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PRE-SUMMIT MEETING – ASIA PACIFIC RESEARCH COMMITTEE

MINUTES OF MEETING

Meeting: Asia Pacific Research Committee

Date: 5 April 2009

Time: 12.30-14.30

Host: JMRA

Venue: Nadaman, China World Hotel, Beijing

Attendance: AMSRS/ AMSRO – Peter Harris, Ian Thomas, Elissa Molloy
CMRA – Liu De Huan, Andy Zhao, Ruiguang Wong
JMRA – Norio TAORI, Michihiro OTA
KOSOMAR- Ick San Roh, Heung Chul Lee
ESOMAR (China) – Henry Xin, Wu Yin

BACKGROUND:

The purpose of this pre-summit meeting was to promote the close co-operative ties between regional research associations from Australia, China, Japan and Korea. JMRA organised and co-ordinated the pre-summit meeting and it was held during the ESOMAR Asia Pacific Conference in Beijing.

The representatives met to discuss the basic framework and concept of an Asia Research Summit & Conference.

INTRODUCTION:

Taori-san and Ota-san from the JMRA welcomed the regional representatives and provided background on the concept of the proposed Asia Research Summit & Conference (tentative title).

A document was distributed to the group that outlined the participants, aims and basic concepts of the proposed Asia Research Summit & Conference.

The meeting followed the basic agenda provided by the JMRA.

RESOLUTIONS:

After discussion over lunch, the group agreed on the following:

1. AIMS:

The aim of this group of regional research association representatives is to further promote the development of Asia-focussed marketing research technologies and insights through creating additional opportunities of cross-border exchanges amongst marketing research associations and communities within the Asia Pacific region.

Main activity of this collaboration is to develop an Asia Pacific research conference that will leverage off the regional conference held annually by AMSRS, CMRA, JMRA and KOSOMAR. Each representative country will take a turn of hosting this new Asia Pacific research conference.

2. NAME:

The group agreed that the meeting of the representatives such be called the "ASIA PACIFIC RESEARCH COMMITTEE"

The Conference held each year in an Asia Pacific country shall be referred to as the "ASIA PACIFIC RESEARCH CONFERENCE"

3. COMMITTEE STRUCTURE:

The Asia Pacific Research Committee will be made up of 2 representatives from each of the four associations (AMSRs/AMSRO, CMRA, JMRA and KOSOMAR). The Chairman/ President from each association will sit on the committee and another representative from each association will make up the committee of 8 people.

Action: Each association to nominate their second representative on the Asia Pacific Research Committee by the end of April 2009. Please advise JMRA of the name of the second representative.

4. COMMITTEE CHAIR:

The group unanimously agreed that Taori-san shall be the first Committee Chair for the Asia Pacific Research Committee.

The group thanked Taori-san for his considerable efforts in getting this regional collaboration established.

As the Chair of the Asia Pacific Research Committee will be from Japan for the next period (unspecified as yet), JMRA will be responsible for co-ordinating the activities of the Committee.

This responsibility for co-ordination of the Committee will change when the Chair role changes. The next Chair's association will take on the role of co-ordinating the Committee and its activities.

The duration of the Chairmanship of the Committee is still to be determined.

Once the 8 people on the Asia Pacific Research Committee have been confirmed (at the end of April 2009), JMRA will co-ordinate a follow up meeting that will discuss in more detail the activities of the Committee and the proceedings at the Asia Pacific Research Conference.

One of the items for discussion is whether a membership fee should be introduced for each association (e.g. \$1000 per annum) to assist with the Asia Pacific Research Committee activities. This was a suggestion by KOSOMAR and was supported by the other associations.

5. COMMITTEE MINUTES:

Ota-san asked Elissa to prepare a summary of the meeting as the meeting was held in English. Elissa agreed and offered to distribute minutes before next meeting on Monday 6 April from 17.30-18.30.

6. ASIA PACIFIC RESEARCH CONFERENCE - 2009:

- ◆ HOST: It was agreed that Australia shall be the first country to host the Asia Pacific Research Conference in Sydney.
- ◆ DATE: Australia's national conference is being held at the Hilton Hotel in Sydney on Wednesday 30 September and Thursday 1 October 2009. Conference workshops are being held on Friday 2 October 2009.

Australia has already set their conference program for 2009 which means slotting in papers from Japan, China and Korea will be difficult. However, the Australian representatives agreed to go back to Australia to review how the Asia Pacific Research Conference could be held during the AMSRS National Conference. Where possible, it will be included as part of the conference but if space at the Hilton Hotel is unavailable, it may have to be held on the workshop day - on Friday 2 October 2009 as a half day conference.

Action: Australia to review how the Asia Pacific Research Conference could be held during the AMSRS National Conference and report back to JMRA by the end of April 2009.

- ◆ PR: Marketing Material needs to feature Asia Pacific focus
- ◆ VENUE: Australia explained that the venue rooms have already been confirmed at the Hilton Hotel, Sydney and an alternative venue may need to be sourced for the initial Asia Pacific Research Conference. Venue to be confirmed.
- ◆ FORMAT: It was agreed that the first conference shall consist of the following:
 - A presentation from each of the four association Chairs/ Presidents
 - A best paper from each of the four associations.
 - This paper shall be chosen by the regional association.

- It is recommended that papers be given in English.
- ◆ TRANSLATION REQUIREMENTS: Each country will be responsible for the cost of language translations (if required). The host country shall not be responsible for this expense.
- ◆ COMPLIMENTARY TICKETS: It was agreed that each of the 8 members of the newly formed Asia Pacific Research Committee shall receive a free tickets to the Asia Pacific Research Conference. It was also agreed that the 4 additional speakers that will be participating in the Asia Pacific Research Conference shall receive a free ticket to the half day Asia Pacific Conference session.
- ◆ COSTS: Australia advised that it would provide some pricing options for the Asia Pacific Research Conference. Australia advised they will provide a range of discounted options for association members of CMRA, JMRA and KOSOMAR, depending on whether the Asia Pacific Research Conference will be held during the AMSRS conference or on the workshop day (Friday 2 October 2009). The group indicated that the usual price for members to attend a conference is typically USD \$200 per day.

Action: Australia to provide the Committee with flexible pricing options for participation at the Asia Pacific Research Conference.

- ◆ ESOMAR: It was agreed that we will not compete with ESOMAR but collaborate with them. The committee agreed to brief ESOMAR at the scheduled meeting on 6 April 2009 from 17:30 to 18:30 at the China World Hotel.
- ◆ KOSOMAR suggested that the new group may need to consider paying an annual fee to fund administration of the Asia Pacific Research Conference.

Action: To be discussed at the next Committee meeting

- ◆ OTHER ASIA PACIFIC COUNTRIES: It was agreed by the group that we should source other Asia Pacific countries who may be interested in joining our regional collaboration. Suggested countries include: India, New Zealand, Singapore, Thailand, Vietnam and Malaysia.

Action: To be discussed at the next Committee meeting