

# Synovate acquires Italian research agency

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5 Jul 2005

Synovate, the market research arm of Aegis Group plc, has announced its acquisition of Italian market research company, AMT Consulting Srl.

Based in Italy, AMT has sales offices in Rome and Milan, together with an operation centre in Bari. The company has an excellent reputation for delivering high quality quantitative and qualitative ad hoc research to a number of blue chip marketers.

The purchase of AMT is consistent with Synovate's strategy of building a strong global network, and the move significantly bolsters the company's operations in Italy. Currently these are represented by branches of global specialist practices, Synovate Healthcare and Synovate Censydiam, but the acquisition of AMT will enable Synovate to establish a full-service consumer research presence in Italy with which to execute multi-country research. The relationship will also allow Synovate to strengthen key client relationships in Western Europe and leverage AMT's international contacts.

Commenting on the acquisition, Synovate's Global CEO Adrian Chedore said, "The purchase of AMT is of great strategic value to Synovate in that it gives us full service capabilities in Italy, a truly key market, and further strengthens our influence in Western Europe. AMT share the same core values of excellent client service and innovative research solutions, so the fit between the two companies is extremely complementary."

Massimo De Benedittis, Head of AMT, expressed similar sentiments, commenting, "Joining Synovate is a very exciting proposition indeed for AMT. Our clients will greatly benefit from our integration into the Synovate global network, while our staff will enjoy the opportunities that only a global company such as Synovate can offer."

The acquisition is expected to be completed by the end of June 2005.

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