



## Change

Welcome to the latest GRBN newsletter.

The focus of this newsletter is on change. It is something we all face and the speed of change seems only to increase, which presents our industry with both challenges and opportunities.

As the demands of clients evolve, so does the need for training and professional development. On the one hand, there is an even greater need to ensure everyone knows the basics, and on the other, to learn new skills.

The GRBN Learning Center has been set up to do just that, and I am very excited to inform you that the Learning Center is now online with initial contributions from AMSRS, CASRO, MRIA and MRS.

This newsletter is jammed packed with other stories about change, so I hope you enjoy reading it as much as I did putting it together. Please take a couple of minutes to read the table of contents opposite and hopefully you will find something to interest and inspire you.

I would like to give a special thanks to all the contributors to this newsletter, without whom this edition would not be possible.

Andrew

GRBN Executive Director  
+358.50.5226922  
[andrew.cannon@grbn.org](mailto:andrew.cannon@grbn.org)  
[www.grbn.org](http://www.grbn.org)



## IN THIS EDITION:

### **GRBN Learning Center is now open!**

We are pleased to announce that the GRBN Learning Center is now officially open and can be accessed at <http://grbn.eliademy.com/>. The Learning provides easy access to high quality training and self-development opportunities globally. [Read more here.](#)

### **Dapresy is the first Gold Sponsor of the GRBN Learning Center**

Tobi Andersson, Dapresy CEO, shares his thoughts on why Dapresy is supporting the GRBN Learning Center and the importance of learning to the research sector. [Read more here.](#)

### **Paulo Pinheiro de Andrade named GRBN Honorary President**

GRBN is very pleased to honour Paulo's contribution to the research sector in Brazil, as well as his pivotal role in the foundation of both ARIA and GRBN. [Read more here](#)

### **AMSRO / AMSRS Investigate a merger**

AMSRS and AMSRO member associations are entering into exploratory discussions and investigations about joining forces to become one association serving the Australian research profession and industry. [Read more here.](#)

### **A new pan-African association is born**

The AMRA Management Committee share their thoughts on the birth of AMRA, the regional federation for the research sector in Africa. [Read more here.](#)

### **New ESOMAR-GRBN joint guidelines issued on Online Research**

In December of last year ESOMAR and GRBN released a Guideline for Online Research. Reg Baker, co-chair for the team, which worked on the development of the guideline, shares his thoughts on what the guideline means for researchers. Webinars on the guideline are to take place in June. [Read more here.](#)

### **Research methodology under the microscope: the findings from the UK polls inquiry**

Peter Mouncey, Editor in Chief, International Journal of Market Research (IJMR) explains what went wrong and highlights the key implications for the industry. [Read more here](#)

### **China goes New York**

CMRA will be sending a delegation to attend CASRO's Technology & Innovation Conference, which takes place in New York on the 6<sup>th</sup> and 7<sup>th</sup> of June. On the afternoon of the 7<sup>th</sup>, leading figures from the Chinese market research industry will run a special workshop on doing business and research in China. [Read more here](#)

### **The 100-day growth challenge kicks off in Brazil. Next stop Atlanta.**

Andrew Cannon and Bruno Paro ran the first live GRBN 100-day challenge event in April at the ABEP Annual Conference in Sao Paulo, and GRBN will follow up with a new session at IleX in Atlanta in cooperation with Brainjuicer and Cambiar. [Read more here](#)

### **Upcoming events.**

GRBN member associations are hosting a range of fantastic events over the coming months, so take your pick. [Read more here.](#)

## GRBN Learning Center is now open!

We are pleased to announce that the GRBN Learning Center is now open and can be accessed at <http://grbn.eliademy.com/>. The objective of the Learning Center is to raise the quality of research, increase its value to clients and improve research business performance globally, by providing easy access to high quality training and self-development opportunities.

The online portal offers a global audience, through a single point of entry, access to on-line training courses and webinars developed by GRBN, regional federations and national associations. At present, the Learning Center offers content from AMSRS, CASRO, MRIA and MRS, and further content will be added on a regular basis



GRBN is very grateful to Dapresy for becoming the first Gold Sponsor of the Learning Center. Below, Tobi Andersson, Dapresy CEO, shares his thoughts on why Dapresy is supporting the GRBN Learning Center and the importance of learning to the research sector...

***There are lots of sponsorship opportunities out there. Why did you decide to sponsor the GRBN Learning Center?***

*Dapresy is a global company doing business in all major regions around the world. At the same time, we are a technology provider with a highly experienced team of researchers understanding how to combine modern technology with advanced research programs. We like the global coverage GRBN provides and the fact that the majority of the most well-known research firms are members. We like the idea contributing to the research sector building a foundation from where the next generation researchers can learn and develop their research skills.*

***As we all know, the research sector is undergoing significant change at the moment. What know-how and expertise in particular do you think researchers need to develop and why?***

*The research sector is moving into a direction where technology becomes a more important component in the setup. We see more and more a scene being shaped where enterprises buy advanced technology platforms from software providers and combines this technology with advanced research consulting projects. In the future*

*a researcher will need to one hand be really good at consultative research and on the other hand understanding how modern technology in best way shall be used to create the most value. The future profile of a Researcher will demand a higher level of technology expertise compared to today and Dapresy want to support this journey creating the next generation researchers.*

***There is currently massive demand for both data and insights. How important do you see continuous learning being in tapping into this demand and why?***

*The last couple of years' significant amount of funding has gone into technology companies handling data in various way. The market for technology platforms consolidating, exploring and distributing data is exploding and we will see lot of new products enter the market during the next couple of years. The research sector needs to keep up with this development in order to give the right advices to the enterprises. We will see more partnership being created between research firms partnering with technology providers bringing new offers to the enterprise sector in the future. The objective for Dapresy supporting the learning platform is to give the tools and understanding for researchers to keep up with the melting pot of new technologies entering the market at the same time we want to provide the learnings tools for technology providers to better understand how integrating advanced research experience in the technology offer will create benefits for the end-user.*

**The research sector will need to compete more and more for talent. What would you say to a young person thinking about a career in research?**

The charm of the research sector is that it is global and targets the type of companies where famous brands live and skilled people work. If you invest time and hard work, you can very quick create a foundation for an international career allowing you to work with the world as working field and meeting experienced decision makers asking for your advice. The research sector is developing in a direction where it integrates closer to areas within marketing, management consulting, technology and we need to smartest brains to catalyst this.

**Apart from sponsoring the GRBN Learning Center have you done any other work in this area?**

We are supporting the University of Linköping in Sweden, where the next generation researchers are being born. The master program for statistics keeps one class focusing on data visualization and here we do trainings and provide the students with the Dapresy Pro platform for data visualization and customer experience management processes. We work close with the university and gives students the opportunity to start working for us and also do their master thesis.



*Tobi has been in the marketing research field his entire career. While working at the largest field house in the Nordics, he pioneered developing online data presentation systems to visualize market research data. He founded Dapresy in 2003 and has dedicated his professional career to data visualization. He is a recognized expert in the field and has helped hundreds of companies with innovative visualization processes. He holds a Master's Degree in Agriculture, and spends his weekends operating a farm in the Swedish countryside where he grows high quality cereals.*



**Paulo Pinheiro de Andrade named GRBN Honorary President**

In recognition of his outstanding contribution to the research sector in Brazil, as well as his pivotal role in setting up ARIA and GRBN, we are pleased to announce that GRBN has awarded Paulo the position of GRBN Honorary President.



Alex Garnica, Executive Director of ARIA comments: *"The MR LatAm community will always be indebted to Paulo and everything he did for us. In his decades of hard work, Paulo not only traveled the world representing his company and his country but the entire region as well. It is no coincidence that his name is linked to several "firsts", because no one else got before the many achievements he did.*

*Without Paulo ARIA history would have been entirely different, even in the name of our Association, that he coined. His characteristic direct contact and gentle treatment allow us to gather at one table and unite in a common effort representatives from various countries of the Continent. It was for our great benefit that Paulo shared the dream to build and American federation of our industry."*



## GRBN LEARNING CENTER

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## AMSRO / AMSRS Investigate a merger

By Sarah Campbell, AMSRO Executive Director and Elissa Molloy, AMSRS CEO

*AMSRS and AMSRO member associations are entering into exploratory discussions and investigations about joining forces to become one association serving the Australian research profession and industry.*

*Over the past 60 years the two sister associations have supported our respective constituencies well and together we cover a diverse range of member services including professional development, training and conferences; networking; industry publications and member resources; advocacy, ethical and privacy compliance and advisory services; industrial relations; industry statistics and awards; and promotion.*

*Our peak industry bodies work well together and we have delivered a number of joint initiatives benefiting our members – including the Research Effectiveness Awards, government advocacy efforts with Market Research differentiated from Telemarketing in the revised (Telemarketing and Research Calls) Industry Standard (2011), the introduction of the Do Not Call register and currently with our IPND efforts; higher education collaborations; annual industry survey; industry specific ISO standards and strategic partnerships in Asia with our involvement in the Asia Pacific Research Committee (APRC) and globally through the Global Research Business Network (GRBN).*

*AMSRO and AMSRS are exploring the feasibility of a merger between our two organisations for the following reasons:*

- *The potential benefits of being able to speak with a single, stronger voice before the public, media and government; and*
- *It may be possible to provide services to our members in a more efficient and effective way through a merged entity.*

*There have been successful mergers in other jurisdictions – including New Zealand, the UK, Canada and more recently in the USA with the announcement of the CASRO and MRA merger. These mergers will provide us with useful case studies in the investigation process.*

*To assist us with this exploration, AMSRS and AMSRO will be engaging the services of an independent consultant, jointly funded, to undertake a review of the 2 organisations and provide advice regarding the most appropriate structure for a merged entity and provide us with recommendations regarding timing and process.*

*We envisage that this investigation process will be finalised by the AMSRS National Conference in Melbourne on 8 & 9 September 2016.*

## A new pan-African association is born



It is certainly fantastic news that a regional federation is being set up to guide the development of the research sector in Africa. The existing regional federations – APRC, ARIA and EFAMRO – have all offered to share their know-how, as well as their experiences with setting up and running regional federations, to help the AMRA Management Committee on their journey. Below the AMRA Management Committee gives insight into the new federation...

*For some years now, research organisations and associations in Africa have been pushing – actually, pleading – for a representative pan-African organisation for market research (including social and opinion polling research) that **provides one port of call for and about market research in Africa**, and promotes the interests of market research on the African continent, and beyond. So, we are ecstatic that the African Market Research Association (AMRA) is finally taking form, and it is a supreme honour to be part of this journey.*

*The AMRA Management Committee will now be getting all the AMRA ducks in a row, so that, in six months' time, AMRA is able to **provide a home for African market research associations** who wish to join hands to **ensure professionalism** in the market research industry in Africa, **share knowledge and skills** across African markets and countries, **promote African market research** to the rest of the world, and, through partnerships with AMRA member associations, **build the confidence** of the rest of the world in African research.*

*The social and economic opportunities in Africa are enormous, and AMRA aims to facilitate **access to and growth in African markets** by ensuring socially and commercially valuable market research.*

*In the African spirit of Ubuntu, AMRA is what it is because of who we all are!*

*If you have any questions about AMRA, would like to comment on what AMRA aims to achieve, or if you want to give input about the way AMRA goes about achieving this undertaking, you can contact any of the AMRA Management Committee members (Abdel Wahab Chaoui for North Western Africa – [abdel@africanmra.org](mailto:abdel@africanmra.org), Sami Ghabrial for North Eastern Africa – [sami@africanmra.org](mailto:sami@africanmra.org), Jane Nzomo for Eastern Africa – [jane@africanmra.org](mailto:jane@africanmra.org), Joy Uyanwune for Western Africa – [joy@africanmra.org](mailto:joy@africanmra.org), and Leonie Vorster for Southern Africa – [leonie@africanmra.org](mailto:leonie@africanmra.org)).*



## New ESOMAR-GRBN joint guidelines issued on Online Research

In order to help researchers get the most out of the new ESOMAR GRBN Online Research Guideline, we will be running, together with ESOMAR, two webinars on specific issues within the guideline:

14<sup>th</sup> June: Webinar on incentives, sweepstakes and free prize draws  
28<sup>th</sup> June: Webinar on sample source and management

The first webinar will take place from 16.00-17.00 CET on the 14th, so please mark the date in your calendar and check out the [GRBN event calendar](#) nearer the date for how to sign up.

Reg Baker, co-chair of the working party, shares his thoughts on guideline and what it offers researchers....

In December of last year ESOMAR and GRBN released a [Guideline for Online Research](#). This update of earlier guidance developed jointly by CASRO and ESOMAR and describes how to apply the fundamental ethical principles of market, opinion, and social research in the context of the current legal frameworks and regulatory environments around the world. Its objective is to support researchers, especially those in small and medium-sized research organisations, in addressing the legal, ethical, and practical considerations when using new technologies to conduct research online.

*The guideline describes researchers' responsibilities to three broad audiences.*

*The first is research participants. Here it underscores the importance of avoiding activities and practices that might discourage research participation by blurring the line between research and marketing/sales. It reaffirms the fundamental importance of honesty, consent, the voluntary nature of research, and the need for researchers to ensure that participants suffer no adverse consequences as a result of their participation. It also provides practical advice on email and text solicitation practices, the use of incentives, and passive data collection where there may be no direct interaction with those from whom data are collected.*

*This last issue of passive data collection (e.g. web browsing data, loyalty cards, geo-location data from connected devices, social media data) has become especially important as researchers increasing look to these sources for insight. The guideline describes specific practices to employ when working with these kinds of data.*

*When describing responsibilities to clients, the guideline underscores the critical need for both parties to rigorously protect personal data and the fundamental importance of researchers being fully transparent in all phases of the research, but especially in reporting. There also is a section on methodological quality specifying the information that should be routinely shared with clients to allow them to assess the reliability of findings.*

*The final audience is the general public. Here it highlights the importance of always behaving in such a way that public confidence in research is not undermined. It provides guidance on the sometimes difficult task of working jointly with clients to ensure that any published results are not misleading and that any technical information needed to assess the validity of published findings is made available.*

*There also is guidance on a variety of specific issues that researchers are likely to encounter when doing online research. They include best practices when doing research with children, the use of online identification and tracking technologies when working with panels, mobile research, social media research, the handling of new forms of personal data such as photographs and videos, cloud storage, anonymisation and pseudonymisation techniques, and uses of paradata. The guideline concludes with a list of unacceptable practices that if used would be considered spyware.*

*Additional project teams are already at work on new global guidelines to help researchers navigate the increasingly complex legal and ethical environments in which we work. Look for new joint ESOMAR/GRBN guidelines on social media research and mobile research later this year.*

**Reg Baker**  
Executive Director, Marketing Research  
Institute International and  
Consultant to ESOMAR Professional  
Standards Committee



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## Research methodology under the microscope: the findings from the UK polls inquiry

By Peter Mouncey, Editor in Chief, International Journal of Market Research (IJMR)

Following on from the inaccurate predictions of the published polls throughout the UK 2015 general election campaign, the British Polling Council (BPC) and the Market Research Society (MRS) launched an inquiry into the performance of the pollsters last July. I reported their initial open meeting in my IJMR Editor's blog at the time ([https://www.mrs.org.uk/ijmr\\_blog\\_archive/blog/1298](https://www.mrs.org.uk/ijmr_blog_archive/blog/1298)). The details of the inquiry itself can be found on the BPC website (<http://www.britishpollingcouncil.org/tag/inquiry/>). The interim findings were presented by the inquiry team on January 19<sup>th</sup> 2016, and the final report was published on March 31<sup>st</sup> (<http://eprints.ncrm.ac.uk/3789/>).

### The key factor: unrepresentative samples

Unrepresentative samples were the key factor. In particular, having over 65s as a single group in an aging population is no longer sophisticated enough. Online and telephone modes under represented those older people who are likely to vote, and older electors have a higher propensity to vote, which led to undercounting the Conservative vote. Young electors are more likely to say they will vote, but less likely to do so – over-representing likely Labour support. Secondly, those who are more politically engaged are more likely to participate in polls. Pollsters face low response, self-selecting samples - one pollster stated that 30,000 calls were necessary to achieve 2000 participants.

Hard-to-contact groups really matter. The inquiry team split the face-to-face random probability samples from two post-election surveys to examine voting behaviour: those interviewed after one or two attempts closely mirrored the pollsters' findings; by adding in those contacted in subsequent attempts the result was closer to the actual election result.

### Other factors

Other possible causes had no significant impact, if any at all. 'Herding' was also examined as the final polls were tightly clustered. This was due to weighting models being fine-tuned throughout the campaign, but there was no evidence of collusion. Applying the initial weighting schemes to the final polls reduced clustering but didn't improve accuracy.

### 'Flawed, but better than nothing' (Guardian editorial 20<sup>th</sup> January)

Recommendations cover: actions for BPC members to address the key flaws identified by the inquiry, with an audit before the next election to identify the actions being taken; changes in BPC rules to create increased methodological transparency; a face-to-face random probability poll during the 2020 campaign; communicating the inherent imprecision within polling. Some pollsters have undertaken their own investigations, and were transparent in meeting the inquiry teams' requests for information and data.

Limitations on polling activity are unlikely. Stakeholders deserve to be informed. Restrictions on publication will lead to the public being uninformed whereas others will still fund private polls. Clients must take some responsibility if 'fast & cheap' equals 'quick & dirty'. Methodology is under the microscope, with the potential negative impact on trust in research. Going forward, 'fit-for-purpose' must surely be a key consideration, but as the inquiry warn: '...there will be no silver bullet for the problem of polling errors'.

### Peter Mouncey FMRS F IDM

A Visiting Fellow at Cranfield School of Management, specialising in key account management, market research and marketing accountability. Appointed Editor-in-Chief of the Market Research Society's (MRS) 'International Journal of Market Research' (IJMR) in 2004.



Peter is a joint editor of 'Market Research Best Practice, 30 visions for the future' (ESOMAR/Wiley 2007) and joint author of 'Marketing Accountability' (Kogan Page 2009) and 'Marketing Value Metrics' (Kogan Page 2014). He was also a Finalist for the MRS Silver Medal in 2004. Peter is a long term member of the MRS Market Research Standards Board and runs seminars on data privacy and research for the MRS, SRA and in-company. From 2000 until retirement in 2013, he was also Director of Research at the Institute of Direct Marketing (IDM), developing courses covering CRM and Data Management, teaching market research on their Diploma course, and a member of the Executive Board of the IDM journal (Journal of Direct, Digital and Data Marketing Practice). He was also founder member of the IDM Data Council. Worked at the Automobile Association from 1971-2000, latterly as General Manager, Group Marketing Services & CRM Strategy. Fellow of both the MRS and IDM.



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## China Goes New York

We are very excited about this initiative and the co-operation between CASRO and CMRA. The China Marketing Research Association, will be sending a group of delegates to New York in June.

Diane Bowers, CASRO President, comments: *“CASRO is excited to welcome our colleagues in CMRA to New York City to meet with U.S. research business leaders and to attend our Technology & Innovation Event at the Andaz Wall Street on June 6<sup>th</sup> and 7<sup>th</sup>. Following the conference adjournment, we have scheduled a special program, “Marketing Research in China: Outlook and Opportunities,” featuring Chinese research business executives as well as leaders of the CMRA, who will provide their insights about the Chinese marketing research industry and doing business in China. To further the exchange of information and experiences, CASRO has also scheduled personal visits for the Chinese delegation with several research businesses in New York City. This GRBN “China Goes Global” initiative is the first step of a longer-term initiative to promote research industry advocacy and business development among countries around the world. The second step for this China and U.S. engagement is for CASRO to send a U.S. delegation of research business executives to China to attend a CMRA event and to meet with Chinese marketing research business executives. The “U.S. Goes China” dates have not been set, but we hope to schedule this trip in 2017.”*

Prof. Shen Hao, CMRA President comments: *“China is at the forefront of digital transformation in a global landscape. We see a lot of technological innovation and big data application, which drives the new engagement with connected consumers and creates new value to market research industry. During the workshop on China, we will shed light on how to do business in China and share some vivid case studies. The workshop will focus on four areas:*

- *The Development and Future Trend of China Marketing Research*
- *Big Data Application and Consumer Insight*
- *Data Mining and Predictive Modeling*
- *New engagement: Internet research and Innovation*
- *Media measurement*

*We look forward very much to our co-operation with CASRO.”*

Peter Harris, APRC President adds: *“The APRC is now positioned as the prime network for exchanging information and knowledge on marketing research and related industries between the associations and societies in the Asia Pacific region. This joint initiative between the CMRA and CASRO which will facilitate top China and US based research execs to share the latest on each of their marketplaces is a tremendous next step of ensuring that Asian research is connected to the rest of the world. The APRC are really proud to be involved in this exciting new venture and we will continue to investigate ways for our members to expand their thinking and knowledge.”*

To attend the Technology & Innovation Conference and the China workshop, please contact Diane Bowers at CASRO – [diane.bowers@casro.org](mailto:diane.bowers@casro.org). Don't forget that members of GRBN affiliated national associations will be able to attend both at CASRO member rates.

## The 100-day growth challenge kicks off in Brazil. Next stop Atlanta.

Andrew Cannon and Bruno Paro ran the first live GRBN 100-day challenge event in April at the ABEP Annual Conference in Brazil.

Over 300 delegates attended the 2 day conference in Sao Paulo and Andrew and Bruno invited the delegates to take up the GRBN 100-day challenge and to start driving positive change for the research sector in Brazil.

Out of the seven named challenges available, the Brazilian delegates showed most interest in taking action on:

1. **Increasing the impact on clients / Return on investment**
2. **Improving the participant experience**
3. **Communicating about the value to society of our work**

We invite everyone who cares about the future of our sector to also take up the challenge and make a pledge to do something differently over the next 100 days; to take at least one concrete action to positively impact our sector.

Please visit the [“100-day challenge” webpage](#), select your challenge and sign up for the initiative.

### Next stop Atlanta

GRBN will be running the next live 100-day challenge event on the 14<sup>th</sup> June at [IleX North America](#) in Atlanta in co-operation with Brainjuicer and Cambiar, so we hope to see you there!

### Thanking our sponsors

We currently have 4 companies signed up as global sponsors of initiative and we would like to thank Hotspex, Netquest, Potentiate and Vision Critical for making that commitment.

Barry Ooi, Managing Director at Potentiate Malaysia, commented *“Potentiate is delighted to be the exclusive sponsor of the GRBN 100 Day Challenge in the area of bringing Value to Clients. We support this initiative because it is consistent with our business philosophy that we need to deliver Value to our Clients, every day.”*



## Upcoming events.

Please visit the [GRBN event calendar](#) to find out more about upcoming events.

Click on the titles below for more information on the events and to register

[3<sup>rd</sup> May – CASRO webinar: Information Security – Your processes](#)

[12<sup>th</sup> May – MRS Travel, Tourism & Hospitality Conference, London, UK](#)

[17<sup>th</sup> May – AMSRS webinar ‘AMSRS Webinars – Neuroscience insights’](#)

[23<sup>rd</sup> & 24<sup>th</sup> May – Master Class / Talleres AMAI, Mexico](#)

[25<sup>th</sup> May – SMTL event: #LoveData, Espoo, Finland](#)

[1<sup>st</sup> - 3<sup>rd</sup> June – MRIA Annual Conference, Montreal, Canada](#)

[6<sup>th</sup> & 7<sup>th</sup> June – CASRO Technology & Innovation Event in New York, USA](#)

[7<sup>th</sup> June – AMSRS webinar ‘Mobile Research’](#)

[23<sup>rd</sup> June – MRS Automotive Research Conference, London, UK](#)

[1<sup>st</sup> & 2<sup>nd</sup> September – AMAI Event: Consumidores, Audiencias y Votantes, Mexico](#)

[2<sup>nd</sup> September – RANZ REAs: Research Effectiveness Awards, Auckland, New Zealand](#)

[24<sup>th</sup> – 27<sup>th</sup> October – CASRO Annual Conference, Park City, Utah](#)

[25<sup>th</sup> October – Ideas AMAI 2016, Mexico](#)



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## About The GRBN

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 39 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion in annual research revenues (turnover) are generated by these businesses.

GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations. More information on the Global Research Business Network is available at [www.grbn.org](http://www.grbn.org).



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