Being part of a German company
Means you get to share their success by proxy
Even if it keeps you awake all night
What am I doing here?

- Working in social research for 30 years
- Only been part of GfK for 3 years
- Never let ignorance be a deterrent
- My team does more social research than anywhere else in the GfK empire
Solid and reliable...
because we are a leading global market research company

Sales
In 2007: 1,800 million US$

Employees
More than 9,000 full-time staff

Growth
An average growth of 15% during the last 10 years

Services
Fact based consultancy
Full global product portfolio
Sector expertise

Network
115 subsidiaries in 90 countries on five continents
Solid and reliable...
thanks to our history, transforming academic heritage into actionable research decisions

- Founded in Germany in 1925
- University background and partnership
- Quoted company on the German Stock Exchange since 1999

- Majority owned by GfK association
- Large team of fully devoted R&D engineers
- Continuous client partnering for new research developments

Long term client relationships

International coverage:
The GfK world is orange

115 companies, More than 9,000 employees who offer market research services in 90 countries.
Central and East European Network Developed by GfK Austria: GfK is the Leader in the CEE Knowledge Market

AUSTRIA since 1950
CZECH REPUBLIC since 1991
SLOVAKIA since 1990
HUNGARY since 1989
SLOVENIA since 2001
CROATIA since 1999
BOSNIA since 2004
SERBIA since 2002
POLAND since 1990
RUSSIA since 1991
UKRAINE since 1998
ROMANIA since 1996
BULGARIA since 1994
KAZAKHSTAN since 2005
BALTICS since 2006
FYROM since 2007
Representations in Central- and Eastern Europe - employees

= 20 employees

Σ approx. 1300 employees
Internet Use in Europe - Percent
International culture:
To optimize international/ Multi-cultural studies and insights

→ GfK GLOBAL EXPERTISE, LOCAL KNOWLEDGE
International resources:
Global resource and up-to-date technology

GfK Global Online Panel
- More than 3,000,000 people are GfK panelists over the 5 continents.
- Dedicated Online expert teams

GfK Global Data Bases
- New product development
- Brand & communication - Customer and employee satisfaction

GfK Global Technology
- Global resource optimization,
- Up-to-date technology: CATI platform, Online reporting
International science-based culture

→ University background and partnership Driver of “Method & Development”

→ Centers of Excellence connected to M&D centers, and key account teams

→ Frequent Awards for Best Methodological or Best Practice papers at ESOMAR

→ Trustee Member of the MSI and of several academic associations
International Knowledge Transfer system

Knowledge Exchange System KES

GfK Academy

Method & Development

Centers of Excellence

GfK. Growth From Knowledge...
Social Research Across GfK

- UK - mostly central government
- US – mostly public affairs
- Belgium – government and media
- Netherlands – government
- Poland – mainly media, esp polling
- Italy – government, public affairs, polling
Social Research Across GfK

- Turkey – international NGOs, government
- Germany – government and NGOs
- GfK Verein – multi-national
- Austria – many CEE-wide studies
- India – international NGOs, very complex
- Ukraine – mainly media
So how does it all work?

- If you have an existing contact start with them
- If there is a GfK company in your country, start with them
- If all else fails go to www.gfk.com
Thank YOU.

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