



**GLOBAL RESEARCH  
BUSINESS NETWORK**

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**Success By Association:**

**The New Global Research Business Network**



**Moderator Kevin Menk**  
CASRO Board Member and Past Chair  
Managing Partner, Strategic Resource Partners, LLC (US)

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# THE GRBN 25

**25 national research associations**

**25 hundred (2500) research businesses**

**25 billion in annual research revenues (\$US)**





## **GUIDING PRINCIPLES**

***National associations are in the best position to represent, support and address changes in the legal environment on behalf their members.***

- 1. AUTONOMY**
- 2. COLLABORATION**
- 3. COMMON STANDARDS**
- 4. RESPECT**
- 5. DEVELOPMENT**





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# Why should we support GRBN?





## Access to consumers is borderless.



**2.3 billion users (33%)**  
**80% North America**  
**60% Europe**  
**40% Latin America**  
**26% Asia**



**5.6 billion users (80%)**  
**1 billion China (79%)**  
**325 mil. US (105%)**  
**250 mil. Brazil (125%)**  
**107 mil. Germany (130%)**



**Fortune 100 (100%)**  
**8+ mil. customers**  
**190+ countries**

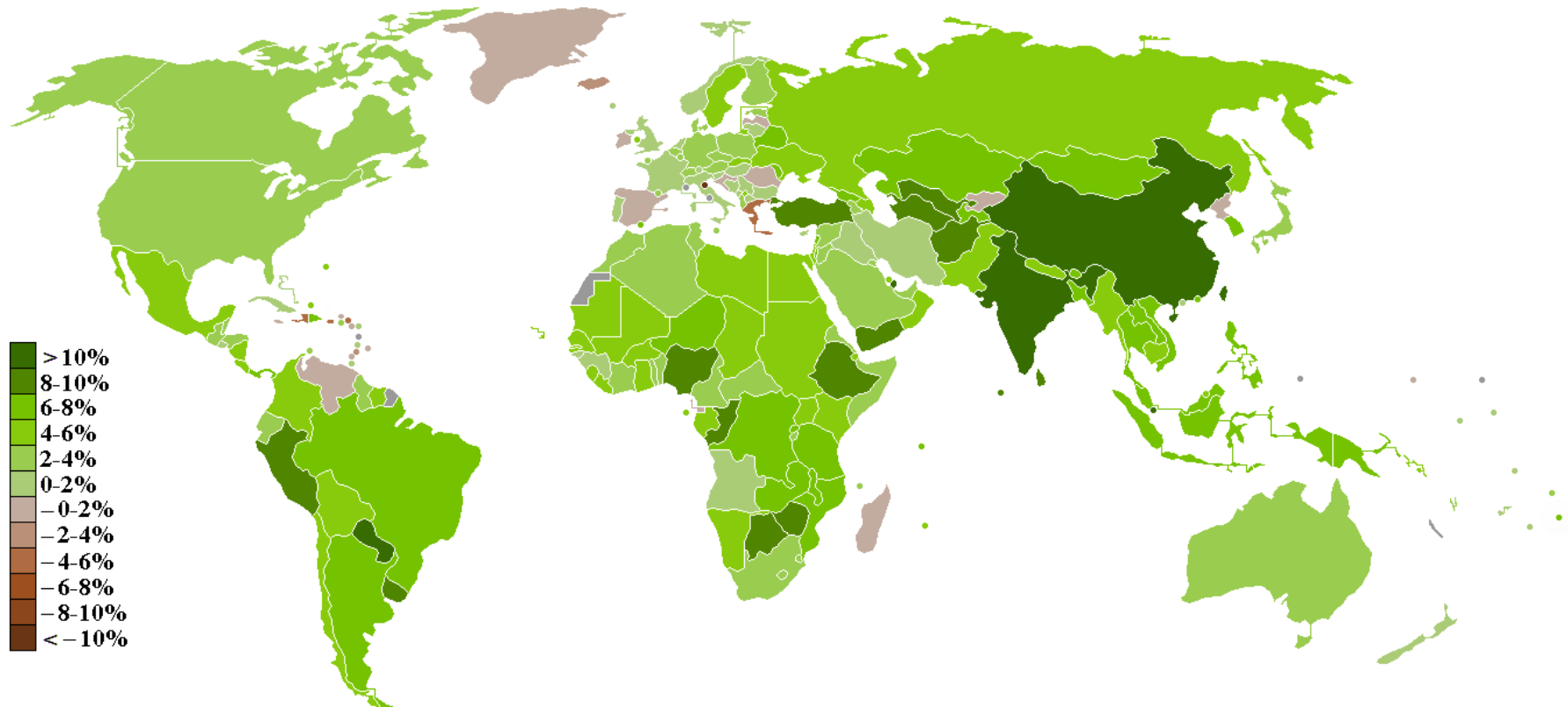




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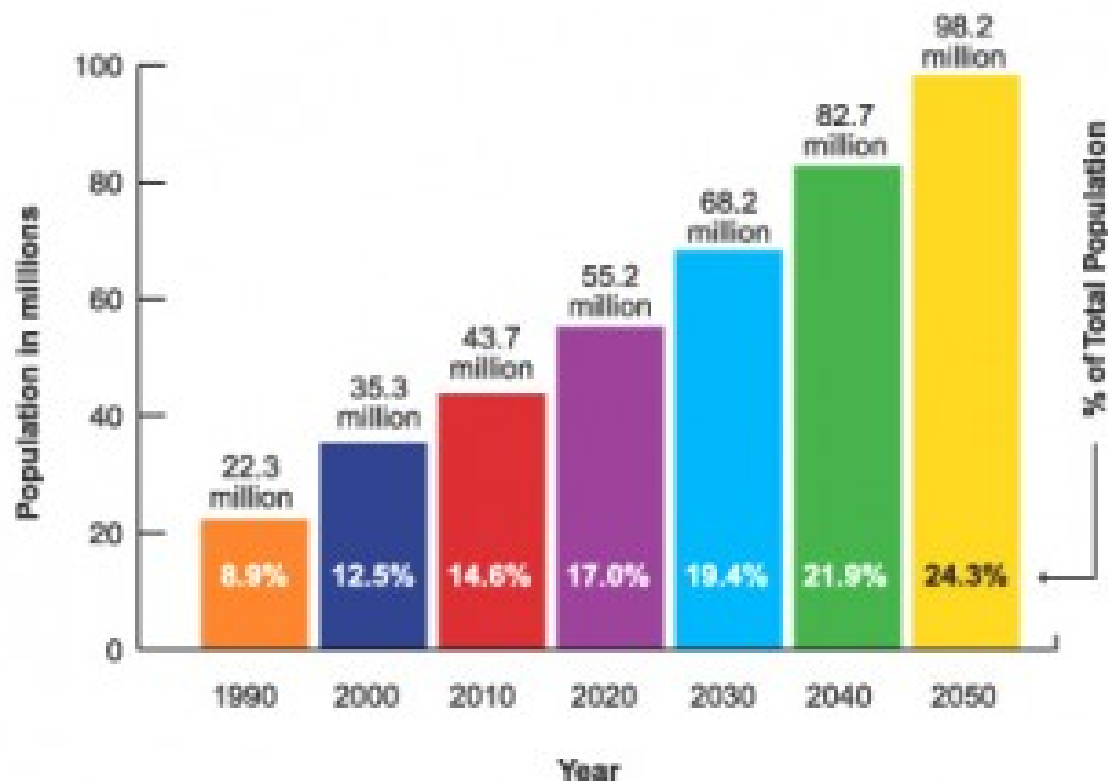
## Research growth correlates with market growth.





## Demographic shifts impact consumer preferences.

### US HISPANIC / LATINO POPULATION







## Foreign investment fuels market growth.

*Two recent business news headlines:*

1. China is the fastest growing investor in Latin America.
2. A just-released report shows that **Sao Paulo** surpassed New York as top destination for foreign investments:

1. London
2. Shanghai
3. Hong Kong
4. **Sao Paulo**
5. New York





**There are wide variances in data privacy laws.**





**Client access to research data is easily found on Google (correction—it is provided by Google).**

