

Euromonitor International Unveils New Look and Website in Its 40th Year



As Euromonitor International approaches its 40th birthday the company is pleased to announce a new image and website.

“We have seen extraordinary growth in recent years and with our number of international offices reaching eleven we have extensive exposure in all corners of the world,” says Executive Chairman, Robert Senior. “Our new image is designed to appeal across all markets and be instantly identifiable with the quality and integrity of our internationally-renowned research.”

Along with a new logo Euromonitor International is launching a completely new website featuring more interactivity, substantially improved navigation and timely, up-to-date information on its products, company activity and research. “Our goal is to help our audience to identify and navigate easily through the myriad of industry, country and consumer analyses that make our company the leader in global strategic business research,” adds Mr. Senior.

Euromonitor’s rebranding comes shortly after the opening of two of its latest regional offices in Tokyo and Sydney, and just before the launch of its Bangalore office in India. This will bring the company’s total regional offices to eleven, marking a new chapter for the company. “We’re excited about the direction Euromonitor is taking and we expect that our new offices and new website will ensure easy access to our customers and a clear understanding of the benefits of our research and services,” says Mr. Senior.

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About Euromonitor International:

Euromonitor International is the world's leading provider of global business intelligence and strategic market analysis. We have more than 39 years experience of publishing international market reports, business reference books and online databases as well as a large Consulting division. Our research offers insight into industries, countries and consumers. We deliver quality information solutions to support strategic business planning. Euromonitor International is headquartered in London, with regional offices in Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney and Bangalore. It has a network of over 800 analysts worldwide.

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