

## Press Release

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### GRS Research & Strategy announces acquisition of Info Salons Middle East, from Freeman

*The acquisition enhances GRS's position as one of the key players in Strategic Research and Data Intelligence Registration for the Events and Exhibition Industry*

GRS Research & Strategy, the Italian Strategic Research firm with a specific focus in the Experience Industry and with a specialization in Exhibitions, Large Events and Visitor Attractions, today announced the acquisition from Freeman of Info Salons Middle East (ME).

GRS's mission is to "Humanize Data" for the Experience Industry, and to provide event organizers and asset operators with the most reliable insights and data strategies to grow customer satisfaction and visitation. GRS will support the growth of Info Salons ME through expertise, knowledge, and resources.

"I am delighted to announce this important acquisition for the Events Industry and look forward to enriching the business of Info Salons ME," said **Enrico Gallorini**, CEO and Founder of GRS Research & Strategy. "The two entities will retain their brand identities, but they belong together to support the future evolution of the Events Industry, focusing on the *human2human* interactions which are core in our market".

Launched in the early 1990s in Australia by Jo-Anne Kelleway, Info Salons quickly established itself as the world-leader in event & exhibition Registration Services. In 2018 the company was acquired by Freeman. Today GRS is committing to strengthening Info Salons ME's position as a data intelligence driven registration firm, focusing on new products and technologies to better serve the Exhibition Industry.

Freeman agreed to sell Info Salons ME to GRS, recognizing its stature in the Experience Industry and its strong foothold in the evolution of exhibitions, congresses, and live events. Freeman and GRS will continue their close cooperation, with a common focus on client satisfaction.

"I am very excited about the new setup with GRS as new owners. They are leaders in research and strategy, and a great fit for the services Info Salons ME provides in data collection, access

control and reporting. Info Salons and GRS have a lot of clients in common and we look forward to creating even more value for them”, says **Wilbert Heijmans**, Partner, and new Chairman of the Board at Info Salons ME.

Info Salons Group will go on, therefore will be split into Info Salons ME and Info Salons Greater China + Southeast Asia. Info Salons Greater China + SEA will continue under new ownership and both companies will maintain their cooperation in supporting their regional clients.

### About GRS:

GRS - Growth through Research and Strategy, is an international research and strategic advisory firm with offices in Italy, UAE, and UK. The company provides services in the areas of consumer experience (CX), market research, data analytics and customer strategy for the Experience Industry. GRS client list includes: Informa Markets, Reed Exhibitions, Messe Frankfurt, DMG, Fiera Milano, Expo 2020 Dubai, DWTC, Adnec and many others.

The mission of GRS is to “drive growth through humanizing data”, with a focus on the Experience Industry covering exhibitions, MICE, large events, and visitor attractions. GRS is specialized in Experience Optimization through quantitative and qualitative research, providing accurate understanding and data-driven insights to support organizations in their CX decision making.

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### About Info Salons Group:

Info Salons Middle East is part of the Info Salons Group, the leading online event management solutions, database and registration company with offices in Australia, Asia, China and the Middle East.

The company is involved in over 500 events annually and works with the largest and most respected organizers worldwide, including Reed Exhibitions, Informa Markets, IIR, Messe Frankfurt, and Diversified Business Communications. Info Salons also works directly with large corporates such as Microsoft, IBM, Oracle, and Barclays on their product launches and roadshows.

Info Salons Middle East covers all the territories of the MENA Region from its HQ office in Dubai.

More Information: <https://www.infosalongroup.com/>

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