



Press Release

Ipsos strengthens South East Asia business and opens new office in Pakistan

Paris, 16 December 2011. Ipsos Co-Presidents are delighted to announce today that Ipsos has signed an agreement to acquire **Consumer Behavior & Insight (CBI)**, one of the largest local research companies in Vietnam. Combining with Synovate Vietnam to become Ipsos Vietnam, the company will be managed by Nguyen Minh Tan, the founder of CBI.

With this new combined company, Ipsos will have full service market research agencies operating in six major markets in South East Asia (Indonesia, Malaysia, Singapore, the Philippines, Thailand and Vietnam).

CBI started its operations in 1998. It has since grown to offer a full customised research service to both local and international clients, and is an ESOMAR member with 70 full time employees operating from both Ho Chi Minh City and Hanoi.

Lifeng Liu, CEO of Ipsos in Asia Pacific, said “CBI is a respected local company with talented people and strong client relationships. It provides a foundation that we can leverage and combine with Ipsos’ leading specialist approaches to provide our global and local clients a more compelling offer. In addition, our presence in Vietnam will provide new opportunities to accelerate growth and expand our footprint in the region.”

Ipsos also announces the creation of a **full service research agency in Pakistan**.

In this large market of 180 million people, telecommunications, food, automotive, IT sectors as well as financial services, media and marketing services are expected to grow rapidly in the coming years. Numerous multinational brands – and among them a majority of the Ipsos Global PartnerRing clients – are present in the country with increasing Market research and Consultancy needs.

The company managed by Abdul Sattar Babar, an experienced strategic marketing and business intelligence specialist, comprises experienced teams in marketing and media research – 30 full time employees based in Islamabad, Lahore and Karachi.

For Edouard Monin, CEO of Ipsos in MENA, “this new company will allow Ipsos teams to better serve their local and global clients. It will reinforce the Ipsos’ presence in the region, numerous multinational clients being headquartered in Dubai and requesting more and more research in Pakistan.”



Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

Listed on Eurolist by NYSE - Euronext Paris,
Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Differed Settlement System.

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