

Synovate's Africa offering strengthened by Steadman Group acquisition

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Synovate, the market research division of Aegis Group plc, has announced that it has acquired the Steadman Group, a leading provider of market research, media monitoring and strategic management consulting.

Albert McLean, CEO of Synovate in Africa, said that the move means Synovate now has the largest footprint across Africa as a supplier of market research.

"This acquisition marks a major milestone for Synovate. While Synovate has always had a strong network in Africa, Steadman's presence expands our footprint considerably. It also gives us access to the expertise that comes from operating in these markets for more than 20 years, adding significant value to our clients who are expanding into Africa - a high growth market for many of them.

"The acquisition also provides media monitoring and strategic consulting that will complement our existing market research expertise," Mr McLean added.

Says Roger Steadman, Chief Executive of the Steadman group: "We are delighted to be joining Synovate and look forward to a successful future as part of their dynamic and passionate network."

Steadman was founded in Nairobi, Kenya in 1984 and has built a successful business supplying services to a range of commercial and non-commercial companies, including multinationals, pan-African and regional organisations, NGOs and governments.

The acquisition of Steadman has added offices in Kenya, Tanzania, Uganda, Zambia, Morocco, Mozambique and Ghana to the Synovate network, as well as adding to an already strong team in South Africa. Other already-established African Synovate offices are present in Algeria, Egypt and Ivory Coast. With the acquisition of Steadman, Synovate can now boast a presence in 64 countries globally.

The Steadman Group has a full service offering. It employs over 420 full-time research specialists who are supported by over 3,000 field interviewers.

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