

Synovate Belgium integrates with local Censydiam practice

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GHENT – Global market research company Synovate today announced an integration of its business in Belgium which combines research operations in Ghent with the local Synovate Censydiam practice in Antwerp. While the two businesses worked closely in the past, this formal integration will reinforce and leverage the unique strengths of both Synovate and the Censydiam practice while gaining efficiencies through shared resources.

Synovate Belgium is now led by Joint Managing Directors Gerd Callewaert and Herman Toch, who are responsible for a complete amalgamation of management, operations, finance and human resources, with a joint commercial strategy and market positioning.

The Synovate Censydiam Institute, also based in Antwerp, will continue to be an independent global centre of excellence managed by Herman Toch, with the mission of developing new products and offerings, deploying them across Synovate's network of 57 countries, training new Censydiam practitioners, and working with major international clients in using psychodynamics to understand consumer motivations.

Callewaert said the combined business will result in greater growth opportunities. "The new structure will allow us to truly pool our efforts and operate as one company – unified in our vision, positioning, direction and responsibilities."

Toch added that each entity brought great strengths to the partnership. "The combination of Censydiam's thought leadership and strong qualitative heritage with its broad research expertise, innovative solutions and cutting-edge operational capabilities of Synovate Belgium is simply unbeatable and unique in the Belgian marketplace."

The integration also brings with it many advantages for both clients and Synovate employees, noted Callewaert. "Our qualitative offer in Belgium is now much stronger, thanks to the additional expertise and resources from Censydiam. This integration will in no way disrupt the day-to-day servicing of our clients – on the contrary, it will provide broader expertise and a variety of solutions from across our international network for tackling their marketing challenges."

"This move also creates greater growth opportunities within Synovate for our employees, both locally and globally," continued Callewaert.

Toch said the integration will speed the adoption of digital technologies for both quantitative and qualitative research. "Our new interactive tools are bringing the Synovate Censydiam model and thinking into the online space. This reaffirms our commitment to advancing Synovate Censydiam's vision, passion and leadership in the field of psychodynamic research."

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