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## SPEAKER INFORMATION

*Date:* Wednesday, October 26, 2016  
*Event:* Outreach / Communication Track  
*Time:* 9:00 am – 12:00 pm

**Luca Ferrari**  
Market Analyst  
BRG Building Solutions  
Phone: +44 208 832 7849  
**lferrari@brggroup.com**

Luca Ferrari first entered the world of bathroom products as a market analyst for BRG Building Solutions in 2013, and has spent the last three years interviewing, analyzing and reporting what makes a country's bathroom market tick.

As a market research consultancy based in London, BRG Building Solutions provides industry studies to the biggest names in the bathroom sector, and over the last year Mr. Ferrari has been widening their reach as the first new business developer within the company, attending trade fairs and conferences while also widening BRG Building Solutions' digital reach through industry newsletters, press releases and social media presence.

Mr. Ferrari's mission is to encourage product quality and efficiency through the promotion of industry transparency using high calibre market research.