



Kline is one of the leading management consulting and research companies specialising in the chemicals and materials, consumer products, energy and life science industries. The company, based in New Jersey, USA, has offices throughout the world.

In 2006, Kline commissioned Alpha to establish a Central European office for their Market Research division based in Prague. The office would research Western, Central and Eastern Europe from this base. Alpha was also asked to recruit researchers with both specialist industry knowledge and multi-language capability.

Alpha responded to this challenge by delivering the following:

- A locally registered company, Kline s.r.o.
- An office in the heart of Prague, 100m from 'Old Town Square', fully furnished and equipped within Alpha's own offices
- The appointment of Alpha's Commercial Director as Kline's 'Jednatel' (legally responsible Company Executive)
- Trade licences, bank accounts, registration with Finance Office, appointment of outsourced bookkeeping and many other local requirements
- On going support to Kline management in USA and Brussels based manager seconded to Prague

On the recruitment front, the programme extends to building up and training ten or so specialists. When the office opened for business on 1st August 2007, four specialists were in place, all expatriates with Czech, Russian, French, German, Spanish and English language excellence.

A further four to six research staff will be appointed before the year end to complete the start up team.

Kline will gain great benefits from the Prague presence both in terms of the research capability to communicate across Europe in native languages and the much lower cost base compared with New Jersey or Brussels. The quality of staff when fully trained in the Kline methodologies is expected to exceed that of Western European employees.

For further details of Kline and Company see [www.klinegroup.com](http://www.klinegroup.com)

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