

Forrester Research takes on South African representation

Forrester Research, Inc., has announced today that it has appointed Zion Group as its official independent sales representation in South Africa. This move reflects a continued investment in supporting companies across Europe, Middle East, and Africa (EMEA). Specifically, the agreement enables Forrester to better serve its South African clients and to help companies in this region gain competitive advantage based on improved business and technology decisions.

Forrester's executive breakfast briefing on "The Economics of IT," which takes place at The Hyatt in Johannesburg on September 23, 2005, will mark the formal launch of the independent technology and market research firm's increased focus on - and activity in - South Africa.

Forrester's research offering delivers a comprehensive, unified view of technology's impact on business, from deep information technology issues to broad strategic goals.

At the beginning of this year, Forrester redefined its global geographic regions to align more closely with those of its growing international client base. The three regions comprise: Forrester Americas (North, Central, and South America); Forrester EMEA (Europe, the Middle East, and Africa) and Forrester Asia-Pacific (Japan, Korea, ANZ, Greater China, Singapore, and India).

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