



PRESS RELEASE

10 January 2013

EFAMRO welcomes Italian and Russian Associations

efamro, the European Research Federation, is pleased to welcome two new members, Assirm, the Italian association for market social and opinion research, and OIROM, the Russian Association for Market and Opinion Research.

Assirm was founded in 1991 and represents 50 research businesses. OIROM was founded in 2003 and represents 20 research businesses.

Commenting on **efamro's** latest expansion, Andrew Cannon, **efamro** President, said, "For the last twenty years, the **efamro** network has connected associations and their member companies across Europe, working to promote and advance the business of research. The expansion of our network in the last 12 months shows that our mission is more important than ever and we are delighted to be joined by Assirm and OIROM.

efamro now connects over 1000 research businesses in 16 countries, and is part of the Global Research Business Network which links 37 associations and 3500 businesses on five continents.

Umberto Ripamonti, President of Assirm commented, "I wish to express, at personal level and on behalf of our members, our pride and satisfaction for becoming part of an important European Federation, **efamro**, acting in the interests and for the advancement of the market research industry. Being part of an international network is most important today as it allows us to face with more strength and determination the challenges of the current crisis. Assirm intends to be an active member of **efamro** making available its experience and know-how to contribute to the diffusion of high quality research."

Dimitry Pisarsky, Executive Secretary of OIROM commented, "Representing the most important players on the Russian research market, we at OIROM are excited to join **efamro** and to become a part of the bigger European market research industry picture. Our expectation is to contribute, to cooperate and to learn from our colleagues in such important areas as professional standards and legislation concerning market research. "

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Notes to editors

About *efamro*

efamro, the European Research Federation, is the voice of the European research sector. We represent over 1000 research businesses in 16 countries, accounting for 31% of the global research industry, or €7.4 billion.

efamro's mission is to:

- Influence legislation and public opinion in favour of research;
- Promote best practice;
- Enforce compliance with the principles of international standards;
- Advise the European research industry; and
- Publish information about the European research industry.

efamro is a member of the Global Research Business Network (www.grbn.org), a joint initiative with ARIA, the Americas Research Industry Alliance, and APRC, the Asia Pacific Research Committee. Together they connect 37 research associations and over 3500 research businesses on five continents. More than €20.4 billion in annual research revenues are represented by these businesses.

For more information on *efamro* and its activities, please visit its website at <http://www.efamro.eu>

For more information on Assirm and its activities, please visit its website at <http://www.assirm.it>

For more information on OIROM and its activities, please visit its website at <http://www.oirom.ru>