



# 中国信息协会市场研究业分会

## China Marketing Research Association



Liu Dehuan

Chairman, CMRA

Chairman, Market Research Association of China Market Information Investigation Association

Professor, School of Journalism & Communication, Peking University

Dear friends from APAC market research industry,

On behalf of APRC&CMRA, I sincerely welcome you to attend the third APRC and the seventh CMRA Conference to be held on 11 - 12 October 2011 in Xi'an, China.

APRC, as a newly developed APAC market research industry organization, is dedicated to promote the development of APAC market research industry and the communication between its members. Having successfully held two conferences, APRC will hold its third conference in China this year, with the theme "cooperation, vision, and innovation." The conference will bring together more than 400 participants from APRC and CMRA members to discuss and share experience on how to develop APAC market research industry.

As one of Asian countries where market research industry is growing rapidly, China has more than 2,000 market research firms, with a large market scale and big development potential. With the development of economics and technology, China's market research industry is showing a flourishing scene of prosperity.

CMRA, as the only association of China's market research industry, with its members occupy 90% of industry's revenue, has been engaged in serving the members, serving the industry and serving the clients with the principle of being transparent, fair and just.

We believe that the third APRC conference will be held successfully in China.

Thank you for your attention and expectation.

Looking forward to seeing you in Xi'an.

Best wishes,