TNS Extends Its Reach In Asia Pacific With The Opening Of An Office In Cambodia

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TNS, the worldâ€™s largest custom market research company today announced the opening of the companyâ€™s first office in Cambodia, expanding their global footprint to 81 markets globally

Chris Riquier, CEO of TNS Asia Pacific commented,
â€œwith a population of 14 million and a young consumer base of which 60% is under 22 years of age, Cambodia is experiencing a renaissance with annual GDP growth averaging 7% for the past 5 years.â€• He continued, â€œOver the past decade we have actively increased the servicing of our international client base in Cambodia through our Vietnam operation and now feel the time is right to develop our on the ground presence in this very young and dynamic country.â€•

TNS has joined forces with long standing Khmer partner MSD, one of the leading Cambodian market and social research firms, providing instant Khmer insights and national coverage with MSDâ€™s multiple offices.

Ralf Matthaes has been appointed Regional Managing Director for Indochina and will be supported by Cambodian Managing Director, Eelco Dijkhuizen, who has worked extensively in Vietnam and Cambodia.

Matthaes commented,
â€œmore and more of our global clients are now moving into Cambodia and it is essential to have on the ground presence to better service their increasing needs and to also address the evolution of the Cambodian consumer. Our clients will have full access to TNSâ€™s proprietary research solutions and will also benefit from our regional expertise, including consumer, public & social and technology based research.â€•

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