

Synergie – Insight Show Edition.

In this Edition: Rome Conference (P8); New African Association Launched (P2); Update on AMRI / Insights Association Merger (P3); AIMRI at the Insight Show (P4) and much else

Chairman's report:

It's not just that the year comes around faster each time it **really** is the fact that the Insight show has been moved forward to lie neatly between the two US Quirk's events (East and West Coast) and, of course, the MRS conference, which is scheduled for next week. Last week saw the IEX conference in Amsterdam and whilst I write invitations come in for TMRE and MRMW and

Yes, there's many more of these events for the conference junkie to enjoy. But none are as important as our Rome conference and AGM coming up in June - see page 8 for further details and how you can participate.

However the focus now is on the **Insight Show** and it is a pleasure to see so many AIMRI members participating and from many different countries. For example the AIMRI village has exhibition stands from China, Nigeria, Japan and the USA as well as the UK.

The special forum on the Thursday afternoon (as part of International day) also includes participation from the US, Nigeria (thanks again Paul) and Germany. That should be a truly interesting session and I trust it will be well supported.

The international element that AIMRI brings to bear on the world of research, is further emphasised by the content of this newsletter. GMO have provided an interesting article on research in Malaysia. We are publishing the press release for the new African Market Research Association (this really is hot off the press, since it was only released on Saturday). This article represents a useful (and rare) opportunity for many of us to catch up on pour French, since it is evident that the association proposes to be bi-lingual!

Finally, we are pleased to publish the results of the Global Entrepreneurship Index 2016. This initiative was supported by AIMRI member Opinium, to produce a wide-ranging and thorough analysis of the state of entrepreneurship globally.

It might be expected that Singapore should top the Index and that a number of western countries do well. However, the report itself highlights the relatively poor showing for Africa despite the nature of the entrepreneurial spirit of many of the peoples of Africa. Is there a cultural bias here?

Anyway, I hope you will enjoy reading this and the other articles in the magazine and I also hope I might see you around the show AND at our conference in Rome. Best Wishes, *Tony*



Tony Dent, AIMRI
Chairman

AIMRI Member acquires interest in B2B data collection specialists:

Purple Market Research has purchased a stake in specialist b2b and difficult-to-reach audience data collection specialist, Prevision Research, based in Milton Keynes, UK. Prevision, who have been operating since 2002, specialise in CATI, online and b2b recruitment services for depth interviews and focus groups. Interviewers are highly experienced in building rapport with senior level decision makers.

As Stephen Bairfelt, Managing Director and Founder of Purple commented, 'The joining together of both companies represents a perfect fit and strengthens Purple's ability to offer a fast and efficient service in more challenging markets both in the UK and across international markets'.

For more information or a quotation, please contact Stephen Bairfelt at stephen@purplemr.co.uk

Launch of the African Market Research Association Exceeds Expectations

Africa Forum 2017 saw the launch of the much anticipated African Market Research Association (AMRA) in Johannesburg, South Africa, on 16 and 17 February 2017. More than 120 delegates from 26 countries across Africa and the rest of the globe gathered in Johannesburg to celebrate the African insights industry, challenge the status quo, share experiences and learn from thought leaders about research innovations that work in Africa.

“The four year old AMRA dream became a reality during the two-day engagement. The pride in that achievement was evident. The spirit of Africa came alive through the diversity of presentations delivered, the many countries represented, the stories shared, the networks formed, the friends made... An African insights industry event, for Africans, by Africans.” says Jane Nzomo, AMRA Director for Eastern Africa and Managing Director of Consumer Options Ltd in Kenya.

Serge Mumbu from Target SARL Research and Consulting in the Democratic Republic of Congo agrees: *“Comme la plupart des participants, j’ai accueilli avec beaucoup d’enthousiasme l’association car l’Afrique ne pouvait pas en rester en matière d’association dans le domaine des études de marché. Les professionnels de nombreuses parties du globe (Asie-Pasifique, Amérique Latine) se sont déjà regroupés pour promouvoir les bonnes pratiques en matière d’études de marché et il était temps que l’Afrique puisse aussi se structurer, s’organiser d’autant que c’est une partie du monde qui intéresse de plus en plus les investisseurs et les multinationales entre autres à cause de la croissance positive et la forte démographie”* making reference to the large potential market in Africa.

More than a third of all African countries were represented at the event, exceeding all expectations. The event was a joint effort of AMRA and the African market research associations AMISE (Morocco), MSRA (Kenya), NiMRA (Nigeria) and SAMRA (Southern Africa), and ESOMAR, the world research association, making it a truly African forum of international standing. According to Temoiganage Nourou Aya, speaker and REM Africa delegate from Niger, *“C’était tout simplement fantastique! ...AMRA Africa Forum 2017 réunissait une Afrique en miniature.”*

Beyond the African continent, the event had an international dimension, most notably through the participation of and well-received keynote addresses by ESOMAR's Director General, Finn Raben about the value of research, and Berenike Ullman, Vice-President, Consumer and Market Knowledge, for Procter and Gamble IMEA (India, Middle East and Africa) about the transformation of Africa.

The high level client engagement at the event was noticeable, and one of the many highlights was indeed the clients' panel discussion, facilitated by Sami Ghabrial, AMRA Director for North East Africa. The panel was tasked with answering two critical questions: what are the challenges clients are currently facing, and how can research help?

“It was really a great eye opener experience! Africa has numerous research opportunities that our industry is greatly underestimating. Clients see market research information in Africa as a scarce resource in the most needed area, and requesting research teams with analytical capabilities to take an immediate step forward” says Ghabrial, who is also Managing Director at Marketeers Research in Cairo, Egypt.



Abdel Wahab Chaoui
Casablanca, Morocco
Representing North Western Africa



Sami Ghabrial
Cairo, Egypt
Representing North Eastern and Central Africa



Jane Nzomo
Nairobi, Kenya
Representing Eastern Africa



Joy Uyanwune
Lagos, Nigeria
Representing Western Africa



Leonie Vorster
Johannesburg, South Africa
Representing Southern Africa

There was ample networking amongst clients and suppliers from the insights industry. Aya summarises his experience as follows: *“Les participants, les uns plus sympathiques que les autres, échangeaient en famille au cours de ces excellents pause café, déjeuner ou dîner de réseautage. Rencontrés pour la première fois pour certains, les participants affichaient une certaine sympathie on dirait des vieilles amitiés de plusieurs années. A l’issue de ces deux jours d’échange, des partenariats ont germé et sont déjà en train de devenir réalité.”*

In terms of great networking, Mumbu reiterates that *“Cela a été à la fois une grande opportunité de networking (beaucoup de cartes de visites échangées et de contacts entrepris)”* and adds that the event was also a wonderful opportunity to learn more about the evolution of the African insights industry. Leonie Vorster, AMRA Director for Southern Africa, says that, with the inaugural Africa Forum, AMRA’s work has only just begun *“to truly take our rightful place on the global stage of the insights industry, and, indeed, as a continent. We will have succeeded when there is a strong and unique voice for and from Africa; when there is measurable growth in the African insights industry and we adhere to world-class research standards; when there is a significant African body of knowledge in and about the insights industry, that is ‘exported’ to the rest of the world; when cost-effective, value-adding research is the norm in Africa for clients across the globe.”* AMRA is the voice of the insights industry in Africa, aiming to ensure industry standards in Africa, and to promote market research, including social research, opinion polling and data analytics, within Africa and to the rest of the world.

The next Africa Forum will be held in Nairobi, Kenya on 22 and 23 February 2018. According to Aya, *“Nous gardons un beau souvenir de cette belle rencontre et espérons qu’elle se pérennise. Avec ce lancement historique des activités de l’Association Africaine des Etudes de Marché (AMRA) l’industrie des Etudes de Marché en Afrique a des beaux jours en perspective.”* A bright future indeed!

Press Release 5th March 2017 Issued By: African Market Research Association NPC

For Media Information contact: **Leonie Vorster** - Email: amra@africanmra.org

Transition Talks: Tony Dent reports on proposed AIMRI joint efforts with the new Insights Association.

I am pleased to report that, at their first meeting in January this year, the Board of Directors of the new Insights Association in principle welcomed AIMRI’s proposal to combine our efforts to promote the marketing research and analytics industry. However, of course, such a combination is subject to agreement on terms and, accordingly, I am in discussion with the Insights leadership concerning such details as the annual fees for non-US based members for what may become the International Chapter of the Insights Association. Naturally we assume that U.S. members would be subject to the standard fees of the association – see www.insightsassociation.org/be-a-member/dues and <http://www.insightsassociation.org/be-a-member/membership-benefits>.

Beyond the question of dues, we are also discussing the special administrative requirements that an International Chapter may require and such details as how an annual conference in a non-US city might be organised. Anyway, I am hopeful that we might conclude an agreement early in April, allowing AIMRI to ballot our members for the end of May and then, if approved by the Insights Board, formally to become founding members of the new International Chapter following our annual conference, scheduled for June 26th / 27th in Rome.

Accordingly, I have been pleased to offer members of the Insights Association to attend our conference in Rome at the reduced Members rates (June 26th / 27th). Hopefully this will give individual members a chance to get to know each other and, whether we join Insights or not, further our desire to work together.

Incidentally, I was privileged to be invited to attend the very first Insights Association conference held in Miami from 23rd to 25th January, the **CEO Summit** was a truly useful event and one I would recommend any research business owner or senior manager to attend next year. It was particularly valuable in bringing key client perspectives to bear not least the fact that research buyers in most organisations are truly busy and have little time for anything other than essentials.

Research Club News: The club's admin team have just returned from a successful trip to Irvine California in support of the *Quirks Event*. This year Quirk's had decided to build upon their successful New York exhibition by also having a west coast event as well as their annual Brooklyn show. So on 20th March we will be back in the USA, this time in Brooklyn for the 'East Coast' Quirks Event. We hope to see you there at the Kimoto Rooftop Bar & Lounge from 6.00pm.

More immediately we are looking forward to our event at the end of the first of the Insight Show. On day 8th March we will be back at the Hilton Olympia from 6.30 'til late. It promises to be another sell out event and a great opportunity to meet old friends and new.



We are also going to Berlin on 15th March for the GOR online research conference, meeting up at the Riva Bar and anticipating experiencing their outstanding range of canapés. If you can't join us there then perhaps you can make one or more of our other events planned for this year, with Warsaw, Hamburg and Chicago all planned in April. In short we look forward to seeing as many members as possible at one or more of our outstanding networking opportunities – worldwide!

AIMRI at this year's Insight Show:

Once again AIMRI is well represented at this year's show with BOMI MR (China), Random Dynamics (Nigeria), GMO (Japan), 3Q Global (US) and Sample Answers (UK) all in the AIMRI village and 2 other US members exhibiting elsewhere – so look out for G3 Translate and Gazelle as you walk around the exhibition.

Then on Thursday, 9 March AIMRI have a special forum in the International stage from 14:35 to 15:05 pm.

The topic is: *How will Brexit and the election of Donald Trump effect International Research?*

This open forum will be chaired by Tony Dent and brings together the following speakers:



Jim Whaley
General Manager,
Insights & Strategy
Gazelle Global (US)



Richard Sheldrake
Research Consultant
(UK)



Paul Nnanwobu
CEO
Random Dynamics
(Nigeria)



Bernard Witt
President
2x4 Solutions
(Germany)

Providing us with a truly international perspective exploring how the key political events of 2016 may affect the future of the research industry

- Assessing the potential effect of Brexit on research
- Examining the influence of the Trump presidency

Bring along **your** questions or perspective to this important session.

For Britain's verdict on Trump see: <http://opinium.co.uk/britains-verdict-trump-dangerous-work/>

In short the British feel he is dangerous but they will have to work with him!

AIMRI News – changes to operation of accounts

We have been making some changes to reduce AIMRI's costs in line with the challenging economic climate. PBS, who have been providing our book-keeping function for the last 3 years, have decided to close their offices and will not be able to continue working for AIMRI.

Therefore we have appointed my brother Peter who is familiar with what we do since he posted our accounts with HMRC several years ago for us. Catherine who is recovering well following her operation will resume the invoicing and administration tasks liaising with Peter to ensure the transition is seamless following the closure of PBS. We thank Pam and her team for their hard work for the past 6 years and wish them all the best for the future.



*John Mackay
Aimri Treasurer*

We also propose to integrate a PayPal system for members to make online payments. This will replace the Streamline system we are currently using. This will also be a cost saving and a benefit to members.

Why Malaysia is a good potential test market for Asian Market Research.

Johnathan Sheldrake of GMO Research explains.

Traditionally companies have thought of Hong Kong and Singapore as good test markets for Asia. But there are problems with this approach. They are both expensive places to do research, have very limited populations (Hong Kong 7 million and Singapore 4 million) and also the main ethnic group in both countries is Chinese so are not especially multicultural. It could also be argued that Western influence in these countries is very apparent, so that also puts their status as test markets into question.

Malaysia is a multicultural society, with Malays, Chinese and Indian communities. The Malays are the largest of these communities. They are mostly Muslims, but there are also Christians and Hindus minorities to. The Malays speak Bahasa which is not dissimilar to the language spoken in Indonesia and is in the same language family as The Indonesian version of Bahasa. They are highly involved in civil service and government. The Chinese comprise about a third of the population. They are Buddhists and Taoists in religion, speak Hokkeen, Hakka and Cantonese, and are dominant in the business community (they also almost all understand standard Chinese so Mandarin). Indians account for about 10% of the total population. They are mainly Hindu Tamils from southern India, they speak Tamil, Malayalam, some Hindi, and live mainly in the larger towns on the west coast of the country. There is also a significant Sikh community. Most of The Indian community also speak Bahasa and/or English.

Eurasians and indigenous tribes make up the remaining population. Despite Bahasa Malaysia being the official language, when members of these different communities talk to each other, they generally speak English, which was recently reintroduced as the language of instruction in higher education and is also widely accepted as the business language.

The country has 29 million population so is relatively large. While we would recommend surveys are translated into Chinese and Bahasa as well as English, it is possible to do surveys in English there to, which obviously saves on translation costs. While Malaysia cannot be said to be totally representative of Asia it can be a very useful testing ground as there are some many different communities and influences there.

We at GMO Research have seen a gradual increase of demand for research there and have worked hard to increase our panel there. It is now Malaysia's largest with over 3 million. GMO Research partners with BCARD (Berjaya Loyalty Card), The partnership means GMO Research can survey BCARD's consumers in Malaysia. This is the first alliance of its kind for GMO Research with a loyalty card programme.

BCARD was launched in December 2010, and is Malaysia’s fastest growing loyalty programme of its kind with more than 75 merchant partners including Starbucks, Caltex, 7Eleven, Lazada, Chatime and others, translating to over 3,500 outlets nationwide.

So next time a company with a limited budget wants a snapshot of Asia think about Malaysia. It offers access to a number of disparate and highly relevant communities. Research in Malaysia can be reasonably priced, as **GMO** would be happy to explain.

Report on The Global Entrepreneurship Index 2016

Covering 85 markets, 92% of the world’s GDP with more than 2,000 addressable data points, the ‘Ashish J. Thakkar Global Entrepreneurship Index’ is a powerful tool that measures entrepreneurial environments around the world.

AIMRI member Opinium supported the Mara Foundation on their initiative to create a wide-ranging and thorough analysis of the state of entrepreneurship globally. The Index relies on 25 indices across five broad pillars: government policy, infrastructure, entrepreneurial environment, education and finance.

Western success, but Singapore tops the Index

The top ten markets in the Index are predominantly developed Western countries. These are mostly English speaking markets, such as New Zealand and the UK (which came fifth overall), but this also a sizeable amount of Nordic countries.

However, Singapore was declared the most entrepreneur-friendly market in the Index, with strong performances in the policy and financial pillar.

The table below shows how the top ten markets performed across the five pillars that comprised the Index:

Country	No.	Total	Policy	Infrastructure	Education	Entrepreneurial	Finance
Singapore	1	395	93	77	70	65	90
New Zealand	2	394	96	66	92	58	82
Denmark	3	388	83	72	81	67	85
Canada	4	386	88	69	73	67	89
United Kingdom	5	382	85	71	76	65	84
Norway	6	382	85	73	85	75	64
Ireland	7	382	79	61	86	76	80
Finland	8	375	74	76	86	76	63
Switzerland	9	374	86	74	67	67	80
Sweden	10	369	83	72	79	78	56

The United Kingdom, in fifth place, also does particularly well on the financial pillar, leaving it in a strong position as Brexit looms.

“The Mara Foundation has done some great work supporting entrepreneurs all over the world. I’m delighted to see their new entrepreneurship index that will help identify opportunities for business, not for profits and government to work together to create the right environment for entrepreneurs to thrive and to create jobs.”

Richard Branson, Virgin Group Founder

The Index and the Pillars

The Infrastructure and Policy pillars had the highest correlation with the final results indicating that countries that have the right policies and infrastructure to support entrepreneurial behavior are more likely to succeed.

The Entrepreneurial Environment pillar had the lowest correlation with the final results highlighting that certain jurisdictions may be open to new technological concepts and have a high status of entrepreneurship, but are unable to follow through due to poor government policy and/or infrastructure.

“The Ashish J. Thakkar Global Entrepreneurship Index will be a valuable tool to identify and create environments where entrepreneurs can thrive.”

Arianna Huffington, Founder & CEO, Thrive Global

Focus on Africa

As anyone who has been to Africa will tell you, the people of its varied and diverse countries share a common entrepreneurial spirit. However, Africa as a continent comes much lower down the Ashish J. Thakkar Global Entrepreneurship Index. Of the top three African countries in the Index, Namibia and Botswana are stronger on the education pillar because of comparatively higher levels of literacy and quality in education. Both countries have made education central to their development.

Average Index Score (By continent)



What Rwanda lacks in terms of the quality of education, it makes up for in policy. Rwanda has some of the highest scores in the Index for public sector performance, labour market flexibility and business transparency, placing it 27th out of all 85 countries for policy, above South Korea, Israel and Portugal.

“Entrepreneurs are a great engine for development. In Africa, you need to encourage and create the right environment for their success. I really wish to congratulate The Mara Foundation for developing its important index which is a useful tool for all of us.”

Mo Ibrahim, Founding Chairman of Satya Capital Limited, Chair of the Mo Ibrahim Foundation

Conclusions

The Index allows us to draw out key policy recommendations along the lines of five pillars for a variety of different types of markets. However, the key conclusions can be summarised as follows:

1. Foundations are being built
2. Easy access to labour and finance are vital
3. Some regulation is needed
4. We should all be involved

To read the full inaugural Global Entrepreneurship Index, click on the icon below to download a copy:

<http://opinium.co.uk/wp-content/uploads/2016/11/Mara-foundation-index10-AW-PRINT.pdf>

Annual Conference - Hotel Imperiale Rome 22nd / 23rd June 2017

Where now for Globalisation and International Research?

Call for participation

The UK Referendum and the US Presidential Election has sent shock waves across the world, causing many businesses to re-evaluate their plans. What actions should researchers take to ensure we remain relevant to the changing environment?

We are seeking contributions to one and a half days of discussion, debate and forums covering the following key topics:

- 1) The election of President Donald Trump – will that lead to increased protectionism across the world?
- 2) Brexit – how will that affect research? Will more International work leave the UK as a result?
- 3) Opinion polls – are we reaching the right sample? Is research just part of the liberal elite, ignoring those losing out on globalisation? What can we do to improve our measurement of opinions and the image of research?
- 4) Standards – what effect will President Trump’s stance on regulation have on data protection, medical research and other areas of our trade?
- 5) Centralisation - are these events likely to reduce the influence of the major tech companies such as Google, Facebook etc? What will be the effect on the main International research and Sample providers such as Research Now, IPSOS, GfK etc?

It is important that we obtain participation from many different countries, so please consider how you can contribute to this important conference.

Send your ideas to any of the following:

Richard Sheldrake – Richard@rsheldrake.com Tony Dent – tony@sampleanswers.com

John Mackay – John.mackay@mrsample.com Catherine Harston – Info@AIMRI.net

Delegates Fees:

Member (AIMRI or Insights Association)	Price: £215 / €235 / \$250
Non Member	Price: £240 / €260 / \$280

Fees include buffet lunch and coffees etc.

See www.aimri.net for further information.