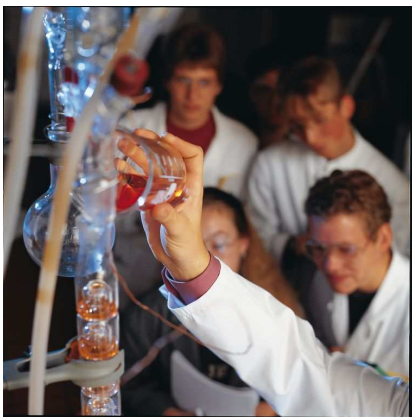
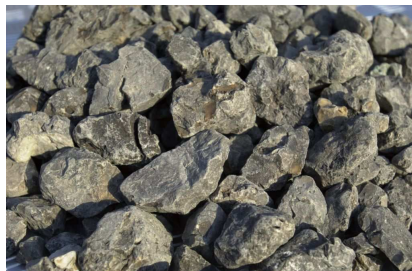




## Lhoist Group Marketing - Nivelles (Belgium) Caustic soda market study for a new product positioning

Since its foundation in 1889, the Belgian family-owned Lhoist Group (with several thousands employees worldwide today) has pursued a strategy of intensive growth and is today a profitable group and the leader in the production of lime and dolime for the industry, agriculture and the environment.



**Lhoist is investing in the future of promising professionals. We believe we can help by giving an opportunity to apply your theoretical background and enthusiasm to a business environment within our organisation.**

**The Lhoist Group Marketing is looking for a trainee willing to undertake an in-depth study of the Polish caustic soda market in order to fine-tune the positioning of this new product.**

### Description:

- In 2006, Lhoist sister company in Germany, Rheinkalk, launched a brand new high-concentration, highly-reactive milk of lime as a safer, cost-efficient alternative to caustic soda.
- This new milk of lime, the Neutralac® SLS45, is now produced and distributed in 3 European countries : Germany, France and UK. It is also sold in Belgium and the Netherlands in applications as diverse as the metal plating, automotive, food, pulp & paper and recycling industries.
- After a first phase of desk research / data mining and cross-fertilization with the European colleagues, the trainee will cross-check the information he/she gathered by interviewing the main players active in Poland in the different fields of application. He/she will establish a list of potential customers that he/she will review with the Polish Manager in charge of the project.
- Evaluation of the market size, price positioning, recommendations on the distribution channels and the other components of the marketing mix will be an integral part of this internship.

### Profile :

- Chemical/Commercial Engineer or Marketing graduate with a good understanding of chemistry
- Marketing oriented
- Polish speaking / Fluent in English
- Good knowledge of Excel (any other database is a plus)

**Duration : 2-3 months any time in 2012**

### **YOU WISH TO JOIN ?**

All applications should be sent to:

**Donald GILBERT**  
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+32-67-899.575  
donald.gilbert@lhoist.com

**For more details please consult our website:**

[www.lhoist.com](http://www.lhoist.com) / [www.sls45.com](http://www.sls45.com)

