

PRESS RELEASE

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Random Dynamic Resources Ltd. Named Finalist for Market Research Company of the Year at Go Global Awards

Random Dynamic Resources Ltd, a leader in social, opinion, and market research, has been named a finalist for the "Market Research Company of the Year" category at the prestigious Go Global Awards. The 2025 event will take place in London, United Kingdom, November 18-19th at One Great George Street, Westminster—a venue that truly earns its reputation as a palace in the heart of London. This recognition underscores the company's commitment to delivering high-quality data and insights across more than 35 markets in Africa and North America.

"The International Trade Council is thrilled to recognize Random Dynamic Resources Ltd as a finalist for the Market Research Company of the Year," said Ranjani Rangan, Director of the International Trade Council. "Their dedication to providing nuanced and actionable market insights is not only a boon for the African markets but also a bridge connecting these insights to a global audience."

Random Dynamic Resources Ltd is a private equity frontline Social, Opinion, and Market Research company headquartered in Nigeria, with offices in the United States, South Africa, Canada, and Kenya. The company excels in both qualitative and quantitative methodologies, offering services that enrich research projects with a deep understanding of African diversity. They serve a broad range of clients, including governments, educational and research institutes, international development agencies, and international research organizations.

This award category is particularly relevant to Random Dynamic Resources Ltd as it highlights their role in transforming complex data into actionable insights that drive business and policy decisions. Their work is critical in facilitating informed decision-making processes that contribute to sustainable economic and political growth, especially in the diverse and rapidly evolving African market.

"Being named a finalist for the Go Global Awards is an incredible honor," said Paul Nnanwobu, Founder and CEO of Random Dynamic Resources Ltd. "This recognition is a testament to our team's hard work and our commitment to delivering unparalleled market insights for superior business decision for our clients success. We are excited to stand alongside other innovators and continue to impact the global market research landscape."

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About the Go Global Awards - A keystone annual program of the International Trade Council, the Go Global Awards recognizes excellence in global trade, innovation, and market expansion. Each year, the Council reviews thousands of nominations from across the globe, celebrating businesses, governments, and trade organizations that demonstrate outstanding achievement across diverse categories including Trade Leadership, Innovation & Technology, Supply Chain Excellence, E-commerce, Sustainability, and more. The awards highlight companies making significant impacts in international commerce.

About the International Trade Council - The International Trade Council is a global, multilateral chamber of commerce dedicated to expanding global trade through strategic partnerships and innovative programs. The Council provides practical tools and resources to help companies navigate international markets, reduce risk, and accelerate growth.

Award Criteria - Market Research Company of the Year

Overview

The "Market Research Company of the Year" award recognizes exceptional organizations that demonstrate superior industry leadership, innovation, and service excellence in the field of market research. This prestigious accolade is designed to honor companies that provide invaluable insights and data-driven solutions that empower businesses and policymakers to make informed decisions. With a focus on companies operating in diverse markets, particularly those bridging continents like Africa, North America, and Europe, this award celebrates excellence in delivering impactful research outcomes.

Evaluation Criteria

- **Geographical Expertise and Reach:** Evaluation will consider the company's ability to conduct comprehensive market research across diverse geographical locations, particularly in Africa and North America. The depth of understanding of local markets and effectiveness in bridging research efforts across continents will be assessed.
- **Methodological Innovation:** The company's use of innovative qualitative and quantitative methodologies to collect and analyze data will be evaluated. This includes the originality of approaches and the ability to adapt methods to meet the unique demands of different markets.
- **Data Quality and Insightfulness:** Assessment of the accuracy, reliability, and relevance of the data provided to clients. The ability to convert complex data into actionable insights that drive superior decision-making will be a key criterion.
- **Client Impact and Satisfaction:** The degree to which the company has contributed to its clients' success through impactful research outcomes. Testimonials, case studies, and client feedback will be considered to gauge satisfaction and impact.
- **Contribution to Policy and Development:** Recognition of the company's role in assisting governments, educational institutions, and international agencies in policy-making and development through insightful research.
- **Social Responsibility and Ethical Standards:** Evaluation of the company's commitment to ethical research practices and its contribution to social responsibility initiatives, particularly in the markets it serves.

Selection Process

Finalists will be selected by an esteemed panel of industry experts and peers who will review all submissions against the defined criteria. Shortlisted companies will be required to provide evidence and testimonials supporting their claims. The panel will ensure a fair and comprehensive review process, taking into account both quantitative metrics and qualitative impacts.

Recognition

Being a finalist in the "Market Research Company of the Year" category is a testament to a company's dedication to excellence and innovation in the market research industry. It signifies recognition by industry peers and leaders, enhancing the company's reputation and visibility in the global market.

