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SKIM announced to be Founding Corporate member of ESOMAR

Rotterdam (19 September 2012) - SKIM, an international market research agency, is announced to be one of the founding corporate members of ESOMAR, embracing this initiative right from the start. At their 2012 annual congress, on the occasion of its 65th anniversary, ESOMAR announced the launch of a new membership category for multinational research companies: the corporate membership.

Until now, ESOMAR has only offered individual membership to research professionals. By expanding its membership options to also include companies as members, ESOMAR aims to stress its global commitment to quality research, consumer protection and the highest ethical standards.

Finn Raben: "ESOMAR is proud to welcome SKIM as a Founder Corporate Member of ESOMAR. For years we have been collaborative partners in promoting the industry and all that research has to offer. We look forward to extending our relationship with SKIM on a global level and having them as a partner to for promoting quality and ethical research across the globe."

Eight leading companies have signed up as Founder Members, establishing themselves as core supporters of the principles and standards for which ESOMAR stands. The Founder Members, Altria Client Services, B2B International, Bazis Group, BrainJuicer Group, InSites Consulting, MAP Market Research, Psyma and SKIM were all featured in the formal launch on Day 2 of the annual congress. "We are honoured that these companies have so quickly chosen to become Founder members of this new offering, and we look forward to further encouraging, advancing and elevating the cause of market research with them globally" noted Raben.

About SKIM

Founded in 1979, SKIM is a dynamic and rapidly growing market research agency with offices in Rotterdam, Geneva, London, New York and San Francisco. Combining market-specific expertise and knowledge of advanced research methodologies, SKIM is a valued partner for multinational companies in consumer packaged goods, healthcare, consumer health, telecommunications, technology and financial services. Leading companies around the globe rely on SKIM researchers for strategic guidance on pricing, communication and new product development. SKIM also serve many leading international market research agencies and consultancy firms with their quantitative and qualitative research services. Visit www.skimgroup.com for more information.

Note for the editor

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