

Annual ESOMAR Congress Completed

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This year the event took place in Montreux, Switzerland – a place famous for Jazz Festival and classified as a UNESCO world heritage site.

Every year the research gathering held by ESOMAR is visited by professionals from the top research companies and marketing guru from all over the world.

Over 800 participants from 60 countries took part in this Congress.

Russia was represented by 19 companies, including 17 research companies.

During the meetings and workshops researchers reviewed the main marketing research trends.

One of the guest presentations was concentrated on new detergent produced by Henkel.

Hans-Willi Schroiff made presentation about the consumer-centered development of a new line of laundry and cleaning product which combine both outstanding performance and an environmentally sustainable product base.

According to ESOMAR Council Member, research director of Bazis IG Tatiana Barakshina these congresses gives Russian companies an opportunity of personal contacts with researchers from all over the world.

“Representatives of the largest international companies took part in the ESOMAR Congress. Extremely valuable opinion sharing and interaction happened during a number of workshops, where marketing managers from Nestle, Coca-Cola, Philip Morris, Procter & Gamble took an active role as participants”, - says Tatiana Barakshina.

ESOMAR Congress was held from September 15th to 17th 2009.

ESOMAR (European Society for Opinion and Marketing Research) was found in 1948.

About 5000 members from 100 countries are included in ESOMAR now.

Main goal of the Society is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

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