Research & Results 2013: Where The Whole World Of Market Research Comes Together

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On the 23 and 24 October, Research & Results 2013 will once more transform MOC Munich into the focal point of the global market research industry. With its vast range of topics and an array of exhibitors, this trade show is the leading international event.

Over 140 companies from 16 different countries will present their products and services at this leading international trade show for market research. The big international research companies will be there, as well as small and medium-sized market research institutes and a multitude of smaller specialist agencies â€“ and for almost every type of industry there will be a suitable vendor. â€œResearch & Results 2013 is a true showcase exhibition for national and international market research. The entire industry is represented here. For business transactions, testing the market or for networking, this trade fair is number oneâ€•, says Heinrich Fischer, the organiser's Managing Director. Visitors can experience what top quality market research can deliver in not only the trade fair stands but in workshops and guided tours too. Examples of the topics on the agenda in the 91 workshops include mobile research, social media monitoring, research communities or big data in market research. The old favourites of brand management, client satisfaction or B2B research will mean non-stop action. The agenda and the stages for the eight guided tours have recently been fixed. These guided tours through the trade show are recommended for anyone who would like to gain a comparative overview of the topics on offer in a short space of time. Almost 30 per cent of trade fair exhibitors this year will be from Europe and further afield. This includes Japan, Malaysia, the Czech Republic or Senegal for example. Most international companies will come from the USA and Great Britain. A new feature this year is the "French Village" where an array of French institutes will be presenting. The support services are also keeping pace with this increasing level of internationalisation. 25 workshops will be simultaneously interpreted into English, another five will be presented in English. In addition, a guided tour will be available in English. â€œLast year, twelve per cent of visitors were from abroad. In 2013 we are anticipating a definite increase. This is why we ensure that our foreign visitors are well catered for in the workshopsâ€•, explains Hans Reitmeier, Managing Director of the event organizer. The trade show's evening event kicks off on the evening of the first trade show day in the most famous tavern in the world. The distinctive â€œHofbrauhaus MÃ¼nchenâ€• will be the venue for the market research industry to meet and finish off the day, with Bavarian beer, traditional speciality foods and proper Bavarian live music. About 3,200 participants are expected. Professional visitors receive free admission by registering online. For more information regarding this article please visit: www.research-results.com | @ResearchResultsFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group