

Telepresence Equipment Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global telepresence equipment market size reached US\$ 2.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.1 Billion by 2028, exhibiting a growth rate (CAGR) of 3.9% during 2023-2028.

Telepresence, or virtual presence, refers to a digital video teleconferencing technology that enables communication and collaboration amongst users from a distant or remote location. As compared to conventional video conferencing, it provides high-definition (HD) streaming, real-time presentation experience, and high-quality audio and video output. Some of the commonly used telepresence equipment include microphones, cameras, speakers, controllers, and various other devices, which aid in controlling machinery and sharing data-related information. This, in turn, assists users in developing a computer-generated environment, optimizing productivity, and mitigating traveling budgets. At present, telepresence equipment is commercially available in multi-codec, personal, immersive, and room-based types.

Telepresence Equipment Market Trends:

The easy availability of high-speed internet connectivity, along with the rising demand for virtual meetings, especially during the consequent implementation of mandatory lockdowns on account of the sudden outbreak of coronavirus disease (COVID-19) pandemic across the globe, represents key factor primarily driving the market growth. In line with this, the widespread adoption of telepresence equipment across small and medium-sized enterprises (SMEs), education, hospitality, manufacturing, pharmaceuticals, entertainment, and media and entertainment sectors for connecting, communicating, collaborating, and transmitting information is acting as another growth-inducing factor. This is further supported by the extensive utilization of telepresence

equipment in the healthcare sector to enable physicians and medical practitioners to offer virtual assistance, consultation, and remote visitations for health checkups. Additionally, significant technological advancements, such as the introduction of robotic telepresence equipment for making experimental learning easier, monitoring the workforce from remote locations, and mitigating communication barriers at affordable prices, are contributing to the market growth. Other factors, such as rising digitalization, the increasing need for cost-effective solutions, growing penetration of various electronic devices, and the large-scale integration of artificial intelligence (AI) and machine learning (ML) technologies, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global telepresence equipment market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, form factor, enterprise size and industry vertical.

Breakup by Type:

- Multi-Codec Telepresence
- Personal Telepresence
- Immersive Telepresence
- Room-based Telepresence

Breakup by Form Factor:

- End-Points
- Display
- Camera
- Microphone
- Infrastructure

Breakup by Enterprise Size:

- Large Enterprise
- Medium Enterprise
- Small Enterprise

Breakup by Industry Vertical:

Healthcare
Education
Pharmaceuticals
Government
Commercial
Scientific
Construction and Engineering
Entertainment
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the

profiles of the key players being Avaya Inc., Cisco Systems Inc., Haivision, HP Inc., Huawei Technologies Co. Ltd., Microsoft Corporation, Plantronics Inc., Sony Corporation, Vidyo Inc. (Enghouse Systems Limited) and ZTE Corporation.

Key Questions Answered in This Report:

How has the global telepresence equipment market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global telepresence equipment market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the form factor?

What is the breakup of the market based on the enterprise size?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global telepresence equipment market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL TELEPRESENCE EQUIPMENT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Multi-Codec Telepresence
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Personal Telepresence
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Immersive Telepresence

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Room-based Telepresence
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY FORM FACTOR

- 7.1 End-Points
 - 7.1.1 Market Trends
 - 7.1.2 Key Segments
 - 7.1.2.1 Display
 - 7.1.2.2 Camera
 - 7.1.2.3 Microphone
 - 7.1.3 Market Forecast
- 7.2 Infrastructure
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY ENTERPRISE SIZE

- 8.1 Large Enterprise
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Medium Enterprise
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Small Enterprise
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY INDUSTRY VERTICAL

- 9.1 Healthcare
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Education
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast

- 9.3 Pharmaceuticals
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Government
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Commercial
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Scientific
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Construction and Engineering
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Entertainment
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 9.9 Others
 - 9.9.1 Market Trends
 - 9.9.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India

- 10.2.3.1 Market Trends
- 10.2.3.2 Market Forecast
- 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
- 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends

- 10.4.1.2 Market Forecast
- 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
- 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Avaya Inc.

- 15.3.1.1 Company Overview
- 15.3.1.2 Product Portfolio
- 15.3.1.3 Financials
- 15.3.1.4 SWOT Analysis
- 15.3.2 Cisco Systems Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.2.3 Financials
 - 15.3.2.4 SWOT Analysis
- 15.3.3 Haivision
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
- 15.3.4 HP Inc.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.4.3 Financials
 - 15.3.4.4 SWOT Analysis
- 15.3.5 Huawei Technologies Co. Ltd.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
- 15.3.6 Microsoft Corporation
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.6.4 SWOT Analysis
- 15.3.7 Plantronics Inc.
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.7.3 Financials
- 15.3.8 Sony Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Vidyo Inc. (Enghouse Systems Limited)
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 ZTE Corporation
 - 15.3.10.1 Company Overview

15.3.10.2 Product Portfolio

15.3.10.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Telepresence Equipment Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Telepresence Equipment Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Telepresence Equipment Market Forecast: Breakup by Form Factor (in Million US\$), 2023-2028

Table 4: Global: Telepresence Equipment Market Forecast: Breakup by Enterprise Size (in Million US\$), 2023-2028

Table 5: Global: Telepresence Equipment Market Forecast: Breakup by Industry Vertical (in Million US\$), 2023-2028

Table 6: Global: Telepresence Equipment Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Telepresence Equipment Market: Competitive Structure

Table 8: Global: Telepresence Equipment Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Telepresence Equipment Market: Major Drivers and Challenges

Figure 2: Global: Telepresence Equipment Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Telepresence Equipment Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Telepresence Equipment Market: Breakup by Type (in %), 2022

Figure 5: Global: Telepresence Equipment Market: Breakup by Form Factor (in %), 2022

Figure 6: Global: Telepresence Equipment Market: Breakup by Enterprise Size (in %), 2022

Figure 7: Global: Telepresence Equipment Market: Breakup by Industry Vertical (in %), 2022

Figure 8: Global: Telepresence Equipment Market: Breakup by Region (in %), 2022

Figure 9: Global: Telepresence Equipment (Multi-Codec Telepresence) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Telepresence Equipment (Multi-Codec Telepresence) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Telepresence Equipment (Personal Telepresence) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Telepresence Equipment (Personal Telepresence) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Telepresence Equipment (Immersive Telepresence) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Telepresence Equipment (Immersive Telepresence) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Telepresence Equipment (Room-based Telepresence) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Telepresence Equipment (Room-based Telepresence) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Telepresence Equipment (End-Points) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Telepresence Equipment (End-Points) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Telepresence Equipment (Infrastructure) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Telepresence Equipment (Infrastructure) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Telepresence Equipment (Large Enterprise) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Telepresence Equipment (Large Enterprise) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Telepresence Equipment (Medium Enterprise) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Telepresence Equipment (Medium Enterprise) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Telepresence Equipment (Small Enterprise) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Telepresence Equipment (Small Enterprise) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Telepresence Equipment (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Telepresence Equipment (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Telepresence Equipment (Education) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Telepresence Equipment (Education) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Telepresence Equipment (Pharmaceuticals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Telepresence Equipment (Pharmaceuticals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Telepresence Equipment (Government) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Telepresence Equipment (Government) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Telepresence Equipment (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Telepresence Equipment (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Telepresence Equipment (Scientific) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Telepresence Equipment (Scientific) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Telepresence Equipment (Construction and Engineering) Market:

Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: Telepresence Equipment (Construction and Engineering) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Global: Telepresence Equipment (Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Global: Telepresence Equipment (Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Global: Telepresence Equipment (Other Industry Verticals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Global: Telepresence Equipment (Other Industry Verticals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: North America: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: North America: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: United States: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: United States: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Canada: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Canada: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Asia-Pacific: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Asia-Pacific: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: China: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: China: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Japan: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Japan: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: India: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: India: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: South Korea: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: South Korea: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Australia: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Australia: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Indonesia: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Indonesia: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Others: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Europe: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Europe: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Germany: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Germany: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: France: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: France: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: United Kingdom: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: United Kingdom: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Italy: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Italy: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Spain: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Spain: Telepresence Equipment Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 79: Russia: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Russia: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Others: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Others: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Latin America: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Latin America: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Brazil: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Brazil: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 87: Mexico: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 88: Mexico: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 89: Others: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 90: Others: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 91: Middle East and Africa: Telepresence Equipment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 92: Middle East and Africa: Telepresence Equipment Market: Breakup by Country (in %), 2022

Figure 93: Middle East and Africa: Telepresence Equipment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 94: Global: Telepresence Equipment Industry: SWOT Analysis

Figure 95: Global: Telepresence Equipment Industry: Value Chain Analysis

Figure 96: Global: Telepresence Equipment Industry: Porter's Five Forces Analysis

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