RI expands MSC in APAC

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Contact Information

Research International is proud to announce the expansion of their unique specialist unit, the Marketing Science Centre, across Asia Pacific. Bruce Bogle, one of our most senior consultants has been appointed to lead this project and consolidate the companyâ€™s experience in this region.

Under Bruceâ€™s lead, the Asia Pacific MSC will be staffed and developed by an experienced and knowledgable team. Bruce will bring his expertise as Director of MSC UK to his new role as Director of MSC APAC.

The appointment recognises the value of Asia Pacific as part of RIâ€™s existing global solutions strategy. The MSC is a dedicated resource that aims to provide specialist techniques and analysis to key regional clients to enable them to experience further business benefits.

â€œThe opportunity to lead on such an exciting project and work is an opportunity that I just couldnâ€™t pass up,â€• said Bruce MSC enables RI to provide clients with the most innovative and unique research solutions and being able to expand this across the Asia Pacific region will enable us to deliver over and above the expectations of our local clients.â€•

RI has a number of MSC hubs operating throughout Asia Pacific with key hubs currently operating in Singapore, Japan, Australia and New Zealand, China and Korea. The Asia Pacific MSC enables RI to effectively transfer and translate skills among all teams across these maturing and increasingly important markets. It also means that RI will be able to provide valuable insights on a real-time basis to all local clients.

As Asia Pacific CEO Heather Payne explains, the MSC in the Asia Pacific region will greatly enhance RIâ€™s ability to provide thorough insights and apply specialist techniques and thinking to best meet the needs of clients and enable them to better solve their business issues.

â€œThe strengthening of the APAC MSC will allow RI to further integrate the cutting-edge tools offered through the various MSCâ€™s across the globe. This network is committed to the ongoing development and enhancement of the tools that form part of RIâ€™s unique Innovation Journey - which helps to position consumers at the heart of Innovation.â€•

â€œThe new Asia Pacific MSC really puts RI at the forefront of creative thinking and means that we can deliver a service that far outweighs that of our competitors,â€• adds Bruce Bogle. â€œWe are very much looking forward to a successful 2007 when we will see the Centre in full operation.â€•

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