

<b>Monday October 10</b>		<b>Host: Michihiro Ota</b>
<b>The 3rd APRC Summit</b>		<b>Participants: APRC Secretariat</b>
13: 00—15: 00	APRC Secretariat Summit	AMSRS / AMSRO, JMRA, KORA, MRSS, TMRS, CMRS, MRSM, CMRA
16: 00—18: 00	Sight Seeing in Xi'an	AMSRS / AMSRO, JMRA, KORA, MRSS, TMRS, CMRS, MRSM, CMRA
18: 00—20: 00	Specialty Dinner Party_enjoy local food	AMSRS / AMSRO, JMRA, KORA, MRSS, TMRS, CMRS, MRSM, CMRA
<b>ESOMAR Night(Party)</b>		<b>Host: ESOMAR</b>
21: 00—23: 00	All conference participants are welcomed	<b>Venue:</b> Room Haixuan, 1st Floor, Xi'an in International Conference Center Qujiang Hotel

<b>Tuesday October 11-Day One</b>		<b>Host: Ms. Helen Lee Mr. Victor Yuan</b>	
<b>Market Transformation &amp; Innovation</b>			
08: 00—08: 40	Opening Keynote Speech		Leaders of Each National Associations
08: 40—09: 00	Insights & Thoughts of the Historical Development in China-Opportunities During Change from a Traditional Survey Model to the Web	United Research China	Davis Wu
09: 00—09: 20	How Does Internet Influence and Change Consumers' Consuming Behaviors (For Skin Care Products)	Intage China INC, Guangzhou Branch	Terry Yang
09: 20—09: 40	The Development of i-Commerce and the Innovation of Market Research	CTR Market Research Co., Ltd.	Tian Tao
09: 40—10: 20	Mobile Internet's Effect on Market & Market Research	M&M Research Center, PKU	Dr. Liu Dehuan
10: 20—10: 40	<b>Refreshment Break</b>		
10: 40—11: 20	TBD	President, China Merchants Bank	Ma Weihua
11: 20—12: 00	TBD	Professor, Tsinghua Unersivisy	Sun Liping
12: 00—14: 00	<b>Lunch</b>		
<b>Parallel 1: Releasing of APRC 8-Country Collabarative Study Result</b>			
14: 00—14: 40	Releasing of 8-Country Collabarative Study Result	Upperplus	Elaine lai
14: 40—15: 10	Anylasis of 8-Country Collabarative Study Result	A Korean Company	TBD
15: 10—15: 30	Research Report about APAC Netizens	iPanel Online Market Research Co., Ltd	Rita Song
15: 30—15: 50	The future of the internet is MOBILE!...and China is setting the pace!	TNS-global	Shawn Wang
15: 50—16: 10	TBD	From 8 Countries/Regions	
16: 10—16: 30	TBD		
<b>Cooperation &amp; Win-Win between APEC Market Research Industry</b>			
16: 30—17: 30	Session Chair: Andy Zhao, GFK, China Participants: Representatives from 8 Countries/Regions		

<b>Parallel 2: New Media, New Technology, New Methodology</b>			
14: 00–14: 20	New Trends and Developments in Online Research in Today's Internet Environment	Data100 market research Inc.	Cindy Zhang
14: 20–14: 40	Understand Our Consumer from the "Face"-Application of Facial Recognition in Online Survey	SSI	Bill Zuo Alistair Gordon Gordon McCallum
14: 40–15: 00	Current and Future, Online Market Research in China	GMI	CiCI Cimigo Daisy
15: 00–15: 20	The Applications of New Tech in Marketing Research Industry	Guangzhou Tong-Yi Information Co.	Dale Chang
15: 20–15: 40	China Going Globally	Lightspeed Research	Ben He
15: 40–16: 00	Call Center based public opinion interaction	The vice president of Horizon Group & general manager of Horizon Call Center	Miao Qi Ban
16: 00–16: 20	Market Research under the Internet Environment	iResearch Consulting Group	Lyman Liu
16: 20–16: 40	Exploring New Methodology of China Marketing Research	The Director of Fudan University Marketing Research Center	Fan Wei Da
16: 20–17: 20	<b>Workshop: TBD</b>		
	Session Chair: Participants:		
18: 00–20: 00	<b>IPSOS Night(Welcome Party_Dinner&amp;Show)</b>		

<b>Wednesday October 12-Day Two</b>		<b>Host: Ms. Helen Lee Mr. Victor Yuan</b>	
<b>New Market Demand &amp; Market Research</b>			
08: 00–08: 20	Winning the Champion of High Quality Information and Measurement Services	Nielsen Director, Global Business Service	Mike Xu
08: 20–08: 40	Root in Rural areas, Win in Rural Areas	The President of Datasea Marketing Group	Lv Liangming
08: 40–09: 00	TBD	From 8 Countries/Regions	
09: 00–09: 20	Reasons & Resolution of 3 Problems Market Research Industry is Facing	Century Perspective Marketing Researc	Zhang Zhican
09: 20–09: 40	Innovation Strategy of GfK: Build Consumer-centered Global Organization	General Manager, GfK Custom Research China	Chris Zhang
09: 40–10: 20	Ipsos in AP Progresses	CEO, Ipsos, Asia Pacific	Liu Lifeng
10: 20–10: 35	<b>Refreshment Break</b>		
10: 35–10: 55	New Approach of the Commercial Test Biometrics Research (Electroencephalography, galvanic skin response and electromyography)	NTT DATA SMIS CO., LTD	Yoko Matsumoto
10: 55–11: 15	'Lessons of Love' – from Market Research "The study of attractors and detractors in Men & Women, using derived methods of importance"	D&M Research Managing Director	Derek Jones
11: 15–11: 35	TBD	From 8 Countries/Regions	
11: 35–11: 55	TBD	From 8 Countries/Regions	
11: 55–12: 15	TBD	From 8 Countries/Regions	
12: 15–13: 40	<b>Lunch</b>		

<b>New Technologies and New Methodologies</b>			
13: 40—14: 00	A New Approach to Statistical Ranking and Selection	Diagaid Marketing Research	Cui Dapeng
14: 00—14: 20	Public Opinion Monitoring & Communication —New Driving Force for Brand Promotion	CEO, HuiCong D&B Market Research	Zhao Long
14: 20—14: 40	TBD	From 8 Countries/Regions	
14: 40—15: 00	TBD	From 8 Countries/Regions	
15: 00—15: 20	Network Convergence's Impact on China's Media Environment and Audience Measurement Industry	CSM Media Research	Matthew Brosenne
15: 20—15: 40	Shopping Experience Penetrates E-commerce Service Process, with Brand Upgrade Embracing Future Trends	Consumer Search Group (CSG)	Cui Wei Jasper Liu Raymond Liang
15: 40—16: 00	Market Research on Online Behaviors of Teenagers and Kids	Modern International Marketing Research Ltd.	Minli Liang
16: 00—16: 20	Brands' Strategy In Social Media	Sinomonitor International	Xiao Mingchao
16: 20—16: 40	Individual Consumption in China from the Perspective of Family Car Market Development	Sinotrust International Information & Consulting (Beijing) Co., Ltd.	Lucy Wang
16: 40—17: 00	China Tier 3-4 Cities Classification and Consumer Insight	Beijing Datasea market research Co., Ltd.	Zhijun Li
17: 00—17: 15	Is chance Finally Here? -- Brief Analysis The Relationship Between China Economic Strategy And Marketing Research	Chengdu Wisdom Market Research Company	Wei Chen
17: 15—17: 30	Persistent Effort, Grand Prospect	Listen Market Research Co.,Ltd.	Zhou Yu
17: 30—18: 00	Introduction of Korea, hosting party of 4th APRC Conference Hand over Ceremony Keynote Speech by APRC President		
18:00	<b>Closing</b>		