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H,T,P, Concept opens Office in India

MUMBAI/BERLIN/MUNICH/ZURICH, July 2nd, 2007 – H,T,P, Concept is proud to announce the opening of a new office in Mumbai, India. H,T,P, Concept is one of the leading independent qualitative research agencies in Europe and a specialist for cross-cultural and international research. The new office reflects the rapid development in the past years of the research activity of H,T,P, Concept in Asia – and a growing demand for research on the Indian subcontinent, in Asia and in the Pacific Region.

A Partner for Asia

India is a tremendously exciting market. Growing at an exhilarating pace, infectiously optimistic, wonderfully diverse – but also exceedingly complex. Understanding India is a complex task. This requires cultural sensitivity combined with an ability to see the bigger picture. The cross-cultural understanding of H,T,P, Concept comes from extensive experience in working in India and other countries in Asia/Pacific. In 2006 alone H,T,P, Concept conducted numerous research projects in China, Indonesia, Japan, Malaysia, the Philippines, Singapore, Thailand, South Korea, Taiwan, Australia and New Zealand.

Mumbai – the Melting Pot of India

Mumbai is lively and loud. Hip and happening. Glitzy and glamorous. One of the world's megacities with about 20 million people, it is not only a magnet for businesses and Bollywood – but also the demographic melting pot of this subcontinent of 22 official languages, many unofficial ones, countless dialects and the diversity of beliefs and cultures to match.

Tailored Research

With the opening of the Mumbai office, H,T,P, Concept offers the full portfolio of qualitative research methodologies and approaches in India. This includes classic approaches as well as innovative, new, creative research instruments. H,T,P, Concept has, for example, been a pioneer in developing qualitative online approaches – the



paper “Heidi and the Bollyblog” was nominated at the Esomar Asia Pacific Conference 2007 in Kuala Lumpur for the Excellence Award. This paper discusses a qualitative online approach to explore different consumer relationships to the act of purchase and consumption in Switzerland and India.

www.inspirationformarketing.com

- 2198 signs/characters incl. space characters -

Read more about blogs in the international marketing research:

"HEIDI AND THE BOLLYBLOG"

was nominated for the Excellence Award at the Esomar Asisa Pacific Conference 2007 in Kuala Lumpur - presented by Natascha Haehling, Ayobamidele Gnädig and Alain Messerli.

<http://www.inspirationformarketing.com/press>

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- Portrait Ayobamidele Gnädig
- Press Release (German, English)
- Heidi and the Bollyblog

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H,T,P, Concept emerged as an independent market research company from the research unit of a Munich advertising agency in 1988. The vision of H,T,P, Concept was to provide original and innovative research with a strong focus on addressing the real needs of our clients in marketing. The success of this idea and the increased international focus of our work led to the opening of our **Berlin office** in '06 and **Concept Zurich** in 2001. 2007 With over €12 Mio turnover, H,T,P, Concept is one of the largest independent qualitative agencies in Europe. Over 80 full time and 50 free lance staff in a multi-disciplinary and international team research brands and markets throughout Europe, North and Latin America, Asia Pacific, the Middle-East and Africa. And as our work continues to grow global, we are opening **H,T,P, Concept India**, our first office outside Europe in Mumbai in June 2007.

H,T,P, Concept Gesellschaft für Marketingforschung mbH
Handelsregister B des Amtsgerichts München: HRB 97613

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