

A Unique Insight into Business Life

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Gilbert Lee is the Marketing Director and Research Director for Research International in China. Gilbert will talk at the forum about the opportunities for global marketers to be successful in the Chinese market.

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With 1.3 billion consumers and rapidly rising incomes, China has become one of the world's fastest growing economies. ESOMAR's China Forum addresses the challenges and opportunities of doing business in China for the many international companies now entering the Chinese market.

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