



ASIA PACIFIC RESEARCH COMMITTEE

ABOUT APRC

The Asia Pacific Research Committee (APRC) was established in April 2009 as a result of common interests among the national marketing research associations in Australia, China, Japan and Korea. It has since grown to a committee of nine marketing research associations with the addition of Thailand, Singapore, Chinese Taipei, Malaysia and New Zealand. The APRC is now positioned as the prime network for exchanging information and knowledge on marketing research and related industries between the associations and societies in the Asia Pacific region.

The APRC has also joined with its equivalent federations in Europe (EFAMRO) and the Americas (ARIA) to form the Global Research Business Network (GRBN) which links 35 national associations globally.

OBJECTIVES OF APRC

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 has created an annual Asia Pacific Research Conference that leverages the regional conference held by research associations in the region. Each representative country of the APRC takes a turn to host the Asia Pacific Research Conference.

ASIA PACIFIC RESEARCH CONFERENCE

This is a great opportunity to network and exchange information and knowledge among researchers and marketers in the region, as well as finding out about the latest research technologies and methods, as well as hot topics in the research world. The conference is hosted by member countries during their national associations' conference. AMSRS hosted the inaugural conference in Sydney in 2009; JMRA hosted the 2nd APRC conference in Tokyo in 2010; CMRA hosted the 3rd annual conference in Xi'an in 2011; KORA hosted the 4th annual conference in Seoul in 2012 and TMRS are planning to host the 5th annual conference in November 2013 in Bangkok. During these conferences 500+ researchers and marketers joined and nearly 100 international delegates mainly from APAC, get together to learn advanced research technologies as well as new trends of marketing environments in the globe.

APRC ADMINISTRATION

Address AMSRS, Level 1, 3 Queen Street Glebe NSW 2037 Phone +61 2 9566 3100 Fax +61 9571 5944



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The APRC committee is made up of 2 representatives from each of the regional marketing research associations in the Asia Pacific region.

The APRC is run by the committee chair and the secretariat. Mr. Norio Taori, Chairman of the JMRA, was elected as the first committee chair of the APRC April 2009. He stepped down in September 2012 and it was decided that the chairman position would be changed annually and would be held by a representative from the country hosting the APRC conference. In 2013 the chairman is Ms Dangjaithawin Anantachai from TMRS. The secretariat functions as the main body in the day-to-day management of the committee, with support from members from other countries. The JMRA held the secretariat role from 2009-2012 and as of September 2012, the AMSRS now manage the secretariat functions with Elissa Molloy, the CEO AMSRS operating as the Secretary-General.

The APRC Secretariat Team at the AMSRS

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- FAX:** +61 2 9571 5944
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- Website:** www.aprc-research.com

ASIA PACIFIC RESEARCH SUMMIT

Only APRC committee members are eligible to attend the Asia Pacific Research Summit meeting which is held annually during the Asia Pacific Research Conference. Main goals and tasks of the Summit include strategic decision making on the future direction of the APRC to improve the professional and social status of marketing and social researchers in the Asia-Pacific region.

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