

**Joint Appeal for Action  
by the Marketing Research Professional Organizations  
of Japan, Korea and China**

On the 10th of November 2005, President Norio Taori of the Japan Marketing Research Association (JMRA), Chairman Hugh Kwon of the Korean Society of Opinion and Marketing Research (KOSOMAR) and President Huixin Ke of the China Marketing Research Association (CMRA) met together in Tokyo and agreed to make joint efforts aimed at the further development of marketing research in Asia. This agreement among the three professional organizations was set forth as the *Joint Appeal for Action* comprised of the five items below, with the three top officers agreeing to form a committee — tentatively named *CJK Network* — to help start the materialization of these items:

1. The three organizations — JMRA, KOSOMAR and CMRA — will make joint efforts aimed at the further development of marketing research in Asia from now on.
2. The three organizations — JMRA, KOSOMAR and CMRA — will actively disseminate information both individually and jointly and exchange information among them.
3. The three organizations — JMRA, KOSOMAR and CMRA — will endeavor to participate in one another's conferences on a regular basis.
4. The three organizations — JMRA, KOSOMAR and CMRA — will organize joint meetings and conferences and request widely for participation from Asia and all over the world.
5. The signatories will publish this *Joint Appeal for Action* both externally and internally and endeavor to gain external and internal understanding of its purposes.

The three parties confirm their agreement on the above points by placing their signatures:

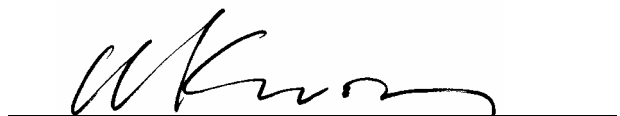
On the 10th of November 2005,

**Japan Marketing Research Association (JMRA)**



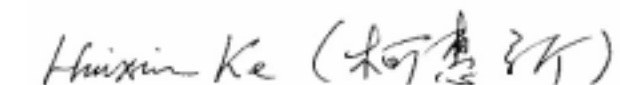
Norio Taori, President

**Korean Society of Opinion and Marketing Research (KOSOMAR)**



Hugh Kwon, Chairman

**China Marketing Research Association (CMRA)**



Huixin Ke, President