

Who is winning in Africa, and is Africa winning?

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Africa Forum 2017 will see the launch of the much anticipated African Market Research Association (AMRA) and will set the African agenda for market research, including social research, opinion polling and data analytics. To celebrate the journey ahead, an impressive line-up of 30 presentations by African and international speakers awaits delegates at this once-in-a-lifetime two-day event in Johannesburg, South Africa, on 16 and 17 February 2017.



According to AMRA Director, Leonie Vorster, “Delegates are in for a real treat. The multi-country programme committee has worked hard to ensure content that will not only inspire and inform, but also challenge delegates.” Africa offers many opportunities for growth and development. The focus of Africa Forum is to provide a platform for sharing winning ideas, tried and tested on the African continent, and for developing solutions that are unique to the African insights industry.

The event is a joint effort of AMRA and the African market research associations AMISE (Morocco), MSRA (Kenya), NiMRA (Nigeria) and SAMRA (Southern Africa), and ESOMAR, the world research association, making it a truly African forum of internal standing. More than 120 delegates from 25 countries across Africa and the rest of the globe will gather to celebrate the African insights industry, challenge the status quo, share experiences and learn from thought leaders about research innovations that work in Africa. This inaugural Africa Forum offers ample opportunity for suppliers and clients in the insights industry to network, not only during the day, but also at what promises to be an interesting Networking Dinner on the opening day, and the dazzling official AMRA Launch and Awards Dinner on 17 February.

The first Africa Forum Best Speaker Award will be presented to the speaker that most impresses the audience and the AMRA Board. “We are looking for true thought leadership, innovation, and relevance, from Africa for Africa” says Vorster. The programme includes a look at the new normal for African research from a client perspective, African youth insights, understanding the business of insights in Africa, learning from African research innovations, and standards for the insights industry in Africa. The remarkable guest speakers have applied their many years of experience and their energetic youthfulness of mind to provide inspiration for African business and research, challenge the way we do things in Africa, offer fresh examples of African global leadership and standards in research, and tell inspirational stories like only Africa can.

Bookings close on 9 February 2017, so don’t miss this chance to be part of history: visit www.africanmra.org for programme details and to book.

AMRA is the voice of market research (including social research, opinion polling and data analytics) in Africa, aiming to ensure industry standards in Africa, and to promote market research (including social research, opinion polling and data analytics) within Africa and to the rest of the world. This first Africa Forum is brought to you by AMRA and event partners AMISE in Morocco, MSRA in Kenya, NiMRA in Nigeria, SAMRA in Southern Africa, and ESOMAR World Research.

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