



fieldwork | i-view London | Viewpoint Europe | Estudio Silvia Roca

Marketing research industry leaders Fieldwork Network, i-view London, Viewpoint Europe and Estudio Silvia Roca, join forces to create an international strategic alliance: FIVE Research. FIVE provides seamless service and support offering complete global coverage for any city, any methodology, anywhere in the world.

FIVE Research. www.fiveresearch.com

Fieldwork Network is a leader in global project management for marketing research; i-view London provides field services through a new state of the art viewing facility in the heart of London; Viewpoint Europe, in Germany, is an expert in automotive, B2B and consumer studies; Estudio Silvia Roca, is a qualitative & quantitative fieldwork specialist in Consumer, B2B and Healthcare located in Spain and Central/South America (LATAM).

The goal of FIVE is to offer clients high quality studies delivered through first rate facilities in different countries that actually have a connection: companies that are bound together by a common set of standards and research procedures to make multi-market international studies seamless in a way that has previously been difficult due to the vast diversity in operating practices and experience levels in different cultures.

"We want clients to feel that Five Research is a partner they look forward to working with for all their project needs; the preeminent choice for worldwide marketing research service and support" says Bob Qureshi, Co-Founder, i-view London.

With 23 studios owned and operated by the members of FIVE (Fieldwork in the US, i-view London in the UK, Viewpoint Europe in Germany, Estudio Silvia Roca in Spain and Latin America) and a well-established history of isolating and working with leading research service providers in over 40 countries, FIVE is a one stop opportunity for first class service.

"We are delighted to announce the formation of FIVE Research providing global project management for all clients made seamless thanks to a well-honed understanding of multi country research projects" says Michelle Borea, President, Fieldwork Network, International Division.

"Our experience of managing studies in emerging markets within Latin America is a genuine asset for our clients" says Ivan Bautista, owner of Estudio Silvia Roca.

FIVE Research

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