

Market Research Trade Fair Hits New Heights

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With a record-setting participation of 165 exhibitors from 23 countries, Research & Results 2015, which takes place on October 28 and 29 in the Munich MOC, reaffirms its role as a key player in the market research sector. The Research & Results exhibitor list and recently published hall plan offer a detailed overview of exhibitors. Registered trade visitors receive free admittance to the exhibition and 99 workshops.

With a record participation of 165 exhibitors, the tenth Research & Results trade fair is the largest exhibition in the national and international market research sector. From small, specialized institutions to medium-sized companies and international research corporations – the diversity is obvious from the exhibitor list and official hall plan. According to event organizers, the trade fair has great international appeal. As a result, every third exhibitor comes from abroad.

Siegfried Häßl, CEO of Consumer Experiences Germany (part of GfK, –Consumer Research Association–) bears witness to the fair’s prestige: –In the last ten years, Research & Results has firmly established itself as the leading exhibition in the market research sector. There are few events where one can start up conversations with colleagues and clients alike, make new contacts, and experience branch developments up close.–

The diversity of the exhibitions is reflected in the recently published trade fair program: Big Data & Analytics, electronic measurements, customer satisfaction and communities are only four of the hot topics that will be discussed in specialist presentations. –This year, 120 experts will present the market research sector’s top themes in 99 workshops. These include the newest methods, best practices and case studies, which will be of interest to practicing market researchers and market research institutes, but also to marketing and sales experts,– says the event’s director, Hans Reitmeier. Everything that Research & Results has to offer is free to registered trade visitors. Up to 3,000 participants are expected.

The complete workshop program can be viewed at www.research-results.de.

Exhibitors who are interested in participating will find registration forms and further information at <http://www.research-results.com/trade-show/exhibitor-information>.

Entrance: free if registered