Paris, September 2016 - Linkfluence, a leading startup in social data intelligence, will be representing France and French Tech at the eighth G20 summit of young entrepreneurs in Peking from September 8th to September 10th. Joining Linkfluence will be 400 other entrepreneurs from around the world.

One of the main goals of the French delegation this year, and of the 32 young directors of SMEs and French startups who comprise it, is to produce recommendations on disruptive innovation. ‘In fact’, said Guilhem Fouetillou, co-founder and Chief Evangelist Officer of Linkfluence, ‘the growth and success of young enterprises such as ours are made largely possible by ongoing investment in R&D combined with an ability to constantly question knowledge that seems consolidated’.

An additional benefit for young French companies is the opportunity to network with companies that have been successful in developing in Asia. With a presence in China and Singapore (as well as Germany and the UK), in order to respond to the extremely rapid growth of the region, Linkfluence has been relying on local experts since 2010 to analyse language (Chinese, Korean, Vietnamese, Japanese, Indonesian, Nepalese, Hindi, Punjabi, Malayalam, Tagalog, etc.). Investing in R&D and data enrichment has made Linkfluence a leading provider of social data intelligence solutions in Asia.

Linkfluence has been named an expert in its category for its analysis and advice concerning ‘how big data and real-time analysis is profoundly transforming the decision-making capabilities of companies.’

Following three days of debates, recommendations in favour of growth, employment and innovation will be submitted to the G20 heads of state.

About Linkfluence:

Linkfluence, a leading Social Data Intelligence company, offers unique solutions for the monitoring, analysis and activation of social media channels. Using its software suite Radarly and associated services, Linkfluence captures and analyses more than 150 million posts a day in order to help brands make better decisions. Linkfluence is a fast-growing French company founded in 2006, with over 200 employees in France, Germany, the UK and Asia and has over 300 global clients including Danone, Sanofi, Orange, Accor, McDonald’s and Expedia. www.linkfluence.com | @linkfluenceUK

Press contact:
Pauline Bodin, Head of Communications, Linkfluence: pauline.bodin@linkfluence.com and 1 80 40 07 71