

# ASM – Polish expert in analysis and research



## WHO WE ARE:

ASM – Market Research and Analysis Centre is a Polish institute that specialises in **market research, social surveys and analysis**. It can also take a role of a **management consultancy** bringing together the knowledge of the behaviour of the **public** with potentials of the **current market state** and future trends. ASM supports the **collaboration of R&D and industry activities** and has been active in several **EU multi-site research projects**.

## COLLABORATION INTERESTS:

ASM is interested in EU funded projects which require analysis of markets and public opinion and knowledge.

Potential role for ASM: dissemination and exploitation leader, project manager

## AREAS FOR R&D COLLABORATION:

- Socio-economic analysis of new technologies
- Market analysis, segmentation, demand, market potential & forecast
- Analysis of relevant publics
- Policy and legislation analysis
- Linking R&D with industries and society
- Development of exploitation plans and technology implementation plans
- Workshops, conference management, web site management

## MAIN ACHIEVEMENTS:

- Partner of European Construction Technology Platform, coordinator of Polish Construction Technology Platform
- Member of Polish Statistics Board and advisory group for Prime Minister of Poland
- Most active SME in EU Framework Program (2004)

## REFERENCE PROJECTS:

ASM has experience with statistical indicators for ICT development, dissemination and exploitation, policy support projects, education and specific support activities.

### Selection of EU projects:

**POLIS (EU SSP project):** Decision support tools and policy initiatives in support of a universal design of buildings. The aim of the project is to open Europe's buildings to people of limited mobility. [http://ec.europa.eu/research/fp6/ssp/polis\\_en.htm](http://ec.europa.eu/research/fp6/ssp/polis_en.htm)

**IntelliDrug (EU IST project):** The project is aimed at developing an intelligent micro- and nano-system to provide an alternative approach for the treatment of addiction and chronic diseases. <http://www.intellidrug.org/partners.team.html>

**WHAT MAKES US A GOOD PARTNER**

- Supports **better shaping technology** or knowledge
- Links research work and international market implementation
- **Internationally experienced, professional team**

**BUILD NOVA (EU INNOVA project):** The project aims to help construction firms to find suitable funding for their new innovative projects, and give investors a better understanding of the technology and market possibilities of such new ideas. <http://www.europe-innova.org/index.jsp?type=page&cid=5920&lg=en>

**eInclusion (EU IST project):** The aim of the project is to support Information Society policy-making in the European Union and to initiate a Europe-wide dialogue among those working for an accessible and inclusive Information Society. <http://www.einclusion-eu.org/>

**Other:** ASM Market Research and Analysis Centre has additionally taken part in various other EU projects including BEEP, SIBIS, eVISION and SMART to name a few.

### Selection of other projects:

**ENABLE:** The aim of the project is to raise European awareness of a sustainably built environment. ASM acted as coordinator for work with national technology platforms.

**VIRCOUNS:** „Lifelong Learning and Career Counselling using New ICT Approach and Tools” Leonardo da Vinci.

Surveys and analysis on the labour market in 8 regions in Poland (3000 – 5000 interviews per region)

## OTHER INFORMATION:

Name of the company: ASM Market Research and Analysis Centre Ltd

Organisation type: Private SME

Country: Poland

Number of researchers: 16

Number of employees in total: 50

Working languages: Polish, English

Contact person: Maria Górczna

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