

# RESEARCH IN DIVERSE AFRICA

## AFRICA FORUM 2018

22 & 23 February Nairobi, Kenya



**AMRA**   
African Market Research Association  
Promoting Quality Market Research in Africa

in proud association with our event partners



## ADVANCE PROGRAMME

Simultaneous translation from and into English and French

The Africa Research Forum is on its 2nd edition! **It will be held in Nairobi (Kenya) on 22-23 February 2018.**

ESOMAR is delighted to support the AFRICA Forum, organised by AMRA (African Market Research Association) in partnership with MSRA (Kenya Marketing and Social Research Association), NIMRA (Nigerian Marketing Research Association) and SAMRA (Southern African Market Research Association).

We are happy to present the [Advance Programme](#) which includes top-selected presentations from all over Africa and beyond.

The forum will take the delegates on a journey of discovering the opportunities that African diversity has to offer; learn about unique solutions and research techniques that are making a difference to decision-making in African markets; foster and appreciate innovative thinking and practices from Africa.

Africa Forum 2018 aims to:

- Sharing innovations in market research and contributing to the body of research knowledge in Africa, while learning from each other's mistakes and successes
- Networking by research agencies and clients across Africa, and the rest of the world, to generate business and to connect with suppliers and partners.

Africa Forum 2018 will be held at the [Villa Rosa Kempinski](#) in Nairobi, Kenya on 22 & 23 February 2018.

Bookings are now open. Please note that space is limited. To reserve, please use this [Booking Form](#).

For more details on Accommodation, Transport and Visa, Sponsorship and other requirements please read the [information here](#).