

Asia Pacific Alternative Data Market By Type (Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data, and Others), By Industry Vertical (BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Alternative Data Market would witness market growth of 46.3% CAGR during the forecast period (2020-2026).

Alternative data have become significant instruments for IM firms looking for alpha. Collective intelligence investing (CII)— getting the insights of the market from various online networks and crowd-sourcing platforms—keeps on growing in popularity, creating new development opportunities and new risks. Hedge funds were the trailblazers in this space, yet they are being joined by private equity (PE) and long-only managers today. Alternative data's acceptance is arriving at a tipping point, and their utilization is growing significantly.

Some of the popular alternative data forms are crowd-sourced data and social-media sentiment. Investors have been showing a willingness to pay up for data from credit-card providers and point-of-sale frameworks. Such data sets gather figures directly from the source, Greenwich Associates noted, with certain organizations forming a board of consumers who have given their consent to share Credit-card records, while others

work straight with innovation providers that handle retail payments.

The Asia Pacific is anticipated to develop as the fastest developing regional market over the forecast period. This is because of rising use-cases of Alternative data in BFSI, retail, automotive, and telecommunication enterprises. The utilization of Alternative data for investments and risk evaluation, especially from organizations in developing economies, for example, India and China, is anticipated to fuel the growth of the market. Web scraping is the most widely used form of alternative data. Web scratching gathers data from focused websites in a bid to pick up information on brands, organizations, and corporate activity.

Based on Type, the market is segmented into Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake-holders of the market. Key companies profiled in the report include Nasdaq, Inc. (Quandl, Inc.), Advan Research Corporation, Dataminr, Inc., The Earnest Research Company, Preqin Ltd. (Dynamo Software), RevenPack International SL, Thinknum, Inc., YipitData, 1010Data, Inc., and Eagle Alpha Ltd.

Scope of the Study

Market Segmentation:

By Type

Credit & Debit Card Transactions

Mobile Type Usage

Web Traffic & Scraped Data

Social & Sentiment Data

Geo-location, Satellite & Weather Data

Others

By Industry Vertical

BFSI

IT & Telecom

Transportation & Logistics

Retail & eCommerce

Energy & Utilities

Media & Entertainment

Real Estate & Construction

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Nasdaq, Inc. (Quandl, Inc.)

Advan Research Corporation

Dataminr, Inc.

The Earnest Research Company

Preqin Ltd. (Dynamo Software)

RevenPack International SL

Thinknum, Inc.

YipitData

1010Data, Inc.

Eagle Alpha Ltd.

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Alternative Data Market, by Type
 - 1.4.2 Asia Pacific Alternative Data Market, by Industry Vertical
 - 1.4.3 Asia Pacific Alternative Data Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions: 2017, May – 2020, Jul) Leading Players

CHAPTER 4. ASIA PACIFIC ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL

- 4.1 Asia Pacific BFSI Alternative Data Market by Country

- 4.2 Asia Pacific IT & Telecom Alternative Data Market by Country
- 4.3 Asia Pacific Transportation & Logistics Alternative Data Market by Country
- 4.4 Asia Pacific Retail & eCommerce Alternative Data Market by Country
- 4.5 Asia Pacific Energy & Utilities Alternative Data Market by Country
- 4.6 Asia Pacific Media & Entertainment Alternative Data Market by Country
- 4.7 Asia Pacific Real Estate & Construction Alternative Data Market by Country
- 4.8 Asia Pacific Other Industry Vertical Alternative Data Market by Country

CHAPTER 5. ASIA PACIFIC ALTERNATIVE DATA MARKET BY TYPE

- 5.1 Asia Pacific Credit & Debit Card Transactions Alternative Data Market by Country
- 5.2 Asia Pacific Mobile Type Usage Alternative Data Market by Country
- 5.3 Asia Pacific Web Traffic & Scraped Data Alternative Data Market by Country
- 5.4 Asia Pacific Social & Sentiment Data Alternative Data Market by Country
- 5.5 Asia Pacific Geo-location, Satellite & Weather Data Alternative Data Market by Country
- 5.6 Asia Pacific Others Alternative Data Market by Country

CHAPTER 6. ASIA PACIFIC ALTERNATIVE DATA MARKET BY COUNTRY

- 6.1 China Alternative Data Market
 - 6.1.1 China Alternative Data Market by Industry Vertical
 - 6.1.2 China Alternative Data Market by Type
- 6.2 Japan Alternative Data Market
 - 6.2.1 Japan Alternative Data Market by Industry Vertical
 - 6.2.2 Japan Alternative Data Market by Type
- 6.3 India Alternative Data Market
 - 6.3.1 India Alternative Data Market by Industry Vertical
 - 6.3.2 India Alternative Data Market by Type
- 6.4 South Korea Alternative Data Market
 - 6.4.1 South Korea Alternative Data Market by Industry Vertical
 - 6.4.2 South Korea Alternative Data Market by Type
- 6.5 Singapore Alternative Data Market
 - 6.5.1 Singapore Alternative Data Market by Industry Vertical
 - 6.5.2 Singapore Alternative Data Market by Type
- 6.6 Malaysia Alternative Data Market
 - 6.6.1 Malaysia Alternative Data Market by Industry Vertical
 - 6.6.2 Malaysia Alternative Data Market by Type
- 6.7 Rest of Asia Pacific Alternative Data Market

- 6.7.1 Rest of Asia Pacific Alternative Data Market by Industry Vertical
- 6.7.2 Rest of Asia Pacific Alternative Data Market by Type

CHAPTER 7. COMPANY PROFILES

- 7.1 Nasdaq, Inc. (Quandl, Inc.)
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Recent strategies and developments:
 - 7.1.4.1 Product Launches and Product Expansions:
- 7.2 Advan Research Corporation
 - 7.2.1 Company Overview
 - 7.2.2 Recent strategies and developments:
 - 7.2.2.1 Partnerships, Collaborations, and Agreements:
 - 7.2.2.2 Product Launches and Product Expansions:
- 7.3 Dataminr, Inc.
 - 7.3.1 Company Overview
- 7.4 The Earnest Research Company
 - 7.4.1 Company Overview
 - 7.4.2 Recent strategies and developments:
 - 7.4.2.1 Product Launches and Product Expansions:
 - 7.4.2.2 Acquisition and Mergers:
- 7.5 Preqin Ltd. (Dynamo Software)
 - 7.5.1 Company Overview
 - 7.5.2 Recent strategies and developments:
 - 7.5.2.1 Partnerships, Collaborations, and Agreements:
 - 7.5.2.2 Product Launches and Product Expansions:
- 7.6 RevenPack International SL
 - 7.6.1 Company Overview
 - 7.6.2 Recent strategies and developments:
 - 7.6.2.1 Partnerships, Collaborations, and Agreements:
 - 7.6.2.2 Product Launches and Product Expansions:
- 7.7 Thinknum, Inc.
 - 7.7.1 Company Overview
 - 7.7.2 Recent strategies and developments:
 - 7.7.2.1 Product Launches and Product Expansions:
- 7.8 YipitData
 - 7.8.1 Company Overview

7.8.2 Recent strategies and developments:

7.8.2.1 Product Launches and Product Expansions:

7.9 1010Data, Inc. (BBox Holding Company)

7.9.1 Company Overview

7.9.2 Recent strategies and developments:

7.9.2.1 Product Launches and Product Expansions:

7.10. Eagle Alpha Ltd.

7.10.1 Company Overview

7.10.2 Recent strategies and developments:

7.10.2.1 Product Launches and Product Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 ASIA PACIFIC ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 2 ASIA PACIFIC ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS–
ALTERNATIVE DATA MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– ALTERNATIVE
DATA MARKET

TABLE 5 MERGERS & ACQUISITIONS – ALTERNATIVE DATA MARKET

TABLE 6 ASIA PACIFIC ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL,
2016 - 2019, USD MILLION

TABLE 7 ASIA PACIFIC ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL,
2020 - 2026, USD MILLION

TABLE 8 ASIA PACIFIC BFSI ALTERNATIVE DATA MARKET BY COUNTRY, 2016 -
2019, USD MILLION

TABLE 9 ASIA PACIFIC BFSI ALTERNATIVE DATA MARKET BY COUNTRY, 2020 -
2026, USD MILLION

TABLE 10 ASIA PACIFIC IT & TELECOM ALTERNATIVE DATA MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 11 ASIA PACIFIC IT & TELECOM ALTERNATIVE DATA MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 12 ASIA PACIFIC TRANSPORTATION & LOGISTICS ALTERNATIVE DATA
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 ASIA PACIFIC TRANSPORTATION & LOGISTICS ALTERNATIVE DATA
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 ASIA PACIFIC RETAIL & ECOMMERCE ALTERNATIVE DATA MARKET
BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 ASIA PACIFIC RETAIL & ECOMMERCE ALTERNATIVE DATA MARKET
BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 ASIA PACIFIC ENERGY & UTILITIES ALTERNATIVE DATA MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 ASIA PACIFIC ENERGY & UTILITIES ALTERNATIVE DATA MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 18 ASIA PACIFIC MEDIA & ENTERTAINMENT ALTERNATIVE DATA
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 19 ASIA PACIFIC MEDIA & ENTERTAINMENT ALTERNATIVE DATA
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 20 ASIA PACIFIC REAL ESTATE & CONSTRUCTION ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 21 ASIA PACIFIC REAL ESTATE & CONSTRUCTION ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 22 ASIA PACIFIC OTHER INDUSTRY VERTICAL ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 23 ASIA PACIFIC OTHER INDUSTRY VERTICAL ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 24 ASIA PACIFIC ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 25 ASIA PACIFIC ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 26 ASIA PACIFIC CREDIT & DEBIT CARD TRANSACTIONS ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 27 ASIA PACIFIC CREDIT & DEBIT CARD TRANSACTIONS ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 28 ASIA PACIFIC MOBILE TYPE USAGE ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 29 ASIA PACIFIC MOBILE TYPE USAGE ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 30 ASIA PACIFIC WEB TRAFFIC & SCRAPED DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 31 ASIA PACIFIC WEB TRAFFIC & SCRAPED DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 32 ASIA PACIFIC SOCIAL & SENTIMENT DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 33 ASIA PACIFIC SOCIAL & SENTIMENT DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 34 ASIA PACIFIC GEO-LOCATION, SATELLITE & WEATHER DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 35 ASIA PACIFIC GEO-LOCATION, SATELLITE & WEATHER DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 36 ASIA PACIFIC OTHERS ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 37 ASIA PACIFIC OTHERS ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 38 ASIA PACIFIC ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 39 ASIA PACIFIC ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026,

USD MILLION

TABLE 40 CHINA ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 41 CHINA ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 42 CHINA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 43 CHINA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 44 CHINA ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 45 CHINA ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 46 JAPAN ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 47 JAPAN ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 48 JAPAN ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 49 JAPAN ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 50 JAPAN ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 51 JAPAN ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 52 INDIA ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 53 INDIA ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 54 INDIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 55 INDIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 56 INDIA ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 57 INDIA ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 58 SOUTH KOREA ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 59 SOUTH KOREA ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 60 SOUTH KOREA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 61 SOUTH KOREA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 62 SOUTH KOREA ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 63 SOUTH KOREA ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 64 SINGAPORE ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 65 SINGAPORE ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 66 SINGAPORE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 67 SINGAPORE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 68 SINGAPORE ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 69 SINGAPORE ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 70 MALAYSIA ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 71 MALAYSIA ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 72 MALAYSIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 73 MALAYSIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 74 MALAYSIA ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 75 MALAYSIA ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 76 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 77 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 78 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 79 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 80 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 81 REST OF ASIA PACIFIC ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 82 KEY INFORMATION – NASDAQ, INC.

TABLE 83 KEY INFORMATION – ADVAN RESEARCH CORPORATION

TABLE 84 KEY INFORMATION – DATAMINR, INC.

TABLE 85 KEY INFORMATION – THE EARNEST RESEARCH COMPANY

TABLE 86 KEY INFORMATION – PREQIN LTD.

TABLE 87 KEY INFORMATION – REVENPACK INTERNATIONAL SL

TABLE 88 KEY INFORMATION – THINKNUM, INC.

TABLE 89 KEY INFORMATION – YIPITDATA

TABLE 90 KEY INFORMATION – 1010DATA, INC.

TABLE 91 KEY INFORMATION – EAGLE ALPHA LTD.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS: 2017, MAY – 2020, JUL) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: ADVAN RESEARCH CORPORATION

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: THE EARNEST RESEARCH COMPANY

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: PREQIN LTD.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: REVENPACK INTERNATIONAL SL

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