

Navigate Quebec's Bill 96 language requirements with RWS in Canada

RWS, one of the world's leading providers of technology-enabled translation and localization services, helps companies ensure effective communication and compliance across markets with diverse languages, cultures and local regulations.

Through its acquisition of SDL, RWS has been supporting businesses in the Canadian market for over 40 years. With regional headquarters in Montreal, our experienced local team is ideally positioned to offer guidance and support to help organizations comply with Bill 96.



Introduction to Bill 96

Navigating the nuances of the new statutory requirements of Bill 96 will be crucial for businesses operating in or planning to conduct business in the province.

In May 2022, Quebec's legislature adopted Bill 96, significantly altering the Charter of the French Language. This law imposes new obligations on businesses regarding the use of French in workplaces, commercial communications, websites and sales and marketing materials.

Key aspects include:

- Companies in Quebec with 25 or more employees must obtain a francization certificate verifying that they operate in French
- A mandatory requirement to use French in employment-related documentation
- Stricter requirements for consumer-facing businesses to offer customer service in French
- A requirement for companies to evaluate the use of non-French trademarks on product packaging and labeling, as well as signage, posters and commercial advertising
- Companies interacting with the Québécois government must use French in contractual documents and commercial communications

How can RWS help you with Bill 96?

RWS offers a comprehensive range of language services, and we specialize in helping clients ensure compliance with local regulations such as Bill 96. Our consultancy services go beyond translation to include the identification of gaps, and creation of roadmaps to ensure your content is compliant with the requirements of Bill 96.

These services include the provision of review and recommendations for:

Internal content

We can review your internal content, including communications, documentation and templates such as employment offer letters, hiring forms and other human resources content.

Packaging, labeling, posters and in-store content

Our team can review your product, signage and commercial marketing content to identify and report areas that would not comply with Bill 96.

Social media and web

It's important that your digital content complies with Bill 96. Quick turnaround translation services ensure your online social and web content stays aligned with these regulations.

Francization consulting

We can advise and guide you with your mandatory registration with the Office Québécois de la langue française (OQLF) and the creation of your Francization committee, including activities, best practices, interaction with the OQLF and certification.



Why choose RWS?



40+ years of experience in Canada



Montreal-based office with an experienced, local team



High-quality, cost-effective translations



Innovative, custom solutions

Get started with compliance today

With a **June 1, 2025 compliance deadline**, it's crucial to do a comprehensive evaluation of your content to ensure all translation and localization needs are addressed in time. Our local team is here to support your business in Quebec and advise you from initial planning to full compliance.



Contact us today to see how we can help you with Bill 96 compliance.

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 40+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

© 2024 All rights reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group*.

*RWS Group shall mean RWS Holdings plc for and on behalf of its affiliates and subsidiaries.

quebec-bill-96-service-sheet-rws-en-17/01/2024