Impressive Growth For B2B International

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Another strong year of growth for international business-to-business market research and market intelligence specialists

B2B International enjoyed another year of rapid growth in 2010, with revenue up to Â£3,815,380 (US$6.15m).Â Growth was led by the US subsidiary (58% year-on-year growth) with the long-established UK/mainland Europe operation recording impressive gains of 8% year-on-year.

B2B International has experienced growth in every year since its formation in 1998.Â Â Â

Finance Director Matthew Harrison explains:
â€œthese results mean that the company has more than doubled in size since the end of 2006, when we stepped up our growth targets.Â Over the past four years we have embarked upon an aggressive strategy of international expansion as well as tripling our spend on marketing.Â In addition, we have increased our focus on the financial and professional services sectors, where we now do as much business as in our traditional industrial and manufacturing markets.â€• Â
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Managing Director Nick Hague believes that:
â€œthe market research industry is more competitive today than it has ever been, and the ability to serve clients and conduct research throughout the world is critical to any research business.Â Almost three quarters of the work we do is now international as opposed to country-specific.â€•Â In addition to its Head Office in Manchester, UK, the company has subsidiaries in Beijing and New York as well as sales offices in London and Shanghai and an affiliate office in Moscow, Russia.
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B2B Internationalâ€™s ambitious growth plans have not abated.Â The company recently bought a 50% stake in creative design agency B2B Marcomms (www.b2bmarcomms.com),formerly Frank Communications,Â allowing it to offer services such as CVP execution and branding consultancy for the first time.
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About B2B International
www.b2binternational.com Â

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