



**Better
Business**
World Wide

PRESS RELEASE

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Better Business chairman now also chairman for the trade organization MSPA.

MSPA was founded in USA 1997 to develop and regulate the Mystery Shopping industry. Today MSPA has 350 members in 60 countries and offices in Europe, North America and Asia. During 2009, MSPA will start also in South America. All regions report to MSPA Global Board where now Better Business founder, owner and chairman, Veronica Boxberg Karlsson has been appointed chairman from 1 January 2009.

Better Business World Wide has since the start in 1995 been the leading Mystery Shopping provider in the Nordic countries and was the first Nordic company to be approved as a member in the trade organisation MSPA, Mystery Shopping Providers Association. The MSPA Europe region was founded in 2002, Veronica Boxberg Karlsson was appointed the first President and has since then been engaged in the board.

MSPA Europe is and has developed the MSPAs guidelines which are available on MSPAs' web site in several languages along with articles and lots of information about Mystery Shopping. Each MSPA Region holds an annual conference for members and clients. 2009 conferences are planned for Lisbon in May, Las Vegas in October and Shanghai in November 2009.

"I am very honored by the appointment and the confidence I received. MSPA is facing a very exciting year with start up of the new region in South America and local committees e.g. in China. During the year we will also develop the MSPA web site and continue to develop the certification program for Mystery Shoppers" says Veronica Boxberg Karlsson.



For more information:

www.mysteryshop.org

www.betterbusiness.se

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