

2025 Conference

20–22 May

Hilton Tallinn Park
Tallinn, Estonia

MSPA EUROPE/AFRICA
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Abdullah, Mrs. Dema	C&o Marketing	United Arab Emirates
Alkemade, Ms. Nikky	MSPA Europe/Africa	Netherlands
Alsamsam, Mr. Fadi	C&o Marketing	United Arab Emirates
Altayeb, Ms. Samar	Intishar For Tourist Patches	Sudan
Ásgeirsson, Mr. Bjarni	Better Business - Iceland	Iceland
Bare, Mr. Jason	BARE International	United States
Bare, Mr. Michael Luis	BARE International	United States
Benadikova, Ms. Jana	Ipsos GSC (Czech Republic)	Czech Republic
Blažek, Mrs. Bernarda	Newton Research Europe	Croatia
Brandt, Ms. Linnéa	Better Business Sweden AB	Sweden
Brandt Corstius, Mr. Renik	excap BV	Netherlands
BREBANT DEMORTIER, Mrs. Laurence	BVA Mystery shopping	France
Bukovac, Mr. Marko	Liveshopper/Sassie	United States
Butruille, Mr. David	Qualimetrie	France
Calderaro, Ms. Mary	Just Eat Takeaway	Netherlands
Caniglia, Ms. Paola	Bva Doxa	Italy
Carr, Ms. Lynn	Customer Perceptions	Ireland
Cartañá, Mr. Marc	Promocar	Spain
Chaoui, Mr. Abdel Wahab	C&o Marketing	Morocco
Cover, Mr. Nigel	MSPA Europe/Africa	United Kingdom
Czakó, Ms. Vivien	Phantom Shopping - MS International Kft.	Hungary
Degryse, Mrs. Sharon	Multi-Value bv	Belgium
Deswarte, Mr. Sanjin	Liveshopper/Sassie	United States
Di Pietro, Mr. Steven	Service Integrity Mystery Shopping	Australia
Dusek, Mr. Ondrej	Ipsos GSC (Czech Republic)	Czech Republic
DUVAL, Mrs. Anne-Sophie	Bva Mystery Shopping	France
Dzhus, Ms. Yulia	Mom-ua	Ukraine

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Egils, Mr. Birkir	Better Business - Iceland	Iceland
Elsewesi, Mrs. Kinga	Bare International	Hungary
Felos, Mr. Tony	Liveshopper/Sassie	United States
Ferrari, Mr. Damian	HS Brands Global	United Kingdom
Firth, Mr. Andrew	Ipsos Uk	United Kingdom
Füller, Mr. Peter	Skopos Next Gmbh & Co. Kg	Germany
Gervasoni, Ms. Livia	Kik S.r.l.	Italy
Gimon, Mr. Timo	MSM Germany GmbH	Germany
Gonnella, Mrs. Susanna	MyNoiLab srl - MysteryCoaching®	Italy
González Lasuén, Mrs. Bárbara	Qualimetrie España	Spain
Gozzi, Mrs. Anna	Better Business Sweden AB	Sweden
Harte, Ms. Emma	Customer Perceptions	Ireland
Herczeg, Mr. Zoltán	Phantom Shopping - MS International Kft.	Hungary
Hobeika, Mr. Jamil	CRM MIDDLE EAST	United Arab Emirates
Hofsink, Mr. Arend	De Onderzoekfabriek	Netherlands
Ielapi, Ms. Marialetizia	Kik S.r.l.	Italy
Jørgensen, Mr. Mathias Bak	Dive Denmark	Denmark
Karrenbauer, Mr. Christian	MSM Germany GmbH	Germany
Kaufmann, Ms. Julia	K&k Mystery Shopping And More Gmbh	Germany
Keleher, Mr. James	ESA Retail	United Kingdom
Kennedy, Mr. Chris	ESA Retail	United Kingdom
König, Mrs. Lea	opinionway	France
Kouridakis, Mr. George	Global Link	Greece
Kuleli, Mrs. Berrin	Piramit Danismanlik A.s	Turkey
Kunze, Mr. Armin	Whitebox By Shop Marketing	Austria
Locatelli, Ms. Giulia	Kik S.r.l.	Italy
Luciani, Ms. Monica	MEBIUS SRL	Italy

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Mills, Mr. Tom	HS Brands Global	United States
Mózes, Mr. István	Clientfirst Consulting Kft.	Hungary
Nakhleh, Ms. Reine	CrM Middle East	United Arab Emirates
Narsaria, Mr. Sourabh	Floorwalk	India
nguyen, Mr. truong	opinionway	France
Omari, Mr. Abdallah	C&o Marketing	Morocco
Ooms, Mr. Marco	De Onderzoekfabriek	Netherlands
Oppermann, Mr. Erwin	Whitebox by Shop Marketing	Austria
Oura, Mrs. Yuko	Ajis Research & Consulting Co., Ltd.	Japan
Palmer, Mrs. Tamsin	Customerwise Ltd	United Kingdom
Pant, Mrs. Helena	Dive Estonia	Estonia
Papapostolou, Mr. Thanasis	Aip Consulting	Cyprus
Perico, Ms. Veronica	Bva Doxa	Italy
Pisareva, Mrs. Anastasiia	Mom-ua	Ukraine
Portik, Mr. Örs	Mystery Visit Market Research & Consulting	Hungary
Potuzak, Mr. Martin	Ipsos GSC (Czech Republic)	Czech Republic
Pridalkó, Mr. Patrik	Istyle Hungary Kft.	Hungary
Puri, Mr. Aviraj	BARE International	United Arab Emirates
Rathore, Mr. Aditya Singh	Onion Insights Private Limited	India
Rehan, Mr. Nadir	Intishar For Tourist Patches	Sudan
Reilly, Ms. Susan	Customer Perceptions	Ireland
Reiter, Mr. Markus	Skopos Next Gmbh & Co. Kg	Germany
Safranek, Mr. Pavel	Market Vision s.r.o.	Czech Republic
Sagar, Ms. Bhairavi	Onion Insights Private Limited	India
Schölin, Mrs. Lina	Better Business Sweden AB	Sweden
Shibuya, Mr. Yukihide	MS&Consulting Co., Ltd.	Japan
Sigalos, Mr. Constantine	Global Link	Greece

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Sojdel, Mr. Vaclav	Market Vision s.r.o.	Czech Republic
Sojdelova, Mrs. Gabriela	Market Vision s.r.o.	Czech Republic
Sones, Mrs. Danielle	Aba Quality Monitoring Ltd	United Kingdom
Stawski, Mr. Michal	Dive Poland	Poland
Tozzi, Mr. Andrea	Bva Doxa	Italy
Tsuzuki, Mr. Tomohiro	AJIS Research & Consulting Co., Ltd.	Japan
van den Berg, Mr. Carlo	HS Brands Global	Netherlands
Van Dorsselaer, Mr. Yves	Excap Bv	Belgium
Vandroogenbroeck, Mr. Stefaan	Multi-Value bv	Belgium
Vári, Mrs. Zsuzsanna	Clientfirst Consulting Kft.	Hungary
Vicent, Mr. Jaime	promoCAR	Spain
Vilain, Mr. Antoine	Qualimetrie	France
Vladovych, Mrs. Anastasiia	Mom-ua	Ukraine
Vogt, Mr. Johannes	Moventi	Germany
Wang, Ms. Fuli	Ms&consulting Co., Ltd.	Japan
Wettre, Mr. Andreas	Norstat Norge As	Norway
Wrage, Mrs. Jessica	Ipsos	United Kingdom
Yl, Mrs. Manon	BVA Mystery shopping	France
Zhukova, Ms. Olena	Mom-ua	Ukraine
Zimmer, Ms. Anna Franziska	K&K mystery shopping and more GmbH	Germany
Zsiga, Mr. Jenő	BARE International	Hungary