

Reist translation office was established in 1971 in the center of Lugano, six years before the creation of the language school of the same name, on the initiative of Elisabetta Reist, with the aim of promoting communication between speakers of different languages. Under the careful guidance of its founder, the company elects to focus all its energies on the quality of its translation services and human relations and hereby states its

## PRINCIPLES AND VALUES

*Being well aware that*

- *Language is an essential communication tool as well as the expression of personality, a vehicle of culture and an essential tool for integration into a new cultural context;*
- *Success in translation is the end result of the joint effort of the company's management, translators, proofreaders and external entities (clients, public bodies, institutions);*
- *An open atmosphere and a straightforward approach are the sine qua non condition for effective collaboration among these stakeholders.*

*The translation office aims to*

- *Convey culture through language and foster a wider understanding of both;*
- *Ensure that each translated text retains all its original meaning and nuances.*
- *Create an authentic and stimulating personal relationship with its customers;*
- *Guarantee and improve the quality of the services offered.*

*For this purpose*

- *Engages certified, mother-tongue, qualified and experienced translators;*
- *Uses the services of a wide pool of translators and proofreaders for every area and language combination;*
- *It constantly keeps up to date with the latest developments in the field of translation;*
- *It takes care of personal relationships with clients through face-to-face meetings, talks, and the exchange of ideas and information;*
- *It is flexible and open to dialogue;*
- *It creates a welcoming and serene environment;*
- *It collaborates with cantonal public bodies.*

*It expects to*

- *Maintain and improve the quality standards achieved;*
- *Obtain and maintain its legal personality*
- *Widen its fields of activity;*
- *Provide its staff with continuing training and personal growth opportunities.*

Lugano, August 1, 2020

Elisabetta Reist  
President



Patrizia Tagliaferri  
Director of Studies

