

Pearson and Hogrefe agree to partnership in Brazil

February 10th 2022

Hogrefe Publishing Group and Pearson Clinical Assessment have agreed to a teaming agreement in Brazil concerning the publication of Pearson Clinical Assessment products. Hogrefe, through its Brazilian subsidiary Hogrefe CETEPP in Sao Paulo, will assume responsibility for the publication of Pearson's well-known international clinical assessment products in the Brazilian market. All existing Brazilian editions of such products, presently published by Pearson directly, will continue to be published in the future under license by Hogrefe. Furthermore, Hogrefe has agreed in principle to acquire all other locally developed Brazilian tests from Pearson Clinical Assessment formerly published and most products under the imprint of Casa do Psicologo. Whereas Pearson and Hogrefe have already agreed on the licensing and transfer of the necessary rights to continue the ongoing development work, both parties are still in the process of jointly working together to ensure a smooth transition of the present business into the new structures. These agreements will become fully operative in the coming months, after this transition phase is completed. During this period purchases and general product inquiries should still be directed to the resellers network: <https://www.pearsonclinical.com.br/onde-comprar-revendas.html>

"We are fortunate to have a long-time, trusted business partner in Hogrefe that brings expert solutions to the market and will further our assessment business in Brazil", says Arthur Valentine, Managing Director of Pearson Clinical Assessments. "We are successfully working together with Pearson in several international markets and are happy to extend this cooperation now to Brazil", says Jürgen Hogrefe, Publisher and CEO of Hogrefe.

For additional inquiries related to Pearson's Clinical Assessments in Brazil, please contact Carina D'Alcante at carina.valim@pearson.com

For additional inquiries related to Hogrefe CETEPP in Brazil, please contact Marianne Güntert at marianne.guentert@hogrefe.com.br

During 2022 the distribution of material will continue in charge of Sapiens-Instituto de Psicologia, please contact Ana Elisa Salomão Bosquê at anaelisa@sapiens-psi.com.br