

A WEB Platform Using UNL: CELTA's Showcase

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Abstract. Economic globalization is changing the way companies communicate. The ease and speed of accessing information and taking decisions is better for everyone on the decision chain. To speed up access to information it is important to present information in one's native language and create a language-independent communications channel. To assist business-to-business operations, the development team at the Instituto UNDL Brasil designed the pilot project "CELTA's Showcase" to demonstrate that it is possible to create a multilingual business-to-business platform using UNL.

1 Introduction

The interconnection between producer and consumer is becoming extremely important. The expansion of markets from local to global influence requires the use of new technological resources in order to support the majority of these relationships. In addition, the specialization of markets requires the development of automated tools to facilitate the pairing of small groups of producers and consumers.

Due to the irreversible globalization of markets and the specialization of production areas that create high technology products, there is a growing need for perfect matching between producers and consumers, to allow maximum performance in efforts to connect both sides.

To increase the chances of matching the best producer-consumer pair, the *Instituto UNDL Brasil* is proposing a project in this field. The main objective of this project is the development of a multilingual Web platform that allows integration between producing companies and their customers. This project is being developed by the *Instituto UNDL Brasil*, and was made possible by the creation of the *UNL Research and Development group (R&D)* in the year 2003 [1]. The R&D group has a highly trained IT team whose main objectives are: