InterfaceASIA Launches Panels In India, Taiwan And Hong Kong

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Asia Pacific specialist adds three key markets to its portfolio Torrance, CA April 20th 2009:

InterfaceASIA, the full service market research company specializing in the Asia Pacific region, is delighted to announce the launch of new online panels in India, Taiwan and Hong Kong.

Headquartered in Tokyo and with an office in Torrance, California, the company executes research projects in Japan and across Asia Pacific for companies based in the US and Europe and coordinates projects for Japanese firms in the US, Europe and globally.

The new online research panels will add three key Asian Pacific countries to the companyâ€™s geographical coverage.

The Indian panel launches with 23,600 consumers, a business-to-business panel of 2,600 and a medical panel of 3,200; the Taiwanese panel has 153,000 members on the consumer panel and 31,000 on the business-to-business panel and the Hong Kong panel has 21,500 consumers.

The company is particularly excited about the launch of its online panel in India, a market that has tended to rely on more traditional methods to research consumers.

Unlike some other online panels in India, it is a completely fresh panel, allowing the company to collect detailed attributes for each panelist and to ensure its demographic composition is nationally representative. InterfaceASIA will continue to expand the panel to ensure it is the best online panel available for this rapidly developing and evolving country.

InterfaceASIAâ€™s existing panels are in Japan, China and Korea. They offer both consumer and business-to-business respondents, with a

particular focus on the medical/physician market. The company conducts a variety of consumer and business-to-business projects and is renowned for its expertise in the automotive and medical sectors, as well as its skills in usability testing and product design research.

The companyâ€™s local Asian Pacific clients include automotive manufacturers, electronics firms and consumer goods producers. Market research firms, fieldwork and data collection companies of all sizes in the US and Europe use InterfaceASIA when carrying out research in the region.

Tom Kojima, US Operations President at InterfaceASIA says
â€œWe are really excited to launch these new panels in three important markets. At a time when many developed countries are experiencing a challenging economy, our clients are interested in understanding what business potential exists in some of the developing markets in Asia.

â€œIn particular we believe we have developed one of the most sophisticated and reliable online panels in India. Until now offline research techniques such as face-toface interviewing have been the primary research methodology for market research in India. We are confident that our new panels will help the Asian market research industry grow faster as it shifts towards the online approach and allow our clients to carry out projects in these countries that offer so many business opportunities.â€•

About InterfaceASIA
InterfaceASIA, established in 1993 as the U.S. arm of Tokyo-based market-research agency Interface In Design (IID), specializes in quantitative and qualitative market research in the Asia-Pacific region.

Along with owning consumer and specialty online panels, InterfaceASIA provides first-hand cultural and demographic Asian expertise that clients depend on to make the right business decisions.
For more information, please visit www.interfaceasia.com.

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