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Factum Group faces changes in Slovakia

The Slovak Member of Factum Group, headed by a new Managing Director Mrs. Katarína Rimóczyová, changes its company name from Noguera to Factum Invenio.

Noguera, one of the founders of Factum Group, decided to communicate its membership in Factum Group by adoption of all the elements of Factum Group Corporate Identity including the company name which will be Factum Invenio. The new Managing Director Mrs. Katarína Rimóczyová introduced the changes in a press conference held in Bratislava on 29 May, 2007. At this occasion, Mrs. Rimóczyová said: "After several years in managerial positions in TV business, I am back in the market research industry. It is a challenge to join Factum Invenio in Slovakia which aims to be a top quality market research provider and marketing consultant. I am happy that we can use the backing of Factum Group that offered us not only the Corporate Identity but mainly professional support and international know-how management." Mr. Jan Herzmann, CEO of the Factum Group, was also present at the press conference. He commented: "Factum Group is based on full freedom of all its Members in their local and national action. The fact that our Slovak colleagues decided to adopt group Corporate Identity shows that Factum Group starts to be an important brand in Central European market research."

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About Factum Group:

Factum Group offers full range of services (including specialised branded solutions) for single and multi-country studies in Central and Eastern Europe. It is a partnership of professional research agencies what serves international and regional clients both from head office and through local representatives (please refer to our website: www.factum-group.com).

About Factum Invenio Bratislava:

The company started its activities in 2005 and become Factum Group Member in 2006. Factum Invenio offers full range of services for international and local Slovak clients.

(More information available on www.factum-group.sk)

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