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Gayer Consulting Joins the Global Intelligence Alliance

The Global Intelligence Alliance (GIA, www.globalintelligence.com) is pleased to announce that the leading Germany-based marketing intelligence company Gayer Consulting (www.gayer-consult.com) is the latest addition to the group of GIA Member companies, a global network of professional CI service providers. The Membership of Gayer Consulting in the GIA results from the first-ever GIA Summit conference held in Helsinki in February 2004.

Hans Hedin, the GIA Coordinator says: "We are very excited to have Gayer Consulting on board in the rapidly growing network of the GIA Member companies. As an experienced, reputable consulting company in Germany, Gayer Consulting will bring in a valuable addition to both the geographical coverage and professional capabilities of the GIA."

Carsten Gayer, Managing Director at Gayer Consulting, comments: "As a member of this world-wide alliance, we will now be able to provide our clients an enormously improved access to the global business information that is out there. At the same time, we feel very proud to have been selected by the GIA as a trustworthy local partner in the German market for the benefit of the rest of the GIA network companies and their clients."

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About the Global Intelligence Alliance

The Global Intelligence Alliance (GIA, www.globalintelligence.com) is a global network of professional CI and business research companies. Leveraging its world-wide reach, the GIA provides multi-national organizations with a single source for localized business research and Competitive Intelligence projects. Access points to the GIA network of more than 30 research companies are Novintel in Finland and North America, DeskResearch Nederland in The Netherlands, Gayer Consulting in Germany, and Intag Intelligence Agent in Switzerland.

About Gayer Consulting

Gayer Consulting (www.gayer-consult.com) is a full service marketing consultancy that supports its clients in all marketing-related subject areas, "the 4Ps" in strategic marketing: Product, Promotion, Price, and Place. Gayer Consulting works with its clients through all steps in the marketing chain, providing information gathering and analysis services that lead to conclusion-based solutions and recommendations.