



CONSTRUCTION

Supporting you every step of the way as you
build, compete, and grow in various
markets around the world.

Having enjoyed strong growth through acquisition and expansion into global markets, the challenge for the construction and building materials industry is to develop sustainable growth strategies for their global business in emerging markets, while cultivating markets to introduce new technologies and transform the industry.

Ipsos Business Consulting

Build · Compete · Grow

Over the past 20 years Ipsos has worked with the leading construction material manufacturers, from commodity products to specialist materials

WELCOME TO THE CONSTRUCTION SECTOR

Ipsos Business Consulting established its first office in 1994 in Hong Kong. Since then we have expanded our network to offer a wide range of consulting and marketing research solutions for the construction and building materials industry. We are a leading provider of research and consulting services to multinational and regional players: we were one of the first global marketing research company to establish a specialist division focused on the needs of the construction industry. We assist many of the best known construction material manufacturers with a unique combination of consultants, market researchers and our network of offices, which spans 88 countries and five continents.

HOW WE CAN SUPPORT YOU

Ipsos Business Consulting develops practical solutions to build, compete and grow your operations in the construction industry, whether you are expanding within an existing market or entering new territories. Over the years we have established a very strong base of satisfied long-term client relationships and endeavour to continue providing superior business intelligence and consulting solutions as you go-to-market.

HOW IPSOS BUSINESS CONSULTING ASSISTS CONSTRUCTION CLIENTS

1) Business Unit Strategy:

Re-aligning your business strategies with changing market conditions

2) Competitive Intelligence:

Assessing current and emerging competitive threats within your chosen markets

3) Go-to-Market:

Market entry strategies that suit your business model and target customers

4) Innovation Scouting:

Identifying new market opportunities or business concepts that will grow your business

5) Sales & Marketing:

Developing customised strategies to tackle your business' market-related issues

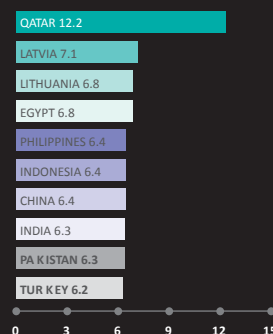
6) Partner Evaluation:

Robust commercial diligence service to help you find the best business partner

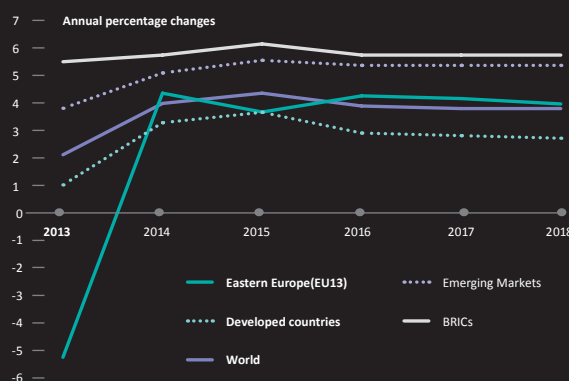
TOP 10 FASTEST GROWING COUNTRIES IN CONSTRUCTION

For the next 5 years Qatar has the highest projected growth at

12.2%



Construction: Output growth



Source: Oxford Economics

CONSTRUCTION CATEGORIES WE WORK IN



Core building materials

Steel, Cement, Wall fill, Insulation, Roofing, Flooring, Adhesives



Construction Equipment and Vehicles

Power tools, Excavator, Bulldozer, Forklift, Dump truck



Installed Products & Services

Glass, HVAC, Plumbing, Elevators and escalators, Smart building systems



Construction and Engineering Services

Foundation drilling, Concrete cutting, Building demolition, Site preparation

FIND OUT MORE ONLINE

Visit Ipsos Business Consulting online to find out more about our global offering, including more information on our solutions, case studies, industry reports, research notes and other interesting Ipsos publications. We have 20 dedicated consulting hubs servicing clients in the 88 countries that make up the Ipsos global network. This makes us uniquely placed to help you reach out to the developed and emerging markets that interest your business.

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