

Research Panel Asia Inc. Launches Hong Kong Panel To Increase APAC Advantage

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Research Panel Asia Inc. (RPA) announces the launch of a Hong Kong Panel in order to strengthen its hold as the go-to Research Specialist in Asia.

The move means that RPA can add Hong Kong to its ever-growing list of locations where it offers proprietary coverage. Together with Japan, China, South Korea and Taiwan, RPA now has over one million active panelists in the APAC Region. The company will push to aggressively raise the number in Hong Kong to match its success in other countries.

Industry insiders have said that for any one company to claim an edge in Asian panel dominance, they must offer broad proprietary panel coverage. Some say these expanded capabilities that RPA is developing give them that edge. For its part, RPA aims to build a bridge of information across the Pacific for clients who demand local insights into the countries in the area. Adding more coverage in the Greater China Region certainly puts RPA in a strong position among its competitors.

Market Overview:

According to the Esomar Industry Report "GLOBAL MARKET RESEARCH 2013" spending on global market research topped \$39 billion. Asia's developing economies such as Indonesia, Thailand, Malaysia and Vietnam contribute the strong growth rate of 4.3% in the region. Additionally, continued recovery from the global recession means that Japan, China and South Korea are leading the way in carving out their share of the \$6.3 billion Asian portion of the global market research pie.

Message from RPA's CEO:

"Our strategy is simple: to provide our clients with deep insights into the mindset of over a million influential consumers who are driving the developing economies in Asia. RPA will be our client's go-to partner in Asia by focusing on quality, value, and speed..." said Mr. Toshiki Sano, RPA's CEO. "In Greater China and everywhere else we do business, our Team of multilingual specialists are here for our clients 24/7/365 and that level of service guarantees local insights for our global clients.

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