

Under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum,
Chairman of the Emirates Literature Foundation

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للترجمة



Dubai
Translation
Conference

20-22
OCTOBER
2016

Venue: Mohammed Bin Rashid University
of Medicine and Health Sciences

Agenda: Workshops, Conference, Networking

Accommodation: Hyatt Regency Dubai Creek Heights,
Dubai Healthcare City

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Dubai Translation Conference

Unlock the hidden secrets of the translation industry at the Dubai Translation Conference, hosted by the Emirates Literature Foundation, in partnership with The Executive Council of Dubai.

The Conference, held under the patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, will deliver a wide ranging programme covering all aspects of translation, with a focus on the evolution of translation in the UAE.

Meet acclaimed authors and industry experts Ahlem Mosteghanemi, Ahdaf Soueif, Nancy Roberts, Muhsin al-Musawi, Humphrey Davies and Clive Holes, among others, as they discuss how to create a new generation of readers through translation.

We hope this will be an illuminating experience for all involved. We look forward to seeing you at the Conference.

Ibrahim Ali Khadim **Dubai Translation Conference Director**



Ibrahim Ali Khadim, Business Development Director of the Emirates Literature Foundation, is an Emirati with extensive practical and professional experience in a number of government organisations. Most notably he was Director of the Translation and Publishing Department at the Mohammad Bin Rashid Al Maktoum Foundation (MBRF), and worked on many programs and cultural initiatives.

Chairman's Message

Welcome to the Emirates Literature Foundation's inaugural Translation Conference. This International Conference puts the Arabic language centre-stage by taking a look at its history, its significance in today's world and the reading habits of the Arab World.

The importance of reading has never been greater than it is today and this Conference is one more step in the Foundation's continuing effort to bring about a reading culture in the Arab region. Improving the quality and range of literature in the Arabic language will lead to more readers.

Held during the UAE's Year of Reading, this three-day event focuses on the importance of getting the right book into the hands of the right reader. Translated books are a rich source of information and broaden the mind of anyone who encounters them; they are another step to developing interest in books in the region.

At the Conference we will analyse how translated books retain the authenticity of the original work while also strategising on methods to create a love for reading among young people. These tie into the main goals of the Emirates Literature Foundation who celebrate literature and writing in all its forms.

We hope that this conference will be the first of many initiatives that build, encourage and inspire the next generation of readers, writers and creators.



Ahmed Bin Saeed Al Maktoum
Chairman of the Emirates Literature Foundation

Message from the Secretary General of the Executive Council of Dubai

In line with the directions of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, that declared 2016 as the Year of Reading, and in line with the National Reading Policy launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum Vice President and Prime Minister of the UAE and Ruler of Dubai, the Government of Dubai is partnering with the Emirates Literature Foundation to organise the First Dubai Translation Conference as part of its effort to promote the culture of reading in Dubai.

Reading was one of the topics of focus during the 2016 Creative Labs, which were a series of creative workshops hosted as part of the implementation of Dubai Plan 2021. The “Avid Readers” lab focused on the challenges that have negatively impacted reading habits in the Arab World in general, and the means to promote a reading culture among younger generations. One of the main recommendations that came out of the lab was the need to boost translation in order to enrich published content in Arabic.

According to UNESCO’s Index Translationum, Arabic ranks 17th globally amongst top languages to translate from, and 29th amongst top languages to translate to, despite 5th largest base of speakers. This indicates the existence of substantial challenges with the content published in the Arabic language.

We see translation as an important building block for bridging the cultures of different nations and peoples, for knowledge is the first step to opening minds, breaking stereotypes and promoting tolerance. Dubai, with its history and reputation as a hub, has always been a pioneer in accepting and embracing others.

We are glad to partner with the Emirates Literature Foundation, a leader in promoting culture in Dubai and the United Arab Emirates, and we are confident that this Conference is an important first step in what will be a long journey. We hope others can join us on this journey, so that we can connect on a common set of values based on peace, respect and understanding.



Abdulla Abdul Rahman Al Shaibani
Secretary General of the Executive Council of Dubai

CEO's Message

The Emirates Literature Foundation is delighted to launch its inaugural Dubai Translation Conference. Over the course of three days, delegates from the region, and around the world, will be treated to experts discoursing on a wide range of topics that impact on the art of translation.

Why do we need a Translation Conference? It is important to remember all those books we have read and treasured, only because they were available in translation. It allows us a glimpse into another place, another culture, and sometimes, another world. Who decides which books will be translated, and are they making the right choices?

We only have to open our eyes and look around us, to see the invisible hand of the translator, beavering away to help us understand; street signs, way finders, tenancy contracts, medicine instructions are just a few examples of how vital good translation is.

We watch TV or visit the cinema and view programmes and films with translated subtitles. Is it a worthwhile experience or is it 'lost in translation'?

At this Conference, these questions and more will be discussed and solutions will be sought. We will also discuss ways to bridge the gap between the demand and supply of good Arabic literature, what texts are considered untranslatable, the impact of Google Translate and what makes a good translator.

The significance of the written word has come into special focus during the UAE's Year of Reading, and given that October 2016 is the UAE's first Month of Reading, it is the perfect opportunity to shine a light on all that literature can provide, be it in the original Arabic, or through translation to and from English.

At the Foundation, we want to celebrate language, especially the Arabic language, and encourage literacy. Translated books are a vital part of the process, as they open up new avenues for the next generation of readers. Young people who read frequently have greater empathy and tolerance for others; books really are our greatest teachers.

We hope you can join us for an insightful three days.
Ahlan wa Sahlan!



Isobel Abulhoul
CEO and Trustee of the Emirates Literature Foundation
and Director of the Emirates Airline Festival of Literature

KEYNOTE SPEAKERS



His Excellency Sheikh Nahayan Mubarak Al Nahayan
Minister of Culture and Knowledge Development



Her Excellency Sheikha Lubna Al Qasimi
Minister of State for Tolerance



Abdulla Abdul Rahman Al Shaibani
Secretary General of the Executive Council of Dubai



Ahdaf Soueif

Author of the bestselling 'The Map of Love' and 'In the Eye of the Sun'; Soueif has been named 'one of the 100 people with most influence on the English reading public' by The Guardian.



Ahlem Mosteghanemi

Algerian poet and novelist; recognised as one of the world's most successful Arabic writers and an immensely influential figure in the Middle East.



Alyazia Khalifa

Picture book author and founder of AlFulk Translation and Publishing, a publishing house that focuses on translating children's and young adult literature.



Christina Hayek

Arabic Language Specialist at Google.



Clive Holes

Emeritus Professorial Fellow at Magdalen College, Oxford and Fellow of the British Academy; Holes is recognised as a leading expert on Nabati poetry and on Arabic language.



Firas Al Shaer

Author of three biographies including the upcoming 'When the Paint Dries'; Al Shaer founded Scriptor Translation in Dubai, which has been the official translator for the Foundation since its inception.



Ghanim Samarrai

Author and translator of numerous books, Samarrai is Managing Editor of the University of Sharjah Journal of Humanities and Social Sciences.



Humphrey Davies

Translator of more than 20 works from Arabic to English, including the works of Elias Khoury, Yusuf al-Shirbini, Hamdi el-Gazzar and more.



Iman Ben Chaibah

Local entrepreneur and founder of Sail Magazine, an Emirati publishing house for digital books and magazines.



Leslie McLoughlin

A favourite at the Foundation, McLoughlin has enjoyed a long storied career with Arabic, from teaching Arabic in the military, as a foreign language around the world to interpreting for the Queen of England.



Majid Al Tuwaijri

Managing Director and Middle East Health Lead, Accenture, Kingdom of Saudi Arabia; active researcher of health information technology, for which he has received numerous awards.



Maya Kesrouany

Assistant Professor of Modern Arabic Literature at NYUAD; special interest in theory, practice and impact of translation on twentieth-century Arab cultural thought.



Michael Cooperson

Professor of Arabic at the University of California, Cooperson has translated numerous works over the years and is currently working on a translation of al-Ḥarīrī's 'Maqāmāt'.



Mohamed Hammad

Founder and CEO of Rosetta International, the company that pioneered the subtitling industry in Jordan.



Muhsin al-Musawi

Recipient of the Owais Award in Literary Criticism, Al-Musawi is the author of several books including Scheherazade in England and The Islamic Context of the Thousand and One Nights

**Nancy Roberts**

Award-winning translator of Arabic fiction and history; she has translated works by Naguib Mahfouz and Ghada Samman, among others.

**Noura Al Noman**

Author of the Ajwan Trilogy and founder of Makhtoota 5229, the first Emirati publishing house dedicated to producing Arabic content in science-fiction and fantasy.

**Nujoom Alghanem**

Nujoom Alghanem is an Emirati poet, scriptwriter, multi- award-winning film director and founder of Dubai-based production company, Nahar Productions.

**Philip Kennedy**

Vice Provost at the New York Abu Dhabi Institute for public programming; he is a specialist in medieval Arabic language and literature and has written several articles and books on these subjects.

**Salah Odeh**

Sign Language Specialist - Disability Management at the Community Development Authority of Dubai Government

**Tariq Abdulsalam Omer**

Specialist in financial and legal translations; currently has five dictionaries on insurance terms in production.

WORKSHOPS

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13:30 - 15:30	Workshop / Seminar A		
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	Level 3	Nancy Roberts	13
16:00 - 17:00	Level 4	Majid Al Tuwajri	14
21 OCTOBER			
09:00 - 11:15	Workshop / Seminar B		
	Level 1	Philip Kennedy	15
	Level 2	Leslie McLoughlin	15
14:00 - 16:00	Workshop / Seminar C		
	Level 1	Alyazia Khalifa	16
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22 OCTOBER			
09:15 - 11:15	Workshop / Seminar D		
	Level 1	Michael Cooperson	18
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13:30 - 15:30	Workshop / Seminar E		
	Level 1	Firas Al Shaer	19
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	Level 3	Maya Kesrouany	19

*All sessions and timings subject to change

DAY 1: THURSDAY 20 OCTOBER**08:45** Registration

09:15 Session 1 - Introduction

MILESTONES**A Journey Through the History of Arabic Literature in Translation****Muhsin al-Musawi and Clive Holes**

The Holy Quran and 1001 Nights were the only widely available translated works until mid 20th century. The modern Arabic novel began to take precedence over traditional poetry around the same time. This was fueled in part by a larger number of Arabic editions of translated works of literature being available to readers in the Arab World. In 1988, Naguib Mahfouz was the first Arabic writer to receive the Nobel Prize for Literature. Only after this were translated editions of his books available to a global readership.

10:15 Refreshments Break

11:00 Session 2 - Keynote Address

WHY TRANSLATION AND TOLERANCE GO HAND IN HAND**His Excellency Sheikh Nahayan Mubarak Al Nahayan, Minister of Culture and Knowledge Development****Her Excellency Sheikha Lubna Al Qasimi, Minister of State for Tolerance****His Excellency Abdulla Abdul Rahman Al Shaibani, Secretary General of the Executive Council of Dubai**

12:00 Prayer and Lunch break

13:30 Session 3

THE WOW FACTOR

Translating from Arabic to English

Ahdaf Soueif, Humphrey Davies

How easy is it to select what books would be appealing in another language? What criteria should be used? Would the book selling well be the only criteria for consideration? Is the criticism that current novels in Arabic are overly sentimental and poorly crafted justified?

What process of scrutiny does Arabic literature receive prior to being published?

14:45 Session 4

TRANSLATING THE COMMERCIAL: A CONTINUING TREND?

Maya Kesrouany, Muhsin
al-Musawi, Mohammed Hammad

Is the trend in the Arab World still to cherry pick only bestsellers, business books, or thrillers? Apart from the Harry Potter series, what other good children's books are being translated into Arabic? What part do translated world classics play in forming reading habits?

15:45 Refreshments Break

13:30 - 15:30

WORKSHOP / SEMINAR A1

Legal Translation: The importance
of getting it exactly right

Tariq Abdulsalam Omer

13:30 - 15:30

WORKSHOP / SEMINAR A2

Dubai: Journeying towards the
literacy of the 21st century

Alyazia Khalifa

13:30 - 15:00

WORKSHOP / SEMINAR A3

The Use of Colloquial vs. Classical
Arabic in Arabic Literature: Issues
and Challenges Relevant to the
Arabic-English Translator

Nancy Roberts

16:00 Session 5

THE UNTRANSLATABLE

Algebra and Zero to Selfies and Google

**Firas Al Shaer,
Leslie McLoughlin, Clive Holes,
Michael Cooperson**

Which foreign words are acceptable in translation? Idioms, metaphors, sayings, dialect and slang present translators with a real dilemma; how to remain true to the text, but also make sense to the reader. Is modern standard Arabic the only language that should be used in writing?

17:00 End of Day 1

EVENING PROGRAMME

20:00

AHLEM MOSTEGHANEMI

Books that cross the East West divide

In Conversation with translator Nancy Roberts

21:00 Book Signing

16:00 - 17:00

WORKSHOP / SEMINAR A4

**Introduction to Challenges in
Medical Translation**

Majid Al Tuwaijri

DAY 2: FRIDAY 21 OCTOBER

08:45 Registration

09:00 Session 6

WHAT KIND OF TRANSLATOR ARE YOU?

An in-depth look at the translation industry

Muhsin al-Musawi, Clive Holes

What is the translator's role? Can they improve the original? How much can they change? What are the industry guidelines? Teaching translators best practices.

10:00 Refreshments Break

10:15 Session 7

IN DEMAND: TRANSLATORS APPLY HERE!

The translator's career can lead to diverse job opportunities: advertising, journalism, government, literature, medicine, interpretation, subtitles for cinema and TV.

Ghanim Samarraï, Humphrey Davies, Alyazia Khalifa

Is the academic training currently offered rigorous enough?
What focus is there on specialisation?
Are there industry guidelines?
Are translators valued and paid accordingly?

11:15 Prayer and Lunch break

09:00 - 11:15

WORKSHOP / SEMINAR B1

Literary Translation: Should it Follow Established Canons or be a Broader Act of Restoration?

Philip Kennedy

09:00 - 10:45

WORKSHOP / SEMINAR B2

Translations of Translations

Leslie McLoughlin

14:00 Session 8

FROM WRITER TO TRANSLATOR AND BACK AGAIN

The importance of style for literary translators

Ahdaf Soueif, Leslie McLoughlin, Noura Al Noman

Can it be assumed that a writer will make a better translator?

How easy is it for translators to assume the mantle and style of writers?

Who will judge the translation? Does the publisher have the last word?

14:00 - 16:00

WORKSHOP / SEMINAR C1

Children's Books – The Life Cycle of a Translation

Alyazia Khalifa

14:00 - 16:00

WORKSHOP / SEMINAR C2

Poetry is impossible to translate – or is it?)

Ghanim Samarrai

14:00 - 16:00

WORKSHOP / SEMINAR C3

The Turath in English

Michael Cooperson

15:15 Session 9

THE BIG SCREEN WITH TINY SUBTITLES

Understanding cinema and TV programmes via subtitles

Firas Al Shaer, Mohammed Hammad, Nujoom Alghanem

Translators bring stories to life via subtitles when we watch films or TV shows in a language other than our own. Does it work? How could it be improved?

16:15 Refreshments Break

16:30 Session 10

LITERARY DIPLOMACY

Changing trends and danger zones in translation

Humphrey Davies, Philip Kennedy

Being able to read good translation of books, journals and articles broadens readers' minds. Each nation and culture has customs, habits, and taboos, unique to them. Knowledge via the translated written or spoken word helps build bridges and break down barriers.

17:30 End of Day 2

EVENING PROGRAMME

20:00

AHDAF SOUEIF

Do I Dream In Arabic?

Author in conversation with Iman Ben Chaibah

Her bestselling books started life in English and were set in the Arab World. Which language inspires Ahdaf when writing her novels?

21:00 Book Signing

DAY 3: SATURDAY 22 OCTOBER**08:45** Registration**09:15** Session 11**GOOGLE TRANSLATE AND OTHER JOYS!**

A close look at technology's impact on translators and their translations

Ghanim Samarrai, Alyazia Khalifa, Mohammed Hammad, Christina Hayek

A walk through the evolution of the translation process over the last fifty years.

The impact of computers, the internet, mobile phones and global accessibility.

The difference between a dictionary in its printed format and its electronic format on electronic devices.

Adapting to the future whilst valuing the human input.

10:15 Refreshments Break**09:15 - 12:00****WORKSHOP / SEMINAR D1**

Teaching Translation at the University Level

Michael Cooperson

09:15 - 12:00**WORKSHOP / SEMINAR D2**

The Risk and Impact of Poor Medical Translation and How to Improve it

Majid Al Tuwajri

11:00 Session 12

THE SON OF A DUCK IS A FLOATER – SO DON'T PUT ALL YOUR EGGS IN ONE BASKET

Proverbs, sayings and idioms in translation

Muhsin al-Musawi, Firas Al Shaer, Nancy Roberts

How to avoid common pitfalls and ensure the reader understands the meaning.

Keeping abreast of new sayings and language usage.

12:00 Prayer and Lunch break

13:30 Session 13

MASTERING ARABIC

Unpeeling the Onion!

Clive Holes, Leslie McLoughlin,
Michael Cooperson

Is Arabic more difficult than other languages?

Are native Arabic speakers learning enough about writing Arabic?

Steps to becoming a confident writer and speaker in Arabic.

13:30 - 15:30

WORKSHOP / SEMINAR E1

How to Translate Out of the Box

Firas Al Shaer

13:30 - 15:30

WORKSHOP / SEMINAR E2

The Value of
Sign Language
to those with

Hearing Impairment

Salah Odeh



13:30 - 15:30

WORKSHOP / SEMINAR E3

Translation and Creativity: The Impact of a Translator's Stylistic Choices on the Reception of Literary Styles

Maya Kesrouany

14:45 Session 14

THE FUTURE OF TRANSLATION

Machines versus Humans

Philip Kennedy, Ghanim Samarrai, Nancy Roberts

Will a machine ever be able to match a human's ability to translate languages? How can technology help? Importance of literature in creating the translators of the future.

15:45 Refreshments Break

16:00 Session 15

CONFERENCE CONCLUSIONS FROM SPEAKERS AND DELEGATES

17:00 End of Day 3
