BDRC Group Opens In Asia

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The BDRC Group, which in the UK includes BDRC Continental and Perspective Research Services, today announced the opening of its first permanent operations in the Asia Pacific region. (www.bdrc-asia.com)

BDRC Asia will be the newest full service agency in Singapore, with its services including both a CATI facility and a viewing studio housed in the companyâ€™s new offices.Â The agency will specialize in B2B, financial, and travel and tourism research and business consulting.

BDRC Asia will be headed by Piers Lee, former President of the Market Research Society of Singapore and the Founder of Kadence in Singapore, where he held the position of Managing Director from 2004 to his recent departure last month.Â Prior to this he was General Manager at Synovate in Singapore.

Lee, who was instrumental in developing Kadenceâ€™s regional network in Asia, says
â€œI was with the BDRC Group prior to coming to Asia in 2000.Â It is great to be back with the company again, with its strong management team and access to their range of proprietary research tools and survey technology.Â Our objective is clear â€“ attract the best researchers and analysts in the region, and deliver to clients significant research Return on Investment.â€•

Dr. Cris Tarrant, CEO of the BDRC Group, added
â€œPiers is a very experienced researcher and business analyst who has consulted widely for MNC and large local corporations in Asia to inform their market entry strategies and new product development.Â He has a successful track record of establishing new ventures in Asia and we look forward to seeing him develop a regional research business in Asia for the BDRC Group from this Singapore hub.â€•

About the BDRC Continental Group
For more information please visit www.bdrc-continental.com

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For more information please visit www.bdrc-asia.com

About Perspective Research Services
For more information please visit www.perspectivemr.co.uk
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