



**GLOBAL RESEARCH
BUSINESS NETWORK**

APRC • EFAMRO • ARIA

Success By Association:

The New Global Research Business Network



Moderator Kevin Menk

CASRO Board Member and Past Chair
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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

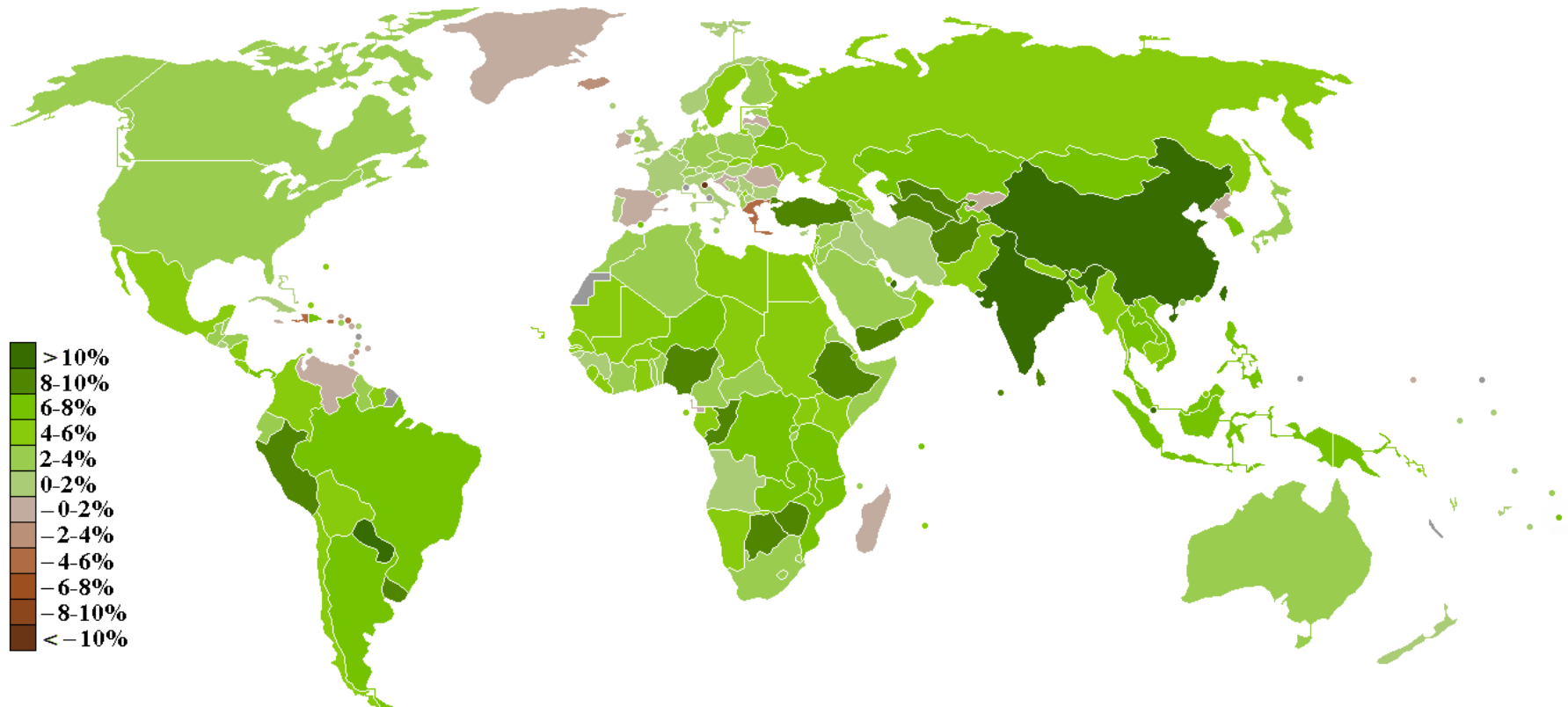




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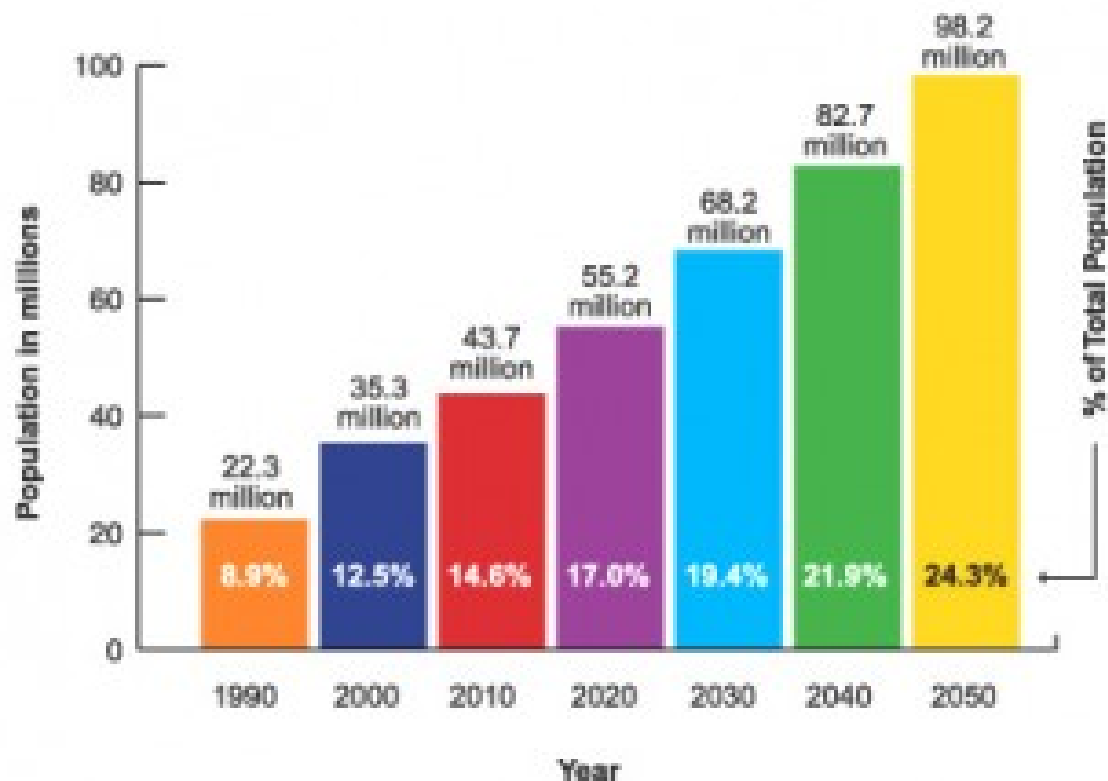
Research growth correlates with market growth.





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).

