IMS Research Expands In 2011 Further Expansion Into Asia...

Contributed by IMS Research
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25 new analysts and a new look for the New Year

IMS Research, global electronics industry analysts, is delighted to announce a number of key strategic developments that will help the company continue to expand in the coming year:

Seoul office opens in Asia
As part of the companyâ€™s expansion into Asia, IMS Research has just opened an office in Seoul, Korea under the expert leadership of Harry (Sung Dong) Cho.

This local team will support IMS Researchâ€™s growing client base in Korea, as well as developing the business through an enhanced locally based sales operation. Korea is a powerhouse in the global electronics industry, and the analyst team there will ensure IMS Research has a deep understanding of the industry dynamics.

25 analysts join the team
In response to growing client demand for their research in sectors including Consumer Electronics, LED and Displays, Power, Energy, Security and Industrial, IMS Research has added 25 new analysts to the team based in a number of markets including the UK, US, Taiwan, China and Korea.

A renewed focus on marketing for 2011
As part of the companyâ€™s expansion plans for 2011, IMS Research has a fresh new corporate identity. Analyst blogs with the latest insight, data and commentary have been added to newly created sections for each of the 54 sectors of the electronics industry that the company covers.

The new site can be seen at www.imsresearch.com. The company has hired Greenfields Communications to manage PR globally.

Matthew Towers, CEO says
â€œThe investment that we have made in this expansion into new geographical markets demonstrates IMS Researchâ€™s commitment to delivering first class market intelligence to our clients in these challenging times. Recruiting and retaining the best analysts in three continents ensures that we are well positioned to provide global insight, identify threats and spot opportunities that our clients rely on for their strategic business decisions.â€•

About IMS Research
For more information please visit www.imsresearch.com

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