

**RAI CONSULTANTS – MSW GROUP  
STRATEGIC DECISIONS FOR COOPERATION**



RAI Consultants Ltd, as a leader in the field of market research and marketing consulting in the areas of the Middle East, Ex-Soviet Union, Central Asia and the Caucasus region, has taken another step to strengthen its position in the market through an agreement with the world-wide organization MSW GROUP Inc., based in New York (USA). MSW GROUP Inc., an international leader in the area of Brand and Advertising Research, has developed various methodologies, such as PROLOG, AD\*VANTAGE/ACT, PRINT\*CHEK, KID\*COM, CAPS, ACCU\*TRAK, for which RAI will be the exclusive representative in the regions of its operation, as mentioned above.

The new agreement, officially valid by the 1st of August, will give RAI the opportunity to reinforce its service package and at the same time will enable RAI to offer a more concrete solution of products-services to its clients.