

Czech Republic

20th Anniversary

GfK Czech celebrated its 20th anniversary with its clients and colleagues from abroad. We remembered years gone by (has it really been 12 years since the Matrix came out and GfK Czech started using the eye camera in its research? And did we really drink “houba” (red wine and cola) and Blue Curacao twenty years ago?!), we thought about the future (NeuroMarketing is already here, but when will online forecasting become popular in research instead of online reports?), we raised our glasses to our continued success, and we all enjoyed ourselves because market research in the Czech Republic is slowly getting back on track, with clients no longer caring only about price but mainly about quality. To victory!



Martin Souček (left), Research Services Director GfK Czech, and Jiří Svoboda, new Sales and Marketing Director GfK Czech.



Tomáš Krásný, Managing Director GfK Austria, has a clear view of the future of GfK Czech. On the right Ondřej Tomas, Managing Director GfK Czech, accepting the image in a portable size so that he can always remember Tomáš's wishes.



Ondřej Herink, Head of Qualitative Services GfK Czech, has assumed the role of auctioneer at the auction of photos by Pepa Středa, the proceeds of which were donated to the Our Child Foundation. On the left Ondřej Tomas, Managing Director GfK Czech; on the right Andrea Winklerová, Marketing Manager GfK Czech.



Petra Heinlein (left), Member of the Management Board GfK Group, responsible for the Custom Research sector, Agnieszka Sora (centre), Managing Director GfK Polonia, Ondřej Herink, Head of Qualitative Services GfK Czech. Ladies with the auctioned photographs; the proceeds were donated to the Our Child Foundation.

Contact:

Jiří Svoboda
Sales & Marketing Director
GfK Czech
KAVČÍ HORY OFFICE PARK
Na Hřebenech II 1718/10
140 00 Praha 4
Czech Republic
Tel. +420 296 555 600
Fax +420 251 815 800
jiri.svoboda@gfk.com
www.gfk.cz