13</b> |
| 4 ) Bridging Gaps: The Role of Translation in Social Sector                                             | <b>15</b> |
| 5 ) Tongue-Twisted: The Perks and Quirks of a Language Enthusiast's Life                                | <b>17</b> |
| 6 ) The He(art) of Interpretation                                                                       | <b>19</b> |
| 7 ) From Script to Screen: The Role and Impact of Translation in Today's Media Landscape                | <b>21</b> |
| 8 ) Weaving the Future: AI, Human Insight and Emerging Trends in Translation Technology                 | <b>23</b> |

# MESSAGE BY GUEST-OF-HONOUR



**Senior Minister of State (SMS)  
Tan Kiat How**

“Since its establishment in 2014, the National Translation Committee (NTC) has been working on raising the translation standards of our four official languages to enhance the effectiveness and quality of our public communications. Looking ahead, the NTC will focus on three key strategies: embracing technology to enhance translation quality, grooming a pipeline of homegrown talent and deepening community engagement, especially among our youth. By working with our partners to foster a dynamic translation ecosystem, we aim to strengthen bilingualism and enrich Singapore’s linguistic and cultural landscape for many decades to come.”

## ABOUT NATIONAL TRANSLATION COMMITTEE



- Oversees short-term and long-term plans to enhance WoG translation capabilities
- Facilitate improvements across languages and translation industries
- Undertake collaborative efforts involving the public, private and people sectors to address translation-related issues and co-create solutions



### ABOUT THE NTC

Established on March 1 2014, the NTC comprises members from the translation and languages industries, media and, academia as well as government representatives.

The NTC endeavours to:

- Promote best practices among public sector agencies on procuring/producing translation
- Facilitate opportunities and platforms for collaboration among the public, private and people sectors, in order to promote and raise translation standards
- Nurture the next generation of translation talents in Singapore



### ABOUT THE RPs

The NTC works alongside three Resource Panels (RP), namely the Chinese RP, Malay RP and Tamil RP.

The Resource Panel members:

- Provide expert advice on specific translation issues
- Assist and support the implementation of the National Translation Committee's initiatives
- Assist with standardising the translations of terms in the official languages in Singapore, and to advise on the appropriateness of terms in the official languages adopted by the media and government agencies

# CONFERENCE SCHEDULE

---

| Timing      | Programme                                                                                                                              |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 0830 – 0930 | <b>Registration</b>                                                                                                                    |
| 0930 – 0945 | Welcome Remarks<br>by Guest-of-Honour <b>SMS Tan Kiat How</b> ,<br>National Translation Committee Chairperson                          |
| 0945 – 1015 | Keynote Session: Language Pathways through a<br>Deglobalised, AI landscape<br>by <b>Ms Alison Rodriguez</b>                            |
| 1015 – 1030 | <b>Tea Break</b>                                                                                                                       |
| 1030 – 1100 | Keynote Session: Shifting Paradigms of Translation in the<br>Age of Artificial Intelligence<br>by <b>Dr Lee Tong King</b>              |
| 1100 – 1130 | Keynote Session: Languages' Role as True Influencer: A<br>Powerful Bridge to the Heart of the Community<br>by <b>Mr Sujimy Mohamad</b> |
| 1130 – 1215 | Panel Discussion<br>Translation in the Age of Technology: Trends and<br>Challenges                                                     |
| 1215 – 1345 | <b>Lunch</b><br>(Participants can visit the exhibition to learn more about<br>NTC initiatives)                                         |

# CONFERENCE SCHEDULE

---

| Timing      | Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1345 – 1500 | <b>Parallel Breakout Session 1</b><br><br>Breakout Session Panel 1: The Creative Power of Translation: Connecting Communities and Empowering Young Voices<br><br>Breakout Session Panel 2: Translation in Our Community: Navigating Localisation and Standardisation<br><br>Breakout Session Panel 3: Beyond Words: The Unseen World of Translation Careers and Their Role in Forging an Inclusive Future<br><br>Breakout Session Panel 4: Bridging Gaps: The Role of Translation in Social Sector |
| 1500 – 1530 | <b>Tea Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 1530 – 1645 | <b>Parallel Breakout Session 2</b><br><br>Breakout Session Panel 5: Tongue-Twisted: The Perks and Quirks of a Language Enthusiast's Life<br><br>Breakout Session Panel 6: The He(art) of Interpretation<br><br>Breakout Session Panel 7: From Script to Screen: The Role and Impact of Translation in Today's Media Landscape<br><br>Breakout Session Panel 8: Weaving the Future: AI, Human Insight and Emerging Trends in Translation Technology                                                 |
| 1645        | <b>End of the NTC 10th Anniversary Conference</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## KEYNOTE PRESENTATION 1

# Language Pathways through a Deglobalised, AI landscape

---

### ABSTRACT

Globalisation was promoted as the ‘tide that would lift all boats’, as all nations benefitted from shared knowledge, understanding and prosperity. Translation played a visible role in both cultural and economic globalisation, connecting nations and global ideals. The current geopolitical climate seems to indicate a reversal of trends and fortunes. As the tide of globalisation recedes, what might the landscape for translation and interpreting look like?

### SPEAKER'S PROFILE



#### **Ms Alison Rodriguez, International Federation of Translators**

Ms Alison Rodriguez is the President of the International Federation of Translators (FIT) and a distinguished linguist and translator with expertise in legal/human rights and technical fields. She has extensive experience in strategy, policy, and the promotion of the creative arts.

As a passionate advocate for multilingualism, multilateralism, and linguistic diversity, she is dedicated to the revitalization of indigenous languages, the development of professional associations, and volunteerism.

Her current work includes exploring the ethics of AI in both professional and societal contexts and promoting International Translation Day on September 30th, a day dedicated to celebrating the contributions of translators, interpreters, and terminologists worldwide.

## KEYNOTE PRESENTATION 2

# Shifting Paradigms of Translation in the Age of Artificial Intelligence

### ABSTRACT

This keynote addresses the nature and scope of translation in the advent of generative artificial intelligence (GenAI). It argues for a conception of translation which exceeds the act of transferring content from one language into another and encompasses an entire transaction from the commission of an assignment to its consumption by the end-user. This enlarged view is pertinent today as platforms like ChatGPT are demonstrating enhanced translation competencies on the level of meaning transfer.

Drawing on key rubrics from Australia's National Accreditation Authority for Translators and Interpreters (NAATI), the American Translators Association's (ATA) job task analysis, and the European Masters in Translation (EMT), this keynote proposes a paradigm shift in translator training and translation quality assessment—one which pivots away from language competency toward intercultural competency, research competency, technological competency, and service provision competency.

### SPEAKER'S PROFILE



#### Professor Lee Tong King, University of Hong Kong

Prof Lee Tong King is Professor of Language and Communication at the University of Hong Kong and Honorary Professor of Culture, Communication, and Media at University College London. Among the professional qualifications he holds include NAATI Certified Translator (Australia), Chartered Linguist (UK), and Specialist at the Hong Kong Accreditation Authority for Academic and Vocational Qualifications.

He is the author of *Choreographies of Multilingualism* (Oxford UP), *Kongish* (Cambridge UP), and *Translation as Experimentalism* (Cambridge UP). His research interests include intercultural and nonverbal communication for global business; legal communication; World Englishes; translanguaging in multilingual and digital environments, multimodality studies, and intersemiotic and experimental translation.

## KEYNOTE PRESENTATION 3

# Languages' Role as True Influencer: A Powerful Bridge to the Heart of the Community

---

### ABSTRACT

In this keynote speech, Mr Sujimy Mohamad draws from his 35 years of experience in the media, advertising, and content creation industries to showcase the powerful role languages play as a true influencer in shaping and connecting with the community.

Through personal anecdotes, Mr Sujimy Mohamad will share how he has successfully crafted campaigns that resonate deeply with the community, from marketing strategies to storytelling. Offering practical advice to translators, he will highlight how language is more than just a tool for communication—it is the key to cultural influence and engagement in a multicultural, multilingual society like Singapore.

### SPEAKER'S PROFILE



#### Mr Sujimy Mohamad, ScreenBox Pte Ltd

Mr Sujimy Mohamad is the Managing Director of ScreenBox Pte Ltd, an award-winning digital content creation agency in Singapore. With over 35 years of media experience, he creates impactful campaigns and viral social media videos, particularly for the Malay Muslim community. Mr Sujimy Mohamad has produced and directed over 80 TV shows and documentaries, including award-winning works like Hanyut and Kau Istimewa.

In the marketing front, Mr Sujimy Mohamad has created and translated numerous advertising campaigns for top 10 ad agencies locally and regionally. With a combined social media following of 830,000, his content reaches millions. Under his leadership, ScreenBox has gained international recognition and set a Guinness World Record, blending human-interest stories and social messaging across platforms.

## PANEL DISCUSSION

# Translation in the Age of Technology: Trends and Challenges

---

### SYNOPSIS

This panel will discuss emerging trends and challenges in the field of translation, including on how technology reshapes translation practices and its implications for translators, users, and multilingual communities.

The panelists will share insights on the new skills and competencies required for future translators to stay relevant in the new age of AI. The discussion will also deliberate ethical considerations in a technology-driven landscape, addressing issues related to accuracy, accountability, and community impact.

The session will explore the intersection of technology, ethics, and community to spark new perspectives and thoughts among translation professionals and the community about translation in a rapidly changing multilingual environment.

### DISCUSSANTS



**Ms Alison Rodriguez**



**Prof Lee Tong King**



**Mr Sujimy Mohamad**

### MODERATOR



**Ms Ang Yiting**

## **BREAKOUT SESSION PANEL 1**

# **The Creative Power of Translation: Connecting Communities and Empowering Young Voices**

---

### **SYNOPSIS**

This panel focuses on the role of translation in creative writing and how translation connects cultures and communities. Additionally, the panelists will discuss how translation fosters creativity and enhances arts appreciation for children and youths.

Ms Nur-El-Hudaa Jaffar will share about the challenges when translating a short story for the Golden Point Award and several poems by Hartinah Ahmad for her virtual residency programme at the National Centre for Writing, United Kingdom.

Ms Lin Rongchan will share about her collaboration with youths through a translation project based on her short story “Where are you going?” and a short film adapted from her poem “Farewell at the bus-stop”.

Mr Vadi PVSS will discuss how translation serves as a vital bridge in a multicultural society, fostering understanding and connection. By presenting translated works and English pieces that reflect the Tamil community’s experiences, he aims to contribute to the celebration of unity in diversity.

# BREAKOUT SESSION PANEL 1 SPEAKERS



**Ms Lin Rongchan**

Ms Lin Rongchan (林容婵) is a Lecturer at the Learning Sciences and Assessment Department, National Institute of Education, Nanyang Technological University. Her focus areas include assessment literacy, assessment design and language assessment.

Born and raised in Singapore, Ms Lin Rongchan has benefitted from Singapore's bilingual education and is passionate about language education. Locally, she sits on the Committee to Promote Chinese Language Learning and the National Translation Committee. She also serves as a Regional Representative (Singapore) of the Asian Association for Language Assessment. Outside of academia, Ms Lin Rongchan is passionate about poetry writing and has won awards for her contemporary Chinese poetry.



**Ms Nur-El-Hudaa Jaffar**

Ms Nur-El-Hudaa is an editorial consultant and a published author and translator of children's picture books, short stories and poetry. She has also developed the concept and scripts for a children's television show.

Ms Nur-El-Hudaa has received awards for her original work and translations such as the inaugural Mastera Prize for poetry translation and the Golden Point Award for her short stories. In 2023, she was selected by the National Arts Council to join the Virtual Residency programme for poetry translation at the National Centre for Writing in UK. As an editorial consultant, she helps writers and publishers develop books for publication.



**Mr Vadivalagan PVSS**

Mr Vadivalagan (or Vadi PVSS as he is affectionately known) is an award-winning bilingual (English and Tamil) writer director and performer of the Stage, Radio and TV.

He has staged several critically acclaimed plays in Singapore and Australia, which won several local awards. The tele-movie 'Pathu Maasam' which he wrote and directed, was broadcasted in Singapore's Vasantham TV and India's Vijay TV. The first Tamil cartoon in Singapore 'Vigadavadi' written and directed by Mr Vadi PVSS also won the Prix Jeunesse International Award.

Mr Vadi PVSS is a National Arts Council Theatre Grants recipient completing his Masters in Creative Industries in QUT, Australia in 2003. He taught Economics and Theatre Studies in Raffles Junior college before pursuing a Juris Doctor in Law in SMU. He also served as a Deputy Public Prosecutor for 9 years at the Attorney General's Chambers.

## **BREAKOUT SESSION PANEL 2**

# **Translation in Our Community: Navigating Localisation and Standardisation**

---

### **SYNOPSIS**

The panel discussion, centred on the theme “Translation in Our Community,” will explore localisation and standardisation in the context of globalisation.

Mr Cheng Yong Tai will present insights from the media sector, examining the impact of localisation and standardisation on media content. He will illustrate his points with practical examples and raise critical questions to foster audience engagement.

Ms Nur Adilah Mahbob will provide an analysis from the print media perspective, focusing on translation practices between Singapore and its neighbouring countries. She will explore similarities and differences in translation approaches, offering a rationale for specific translation decisions and their implications for cross-border communication.

Mdm Santhi Sellappan will contribute an educational perspective, discussing the role of various stakeholders in the localization and standardization processes. She will highlight the importance of these practices in educational contexts and lead a discourse on the involvement of youth in translation efforts and their mindset on vernacular languages.

# BREAKOUT SESSION PANEL 2 SPEAKERS

---



**Mr Cheng Yong Tai**

Mr Cheng Yong Tai is the Chief Editor of the Chinese News Division at Mediacorp, responsible for the department's editorial, administration, manpower, finances, training, and development. With 30 years in the media industry, he has extensive experience in operating and managing large-scale news coverage.

He is a member of the National Translation Committee (NTC), the Chinese Resource Panel under NTC and the Committee to Promote Chinese Language Learning. Mr Cheng Yong Tai holds a Master of Arts in Applied Sociology and a Bachelor of Arts in Chinese Studies and Sociology from the National University of Singapore.



**Ms Nur Adilah Mahbob**

Ms Nur Adilah Mahbob is a Deputy News Editor in Berita Harian (BH), covering local news as well as lifestyle content. Previously, as senior correspondent, she covered politics, national policies and Malay/Muslim community affairs.

She joined BH in 2010 after graduating from National University of Singapore with a Bachelor of Science (Life Sciences with Honours) degree. She is also a recipient of the Singapore Press Holdings Undergraduate Scholarship in 2006. She has also served as a member of the Malay Resource Panel Member in the National Translation Committee since 2020.



**Mdm Santhi Sellappan**

Mdm Santhi Sellappan, the Centre Director of Umar Pulavar Tamil Language Centre had begun her career in 1992 as a Tamil Language teacher and later taught Tamil and English at the secondary level. She had served as a Vice-Principal for 5 years.

As Deputy Director of the Mother Tongue Languages Branch at the Ministry of Education (2016 – 2020), she led teams in developing the National Tamil curriculum for various educational levels. She has been the Advisor to the Secretariat as well as a member of the Tamil Language Learning & promotion Committee since 2016. She is a member of the Tamil Advisory Panel of National Library Board since 2017. She is the Head of the Tamil Resource Panel and a member of National Translation Committee.

## **BREAKOUT SESSION PANEL 3**

# **Beyond Words: The Unseen World of Translation Careers and Their Role in Forging an Inclusive Future**

---

### **SYNOPSIS**

In this panel, the speakers will explore diverse pathways within the translation industry.

Mr Haniman Boniran will delve into the challenges of translating scientific terms and Animal names into Malay, emphasising the need for understanding binominal Latin names and the importance of localisation for Singapore's Malay-speaking community.

Ms Teo Kah Hui will discuss game localisation and transmedia, highlighting a range of career opportunities in the rapidly growing global language industry, and how individuals from varied educational backgrounds can find success in this field.

Mr Ge Zhongjun will share his personal journey from being a journalism graduate and part-time translator to becoming a leader in product localisation, showcasing the power of passion for language and translation in charting a unique career path. This session provides valuable insights into how translation can lead to unconventional yet fulfilling professional opportunities.

# BREAKOUT SESSION PANEL 3 SPEAKERS



**Ms Teo Kah Hui**

Ms Teo Kah Hui is the Portfolio Director for Globalize at Keywords Studios and she oversees a global team delivering both text and audio localization solutions for games and interactive entertainment. She has worked on the localisation of AAA console games as well as mobile and online games for more than a decade.

She is a council member of Keywords Studios Global Diversity, Equity, Inclusion and Belonging Council. Ms Teo Kah Hui is appointed the Director of Women in Games Asia since 2022. Previously, she also served as an Advisor and EXCO member to the Singapore Games Association, and the Mentorship and Education Manager of Women in Localization (Singapore Chapter). She holds a Bachelor of Engineering (Chemical) with a minor in Law from NUS, an EMBA and a Master of Arts in Translation and Interpretation from NTU. She is a certified Project Management Professional and an Accredited Professional Interpreter.



**Mr Haniman Boniran**

Mr Haniman Boniran is a Senior Manager of education at park operator Mandai Wildlife Group. Over the last decade, he has diversified to include early childhood education, language-based education and teacher training as part of the authentic learning experiences offered at Mandai Wildlife Reserve. His work also entails translating all English language signs, e-posters and e-books to Malay at the Singapore Zoo, River Wonders, Night Safari and Bird Paradise.

He currently specializes in scientific explanation of animal facts and Malay names for animal species on display at the parks and has translated more than 500 animal signs, e-posters as well as children's e-books. He was a recipient of the Translation Talent Development Scheme launched by the National Translation Committee (NTC) under the auspices of the Ministry of Digital Development and Information.

Mr Haniman Boniran is a certified adult educator from the Institute of Adult Learning, and holds a Bachelor of Science Degree in Psychology from SIM and a Bachelor's Degree in Arts (Malay language and literature) from SUSS.



**Mr Ge Zhongjun**

Mr Ge Zhongjun is the team lead of TikTok Localisation and a seasoned translator. Before TikTok, he was Airbnb's first localisation manager in China.

He also founded Panda Translation, a Beijing-based boutique LSP which prides in being one of the best transcreation agencies in China. He is also the most influential localisation evangeliser in China, and an adjunct instructor on product localisation at Beijing Language and Culture University.

## BREAKOUT SESSION PANEL 4

# Bridging Gaps: The Role of Translation in Social Sector

---

### SYNOPSIS

This panel will explore the vital role of translation as a pro bono service in enhancing communication within diverse communities.

Dr Sudesna Roy Chowdhury will share her experience in creating a translation website, discussing its challenges and eventual sunset and what work with Migrant Brothers this initiative led her to. She will highlight the complexities of translation in healthcare and the need for qualified professionals in this realm.

Ms Elshaddai Jeevanathy will address the unmet needs of Tamil-speaking clients in the social service sector, motivated by her belief that language should not be a barrier to accessing social services. She will discuss the positive effects of effective translation on building trust and how youth can engage through volunteering.

Lastly, Ms Lee Siew Li, Executive Director of SFCCA, will present the organisation's volunteer translators' initiative, launched with SG enable and CaringSG. She will provide insights into the initiative's motivations and its significant impact on improving access to resources for Mandarin-speaking caregivers of individuals with disabilities. Together, these speakers will illustrate the transformative power of pro bono translation services in fostering inclusivity.

# BREAKOUT SESSION PANEL 4 SPEAKERS

---



**Ms Lee Siew Li**

Ms Lee Siew Li is currently the Executive Director of the Singapore Federation of Chinese Clan Associations, where she manages the secretariat operations. She began her career as a food chemist at Yeo Hiap Seng Limited after graduating from the National University of Singapore. She subsequently became a broadcast journalist at Mediacorp, producing bilingual news stories.

After receiving her Master's degree from Beijing Foreign Studies University, she served at Business China, overseeing corporate communications and Go East initiatives. Her passion for promoting bilingualism and biculturalism continued when she joined the public service in 2013.

During her time at the then-Ministry of Communications and Information (MCI), she led the Translation Department for more than a decade, executing several initiatives aimed at strengthening translation standards in Singapore.



**Ms Elshaddai Jeevanathy**

Ms Elshaddai Jeevanathy is a 23 year old Social Work Associate under Fei Yue Community Services. She is also currently a Year 3 part-time student under the Singapore University of Social Sciences, pursuing her degree in Social Work.

In her 3 years of working experience under Fei Yue, Ms Elshaddai Jeevanathy has helped to translate key documents from English to Tamil. This would include the informed consent form which is key to receiving clients' consent to work with the department and the agency.

Additionally, Ms Elshaddai Jeevanathy also regularly assists in engaging multiple Tamil speaking clients. This would include relaying possible feedback and concerns from clients to her colleagues as well as key information back to these clients in order to continue ensuring safety and a positive working relationship.



**Dr Sudesna Roy Chowdhury**

Dr Sudesna Roy Chowdhury (she/her) is a medical doctor and community organiser. She is currently working in public healthcare institutions as part of her Family Medicine residency. Additionally she organises around migrant justice issues with Migrant Mutual Aid, who provides essential aid to affected workers.

In April 2020, Dr Sudesna Roy Chowdhury created a translation website ([tinyurl.com/covidbengali](https://tinyurl.com/covidbengali)) designed to facilitate communication between migrant workers who were not fluent in English and healthcare workers who were not fluent in their patients' languages. Starting out in Bengali, it branched out to feature 10 different languages. The project garnered national attention, including recognition from the Prime Minister and the President at that time.

## **BREAKOUT SESSION PANEL 5**

# **Tongue-Twisted: The Perks and Quirks of a Language Enthusiast's Life**

---

### **SYNOPSIS**

This panel brings together three polyglots who will be sharing their unique experiences with languages and multilingualism.

Mr Das DD will discuss the challenges of being a linguist, exploring the various complexities and obstacles faced when studying and using multiple languages.

Ms Loy Xing-Yi will highlight the importance of multilingualism in Singapore's local context and how learning different languages has opened door to new insights, networks and opportunities in his life.

Mr Darren Mak will focus on the challenges of language preservation, emphasising the connection between language, culture, and heritage, and sharing her personal journey in learning and preserving languages. Together, they will provide insights into the power of multilingualism in today's globalised world.

# BREAKOUT SESSION PANEL 5 SPEAKERS

---



**Mr Das DD**

Mr Das DD is a Multilingual Host, Actor, Online Personality and Content Creator. He is the first Indian to win a Star Awards in the performance category in 2023, for hosting #JustSwipeLah, a local entertainment news show.

Mr Das DD speaks English, Mandarin, Tamil and Malay with varying proficiency and is constantly on translation and dictionary apps because he is keen to learn more and continue to improve in his languages. Mr Das DD's Multilingual content went viral during the pandemic and has warmed the hearts of many Singaporeans.



**Ms Loy Xing-Yi**

Ms Loy Xing-Yi is a 17-year-old polyglot who has studied more than 11 languages. As the founder of Polyglot Club SG, Singapore's first polyglot club, she endeavours to bring the local language learning community together and share the love for languages. She has been invited to speak thrice at Polyglot Conference Global (2022-2024), the premier gathering for polyglots around the world, and has shared extensively on unique linguistic features of Singlish, Singapore's own creole, as well as on language conservation.

She has organised workshops and webinars regarding languages, including the Nationwide Foreign Language Translation Competition which involved 6 languages. Her passions include minority and endangered languages, pidgin languages, as well as the Romance family!



**Mr Darren Mak**

Mr Darren Mak is the Lead Editor at Plan B Media while concurrently pursuing a Juris Doctor at NUS Law. He first realized his interest in languages through German music, and has since expanded his repertoire of languages through classes and self-study.

He studied 2 3rd-languages at NUS, as well as others at language centres. Some of these languages include Arabic, Hindi, and Russian. He thinks languages offer a unique insight into cultures and is a great tool for opening hearts and minds to learn new things.

## BREAKOUT SESSION PANEL 6

# The He(art) of Interpretation

---

### SYNOPSIS

Interpreters play a vital role in bridging language gaps and fostering cultural understanding. At the heart of Interpretation is a commitment to deep listening – not just words but the emotions and intentions behind them.

Among the three of us, our demographics may differ, but the challenges we encounter – such as high stress situations and cultural misunderstandings – is a common situation to us. Nevertheless, we create pathways for meaningful dialogue and make a significant impact on individuals and communities alike.

At this panel, we will share our varying memorable experiences and encourage exchanges that will enrich the interpretation profession and continuous learning.

# BREAKOUT SESSION PANEL 6 SPEAKERS

---



**Ms Judy Chia**

Ms Judy Chia was a former commissioning editor with Mediacorp, managing Chinese news and current affairs, factual entertainment, kids and info-educational programme grid.

She currently runs a translation company and provides interpretation services for government visits, events and meetings, including 2024 World Cities Summit and SG Literature Prize Awards ceremony. She is also a regular part-time broadcaster with SPH radio station and a senior adjunct lecturer at NUS Chinese Studies, teaching translation and interpretation.



**Ms Khadijah Seron**

Ms Khadijah Seron is an Associate Lecturer for various local institutions and international universities in Singapore where she conducts translation workshops and teaches media studies, journalism, globalisation, and intercultural communication.

She also provides freelance translation and simultaneous interpretation services for various occasions and in the Singapore Parliament, including national events such as the National Day Rally and the funeral service of Singapore's founding father, Lee Kuan Yew. Bilingualism is central to her career, and translation is also a natural extension in her previous work as a PR executive and journalist.



**Ms Prasakthi Allagoo**

Ms Prasakthi is a Court Interpreter with over 30 years of experience in legal translation and interpretation. Currently, she serves as the Language Lead for Tamil Interpreters, where she is responsible for leading, managing, and mentoring a team of professional interpreters in ensuring access to justice, linguistic accuracy and upholding fairness. In addition, Ms Prasakthi Allagoo has also served as a Mediator in Family Justice Courts.

Beyond her legal career, Ms Prasakthi Allagoo is a passionate freelance TV and stage actor, whose recent Tamil stage play received the Straits Times Best Ensemble Award in 2023.

## **BREAKOUT SESSION PANEL 7**

# **From Script to Screen: The Role and Impact of Translation in Today's Media Landscape**

---

### **SYNOPSIS**

This panel features Mr Harie and Ms Mogana.

Mr Harie will share insights from his experience at XFM 96.3, focusing on the cultural nexus of language. He will discuss the challenges of interpreting live traffic and weather reports and the nuances of translating for different audiences, particularly the younger Malay community at Ria 89.7FM. Additionally, he will explore advancements in subtitling practices and the role of technology in enhancing efficiency.

Ms Mogana will reflect on her journey learning formal Tamil in a colloquial environment underscoring the importance of vernacular languages. She will delve into the popular 'Word of the Day' segment in Tamil news emphasising the need for human involvement in translations.

She will additionally touch on the importance of understanding local and cultural contexts to ensure sensitive translations, especially when dealing with complex topics. The panel will also examine Malay – Tamil and Tamil – Malay translations, focusing on conveying shared cultural narratives and how vernacular languages help to connect diverse audiences in media. Join us for this essential exploration of languages in the media industry!

# BREAKOUT SESSION PANEL 7 SPEAKERS

---



**Ms Mogana Nair**

Ms Mogana Nair is an accomplished news reporter and presenter at Mediacorp News, where she began her journey in 2006. She has covered key events such as the Singapore General Elections, National Day Parades, and Lee Kuan Yew's wake as well as the Singapore Grand Prix and SEA games.

In 2009, she hosted a travelogue series showcasing Mediterranean cultures, especially Italy and Malta. During the COVID-19 pandemic, Ms Mogana Nair contributed as a translator at the Ministry of Communications and Information (presently Ministry of Digital Development and Information). She holds a B.A. (Hons.) in Film Making and a Postgraduate Diploma in Business Administration.



**Mr Harie Azhari**

Mr Harie Azhari started his media career as a radio producer-presenter with then XFM 96.3, which broadcasted programmes in Japanese, French, German, Hindi and Korean before moving on to the Malay radio stations, Warna 94.2FM and Ria 89.7FM.

Describing doing the NDP 2013 Malay commentary a highlight of his career, he decided to switch to subtitling to stay out of the limelight. Till today, Mr Harie Azhari finds it a challenge to caption and translate the following into Malay: "Surprise!", "Cheers!" and "Bottoms up!".

## **BREAKOUT SESSION PANEL 8**

# **Weaving the Future: AI, Human Insight and Emerging Trends in Translation Technology**

---

### **SYNOPSIS**

In this engaging panel, experts Ms Aeh Ratanavibhas and Ms Alvina Goh will explore the transformative role of Artificial Intelligence in the translation industry.

Ms Aeh Ratanavibhas will highlight how AI advancements enhance efficiency, reduce costs and improve consistency, while underscoring the vital contributions of human translators in grasping nuance and context. She will present Project SEALD, a case study demonstrating AI's ability to facilitate communication for under-represented populations across Southeast Asia.

Ms Alvina Goh will share her team's exploration of translation models for English, Chinese, Malay and Tamil. She will discuss the evaluation of various AI solutions, from open-source to proprietary models like GPT-4, focusing on customisation, scalability, and current limitations. Together, they will illuminate the balance between AI technology and human expertise, setting the stage for a rich discussion on the future of translation in our interconnected world.

# BREAKOUT SESSION PANEL 8 SPEAKERS

---

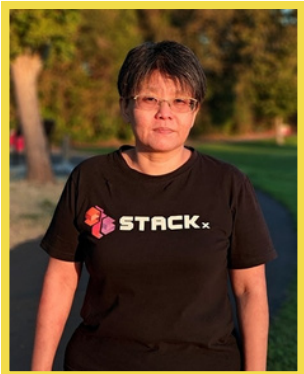


**Ms Aeh Ratanavibhas**

Ms Aeh Ratanavibhas is a Longtail Language Manager at Google, where she champions language quality across the diverse languages of APAC and the Middle East.

Driven by the Google Localization team's mission: "Help everyone get the most out of Google through a native user experience," she ensures Google's language tone & style are relevant and accessible to users across the region's rich linguistic landscape. With extensive localization expertise, Ms Aeh Ratanavibhas bridges linguistic, cultural and technology gaps.

She is particularly interested in the intersection of human expertise and technological advancements in the field of localization. Ms Aeh Ratanavibhas holds a Master's degree in Translation & Interpretation from Chulalongkorn University.



**Ms Alvina Goh**

Ms Alvina Goh serves as the Director of Data and AI Platforms, Government Digital Products at GovTech Singapore.

With more than seven years of experience at GovTech, she has spearheaded initiatives to create high-quality, reusable data and AI solutions that support policy-making, service delivery, and operations throughout the Singaporean government. Her work emphasizes developing comprehensive data analytics and AI platforms for the public sector.

Prior to her role at GovTech, Ms Alvina Goh led the Sensor Analytics Lab at DSO National Laboratories.

## ORGANISERS



**MINISTRY OF  
DIGITAL DEVELOPMENT  
AND INFORMATION**



## CO-ORGANISER

