

## Global research company gains Kenyan affiliate

Infotrak Research and Consulting, a market research and consulting company based in Kenya, has become the newest affiliate member of the Harris Interactive Global Network of independent market research companies.

The new affiliation expands Harris' research and opinion polling techniques and methodologies into East Africa while it provides Infotrak an opportunity to participate in the international research arena.

Infotrak focuses on market entry, marketing communications, media, public policy and customer satisfaction research and its new Global Network membership will allow the company to further expand its expertise in key sectors such as political opinion polling, information and communications technology, retail, and pharmaceutical research.

Humphrey Taylor, Chairman of The Harris Poll®, states, "Infotrak's membership into the Global Network supports Harris' goal for expanding its global footprint to meet our clients' growing demands for multi-country, multi-lingual, multi-mode surveys."

As part of its new membership, Infotrak will produce its own Infotrak Harris Poll to cover key social, political and topical issues in East Africa.

This polling is expected to launch in August to coincide with a visit from Taylor, whose experience in East Africa includes employment as a District Officer and Magistrate in Tanzania both before and after its independence. Taylor held widespread responsibilities related to the administration of local services in areas including political, agricultural, economic and social development—areas where Infotrak Harris Polls may focus its activities.

Angela Ambitho, Managing Director, Infotrak Research and Consulting, says, "Infotrak's mission is to be a formidable market and social research provider in sub-Saharan Africa by providing clients with world class research services. We realise that to achieve this effectively, we need to work with the best to assimilate best practices and innovative research techniques. Harris Interactive is respected for its renowned Harris Poll, for the wealth of expertise in various sectors and for its use of cutting edge, innovative technology and methodologies. Thus, it seems only natural that we join Harris' Global Network."