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## **Market research companies from almost 20 countries In Prague**

**More than thirty representatives of market research companies from all over the world met in Prague. Factum Group has participated in Spring Global Seminar.**

Global, the worldwide partnership of research agencies, had invited its members to Prague to participate at the Spring Global Marketing Seminar organized at the premises of Factum Invenio, the Czech member of the network. The participants arrived from many countries – Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Germany, Hungary, Estonia, Italy, Latvia, Lebanon, Lithuania, Netherlands, Poland, Portugal, UK, Ukraine or USA.

The seminar concentrated on local competencies in the global marketplace as well as experience in using different tools and models across the Global network. It also offered the space for strengthening the cooperation and defined common research projects aiming at sales and marketing support. Both Factum Group and Global are extending their activities and improve their worldwide coverage.

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### **About Factum Group:**

Factum Group offers full range of service (including specialised branded solutions) for single and multi-country studies in Central and Eastern Europe. It is a partnership of professional research agencies, which serves international and regional clients both from head office and through local representatives (Please visit: [www.factum-group.com](http://www.factum-group.com)).

### **About Global:**

Global is a unique worldwide partnership of experienced national research companies registered as a company in England. Global offers all work to agree and tested international standards for qualitative and quantitative research for both ad-hoc and continuous studies. (Please visit: [www.agmr.com](http://www.agmr.com))

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