

## Thomson Reuters, Oxford Business Group sign distribution agreement

Thomson Reuters and Oxford Business Group (OBG) have signed a distribution agreement, whereby users of Thomson Reuters financial platform, Eikon, can now access Oxford Business Group's full range of research on emerging economies.



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OBG CEO, Andrew Jeffreys, said that the partnership with Thomson Reuters represented another milestone for the Group, further extending its reach at a time when interest in emerging economies had never been higher.

“We know that while investors are keen to find out about the opportunities and openings that these markets offer, information vacuums and a lack of reliable data can be a challenge. Our partnership will help to raise the profile of the 35-plus economies that we analyse, all of which have a growth story to tell.”

Marc-André de Blois, OBG’s director of communications, said he was delighted that Eikon’s 150,000-plus subscribers would now have access to the group’s content. “Investors inevitably want to learn more about how they can participate in the development taking place across the high-growth markets that our group covers, many of which are outperforming both advanced economies and BRIC countries. We look forward to sharing our findings with a wider audience through this prestigious and effective financial channel.”

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