

PRESS RELEASE

EUROPEAN/BERLITZ EXPATRIATE RESEARCH



130 Years
of innovation

We are thrilled to announce the launch of a new expatriate research project in collaboration with Berlitz Consulting.

Over the past three years we have been working to collate information on our industry and our members in order to build a reliable set of comparative data, but also

to be used as an effective PR and Marketing tool for our wider industry.

The next stage in this project is working with Berlitz to collate accurate expatriate data. We need to know who is moving where, what their greatest challenges and successes have been and how they have adapted both as transferees and as families. To achieve this aim we will be undertaking both quantitative and qualitative analysis via an online questionnaire with both open and closed questions.

We have teamed up with the very best in the research business to achieve this.

We will be working with **BVA** – The Institute d’Etudes de Marche & d’Opinion, France’s most respected market research institute. BVA will collate the statistical data and develop the online systems.

We will also be working with the **CNRS** – Centre Nationale de la Recherche Scientifique, a government supported academic body who use scientific empirical method to accurately analyse data.

During the Vienna conference, Patricia Glasel, Director of Berlitz Consulting and her colleague Gail Cody, had a stand in the exhibition hall and spoke with many of our members about getting involved in the project. Ileana Clapham was also there and will co-ordinate this project for EuRA.



*Patricia Glasel,
Director, Berlitz
Consulting*

This project could, for the first time, give industry wide, accurate expatriate data, which we can use for the good of all us.

We need to know about and track, the changing profiles of the expatriates and families we work with.

If this project reaches a high enough sample, we can for the first time publish world leading data on the expatriate community. It is also our intention to then develop this data into future projects, updating the cross cultural research and putting EuRA members at the centre of expertise for global mobility.

What we need from you:

Berlitz, BVA and EuRA have developed an expatriate questionnaire and we need your help in asking your clients to participate. It couldn’t be simpler. A link can be sent direct to your client asking them to complete the online questionnaire. Please contact the EuRA office if you would like more information.



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