Synovate sharpens its focus on dynamic Asian region

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18 July 2007 - HONG KONG â€" Leading global market research company Synovate today announced a new organisational structure for its Asian business, designed to promote further growth and better align the company with the needs of its clients.

Part of the global, ongoing 'From Now to Wow' programme announced in August 2006, the new structure will see Synovate's Asian operations form the three smaller business unit groupings - called Strategic Units (SUs) â€" of China, North Asia and South Asia.

Synovate Global CEO, Adrian Chedore, said the new Strategic Units would build upon the strong business Synovate has established in Asia and help drive further growth in this fast-developing region.

"Presently home to over a third of the company's entire staff, Synovate realised a long time ago that Asia would be a springboard for our above-market growth rate and we have invested in our business here accordingly," he said.

"The opportunities for growth in Asia remain enormous and the new structure will further sharpen Synovate's focus on this part of the world and ensure we are in an ideal position to meet our clients' needs and help them maximise their potential in this region."

Reflecting its position as one of Synovate's key growth markets, Synovate China will form one of the new Strategic Units with Synovate China's managing director, Darryl Andrew, promoted to CEO of Synovate China.

Shanghai-based Andrew has spent 21 years in market research, previously working in New Zealand, the UK and Hong Kong and assumed responsibility for Synovate's mainland China business in 2003, guiding it through four years of exceptional growth.

Jill Telford has been promoted to CEO of Synovate North Asia, another new Strategic Unit comprising Hong Kong, Korea and Taiwan. Telford has been managing director of Synovate Hong Kong for the past seven years and has over twenty years market research experience gained in the UK, Japan and Hong Kong.

Tim Balbirnie will become CEO of Synovate South Asia, the third new Strategic Unit comprising India, Indonesia, Malaysia, the Philippines, Singapore and Thailand. South Asia's geographic grouping represents a huge, complex opportunity for Synovate and Balbirnie's involvement with Synovate's operations in these countries over many years make him the ideal head for this SU.

The new appointments and structure will be effective 1 August 2007.

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