

RESEARCH IN DIVERSE AFRICA

AFRICA FORUM 2018

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AMRA

African Market Research Association
Promoting Quality Market Research in Africa



ESOMAR
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Marketing & Social Research Association

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Southern African Marketing Research Association
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Join us on a journey of discovering the **opportunities** that African diversity has to offer. Learn about unique solutions and research techniques that are making a difference to **decision-making** in African markets. Foster and appreciate **innovative** thinking and practices from Africa. Tap into **new** markets, and interrogate **success** factors. Share research best practice for Africa's diversity that have had a real impact on **accelerating growth**.

Africa Forum 2018 aims to showcase the **value** of Africa's diversity; increase **confidence** in research in and about African markets; offer **best practice** approaches for research in African markets; promote **growth** in the volume and value of research conducted in Africa; significantly increase Africa's contribution to **global research spend**.