Euromonitor International Opens New Office in Dubai

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Global market intelligence firm Euromonitor International announced today the opening of the company's new office in Dubai, United Arab Emirates. Euromonitor's new international office will bring the company closer to clients in the Middle East and North African region, or MENA, and expand upon its already substantial research presence there. â€œMENA is playing an increasingly important role in global markets and it's essential as a global research company to be on the ground in the region,â€• said Executive Chairman Robert Senior.

For over 35 years, Euromonitor International has provided strategic market intelligence to the world's leading manufacturers, retailers, suppliers, investment banks, consulting firms, government institutions, libraries, universities and business schools. The company realised early on the potential of the MENA region, â€œEuromonitor has always had substantial research presence in the Middle East and Africa but a local office will bring us even closer, helping the company further develop and strengthen our research offeringsâ€•. Euromonitor International's Dubai office will complement the company's London-based headquarters and existing regional offices in Chicago, Singapore, Shanghai and Vilnius.

The new office follows the Euromonitor tradition of moving into emerging regions, most recently into Lithuania. Euromonitor's Vilnius office opened in 2005 as a result of strong economic growth and consumer potential coming from the Eastern European region. As Robert Senior points out, â€œDubai, the Middle East and Africa represent the next important global region and consumer group. High levels of economic and demographic growth since 2003 have made it an increasingly attractive consumer market and according to our research, most countries in Africa and the Middle East can look forward to a continuation of rather strong rates of growth in 2008.â€•

The Middle East and African population of almost 1.2 billion is much younger than in other parts of the world. There is around one person over 65 years of age for every 20 people of working age and that ratio will not change over the next ten years. â€œMoving closer to these consumers and our fast-growing client base was an important priority for us,â€• said Robert Senior. â€œEuromonitor's new office will provide our clients with the right research tools to make effective strategic business decisions and also gives us the opportunity to respond faster to the market and our clients in the region.â€•

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About Euromonitor International
Euromonitor International is the world's leading provider of global business intelligence and strategic market analysis. We have more than 35 years experience of publishing market reports, business reference books, online databases and bespoke consulting projects.

Our research offers insight into industries, countries and consumers. We deliver quality information solutions to support strategic business planning.

Euromonitor International is headquartered in London, with regional offices in Chicago, Singapore, Shanghai, Vilnius and Dubai, and has a network of over 600 analysts worldwide.For further detail about this article and other related findings, please visitÂ Euromonitor International by clicking here.