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Latin America Could Become a Global Leader in Neuroscience and Neuromarketing, Says CEO of NeuroFocus, World's Largest Neuromarketing Company

Dr. A. K. Pradeep Envisions 'Neuro Valley', Regional Research and Development Center Rivaling Silicon Valley, Bringing Together Science and Business

CARTEGENA, Colombia, Oct. 5 /PRNewswire/ -- Latin America could be poised to become a global leader in the fields of neuroscience and its offshoot neuromarketing, says the Chief Executive Officer of [NeuroFocus](#). The company is the world's largest firm in the field.

Scheduled to deliver the plenary address at the [XVI CONGRESO COLOMBIANO DE COMUNICACIONES PUBLICITARIAS 2010](#) event this week at the Hotel Hilton Cartagena, Dr. A. K. Pradeep envisions a state-of-the-art complex that would bring together Latin America's best scientific and business minds to create new breakthroughs in neuroscience and neuromarketing.

NeuroFocus already has a Colombian headquarters and neuromarketing laboratory in Bogota, and Dr. Pradeep said that he foresees dynamic growth opportunities as national and regional economies embrace this new and more accurate method of market research. He cited national infrastructures that encourage business investments, sponsor advanced research, and create innovative partnerships between the public and private sectors as helping to establish "natural launching pads" for new industries like neuromarketing, and new companies like NeuroFocus.

Dr. Pradeep added that investors and government bodies in several Latin American countries have approached NeuroFocus to explore developing this "Neuro Valley" concept, looking to replicate the kind of success that Silicon Valley has in attracting science and business talent and investment capital that create thriving companies and entire industry categories.

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"Measuring brainwave activity across the full brain using EEG sensors, eye tracking, and biometric technologies delivers '21st century marketing science' for companies," said Dr. Pradeep. "For marketers seeking to gain deeper insights and find more effective ways to reach consumers across the diverse and culturally rich economies in the region, it helps build brands, improves products and packaging, provides more accurate and reliable information for in-store marketing, and enables marketers to create more engaging and memorable advertising. For those reasons and more, I believe that the benefits that a 'Neuro Valley' could bring to Colombia and the larger region are considerable. Latin America has a wealth of brilliant scientists, engineers, and business entrepreneurs. Combining those talents in a Neuro Valley complex would create a landmark, open up new business possibilities, and set a new standard of excellence for the entire region."

Dr. Pradeep is the author of the new best-seller, "[The Buying Brain: Secrets for Selling to the Subconscious Mind](#)".

NeuroFocus operates NeuroLabs around the globe, which are neurological testing facilities that are dedicated to a single client company. The firm has attracted a cross-section of the world's most acclaimed neuroscientists, including a Nobel Prize winner.

"Latin America's leaders in several categories across the scientific, business, and political landscape have the vision and skills that could create the world's first such 'Neuro Valley', and we would be very pleased to participate with them in helping to design and build it," Dr. Pradeep said.

About NeuroFocus

The world's leading neuromarketing firm, NeuroFocus (<http://neurofocus.com>) brings advanced neuroscience knowledge and expertise to the worlds of branding, product development and packaging, in-store marketing, advertising, and entertainment. NeuroFocus clients include Fortune 100 companies across dozens of categories, including automotive, consumer packaged goods, food and beverage, financial services, Internet, pharmaceutical, retail, and many more sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries.

Headquartered in the U.S. and operating globally through offices and NeuroLabs in the UK and Europe, the Asia/Pacific region, Latin America, and the Middle East, the company leverages Nobel Prize caliber and Doctorate-level credentials in neuroscience and marketing from the University of California at Berkeley, MIT, Harvard, Oxford, Columbia University, and other leading institutions, combined with executive business management and consulting experience. The Nielsen Company is a strategic investor in NeuroFocus.

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