

Press Release

Hogrefe Publishing Group acquires the market leaders for psychological tests in Spain and Portugal

TEA Ediciones (Spain) and the publishing division of CEGOC (Portugal), the leading publishers of psychometric tests in their respective markets, are joining the Hogrefe Group. Hogrefe has acquired both publishing companies from their previous owner, the CEGOS Group, with effect from 1 January 2017.

The core field of the science publisher Hogrefe is psychology. Along with an extensive range of books and journals, Hogrefe also publishes a large number of psychological tests that are used in a wide variety of fields, such as clinical assessment, human resources, and education. Hogrefe has long been market leader in this sector for the German-speaking countries and is now also the largest provider of psychological tests in many other European countries.

TEA Ediciones, founded 60 years ago, is the leading Spanish developer and publisher of psychological tests. TEA's catalogue includes more than 400 different products covering all areas of psychological assessment. TEA also publishes therapy materials and books. Other activities of TEA include services related to psychological assessment, such as scoring, reporting and testing on behalf of customers. TEA Ediciones has also developed a powerful and innovative online system for administering and scoring psychological tests and generating reports. In addition to its headquarters in Madrid, TEA has offices in Barcelona, Bilbao, Sevilla and Zaragoza.



Sara Corral (Marketing & Sales Manager, TEA), Milagros Antón (General Director, TEA), Pablo Santamaría (R & D Manager, TEA); Nadine Schuchart (Executive Board, Hogrefe), Dr. G.-Jürgen Hogrefe (Publisher/CEO, Hogrefe) (from left to right)

More than 30 years ago the CEGOS Group also set up a subsidiary in Portugal, in this case named CEGOC, to publish psychological assessment tools. The market position of the test publishing division of CEGOC in Portugal is similar to that of TEA in Spain: it too is the leading developer and publisher of psychometric tests for psychologists and other professionals in its market.

CEGOC and TEA Ediciones were until now part of the internationally operating CEGOS Group, the leading European provider for professional education and training, staff development and recruitment. The CEGOS Group is divesting itself of its publishing activities in order to focus fully on its core business. The publishing business of CEGOC in Portugal will from now on be run as Editora Hogrefe, Lda. (Lisbon).

All 50 members of staff at TEA in Spain and at CEGOC's publishing division in Portugal, the majority of whom are psychologists, will continue to be employed by Hogrefe. Both publishing companies have well established networks of international distributors outside of their home markets. The Spanish-speaking areas of South and Central America are particularly important export markets for TEA, while for CEGOC Angola and Mozambique are currently the most significant overseas markets. Hogrefe is, however, expecting significant synergies to arise from collaboration between its new Portuguese member and Editora Hogrefe CETEPP (Centro Editor de Testes e Pesquisas em Psicologia) in São Paulo, Brazil, which has been a member of the Hogrefe Group since 2015.

Dr. G.-Jürgen Hogrefe (Publisher and CEO of Hogrefe Publishing Group, Göttingen): "The addition TEA's and CEGOC's publishing activities to the Hogrefe Group portfolio means that we can now confidently regard ourselves as the no. 1 test publisher in Europe. With this acquisition we have created an excellent basis for future developments in this area. For many years we have maintained close and friendly business relationships with both TEA and



Editora Hogrefe (from left to right): Carla Ferreira (Research & Development Manager), Magda Machado (General Manager), Ana Coelho (Marketing & Sales Manager), Fátima Lopes (Customer Service & Administration)

CEGOC and their respective management teams. I am especially pleased that we will now have the opportunity to continue and intensify our work together in the coming years.”

Milagros Anton (General Manager of TEA Ediciones): “During the 60 years of our existence, with our high-quality test publications we have attained a leading position and an excellent reputation in the Spanish market. We are a strong and healthy company. Hogrefe and TEA have for a long time had a great deal in common: we share the same values and business culture, the same desire for high scientific quality of our publications – and many friendships. Joining with Hogrefe means that we are now part of an international publishing group that is specialised in our topics. This offers us attractive prospects for the future. Together we are even better placed to master the challenges that globalisation and digitalisation will bring in the future, for the benefit of both our authors and of the people who use our tests.”

Hogrefe Publishing Group (Göttingen)



Headquarter of the Hogrefe Publishing Group, Göttingen, © by Swen Pförtner

Hogrefe is the leading European science publisher for psychology, psychotherapy, and psychiatry. These core areas are supplemented by publications in the fields of nursing, healthcare, and medicine. Originally founded in 1949 as Hogrefe Verlag in Göttingen, the Hogrefe Group today includes publishing companies in 15 countries (Germany, Switzerland, Austria, UK, USA, France, The Netherlands, Czech Republic, Italy, Denmark, Sweden, Finland, Brazil, Spain, Portugal). The independent, family owned Hogrefe Group is headed by Dr. G.-Jürgen Hogrefe, the son of the founder, and employs around 350 people. It currently has approximately 2,500 books in print, with about 250 new releases each year. More than 40 scientific and professional journals cover all of Hogrefe’s core subject areas. Uniquely, Hogrefe



also publishes around 1,400 psychometric tests in numerous languages, as well as offering a range of consultancy and training services and innovative digital solutions.

<https://www.hogrefe.com>

TEA Ediciones (Spain)

TEA Ediciones is the world’s leading developer and publisher of psychological tests in the Spanish language. Ever since its foundation in Madrid 60 years ago, TEA and its publications have played an influential part in Spanish psychology, both for research and for practice. TEA’s catalogue includes more than 400 different products.

As well as tests developed by Spanish authors, TEA Ediciones publishes international tests that have been translated, adapted and normed for the Spanish market, as well as tests developed by its own internal research and development team.

Alongside the tests themselves, TEA Ediciones provides a variety of related services, including test consultancy and advice, psychometric studies, seminars and workshops, and testing and scoring services.

The company's head office is in Madrid. TEA Ediciones also maintains regional offices in Barcelona, Bilbao, Sevilla and Zaragoza. Through a network of 17 international partners, TEA Ediciones distributes its tests in Spanish-speaking countries worldwide.

<http://web.teaediciones.com>

Editora Hogrefe (Portugal)

Editora Hogrefe is the new name for the test publishing division of CEGOC. This division has been active for 30 years and with 250 tests in its current list is the leading provider of psychological tests in Portugal.

The company works closely with leading researchers and developers of psychological tests in Portugal and is also a respected and leading local licensing partner for international publishers in this field.

<http://www.hogrefe.pt>

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