

Urban living, pains and pleasures to live in contemporary cities – IDEAS AMAI 2017, Mexico City

26.10.2017 | Mexico City, Mexico

- ▶ **First presentation of the Worldwide Mobility and Urban Life study in 20 cities in 10 countries**
- ▶ **First event outside Europe for Megacities Institute to present its researches**

Franck Cazenave, Megacities Institute President, has been invited by AMAI, first professional association in Latin America focused on intelligence applied to business and social issues, at IDEAS AMAI 2017 Edition to present Megacities Institute researches on urban living.

Megacities Institute has completed its first research in 20 cities, in the World, on urban living and mobility. 6.600 car owners were interviewed by GiPA, Megacities Institute founding member, face to face in:

China: Beijing, Chengdu, Guangzhou, Shanghai and Tianjin

Europe: Barcelona, Berlin, Birmingham, London, Lyon, Madrid, Milan, Paris, Rome and Warsaw

Latin America: Buenos Aires, Mexico City, Rio de Janeiro and Sao Paolo

Russia: Moscow

“The Megacities Institute gives a voice to citizens to understand their perception of life quality in their city. In the first edition, we conducted this survey in 20 cities in the World. There are 4 Latin American cities among the study: Buenos Aires, Mexico City, Rio de Janeiro and Sao Paolo. It is a pleasure to share at IDEAS AMAI results on urban living and mobility, focusing on Latin America pains and opportunities to improve urban quality of life”, Franck Cazenave, President of the Megacities Institute.

IDEAS AMAI® 2017 Edition

Since 1993 AMAI has offered the Mexican professional community a grand annual event to showcasing approaches and advances in the task of understanding markets and consumers, media and their audiences, public and social opinion. Starting 2105, our event evolved to a new offering, with a fresh approach and a dynamic format under a wider umbrella name: IDEAS AMAI. IDEAS not only refer to the basic concept the word represents, but it is also an acronym in Spanish language for a rich value proposition: Insights, Discoveries, Estrategias (strategies), Aprendizajes (learnings) and Surprises.



Press Release



The 400 people attending IDEAS is a mix of seasoned experts as well as young talents from our direct community (our member companies), but we also have representatives from company clients, public agencies and offices, academia and related professional associations.

In the 2017 edition, the program of IDEAS AMAI® will include four content modules:

- **IDEAS disruptivas.** Changing the way to understand a transformed reality
- **Historias que contar.** Tales to tell. Success and failure cases to learn from
- **Nuestra extraña forma de decidir.** Our strange way to decide. Lessons from behavioral economics
- **Vida urbana.** Urban living. Pains and pleasures to live in contemporary cities

ABOUT AMAI

A non-profit organization, AMAI is the first professional association in Latin America focused on intelligence applied to business and social issues. Founded in 1992, AMAI originally emerged to be the institutional center for the Mexican communities in market, opinion and communication research. It now encompasses the wider field of data generation, processing and transformation for decision-making. Our association is dedicated to promote and strengthening the professionalization of the industry it represents, improve its quality and foster its contribution to the development of Mexico. The membership of AMAI as of April, 2017 includes 69 companies.

ABOUT Megacities Institute

The aim of the Megacities Institute is to study the variety of solutions implemented by the megacities around the world to solve these problems, assess them and disseminate them. The Megacities Institute is a Non-governmental organization and based in Paris. The Megacities Institute is a research platform open to all contributors, whether companies, local authorities, or universities, in Europe and worldwide.

Find more information about the Megacities Institute on our webpage: www.megacities-institute.org

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