

## PROJECTS/ACHIEVEMENTS

- **Project Interreg IV France-Suisse uB - AgroSup - IOC** (branch of the Lallemand group) - Inter-branch organizations of Jura and Savoie, related to wine minerality;
- **Project OenoLex Bourgogne – TIL:** in progress with the BIVB;
- **European Project Vinolingua:** Foreign languages learning program for small wine companies (PME) in 2010/2012;
- **« Mémoires du vin »** (wine memories): contract with the Communauté d'Agglomération of Gevrey-Chambertin.

## APPLICATIONS/MARCHES

- Wine sector;
- Tourism sector / Oenotourism;
- Bio sector / Agri-environment / Agri-food;
- E-commerce sector / Applications / Multimedia / Digital communication.

## EXPERTISE

- Assistance in sector/company terminology: terminological audit, production of terminology database, consultancy in terminology normalization, multilanguage equivalents researches;
- Impact study of some concepts/descriptors of the consumers and/or prescribers: conception of questionnaires with qualitative and quantitative analysis, semantic analysis of the web;
- Support to professional communication in a target language: analysis of language practices, analysis of « cultural » specificities/expectations of a foreign consumer target.

## CONTACT

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## PRESENTATION

This interlanguage center (TIL) conducts applied researches, following the axis « Models and Speech ». They are driven by researchers specialized in applied linguistic, which is about:

- Representation/sensory analyses interface;
- Multilanguage analysis of professional marketing speeches of the agri-sector;
- Multilanguage terminology of the chosen sector;
- Research of interface between a sector professional speech and expectations/discursive knowledge of consumers.

