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ASIA PACIFIC RESEARCH COMMITTEE (APRC)

MINUTES OF SUMMIT MEETING

Meeting: Asia Pacific Research Committee Summit Meeting

Date: 2 October 2009

Time: 10.30am -1.30pm

Host: AMSRS

Venue: Hilton Hotel, Sydney

Attendance: **AMRSRS/ AMSRO:** Peter Harris, Ian Thomas, Elissa Molloy

CMRA: Liu De Huan, Andy Zhao, Weng Ruiguang

JMRA: Norio Taori, Michihiro Ota, Jun Takehana, Noriaki Tateishi, Inahiro Suzuki

KOSOMAR: Ick San Roh, Heung Chul Lee, Jin-ho Kim, Kee-hyoung Lee

TMRS: Viriya Vorakittikun, Warunee Chookhare, Dangjaithawin Anantachi (Orm), Kreovan Limapichat

WELCOME:

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

Mr Taori, the APRC chair welcomed the regional representatives to the second APRC meeting in Sydney.

Mr. Ota asked each APRC delegate and member of the Secretariat team to introduce themselves.

Summit meeting agenda and a copy of the amended constitution was distributed to all delegates prior to the meeting via email. A hardcopy of the documents were distributed at the meeting.

[Agenda 1: Expansion of APRC](#)

Mr Ota welcomed the newest country to join the APRC – Thailand. Flowers were presented to the TMRS President, Viriya Vorakittikun.

Reaction of the APRC invitation from regional Associations

Mr Ota advised that invitations had been sent to the following associations with the following feedback received:

- HMRS (Hong Kong Marketing Research Society) ... Sleeping organization
- MRSM (Marketing Research Society of Malaysia) ... On the table
- TMRS (Thailand Marketing Research Society) ... "TMRS Board has approved the application of APRC membership, realizing the benefits to the Asia-Pacific research community, and members of research associations in Thailand."
- IMRA (Indonesia Marketing Research Association) ... "Since we are relatively new (1 year), we decided not to participate this year. At the moment we are concentrating to internal activities among members. Hopefully we will join this activity in the near future."
- MRSS (Marketing Research Society Singapore) ... On the table
- MORES (Marketing and Opinion Research Society of the Philippines) ... On the table
- MRSNZ (Market Research Society of New Zealand) ... "We are currently looking into this and have also forwarded the information to AMRO, the Association of Market Research Organizations in NZ. For the MRSNZ as a non-profit organization, the biggest hurdle will be the US\$1,000 annual fee. We generally don't make that much money in such a small market. Will keep you updated."

The group agreed that we are not a competitor for ESOMAR but ESOMAR is sensitive about our APRC initiative. Peter Harris advised that John Marinopoulos is the Treasurer for ESOMAR (he is Australian) and he has advised that he would like to talk to use when we are ready. John has advised that it is ESOMAR's intention to be more inclusive in the future.

It was agreed that ESOMAR fees can be high and often it is expensive for local members to attend both the local conference and the ESOMAR conference.

The next Asia Pacific ESOMAR conference is in Bangkok, Thailand on 25-27 April 2010.

Agenda 2: Approvals of FY2009 achievements and audit report

ACHIEVEMENTS:

- The first APRC Summit Meeting was held on April 5th 2009 in Beijing, and at the Summit Meeting the fundamental framework of the APRC was approved. Mr. Norio Taori, Chairman of the JMRA, was unanimously approved by the committee as the first chair of the APRC.
- The APRC Committee and its Summit Meeting member is as follows:

Associations	Country	Summit Meeting member	Summit Meeting 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. Inahiro Suzuki (*)
KORA	Korea	Dr. Ick San Roh	Dr. Heung Chul Lee
TMRS	Thailand	Ms Viriya Vorakittikun	Ms Dangjaithawin Anantachi

(*) JMRA will assign Mr. Hiromichi Ishikawa as their representative committee member of the APRC, and Mr. Inahiro Suzuki who is acting for Mr. Hirohisa Sawabe will be replaced by Mr. Hirohisa Ishikawa at the board meeting of JMRA on October 22nd, 2009 in Tokyo.

- At the first APRC Summit Meeting, as the steering body of the APRC, the Secretariat team was formed and Mr. Michihiro Ota, the Committee Chair of International Affairs of the JMRA was assigned as the first Secretary-General of the APRC.
- The APRC Secretariat team is as follows:

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. Warunee Chookhare (Director of the TMRS)

- The first version of the APRC Constitution was drafted by the Secretariat Team and approved by the APRC Committee members.
- Initial activities of the APRC and its Secretariat Team include collection of annual membership fee, promotional activities, and information exchanges among the APRC member associations.
- The first APRC Conference was held in Sydney on 30 September & 1 October 2009. Elissa and her team were congratulated by the APRC

Committee members and its Secretariat team members on a very successful and attractive conference.

AUDIT REPORT FROM JMRA:

- Details of the income and expenditure account statement from April 2009 till October 2009 were reported at the summit meeting.

Income: Annual membership fee form the initial founding associations (ACJK)

Total: US\$4,000

Expenditure:

4 One-day free passes for APRC representative ACJK speakers

AU\$1,540 (US\$1,347)

Catering cost today

AU\$1600 (US\$1,400)

Communication and miscellaneous cost

JPY14,380 (US\$187)

AU\$80 (US\$70)

TOTAL: US\$3,004

Balance forward as at 2 October 2009... US\$996

It was agreed that TMRS would pay US\$500 as they are joining midway through the fiscal year.

[Agenda 3: Strategy and Activities 2010](#)

(1) Increase members

Aim is to target all Asia Pacific countries. Latest ESOMAR report states there are 21 countries in the Asia Pacific region. Today we have 5 countries that are APRC members (23.8%). By 2010 APRC conference we hope to increase number of countries from 5 to 10 or more.

The group agreed that personal contact with these organisations is the way to move forward. It was agreed to offer tangible benefits – for example, expect a 50% discount for the APRC member associations to attend an APRC conference.

The following actions by APRC members were agreed upon:

Action: Ms Kreaovan Limapichat to make personal contact with Indonesia, India and Singapore to advise them of APRC objectives and ask if they would like to join APRC.

Action: Dr Liu to make contact with Taiwan and ask if they would like to join APRC.

Action: Peter Harris to make contact with MRSNZ and ask if they would like to join APRC.

Action: Mr Taori to make contact with the association in India when he visits India in 2010.

Other suggested benefits for APRC members:

- Mr Peter Harris also offered for APRC members to join AMSRS training via webinars for free. AMSRS would be happy to offer this training via webinars with both Australian and Asia Pacific speakers.
- Mr. Ian Thomas advised that AMSRO can offer assistance with ISO accreditation documentation and advice.
- University – interns to visit other countries. Set up an internship scheme.

(2) The 2nd APRC conference in 2010

The 2010 APRC conference will be held in Tokyo in November 2010. It will be a 2 day conference and they expect more than 500 participants will join and among them, 50-100 international delegates from the APRC member associations will join.

JMRA are currently developing the program and would be interested in any ideas from the committee on what should be included so it is attractive to international delegates. The committee was asked to send any ideas through to Mr. Jun Takehana.

Conference brainstorming ideas:

- Objective is to increase the number of participants
- Listen and learn from clients
- Important that clients present
- From Australia's perspective it would be interesting to know how the advertising agencies work with research companies in Japan
- Anything around methodology and new technology
- Include young people
- Get feedback from AMSRS conference (Elissa to provide once available)
- Global projects
- Have workshops for hands on experience
- Cultural specific talks
- Collaborative research studies.

(3) Scheduling APRC conferences in next few years

It was agreed that the schedule of APRC conferences would be as follows:

2010 JMRA in Tokyo
2011 CMRA

2012 KORA

(4) Joint collaborative activities

Online research project collaboration – a proposal from JMRA

JMRA has come with a proposal that the APRC members collaborate on an online research project and present the results at the APRC conference in Japan in November next year. Mr. Jun Takehana went through the proposal that was distributed to all the APRC members.

There was some discussion about the proposal. Some problems are as follows:

- 1) Cost is the biggest issue.
- 2) Size of China – sampling
- 3) Keeping the study objective – study must be done under APRC name not individual companies
- 4) Continuous study is more valuable than just a one-shot study

It was agreed to establish a working group to consider this proposal further. One person from each country sits on the working group.

Action: *Each country is to advise Mr. Ota who their representative will be on the working group for the online collaboration project.*

(5) Other actions including strengthening the financial base of APRC

The group discussed the current membership fee in an attempt to strengthen its financial base and make membership more attractive to smaller associations.

After much discussion it was agreed that we should adjust the current annual membership fee according to market size.

Three membership tiers were agreed upon: In an annual base, US\$3,000, US\$1,500 and US\$500, according to the market size of the industry in each country, and the first tier is 1,000 (USD million) or over, the second tier is 300 (USD million) or over up to 1,000 (USD million), and the third tier is less than 300 (USD million).

Country	Industry Size (USD Million) *	Annual Membership Fee (US\$)
Japan	1,643	3,000 (+2,000)
China	793	1,500 (+500)
Australia	727	1,500 (+500)
Korea	425	1,500 (+500)
India	198	500 (-500)
New Zealand	103	500 (-500)
Taiwan	97	500 (-500)
Hong Kong	97	500 (-500)
Thailand	94	500 (-500)
Malaysia	73	500 (-500)
Singapore	72	500 (-500)

Philippines	67	500 (-500)
Indonesia	56	500 (-500)
Commonwealth of Independent States	32	500 (-500)
Vietnam	25	500 (-500)
Pakistan	14	500 (-500)
Bangladesh	11	500 (-500)
Sri Lanka	4	500 (-500)
Myanmar	4	500 (-500)
Cambodia	3	500 (-500)
Laos	1	500 (-500)

(*) Source: ESOMAR Global Market Industry Report 2009

[Agenda 4: Revision of constitution](#)

It was agreed that each committee member of the APRC to review the second version of the APRC Constitution drafted and presented by the Secretariat Team.

Action: *Each country is to advise Mr. Ota whether the revised constitution which is attached to this minute is acceptable or whether there are any issues to be modified.*

Formal meeting closed at 1.30pm