

ESOMAR **CONNECT** ROMANIA 2023

WELCOME!

**MACRO-CONSUMER
TRENDS
IN ROMANIA**





OPENING AND SETTING UP THE SCENE

ALINA SERBANICA, PhD
ESOMAR, Council Member

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We thank our MEDIA PARTNERS for this event!

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ESOMAR

The international voice of
the research and data
analytics industry.





75+ Years of
experience



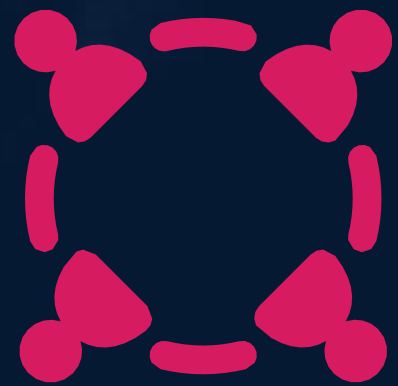
140 Countries



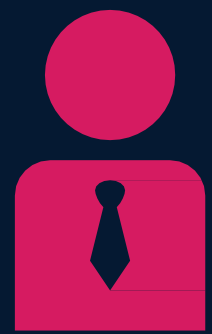
500+ Companies



119000 + Members



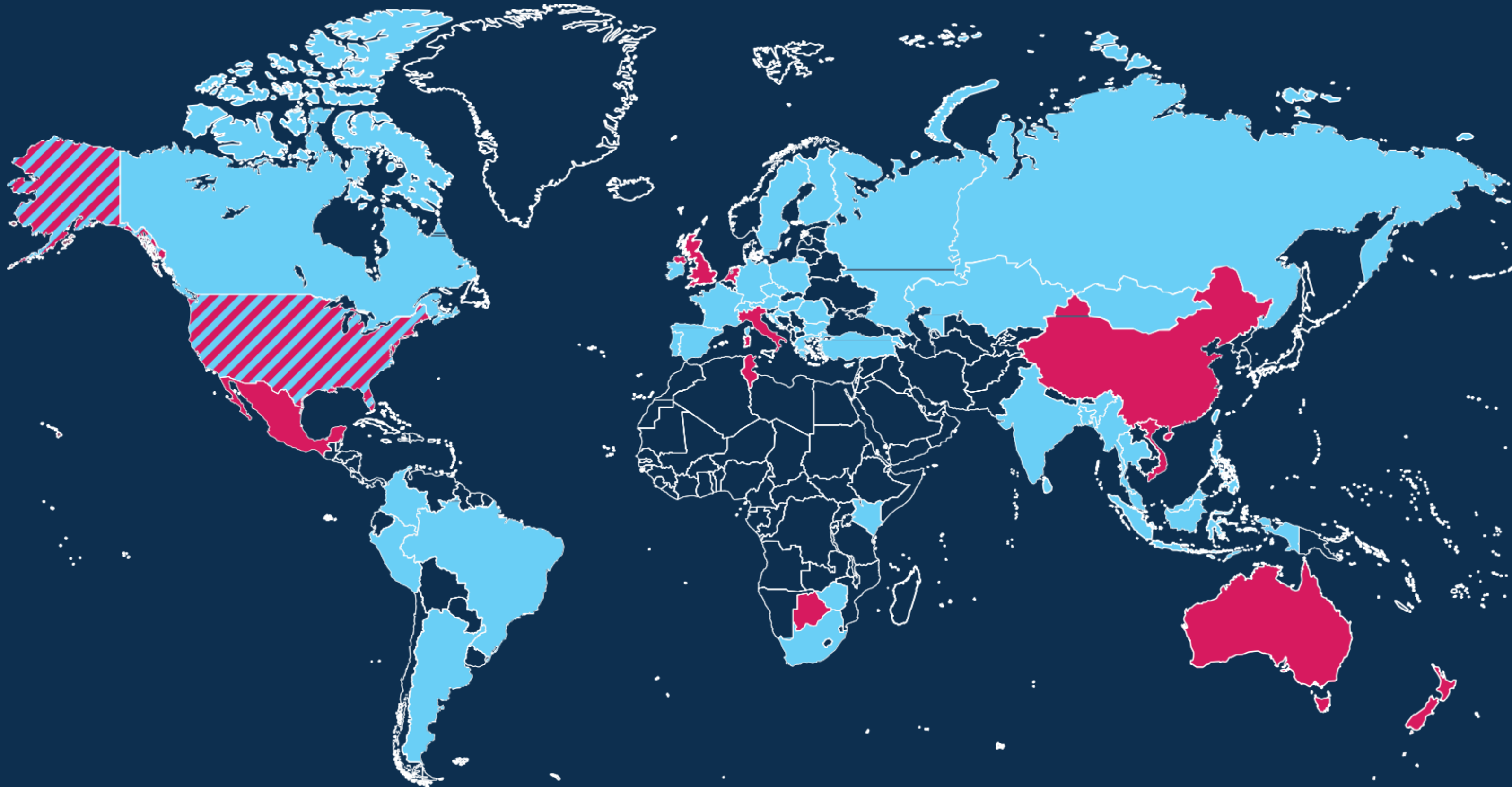
97 Local Representatives



350000 Professionals

The ICC/ESOMAR International Code

● Adopted the Code ● Endorsed the Code ○ Neither adopted nor endorsed the Code



Why are we needed & valued by our members?

Our **Mission**

- Empower insights professionals to unlock their* potential (*individual , team, business)

Why we exist

- Connect insights professionals
- Steward the industry
- Drive the insights industry forward
- Establish standards and provide guidance for ethical behavior in data collection practices

What we do

- Strengthen & amplify skills
- Facilitate global peer networks, connections, and opportunities
- Access to knowledge, expertise, & best practices
- Develop & nurture the industry future

How we do it

- Global and local events connecting community
- Leading industry training
- Curated digital knowledge base
- Ethical standards guidelines & support
- Advocacy



Knowledge

Our industry-leading knowledge resources, including our insights and research reports, will keep you informed and help you stay ahead of the competition.

Stay informed and get ahead of the competition with industry leading resources on insights, research and reports.



Education

Our training and development programs are designed to enhance your skills and knowledge, helping you stay up-to-date with the latest industry trends and best practices.

Upgrade your knowledge and skills with ESOMAR's training and development programmes and stay up to date with trends and best practices.

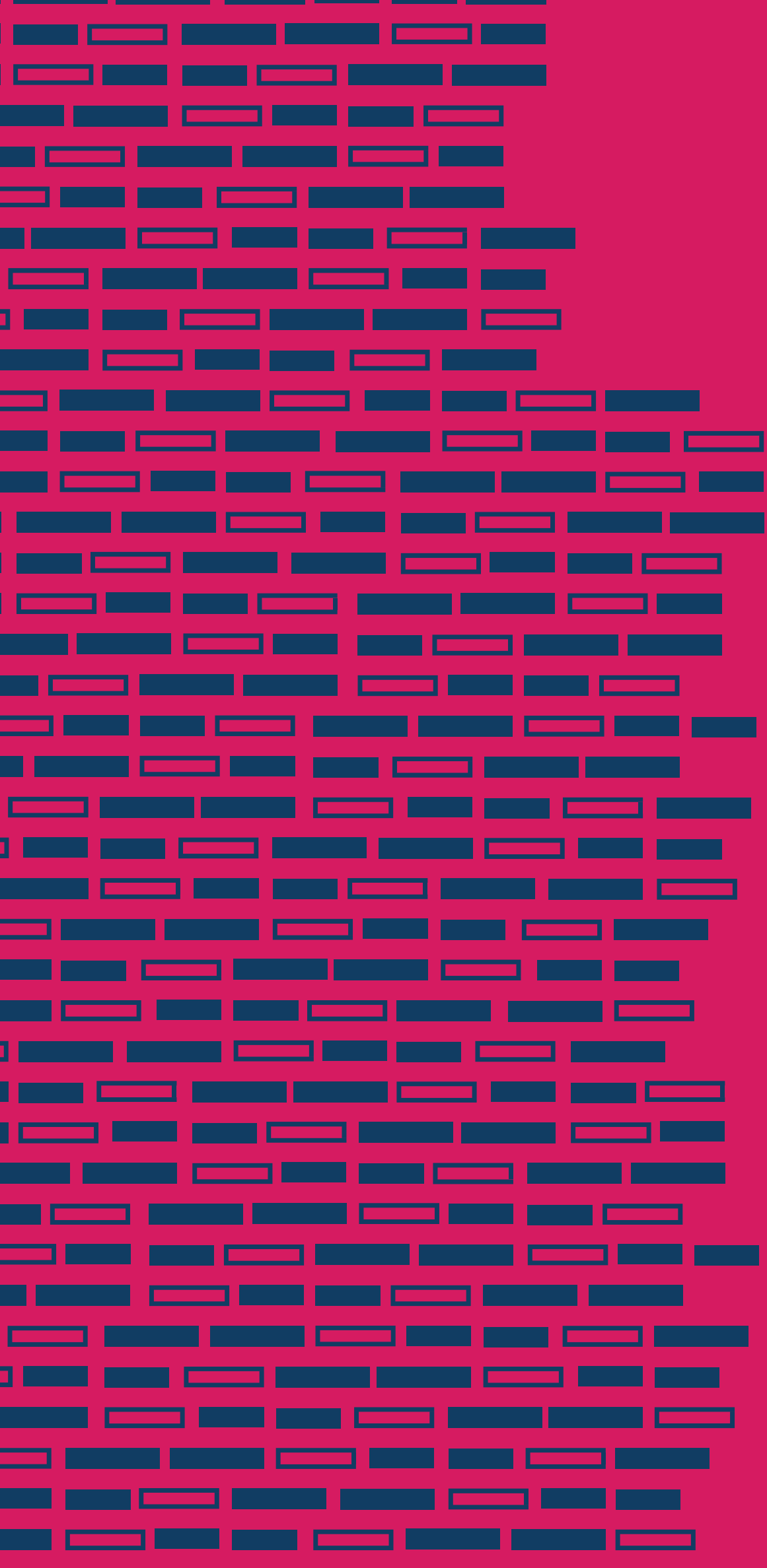


Networking

Join a community of like-minded professionals passionate about insights and market research. You'll be able to collaborate, share ideas, and learn from one another.

We're stronger together, so join the global community of like-minded professionals passionate about insights and and market research. Collaborate, share and learn from one another.





Community

Join a community of like-minded professionals passionate about insights and market research. You'll be able to collaborate, share ideas, and learn from one another.

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Values

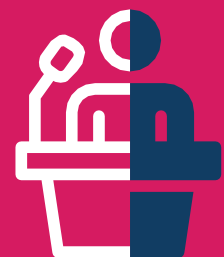
At The Global Association, we are committed to upholding the highest standards of integrity, ethics, and professionalism in the industry.



Business opportunities:

Access exclusive business opportunities and partnerships, including RFPs and job postings. Our network can help you expand your business and advance your career.

Grow your business with exclusive opportunities and partnerships, including RFPs and job postings through the ESOMAR network.



Advocacy:

We advocate for our members and the industry, working to advance the profession and ensure that our members have a voice in key industry issues.

Join The Global Association
powered by peers today and
start enjoying these benefits
and more!

At ESOMAR, we believe in inclusivity, which is why we offer dynamic pricing that is customized to meet the unique needs of each individual. If you want to learn about our corporate pricing options, please visit our website.

esomar.org

