



ASIA
PACIFIC
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COMMITTEE



3rd APRC Conference 2011

Weng Ruiguang
Secretary General, CMRA



Overview of CMRA

Started from 1998, CMRA was officially established as a non-profit organization in 2001

- ❑ 200+ members, whose turnover occupy 90% of China total market
- ❑ 46+ executive members
- ❑ 11+ deputy presidents



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Purpose

- Further develop China marketing research industry
- Consolidate industry self-discipline
- Promote both domestic and international communication
- Harmonize better relationship with government



Mission

- Establish China's marketing research industry standard
- Improve industry standardization
- Organize various training courses; promote market research technology; publish industry related technology guidelines, magazines and books
- Increase both domestic and international communication and cooperation
- Coordinate to share marketing research resources



Mission

- Manage marketing research methodology and application
- Organize nationwide demonstration and promotion of new technologies and products
- Assist to set up industry development plan
- Assist the communication between suppliers and clients
- Coordinate industry requirements and ideas, maintain industry right



Activity

In order to promote communication between research agency and clients, research industry and government, CMRA holds two national conferences annually:

- Marketing research industry FW summit
- Marketing research biannual conference or client summit



Schedule

March—August, 2011	Conference preparation
August—October, 2011	Conference invitation
October 15, 2011	APRC Conference
October 16—17, 2011	CMRA Conference



Movies



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CMRA

**See You All
At The 3th APRC
Conference In Xian**

THANKS!