Comperio Research opens office in Hong Kong

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Comperio Research â€“ the market research arm of IMG Media â€“ has announced the opening of a new office in Hong Kong which will serve as a hub for its operations in the Asia Pacific region.

Comperio already has offices in Europe, North America and India, and this latest move signals the companyâ€™s decision to capitalise on the growing demand for its services in the Far East.

The new office will deliver a full-service quantitative and qualitative offering and will be headed up by James Dick, who for the past four years has been Head of New Business Development at Comperioâ€™s headquarters in London.

Commenting on this recent expansion James Dick said: "Following the high demand for our services in 2006 and looking towards the Beijing Olympics in 2008, this is most definitely the right time for us to raise our profile in Asia. As a leading supplier of sports, leisure, tourism and media research services, weâ€™ve recently won a number of contracts across the region. We realise that if we want to build on this success we need to serve our Asian clients locally. This heralds an exciting transition in Comperioâ€™s development and we hope it will lead to further growth in Asia.â€•