

## **SAARF's Piet Smit passes away**

Piet Smit, former technical director of the South African Advertising Research Foundation (SAARF), passed away on Friday, 3 April 2009. Doctors suspect that it was due to a massive pulmonary embolism. Smit's influence in the industry extended across Africa.

Paul Haupt, CEO of SAARF described Smit as a true African assisting people from other countries in Africa to establish AMPS and RAMS surveys in those countries and promoting the cause of scientifically measuring audiences wherever help was needed.

"Over a period of about 20 years Piet assisted people in Namibia, Botswana, Zimbabwe, Ghana, Nigeria, Kenya, Mauritius, and many other countries and was the main mover behind the establishment of the Pan African Media Research Organisation (PAMRO). Piet was also well-known in Europe and the USA where he established ties with leading researchers in the world and represented SAARF and our industry many times at the European Media Research Organisation (EMRO) and other international forums," says Haupt.

For more information regarding the funeral arrangements contact Jeanette at SAARF on +27 (0)11 463 5340.