



TMRS

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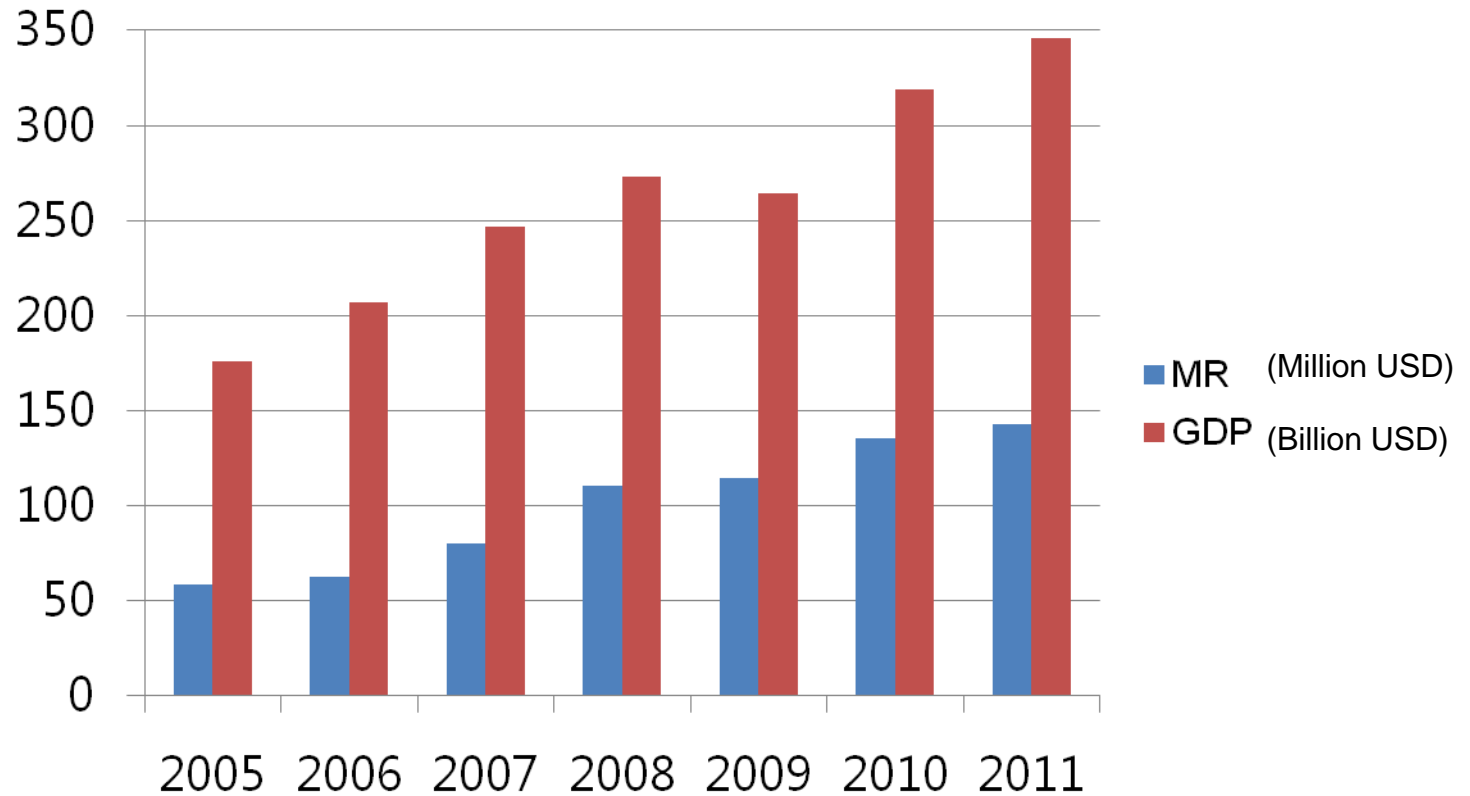


สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society



MR Industry Thailand

Market Research Value Vs GDP



Sources: Bank of Thailand
ESSOMAR, TMRS

Business Environment

Key indicators	2007	2008	2009	2010	2011
MR Industry growth (%)	29.0	37.5	3.6	18.4	5.9
Real GDP growth (%)	4.8	2.6	-2.2	7.8	0.1
Consumer price inflation (avg; %)	2.3	5.4	-0.9	3.3	3.8
Population: million persons	63.0	63.4	63.5	63.8	64.1

MR industry Sources: ESSOMAR, TMRS

GDP: CIA World Factbook, Bank of Thailand

CPI Source: World Bank

TMRS Activities in 2012



March 29, 2012:
Annual Member Meeting



Oct 22-27, 2012:
Young Marketing Researcher Program #10



Apr./Oct. 2012:
ThaiView a bi-yearly basis survey on issues of public interest and benefit.



Sep-Oct, 2012
Thailand Monitor Survey #2



June 16, 2012 : TMRS Sports Day



Aug-Dec , 2012: Business Intelligence Course #7



July 26-27, 2012
TMRS Advanced Certificate Training