

# Would the real BMi Research please stand up?

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As some of you might be aware, Business Monitor International, a division of US-based financial information services, Fitch Group, rebranded its South African operation BMI Research in March 2015.

While this possible name infringement has been subject to a legal process since that time, it has recently come to our attention that it is causing confusion among local media and the business sector.

Given the company's well-established position in the South African marketplace as the original BMi Research – a leading full service local research house with longstanding affiliations to several local industry organisations, including the Southern African Marketing Research Association (SAMRA) – we would like to clarify a few issues.

BMi Research (Pty) Ltd is a wholly-owned subsidiary of the South African-based Cognition Holdings, a JSE listed company.

There is no connection or association whatsoever between the proudly South African BMi Research and the global Business Monitor International.

For all media enquiries, we ask that you please continue to liaise with Glynnis Branthwaite at our communications agency, Protactic Communications, on 011 882 9272, 082 557 3919, or [glynnis@protactic.co.za](mailto:glynnis@protactic.co.za).

For further information visit: [www.bmi.co.za](http://www.bmi.co.za)

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## BMi Research



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