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## ASIA PACIFIC RESEARCH COMMITTEE (APRC)

### MINUTES OF COMMITTEE MEETING

Meeting: Asia Pacific Research Committee Preliminary Meeting

Date: 24 November 2010

Time: 4.00pm -6.00pm

Host: JMRA

Venue: Westin Hotel, Tokyo

Attendance: **AMRS/ AMSRO:** Mr Peter Harris, Mr. Ian Thomas, Ms. Elissa Molloy

**CMRA:** Dr Liu Dehuan, Mr Weng Ruiguang

**CMRS:** Dr Jian-bang Lin

**JMRA:** Taori-san, Ota-san, Suzuki-san, Tateishi-san, Sugimura-san, Kakizime-san, Hoshi-san, Fukukawa-san, Takehana-san.

**KORA:** Mr Jin Ho Kim, Mr Yun Ho Kim, Dr Ick Sang Roh, Dr Heung Chul Lee, Mr. Kee-hyoung Lee

**MRSM:** Ms Rozina Mat Rawi

**MRSS:** Dr Neil Gains

**TMRS:** Ms Viruya Vorakittikun, Ms. Warunee Chookhare, Ms Kreaovan Limapichat

#### WELCOME:

Mr. Ota, the Secretary-General for the APRC and Chair of International Affairs at JMRA, opened the meeting.

Mr. Ota welcomed each APRC delegate and member of the Secretariat team to Tokyo and also asked Ms. Elissa Molloy to take the minutes for the committee meeting.

Apologies were received from Mr. Andy Zhao from CMRA. It was also noted that Dr Lin from CMRS has been delayed and will be late for the meeting.

### [Agenda 1: Official Procedures and Approvals for new APRC Members](#)

Mr. Ota welcomed the newest two countries to join the APRC – Chinese Taipei (CMRS) and Malaysia (MRSM). As the representative from CMRS was delayed and unable to attend the meeting, Mr Ota welcomed the MRSM delegate Ms Rozina Mat Rawi to the APRC committee. Big flowers were presented to the MRSM delegate. Ms Rozina Mat Rawi thanked everyone and provided a brief overview of the MRSM. She advised that MRSM in Malaysia was established in 2007 and is keen to share knowledge and best practice with partners in the region.

### [Agenda 2: Knowledge Sharing on Recent Activities of Members](#)

Mr. Ota asked each country association to provide a two minute update on hot topics for their association.

AMSRS: Mr Peter Harris – advised that of importance to AMSRO is the uptake of ISO 20252. AMSRO have made it compulsory for their company members to have ISO20252 or ISO26362. AMSRS believes thought leadership is important for our profession and also communicating the value of market and social research to clients, media, general public both in Australia and within the Asia Pacific region. AMSRS is also working on a “whole life” approach for education/ professional development.

CMRA: Dr Weng Ruiguang - there are two important issues for CMRA 1) they are working on national standards ISO 20252 in compliance with the ESOMAR Code. 2) This September CMRA held their 4<sup>th</sup> client summit conference to communicate with their business clients.

CMRS: Dr Lin was not at meeting at this time.

JMRA: Suzuki-san advised that there have been three big conferences held in Japan recently. The big concern for JMRA members is the GFC and the effect it has had on research companies and business in Japan. JMRA advised the importance of our countries collaborating and co-operating to further the success of the Asian region.

KORA: KORA was founded 13 years ago and currently has 46 member companies. They believe they have approximately 85% of the market. 50% share of the market is made up of global companies and 50% by local Korean companies. Korean companies are working the Korean Government to assist young people gain employment in the market research industry. They advised the Asian Marketing Association conference was held in Tokyo one month ago and JMA (Japanese Marketing Association) was invited to join. There may be an opportunity to have a relationship with this organisation.

- MRSM: Ms Rozina Mat Rawi - in Malaysia the MRSM has been operating since 2007 and has 20 company members and 80 individual members. The MRSM has been working with the Malaysian Institute of Marketing to elevate market research in local business. They are also working with universities to get graduates into the industry. There has also been an escalation of social and opinion research with the 2 party government system now in place. The government is also introducing a goods and services tax (GST) in 2011. There will be 300 items that are tax free so come to Malaysia to shop!
- MRSS: Neil advised that the population of Singapore has now gone over 5 million. The industry has been hit hard by the GFC – the market research industry dropped by 15-20%. However, the situation seems to be recovering now. The MRSS are looking at implementing training programs that target the mid level gap. The MRSS are holding their conference on 6 & 7 April 2011 and are having speakers from UK and Europe.
- TMRS: The TMRS has about 33 companies which is approximately 87% of the industry. They have experienced growth in their economy and have been working hard together. Last week they held training that was supported by ESOMAR.

### Agenda 3: Approvals of FY2009 Achievements and Ongoing Activities:

Since the establishment of APRC in April 2009, we have been working in slow steady collaboration with each other. Ota-san talked through a list of 6 target issues for APRC to collaborate on:

- 1) To increase APRC member associations
  - a. We have 2 new countries and we are still working on new associations joining – e.g. MRS NZ, India etc. Growth rate is 160%. Coverage in Asia rate is 38.1%.
- 2) To hold the 2<sup>nd</sup> APRC conference in 2010
  - a. JMRA have been successful with this
- 3) To schedule the APRC conferences in 2011
  - a. It was agreed China will host 2011 in mid October 2011 in Xi'an
  - b. IT was agreed that Korea will host the 2012 conference in Seoul
- 4) To promote joint collaboration activities
  - a. We have collaborated on a research study in 2010 amongst 5 member countries: Australia, China, Japan, Korea and Thailand. The findings will be presented at the 2010 APRC conference on Friday 26 November.
- 5) To promote joint PR and communication activities
  - a. JMRA Secretariat have kindly organised an APRC logo; APRC flag; windbreaker etc
  - b. APRC countries are now sharing their periodicals
  - c. We want to establish an APRC website – this will be a priority for 2011.

- 6) To reinforce the Secretariat team as a steering body for APRC and its financial base.
  - a. JMRA have been doing this as Taori-san is Chairman but it requires a lot of work and support is also required from other APRC member countries. Each country should provide a member of the international Secretariat team.

***Action: We need to reinvigorate the international Secretariat team and strengthen our financial base so we are able to do more APRC activities.***

#### Agenda 4: Our Next Journey

Ota-san presented some ideas on how the APRC members could strengthen how they work together in order to achieve the 6 targets listed in the previous agenda item.

Ota-san presented an idea to create 3 working groups made up of representatives from each country.

The following groups and activities were suggested:

Team Alpha:

- To make the 3<sup>rd</sup> APRC conference in 2011 successful
- To start necessary preparations for the APRC conferences in 2012, 2013...
- To promote joint collaborative studies

Team Beta:

- To increase APRC member associations
- To promote PR and communication activities
- To promote knowledge sharing amongst APRC member associations

Team Gamma:

- To co-ordinate and facilitate activities between Team Alpha and Beta
- To balance conflicting interests amongst APRC member associations as well as between the APRC and other international organisations
- To manage administrative rules and operations including financial controls

***Action: Within the next month please advise Ota-san who will be representing each APRC country on each team.***

Ota-san presented a detailed proposal put together by Ms Keiyou Wang on future APRC committee activities.

The group agreed with the proposal presented. More time and effort now needs to go into how we can action this proposal. This falls under the responsibility of Team Beta.

***Action: Team Beta to discuss the proposal by Ms Keiyou Wang.***

### [Agenda 5: Discussion on APCR conferences in 2011 and afterwards](#)

China delegates advised that they are looking forward to hosting the 3<sup>rd</sup> APCR conference in Xi'an in October 2011 (around 15 October 2011). All APCR delegates and members are welcome. It will include a one day summit meeting and a 2 day conference.

Dr Ick Sang Roh from Korea flagged the idea of moving the APCR conference in 2012 to March/ April as this would suit Korean industry better to host it at that time. It was reminded that ESOMAR always host their Asia Pacific Conference at that time (March/ April) so the Korean conference should not clash with the timing of this.

### [Agenda 6: Diseases of Poverty](#)

Ota-san presented a membership table for financial year 2010 that outlines outstanding APCR membership fee. China provided a cash payment at the meeting for their outstanding membership fees. CMRS, KORA, MRSM and MRSS have outstanding fees for 2010. A request was made to pay these fees as soon as possible.

JMRA has been covering additional expenses but this cannot continue.

***Action: APCR countries who still owe membership fees for 2010 are to please pay these as soon as possible.***

### [Agenda 7: APCR Constitution](#)

As we do have a lot of expenses and not a lot of funds to work with from membership revenue; we may need to increase membership fee or look at other sources of funding so that we are able to do APCR activities. One suggestion was to introduce and associate membership level for very young associations such as Vietnam. Further discussion required on this topic.

### [Agenda 8: Last minute confirmation for conference tomorrow](#)

Some housekeeping issues were outlined to committee members for the JMRA conference the next day.

**[See you all again in October at The 2010 APCR Conference Xi'an!](#)**