



# TNS to expand in Africa in 2011

TNS, the global custom research company, recently announced the acquisition of a majority stake in the Research and Marketing Services group of companies (RMS) to add to its new regional framework of TNS Africa and Middle East that came into existence with effect from January 2011.



TNS Africa and Middle East has offices in South Africa, Kenya, Saudi Arabia, the UAE, Egypt and Morocco with affiliates in Pakistan and Mauritius. The acquisition of RMS adds Nigeria, Tanzania, Uganda, Cameroon, Cote d'Ivoire, Senegal, the DRC and Ghana.

## Regional CEO appointed

Kim MacIlwaine has taken on the role of CEO, TNS Africa and Middle East, having spent 25 years working for the Unilever Group, including as MD and chairman of the Unilever Food business in South Africa from 1996 to 2004, as well as on the Africa board. Since 2009, he has served as independent non-executive director of several companies. MacIlwaine will remain in Durban, South Africa, also as acting CEO of Research International as it merges with TNS Research Surveys in South Africa.

Pedro Ros, CEO of TNS, said: "I look forward to working closely with Kim as we go into 2011, with this change giving us an increased client focus and strong commitment to further develop in this high growth region."

Said MacIlwaine: "Via the acquisition of RMS, TNS becomes the first market and social research company with a comprehensive African network able to service local, regional and global clients in all African markets. No other research company will have the depth of knowledge of the African consumer or the understanding of opportunities present in the rapid growth emerging markets of Africa."

## RMS turns 30

CEO of RMS Adeola Tejumola has been appointed to head the merged TNS RMS in West, East and Central West Africa. Tejumola said: "It is fitting that on the 30th anniversary of RMS, we will commence the next stage of our development as part of TNS, the world's largest custom research agency."

He added: "TNS RMS will offer an unmatched combination of RMS' unique knowledge and understanding of the African market with TNS' global expertise in all facets of market and social research including growth areas such as technology and digital."

TNS RMS will have a West African hub based in Lagos, Nigeria with East Africa being operated from Nairobi, Kenya. Aggrey Maposa, currently COO at RMS has been appointed as CEO of West Africa while Melissa Baker, TNS CEO in East Africa will head the merged East African business. The new group will be called TNS RMS.

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