

# Millward Brown opens in Cairo, Egypt

Issued by [Kantar](#)

14 Nov 2012

Leading market research firm Millward Brown has officially opened its newest office in Cairo, Egypt to serve the North Africa market. This is the third office opened by the global firm in the Africa and Middle East region this year.

The new office in Egypt will function as a division of AMRB, the existing Millward Brown licensee holder in the region. Both Millward Brown and AMRB are part of Kantar, WPP's insight, information and consultancy group.

The Cairo office will take on work related to Millward Brown's core areas of expertise including advertising, marketing communications, media and brand equity research, whilst AMRB will continue to provide all other types of research services.

Commenting on the launch, Charles Foster, Managing Director of Millward Brown Africa and Middle East said: "Millward Brown continues its strategy of investing in growing markets. Extending our partnership and opening a North African client service hub in Cairo will help the business best serve the needs of our clients' right across this increasingly important region. The country is dynamic and evolving, and we will be able to deliver consumer knowledge, insights and advice to better our client's returns on their marketing investments. The Cairo office will manage a full service operation across North Africa."

The new operation will be led by Praveen Abraham formerly of AMRB, and now the North Africa Account Director for Millward Brown. Praveen has over 10 years' experience in market research. Praveen will report directly to Prasun Basu, Managing Director for Millward Brown Middle East & North Africa (MENA), who added, "We already work with some of the most well-known brands operating in the region, and this gives us a very solid platform from which to grow our client partnership and service offering in the region."

Millward Brown also has an established presence in Dubai, Nigeria, Ghana, Kenya and South Africa.

For further details regarding Millward Brown Egypt contact:

Praveen Abraham - [praveen.abraham@millwardbrown.com](mailto:praveen.abraham@millwardbrown.com)

Prasun Basu - [prasun.basu@millwardbrown.com](mailto:prasun.basu@millwardbrown.com)

For enquires about Millward Brown's Global Network:

Delyth Hughes

Director, Global Brand Communications

[delyth.hughes@millwardbrown.com](mailto:delyth.hughes@millwardbrown.com)

t: +44 (0) 1926 826247

## About Millward Brown

Millward Brown is one of the world's leading research agencies and is expert in effective advertising, marketing communications, media and brand equity research. Through the use of an integrated suite of validated research solutions - both qualitative and quantitative - Millward Brown helps clients build strong brands and services. Millward Brown has 82 offices in 52 countries. Additional practices include Millward Brown's Global Media Practice (media effectiveness unit), The Neuroscience Practice (using neuroscience to enhance traditional research techniques), Millward Brown Optimor (focused on helping clients maximize the returns on their brand and marketing investments), Dynamic Logic (the world leader in

digital marketing effectiveness) and Firefly Millward Brown (a global qualitative research business). Millward Brown is part of Kantar, WPP's insight, information and consultancy group.

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