

# MetrixLab wins ICT Innovation Award 2008

[May 2008] I-Portal, the Rotterdam ICT community, organized the third annual ICT-Networking event. Highlight of the evening was the award ceremony for the ICT Innovation Award, which was won by MetrixLab, the worlds fastest growing online market research agency. Though MetrixLab is nowadays an international focusing organization with offices in five countries, the head office is based in Rotterdam. Frans-Anton van Gils, panel manager at MetrixLab said: "We are very proud and honored to receive the ICT Innovation award. It rewards us for nine years of exploring and innovating online market research. We want our studies to be fun and engaging, and have left the trodden path long ago. We trigger our users to be creative and spontaneous. Receiving this award is an acknowledgment for our role in the market and motivates us to keep innovating. We are not there yet; MetrixLab will set the standard for Research 2.0".



The jury of professionals judged the nominees on the following criteria:  
The quality and innovativity on the approach / organization

- The vision of the company on the possibilities of the ICT c.q. Internet
- The usage of technology
- The way the ICT solutions were used in the market and the potention for theupcomming years.
- The contribution to the visibility of the ICT sector in Rotterdam region.

The following companies were nominated: Scense, Fitforme, De Ondernemersbalie, Boober.nl, ISM eCompany, Itpreneurs, Itris, gites.nl, Metrixlab, E-novation, Floorplanner, Adjustables, Madcap