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COMMITTEE

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**TMRS**



# 2026 APRC CONFERENCE

**Bangkok, Thailand**

20 August 2026 – APRC Conference at Carlton Hotel, Bangkok

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**Asia Research**  
media



20 August 2026  
Carlton Hotel, Bangkok

# FEATURED SPEAKERS

WHAT MATTERS TO  
PEOPLE IN 2026  
AND BEYOND



**CHARNSAK**  
Laicharoenchokchai  
  
Asia Product Director  
Geely HQ



**DANGJAITHAWIN**  
Anantachai, Ph.D.  
  
Chairman  
Intage (Thailand)



**RYUSUKE**  
Aoki  
  
Asia Product Director  
Hakuhodo Institute of  
Life and Living  
(ASEAN)



**ARPAPAT**  
Boonrod, Ph.D.  
  
Partner  
Bite Consult



**DRAGO**  
Djourov  
  
Director  
Potluck Podcast  
(Singapore)



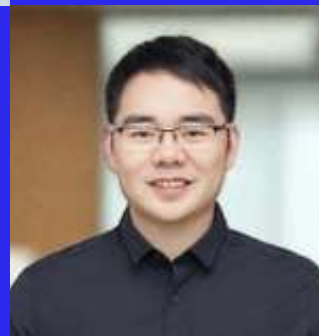
**GRANT**  
Bertoli  
  
CEO  
Marketbuzzz  
(Thailand)



**VEE**  
Sirasoonporn  
  
Vice President  
(Investor Relations)  
MarTech Association  
(Thailand)



**SEE TOH**  
Wai Yu  
  
CEO  
Central Force  
International  
(Malaysia)



**KAI**  
Yao  
  
CEO  
Credamo (China)



**ANKESH**  
Saxena  
  
Host  
The Collaborative Canvas  
Podcast (India)



**ANAWIN**  
Chiamprasey  
  
Head of Research &  
Consultancy  
Jones Lang Lasalle  
(Thailand)



**ASST. PROF. DR. AKE**  
Pattaratanakun  
  
President  
Marketing Association  
of Thailand



**SARAN**  
Wanglee, Ph.D.  
  
EVP & Director  
The Navakij Insurance



**CRAIG**  
Griffin  
  
Founder & Chief  
Insight Officer  
Fuel Asia Research &  
Consulting



**DAVE**  
McCaughan  
  
Thought leader and  
Storyteller  
BIBLIOSEXUAL



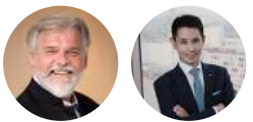
WHAT MATTERS TO  
PEOPLE IN 2026  
AND BEYOND

# 2026 APRC CONFERENCE

9:00 AM  
9:30 AM

## OPENING CEREMONY

**Dave McCaughan**  
Board Committee, TMRS  
**Shinichi Hosokawa**  
Global CEO & Founder, GMO Research



9:30 AM  
10:00 AM

## TODAY'S WORLD, YESTERYEAR'S MIND. The Skills Gap Insurance Won't Admit To

**Saran Wanglee, Ph.D.**  
EVP & Director  
The Navakij Insurance



10:00 AM  
10:30 AM

## BEYOND ALGORITHMS Resolving the Paradox of Progress through human insight

**Dangjaithawin Anantachai, Ph.D.**  
Chairman  
Intage Thailand



10:30 AM  
11:00 AM

## DECODING THE PRIME GENERATIONS A Cross-Generational Journey Into Age and Impact

**Ryusuke Aoki**  
Asia Product Director  
Hakuhodo Institute of Life and Living (ASEAN)



11:00 AM  
11:20 AM

## NETWORKING BREAK

11:20 AM  
11:50 AM

## FROM INSIGHTS TO DECISION INTELLIGENCE Putting People at the Centre

**Arpapat Boonrod, Ph.D.**  
Partner  
Bite Consult



11:50 AM  
12:10 PM

## THE NEW CONTRACT WITH OLDER POPULATIONS

**Drago Djourov**  
Director  
Potluck Podcast (Singapore)



12:10 PM  
12:30 PM

## PANEL PANEL SESSION ON WHAT REALLY MATTERS TO PEOPLE IN ASIA

**Dave McCaughan**  
Board Committee, TMRS  
**Craig Griffin**  
Founder, Fuel Asia Research & Consulting  
**Andy Zhao**  
President, CMRA



12:30 PM  
13:30 PM

## LUNCH BREAK

13:30 PM  
13:50 PM

## YOUR BRAND LIVES ON MOBILE AND SHORT FORM VIDEO Are You Watching?

**Grant Bertoli**  
CEO  
Marketbuzz (Thailand)



13:50 PM  
14:10 PM

## UNLOCKING UNFAIR ADVANTAGE: How First-Party Data and AI Redefine Loyalty

**Vee Sirasoontorn**  
Vice President (Investor Relations)  
MarTech Association (Thailand)





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WHAT MATTERS TO  
PEOPLE IN 2026  
AND BEYOND

# 2026 APRC CONFERENCE

14:10 PM  
14:40 PM

**FROM CONSUMER INSIGHT TO VEHICLE INNOVATION**

**Charnsak Laicharoenchokchai**  
Asia Product Director  
Geely HQ



14:40 PM  
15:00 PM

**SAY V DO**  
**What Malaysians really Prioritise**

**See Toh Wai Yu**  
CEO  
Central Force International (Malaysia)



15:00 PM  
15:20 PM

**HUMANS OR SYNTHETIC DATA**  
**The Paradox of Market Research in an AI world**

**Kai Yao**  
CEO  
Credamo (China)



15:20 PM  
15:50 PM

**NETWORKING BREAK**

15:50 PM  
16:10 PM

**LESSONS FROM INTERVIEWING**  
**100+ market Researchers**

**Ankesh Saxena**  
Host  
The Collaborative Canvas Podcast (India)



16:10 PM  
16:30 PM

**CRAFTING THE DATA-DRIVEN CRE INSIGHTS**  
**THROUGH GROUND-UP DATA ANALYTICS**

**Anawin Chiamprasey**  
Head of Research & Consultancy  
Jones Lang Lasalle (Thailand)



16:30 PM  
17:00 PM

**FUTURE PRIORITIES:**  
**What will matter to people in 2026 and beyond**

**Asst. Prof. Dr. Ake Pattaratanakun**  
President  
Marketing Association of Thailand



17:00 PM  
17:30 PM

**CLOSING AND THANKS AND ANNOUNCE NEXT CONFERENCE**

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