



June 2013

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ASIA
PACIFIC
RESEARCH
COMMITTEE

APRC 2013

The ERA of SENSE and SENSIBILITY

October 31 – November 1, 2013

Grand Millennium Sukhumvit Bangkok
THAILAND

The TMRS have now finalised the workshop and conference program for the 2013 APRC conference.

There are now three workshops organised for Day 1 on 31 October (1 full day workshop and 2 x half day workshops) and a full day conference on the 1 November 2013

There are special conference rates for APRC members and additional early bird discounts. The TMRS have also secured discounted hotel rates for the Grand Millennium Hotel where the APRC conference will be held.

[Click here](#) to download the full program, with some amended information

[Click here](#) to download the registration form

[Click here](#) to download the sponsorship brochure

[Click here](#) to download the hotel registration form

When you are ready to register for the conference remember that as part of your APRC fees you receive two tickets to the conference, so please remember to email us at aprc@amsrs.com.au and let us know the two delegates you'd like us to register on your behalf.

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au



AMSRS Webinar and Publication Update

AMSRS Webinars for APRC members

The AMSRS holds one webinar per month for its members, now we would like to extend this offer to all APRC members. [Click Here](#) to download the AMSRS Webinar brochure or refer to the attachment in this email.

We would like to offer all APRC members the chance to attend our webinars for the special price of **\$30 AUD** in order to register for a webinar you are interested in please email us on aprc@amsrs.com.au and we will register you and send you all the details.

AMSRS *Market & Social Research* journal published

The AMSRS is pleased to be sending you the first edition of the newly renamed journal for the Australian Market and Social Research Society – *Market & Social Research*.

As AMSRS Fellow and Associate Professor David Bednall states in his editorial, “The new name for our journal reflects its continued evolution from the *Australian Journal of Market Research*, through the *Australasian Journal of Market & Social Research* to now.”

In taking on a new name for the journal we are again broadening and opening up the Journal to the world market and moving to incorporate an international focus. We are hoping to broaden both the readership and contributor base for this highly credible refereed publication on “matters to do with the market and social research industry – its methodology, its methods, its practices, its futures and its history.” The numbering of *Market & Social Research* reflects the fact that we are building on the history and reputation of the previous incarnations of the journal. We hope you enjoy our latest offering.

Volume 21, issue 1, 2013 of *Market & Social Research* is now available for you to download. [Click Here](#) to be directed to the page to download this edition.

CMRA Event Update

The 4th China Pharma Decisions Science Summit is being held on the 24th – 26th of July 2013. [Click here](#) to download the information sheet and registration form.

This conference information can also be found in the APRC website's 'Members Login' page.

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au



CMRS Updates

CMRS has a new name

CMRS has changed their name from “Chinese Market Research Society” to “Chunghwa Market Research Society”

CMRS has a new Chairman and Committee members

Ben-chang Shia was elected as the new CMRS Chairman on the 25th of May 2013. The new Board members are listed below. All contact information can be found in the updated Contact Sheet, [Click Here](#) to download it.

Title (CMRS)	Board members' details
Chairman	Dr. Ben-Chang Shia from Fu-Jen Catholic University
Vice- Chairman	Dr. Yu-Ting Cheng from Cheng-Chi University
Secretary General	Mr. Sheng-Huei Lee from CMRS
Executive Secretary	Mr. Jian-Bang Lin from CMRS

JMRA have a new Board

JMRA had its annual general meeting on the 28th of May. The new Board members are listed below.

Title (JMRA)	Board members' details
Chairman	Takashi Makita, President & CEO of Social Survey Research Information Co., Ltd.
Vice Chairman	Katsu Nakazawa, Chairman of Tokyo Survey Research Inc. Shunichi Uchida, Country Manager of Ipsos Katsumi Konishi , Executive Vice President of MACROMILL, Inc. Tokuhisa Suzuki, Director of Nikkei Research Inc.
Executive Director	Yoshio Suzuki, Director of Video Research Ltd.
Director	Yujiro Ikeya, Executive officer of TALKEYE Inc. Mitsuyo Uchida, President of UTIL Inc. Nobuyuki Ootake, President of Marketing Service co.,Ltd. Toru Fukuda, Director of DENTSU MARKETING INSIGHT INC. Toshihiro Fukutoku, The Nielsen Company. Masaki Fujisawa, Director of SURVEY RESEARCH CENTER CO.,LTD. Manabu Mori, CEO of Rakuten Research Susumu Yokota, Director of INTAGE Inc. Sanae Enjyu, JMRA individual member Akihiko Shimazaki, guest professor of Toyo University Fumio Shinpo, Professor of Keio University
Auditor	Miki Igarashi, President of Cross Marketing Inc. Masashi Takei, Executive officer of Nippon Research Center, Ltd.
Advisors	Norio Taori, Chairman and Representative Director of INTAGE Inc. Inahiro Suzuki, President (CEO) of Nippon Research Center, LTD. Yasuo Kowatari, JMRA individual member
Consultants	Natsuo Ohtaguro, JMRA individual member
Secretariat	Kazunori Watanabe, Secretary General of JMR A

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MRSM Events and Quality Update

MRSM Congress 2013

MRSM is holding their 2nd annual Congress for marketing research and marketing professionals on the 18th of June 2013. [Click Here](#) to download the Congress information brochure and registration form.

This conference information can also be found in the APRC website's 'Members Login' page.

Personal Data Protection Act

MRSM will be holding a dialogue with the authorities with regards to Personal Data Protection Act, which is now being enforced since Jan 2013. This dialogue is for us to have more understanding of the Act and the impact to the Malaysia Market Research Industry. This dialogue is tentatively to take place in early June.

Qualitative Quality Initiative

MRSM is now in the midst of implementing Qualitative Quality initiative, the industry's effort to sieve out professional respondents in qualitative research.

Keeping the contact list up to date

We would like to thank all the APRC members who have been providing their contact updates to us over the last few months. Please continue to inform us on relevant contact changes.

To download the APRC contact list [click here](#). Have a look at your section and let us know of any changes by sending them to aprc@amsrs.com.au

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au