



May 2013

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New date for APRC Conference in Bangkok



The 5th Annual APRC Conference will be held in Bangkok Thailand from the 31st of October to the 1st of November.

The theme for the conference is 'Sense & Sensibility: the hybrid for success' plenty of intellectual food for thought and delicious Thai food for taste are awaiting you.

[Click here](#) to see the planned program so far, we will update this page as we have more information. TMRS hope to have a more detailed program out in the next month.

An exciting workshop is being held at the APRC conference this year. It is a sensory workshop titled 'EsSENSE: Exploring and Measuring Sensory Experience'.

This workshop is being run by Neil Gains owner of Tapestry Works. To see an outline of the workshop objectives, agenda and speaker information please [click here](#).

APRC meeting in Vietnam

Ms. Dangjaithawin Anantachai (Orm), TMRS, Mr. Michihiro Ota, JMRA, Mr. Andy Zhao, CMRA, Ms. Rozina Mat Rawi, MRSM and Ms. Elissa Molloy, AMSRS met on the 8th of April at the ESOMAR APAC Conference in Vietnam.

[Click here](#) to download and view the minutes from the meeting.

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



KORA would like to introduce their new president & upcoming conference



Ms. Cindy Shin is the new KORA President; she is the managing director of Nielsen Korea & Japan and was the Chairperson of the APRC Conference Organising Committee at KORA last year.

One of the new KORA Vice President's is Mr. Jung-yul Yang, he is the President of TNS Korea and will be a member of team Gamma.

2013 Conference of Research Day will be held on the 4th of June at the Hotel Plaza in Seoul.

The main contents are:

- Study on Survey Cost in Korea by The Korean Association for Survey Research.
- Global overview, growth, change and opportunity with market research industry (ESOMAR Session)
- Presentation of KORA Members etc.

TMRS had their annual meeting on 29th of March



TMRS had its annual meeting among corporate members on March 29, at Crowne Plaza Bangkok, Lumpini Park.

The new president, Ms Dangjaithawin Anantachai (Orm) has been officially introduced to the members. The 2012 APRC Collaborative Study result on smartphone usage was shared in the event.

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GRBN now links 38 associations world-wide

With AMSRO (Association of Market & Social Research Organisations) officially joining the Asia Pacific Research Committee (APRC) last month, the number of associations connected through the Global Research Business Network has now reached 38.

The GRBN connects over 3500 research businesses across five continents through network members APRC, EFAMRO and ARIA.

APRC representative on the GRBN committee Elissa Molloy said one of the central aims of the network was to facilitate the sharing of resources between the three federations.

She said the GRBN website was currently in the process of being upgraded and would include a comprehensive world-wide calendar of all member events, research statistics and other relevant information relating to each different country (to assist businesses looking to expand into new territories), and a comparison of the professional standards codes across the different countries.

GRBN and ESOMAR meeting

Meanwhile, following on from the two-day inaugural meeting in London late last year, the GRBN and ESOMAR are continuing to explore options for collaboration, with quarterly teleconferences.

Sixteen key topics were discussed at the London meeting, including self-regulation, industry representation and the creation of new national associations in countries lacking such organisations.

APRC representative Peter Harris who attended the London meeting said it was 'very productive' with agreement to share best practice documentation and work on an approach to support new associations around the world.

He said one of the outcomes was working out 'who's responsible for what', with the benefits of both association membership and corporate membership of ESOMAR agreed upon.

"We believe there's room for both," Harris said. "There's significant cost advantages to be had by sharing documentation...with the understanding that local associations are best placed to talk to governments about local rules and regulations relating to market research."

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Keeping the contact list up to date

It is very important to keep the APRC contact list up to date, so that all our APRC members receive up to date information on APRC activities.

Can we ask everyone 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

APRC Membership fees

All membership renewal invoices for the period of January – December 2013 have been sent out. If you haven't paid or advised Paul at the AMSRS as to when the payment will be coming through can you please do so as soon as possible.

If you have any questions regarding your invoices please contact Paul at paul.wheeler@amsrs.com.au.

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