



# French Pavilion

Organised by the French Trade Commission – Ubifrance

# insight show

Research for Marketing

Grand Hall • Olympia

30 June - 1 July 2009

[www.insightshow.co.uk](http://www.insightshow.co.uk)

8 French companies will present their market research expertise.

One of these companies, **Lb Qualitative Research**, would be very interested in meeting you!



**Stand D203**  
Contact: Laure Boisier  
[www.lb-qr.com](http://www.lb-qr.com)

**Lb Qualitative Research** is a French Marketing Research company that was founded in 2008 in order to introduce **its own approach to qualitative research on the French Market.**

Our positioning is mainly focused on **ad hoc methodologies.** Lb Qualitative Research delivers recruitments, great moderations (focus groups, in depth interviews, ethnology observations), analysis and very pragmatic recommendations.

The expertise provided by our company **allows our clients to generate innovations, develop their products and brands, enhance their efficiency on the market and to stay connected to their French targets.**

The company's research mainly concerns the fields of FMCG, food industry, personal care and home-care products, but we also run projects in other industry sectors (Pharmaceuticals, real estate, music).

**Our company favors the rise of ethical consumerism & green brands.**

<p><b>CLIENTS</b></p> <ul style="list-style-type: none"> <li>• Food Industry: Unilever, Ferrero, Palais des Thés</li> <li>• Personal care: Johnson &amp; Johnson (RoC, Le Petit Marseillais)</li> <li>• Others: Apsys, Feel Tune, Laboratoires Merck, La Sorbonne, EO2</li> </ul>	<p><b>TYPE OF COMPANIES SOUGHT IN THE UK</b></p> <ul style="list-style-type: none"> <li>• End-clients in food, personal care and home care industries, other industries welcome, in particular, leisure and any industry related to ethical consumerism.</li> <li>• UK-based market research agencies conducting qualitative research in France</li> </ul>
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**The ideal opportunity for you to build new partnerships with French companies!**

**If you want to arrange a meeting with Laure Boisier, please contact:**

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