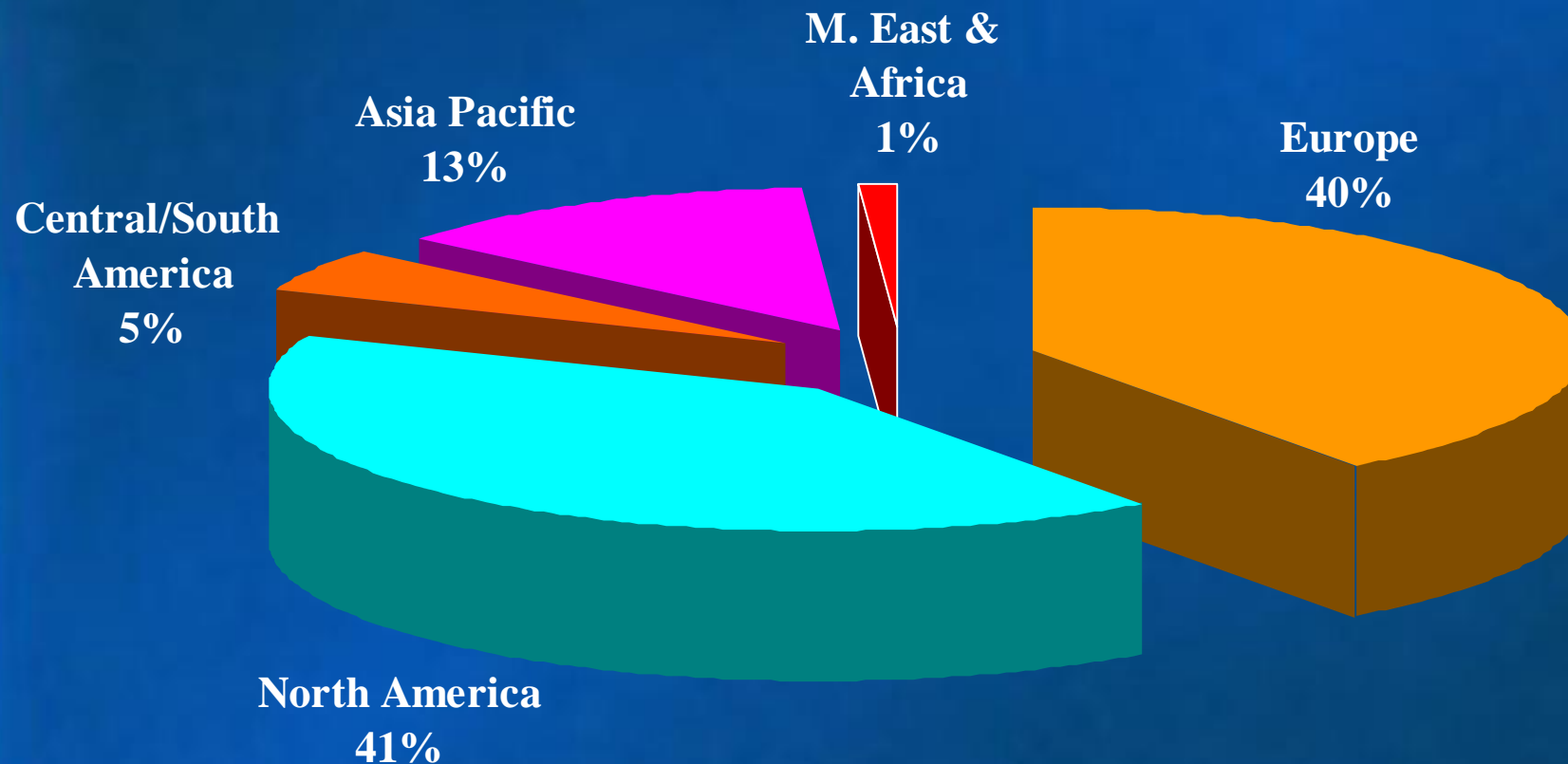


MARKET RESEARCH IN CYPRUS

THE CONTINUING ROAD TO
SUCCESS

Market Research Expenditure

Global turnover 2001: Euro 17,746 m

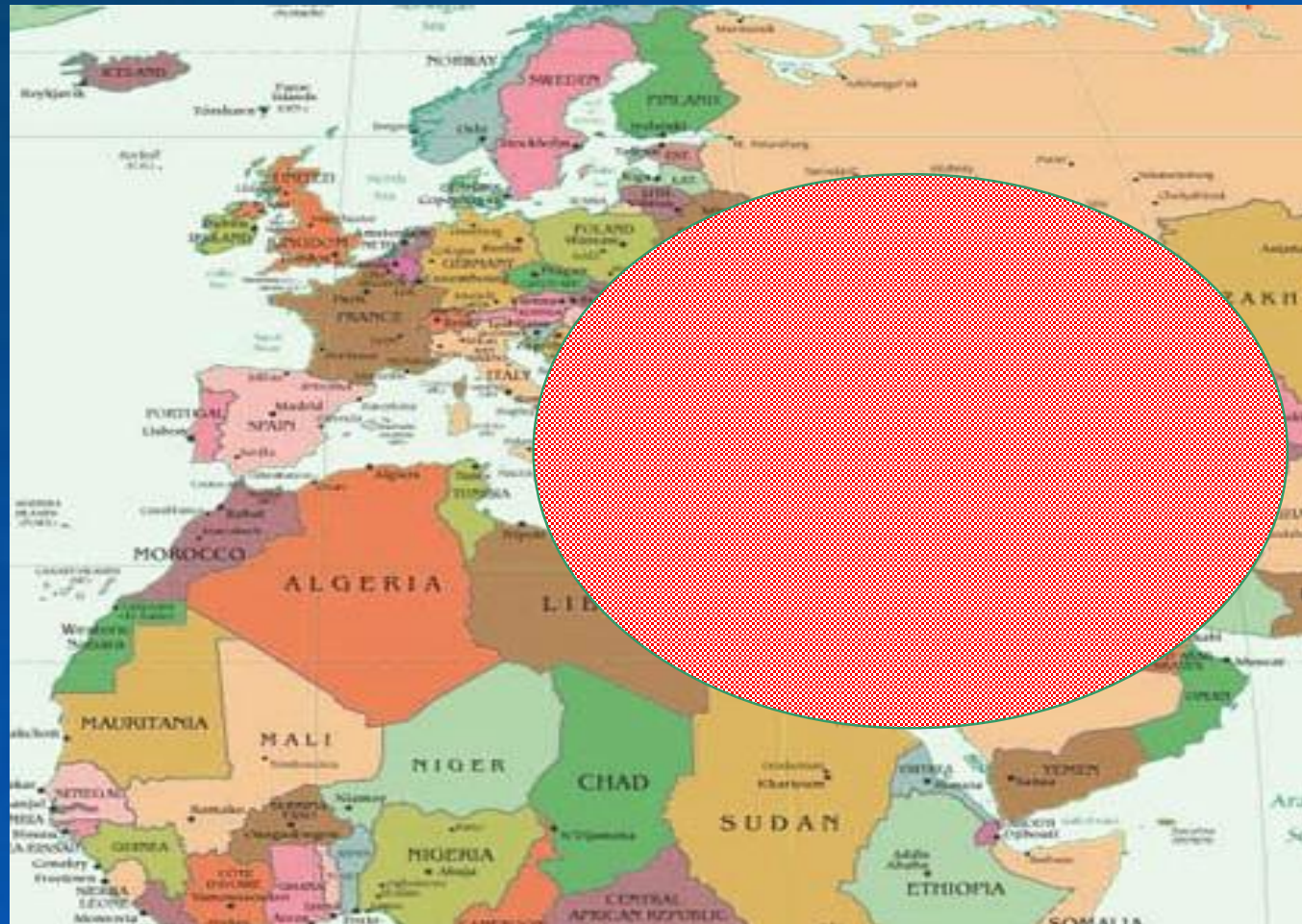


The Market Research Industry and the Cyprus Economy

- ◆ Current estimates

More than 50m annually
95% in foreign currency

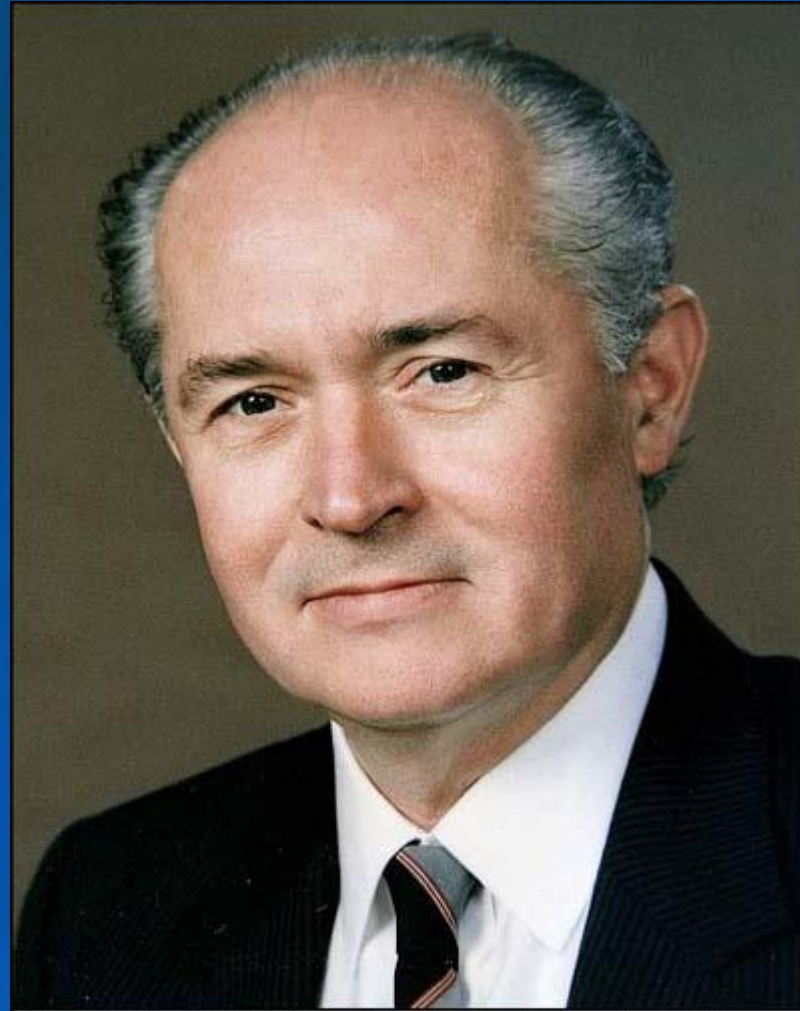
Cyprus: A Base for International Research



Cyprus: A Base for International Research

- ◆ Meeting point of 3 continents
 - § Access to a vast market area
- ◆ Cultural inheritance and long history of trading
- ◆ Highly educated population

Development of Market Research in Cyprus



Dr George Vassiliou

Development of Market Research in Cyprus

Vision

- ◆ Unique characteristics of Cyprus used as a bridge between Middle East and West
- ◆ Fostered pioneering spirit that drives the industry today

Global Expansion Path

Three Generations

- Expanded the boundaries for all
- Illustration of dynamic nature of the industry

Global Expansion Path

1960s

MEMRB

1980s

AMER

1990s

RAI Consultants

1st Generation: 1960s

MEMRB

Recognised large and affluent market
emerging from Middle East oil rich
states

1st Generation: 1960s

Middle East



North Africa



MEMRB

Modus operandi

- ◆ Privately owned by Dr G. Vassiliou
 - § Strong personality
 - § Era of the entrepreneur

Services provided

- ◆ Basic market research

2nd Generation: 1980s

AMER

International Partnership

2nd Generation: 1980s

Eastern Europe



Asia



AMER

Modus operandi

- ◆ Era of the mergers and international co operation

Services provided

- ◆ Specialisation and sophistication
- ◆ Introduction of market modeling

3rd Generation:1990s

RAI Consultants

Public Company

Third Generation: 1990s

Central Asia/
Caucasus



RAI Consultants

Modus operandi

- ◆ Era of teamwork and the public company

Services provided

- ◆ Integrated research and consultancy services

The Future of Market Research Industry in Cyprus

Poised to continue the pattern of growth built on
the 3-generation pioneering model of
development

Benefits of the 3-generation Development Model

Strong, dynamic,
integrated industry

Benefits of the 3-generation Development Model

Comprehensive, flexible
and professional services

Benefits of the 3-generation Development Model

Corporate structures
compatible with industrialised
world

Benefits of the 3-generation Development Model

Pioneering spirit to extent
geographical boundaries to
emerging markets

The Market Research Industry and the Cyprus Economy

	Numbers employed
1960s	50
1970s	100
1980s	200
2000	500

Source of graduate employment

Continuous contribution to Cyprus exports

THANK YOU