

*For Researchers in Asia  
with Local Insights and Global Perspectives*

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**Introduction  
To  
APRC**

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**Asia Pacific Research Committee**

(Version 2.1)

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# Welcome to the APRC

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We at the Asia Pacific Research Committee (APRC), currently consisting of the five research associations, AMSRS/AMSRO (Australia), CMRA (China), JMRA (Japan), KORA (Korea), and TMRS (Thailand) would like you to join the APRC, a new international marketing research organization in Asia.

This introduction outlines the key elements of the APRC such as its objectives, structure, and what benefits new members will gain from the APRC.

For any questions, suggestions, or advice regarding this introduction or the activities of the APRC, please do not hesitate to contact;

## The APRC Secretariat Team at JMRA

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# APRC: What we aim and do

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- **To further promote the development of Asia-focused marketing research technologies and insights through creating additional opportunities for cross-border exchanges amongst marketing research associations and communities within the Asia Pacific region.**
- **To enable the above aim, the APRC is to create the Asia Pacific Research Conference that will leverage the regional conference held annually or periodically by research associations in the region. Each representative country of the APRC is to take a turn to host the Asia Pacific Research Conference on an annual basis.**

# Asia Pacific Research Committee

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- **Committee Structure**

Consisting of representatives from marketing research associations representing the marketing research industry in each country in the Asia Pacific region. The committee will be made up of 2 representatives from each of the regional marketing research associations in the Asia Pacific region.

- **Chairperson**

The first committee chair is Mr. Norio Taori, President of the Japan Marketing Research Association (JMRA).

- For more detailed information about the Asia Pacific Research Committee, please refer to the constitution of the APRC.

# APRC: Activities

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- **Asia Pacific Research Conference**

The conference will provide us with a new and unique opportunity to share the latest industry technologies and insights as well as allowing us to get together for networking among researchers and marketers in Asia.

- **Asia Pacific Research Summit**

As the highest organ of the APRC, the Asia Pacific Research Summit that only the APRC committee members are eligible to attend will be held during the Asia Pacific Research Conference. Main goals and tasks of the Summit will include to give approval to the future activity plans and important agenda of the APRC, to discuss how the APRC will contribute to the development of the marketing research industries, and to improve professional and social status of the marketing researchers in the Asia-Pacific region.

# What you will benefit from APRC

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**Joining the APRC will give you, your research associations, and your fellow members belonging to your research associations the following benefits.**

- **Premium treatments and complimentary tickets of the Asia Pacific Research Conference 2010**
  - **Complimentary tickets for APRC member associations**
  - **Special and premium treatments for all delegates from new APRC member associations**
- **Opportunities to gain and exchange Asian insights as well as latest information on advanced technologies in marketing research industries**
- **Networking benefits among marketing research associations and communities in Asia**
- **Learning knowhow and knowledge from other research associations on how to operate and run successfully regional research associations in each country**
- **Learning industry and clientele trends in marketing research businesses in Asia**
- **Opportunities to discuss several common issues in the research industry in Asia such as quality standards, training programs, human resource management, legal and business protocol issues, etc.**
- **Opportunities to discuss how the industry can improve professional and social status of marketing researchers in each country as well as in the Asia Pacific region**
- **Opportunities to discuss how both local research associations and the APRC can work together to promote PR activities effectively and efficiently in the Asia Pacific region**

# APRC Committee Members

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Each association wishing to join the APRC is to register up to two representatives as the committee members of the APRC.

The current APRC committee members from the five research associations in Australia, China, Japan, Korea, and Thailand are as follows;

Associations	Country	Committee member	Committee member
AMSRS/AMSRO	Australia	Mr. Peter Harris	Mr. Ian Thomas
CMRA	China	Dr. Liu De Huan	Mr. Andy Zhao
JMRA	Japan	Mr. Norio Taori (Chair)	Mr. Hiromichi Ishikawa
KORA	Korea	Dr. Ick San Roh	Dr. Heung Chul Lee
TMRS	Thailand	Ms Viriya Vorakittikun	Ms Dangjaithawin Anantachi

# APRC Secretariat Team

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Each association wishing to join the APRC is to register executives from each association as the secretariat team members of the APRC. The secretariat team of the APRC is to coordinate the activities of the Asia Pacific Research Committee through working together with APRC member associations.

The current secretariat team of the APRC is consisting of the following executives from AMSRO/AMSRS, JMRA, JMRA, KORA, and Thailand.

Associations	Country	Secretary General and Secretariat team members
AMSRS/AMSRO	Australia	Ms Elissa Molloy (Executive Director of the AMSRS)
CMRA	China	Mr. Hui Guang Wong (Secretary-General of the CMRA)
JMRA	Japan	Mr. Michihiro Ota (Secretary-General of the APRC) Mr. Noriaki Tateishi (Secretary-General of the JMRA)
KORA	Korea	Ms Bomi Park (Secretary to the KORA Chair)
TMRS	Thailand	Ms. Dangjaithawin Anantachi (Director of the TMRS)