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SKIM continues global expansion with opening of flagship Asia office in Singapore

Singapore, (December 5, 2014) – International customer insights agency SKIM will open an office in Singapore in January 2015. SKIM celebrated 35 years of global growth this year. In the last decade, the agency has expanded its international presence with new offices in Europe, Latin America, the United States, and now, Asia.

"Going to Asia is the next big step for us," says Robin de Rooij, new venture director for SKIM in Singapore. "The timing is perfect to establish a direct presence in the region, with increasing demand from our existing multinational company clients who are seeking to uncover market opportunities in Asia's high-growth economies through advanced research."

Under the leadership of SKIM's founder and chairman, Dirk Huisman, SKIM has grown from a regional customer insights agency to the premier worldwide provider of choice behavior insights. SKIM's global client roster includes Unilever, Philips, AT&T, Acer, and Bayer. With offices throughout Europe, the United States and Latin America, SKIM is able to provide local market expertise on a global scale for businesses with multi-country operations.

SKIM's client service teams leverage a powerful combination of choice modeling and conjoint analysis expertise, advanced research methodologies and industry-specific knowledge to provide strategic guidance on pricing and portfolio management, product communication, and innovation. SKIM's practice areas include consumer packaged goods, healthcare, consumer health, telecommunications, technology and financial services industries.

Huisman expects growth in Asian markets to fuel new opportunities for SKIM's expansion into other cities in the region. "Finding local partners with in-depth knowledge of the culture, language and socio-economic reality is vital as we expand further into Asia," he says.

About SKIM

Founded in 1979, SKIM is a dynamic and rapidly growing customer insights agency with eight offices in Europe, the US, Latin America and Asia. 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's customer insight specialists for strategic guidance on pricing, communication and new product development. In addition to full-service research, SKIM also provides many leading international market research agencies and consultancy firms with quantitative and qualitative research services, particularly related to advanced conjoint and choice behavior modeling.

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