Eumetra International: Eumetra's new international hub, supporting holdings all over the world with market research

Lugano (CH), 30 June 2021 – Social research and marketing institute Eumetra – with offices in Milan and Rome – affirms its international vocation with the opening of a new office in Switzerland, operating from 30th June 2021.

As Eumetra International CEO and Eumetra Partner Luca Secci states: "Eumetra International is an international hub, destined to manage multi-country research activities, with the aim of embodying a reference point for Italian, Swiss and multinational companies".
For Italian companies, Eumetra International represents a "gateway to the world". In fact, thanks to the skills acquired over the years in the field of coordination and implementation of research activities in several countries, Eumetra offers the right support in the planning and in the management of holdings' plans of internationalization. The same vision and coordination capacity is put at the service of multinational companies, operating from Switzerland and also from other European countries. Finally, for Swiss companies, Eumetra presents itself as a competent and reliable partner for the development of their businesses - both locally and globally.

CEO of Eumetra Matteo Lucchi states: "The opening of a new office in Switzerland is part of the ongoing investment strategy implemented by Eumetra in recent years, to support the needs and strategies of customer development. This strategy has, so far, rewarded us, allowing us to continue to grow. That is shown by the results achieved in 2020, year in which, despite the external global difficulties, we have maintained the trust of customers and we have acquired new ones, recording an increase in the volume of transactions by 14%. We firmly believe that market research can be a driving force for national and global economic recovery. That is why we continue to invest more and more to improve our ability to assist and advise all companies wishing to be protagonists during the time of rebirth that awaits us".

In order to meet the main challenges of a dynamic and constantly evolving market, in addition to the distinctive features of Eumetra – high level of competence in social research and marketing, consulting skills, customized survey paths, flexibility in time management and adoption of technologies that guarantee a real informative advantage – the new international hub also gives an offer that is adapted to the multi-country sector.

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