

Research & Results 2016 – A Significant Increase In Exhibitors And Visitors

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The 2016 Research & Results trade show, which took place between 26 and 27 October at the Munich MOC centre, has come to an end. With a record 191 exhibitors from over 20 countries, the idea of the market research trade show has once again proved itself most impressively.Â Â

It all started in 2006 with 65 exhibitors, but the Research & Results market research trade show in Munich has grown and is now significantly larger: 191 exhibitors from over 20 countries had stands at the MOC exhibition centre, including industry leaders such as GfK, Ipsos and Kantar TNS. â€œThe Research & Results trade show is a must for those in the market research industryâ€• says Hans Reitmeier, Managing Partner of Research & Results. â€œNot only for the European market research scene but increasingly for those from outside Europe.â€•

In addition to establishing contacts, a top priority for visitors is the workshop programme running parallel to the show. As in previous years, visitors were able to find out about the most important industry trends and topics in over 90 workshops. The buzzword this year was Virtual Reality, which, according to the Heidelberg market research agency GIM, has a great future.

Another issue explored at the trade show was the role market research would play in the coming years. On the first day of the show representatives from both research institutes and business provided an excellent picture of the current situation in the well-attended panel discussion entitled â€œPast its sell-by date or innovative problem-solver?â€• Led by Dieter Korczak, former president of the Esomar world market research organisation, the panel concluded that although new players in the market have brought about considerable pressure to change, the prospects are still good for market researchers who see change as an opportunity. Â

A total of 3,300 participants visited the MOC exhibition centre over the two days of the show.