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## **CMI to Speak at Annual Globalization and Localization Association Conference**

*Industry leaders gather for annual localization conference in Boston*

**STAMFORD, CT February 13, 2018** – Haitham Wahab, CEO of CMI, will be co-presenting “Localization in the Age of YouTube” with Paula Ferrari of Go Global Consulting at the annual Globalization and Localization Conference (GALA) held in Boston March 13<sup>th</sup> to the 16<sup>th</sup>.

Haitham Wahab notes, “*We are very excited to present at GALA this year. We believe that video will continue its ascendancy and will inexorably replace many traditional forms of B2B and B2C communication. We are looking forward to sharing some of our thoughts and experiences when it comes to making video usable across multiple geographies.*”

GALA is a global, non-profit trade association for the language industry and its annual conference is an opportunity for members and attendees to come together to share and learn best practices and network. This year’s theme will be, “The Language of Business the Business of Language.”

The discussion will occur on Thursday, March 15<sup>th</sup> at 9:45. Visit, <https://www.gala-global.org/conference/gala-2018-boston> for more information and details.

### **About CMI:**

CMI has 50+ years of innovation and quality offering the best **localization** services (subtitling, dubbing, captioning), **digital delivery** (preparation & encoding, distribution, QA & protection) and **media fulfillment** (media manufacturing, order & inventory management, shipping).

The end result? Getting the client’s content to perform in any market, worldwide. To learn more visit <http://www.cminyla.com/>.