La French CEO, and company founder, Frederic-Charles Petit hosted a keynote at La French Touch Conference in New York and shared insights on how cracking the code to new markets. At this occasion, we have asked 2000 consumers in France and in the US how they feel about innovation and entrepreneurship opportunities in their respective countries.

Respondents were asked to rate the following attributes for both US and French business

**US business perception**
- Unique technology
- Taste for excellence and goods
- A unique perspective
- Engineering
- Rich cultural influence
- A close-knit community of influencers

**French business perception**
- Unique technology
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The French have a better opinion of their business in having a taste for excellence and goods.

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