Invitation to
APRC Conference 2025 & JMRA 50th Anniversary

18 July ver.

at. Meiji Kinenkan (Tokyo, Japan)

2025/10/01 Summit Meeting
2025/10/02 Conference

Theme:
Next DepARTure -50 years so far, 50 years ahead-

Day 1: Summit Meeting
(For Reps of the Associations only)
 at. Meiji Kinenkan 1F

12:00- Welcome Lunch
(Bento Lunch Box)

13:00- Meeting

18:00- Dinner at. Hagoromo (1F)
(Traditional Japanese Kaiseki Food)

(For other Participants)

(Meeting place to be confirmed)

13:30- Office Tour
Visit MR agencies (Tentative)
- INTAGE (秋葉原：Akihabara)
- Macromill (品川：Shinagawa)
- Cross Marketing (新宿：Shinjuku)
- Rakuten Insight
(二子玉川：Futakotamagawa)

 - **16:30 (free dissolution)**

(Enjoy Tokyo night life on your own)

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* Attention
 No specific recommendation for Accommodation
- JMRA cannot recommend any suitable hotels this time
- However, you can find many good hotels as the venue is located in the center of Tokyo

* Contact
 e-mail: office@jmra-net.or.jp (In charge: ichinose, kishida, uesugi, saito)

Day 2: Conference (for all participants)
at. Meiji Kinenkan 2F; 富士(Fuji), 蓬莱(Horai)

9:30- Door Opening
(Please visit Exhibition Booths)

Track A: Committee Track (Timetable will be modified later)

10:00- Big three talk :
- Prof. Naoto Onzou, (Board chairman of JMA; Waseda Univ.)
- Miki Igarashi (Chairman of JMRA; Cross Marketing)
- Kimitaka Nishibe (Rep of researchers; Macromill)

10:40- AI strategy of Familymart
- Research Innovation Committee

12:30- AI utilization in online research
- Internet Research Quality Committee

14:00- Young people and Fraud measures
- Internet Research Quality Committee

15:30- New Industry Vision
- 50th Anniversary Vision Committee

16:50- Keynote: Dealing with young people
- Mai Osada (SHIBUYA 109 lab)

JP Registration site will OPEN on 6 Aug.

Track C: Sponsor Track
(Timetable to be confirmed)

10:00- (10 to 12 sessions)

Track B: APRC Track
(Timetable will be modified later)

**13:00- AI and Data Quality:
Transforming Research**
- Debrah Harding (MRS, GRBN)

14:00- Human After All
- Dangjaithawin Anantachai (Orm) (TMRS)

**14:40- From Data Deluge to Decision
Intelligence**
- Huang Jia (JD.com; CMRA)

15:20- Originalvoice
- Dave McCaughan (TMRS)

16:00- (TBD)
- Kantar (Asia Pacific)

18:00- Networking Dinner
(standing buffet party)

- 19:30 Closing

Conference Fee for APRC Members (2 October) * 2 Association Reps are free
USD**150** (including Lunch Box & Networking Dinner)

Track B: APRC Track (Timetable will be modified later)

13:00- AI and Data Quality: Transforming Research
- Debrah Harding (MRS, GRBN)

This two-part session addresses two themes which are transforming research - AI and data quality.With the introduction of the EU's new AI Act, the legislative and ethical landscape has been transformed. This session will present an overview of the legislative changes, the MRS' ethical AI guidelines which interpret the new legislation, and the guardrails needed for ethical AI-based research.As the use of AI in research continues to grow, maintaining high standards of data quality is essential to ensure the reliability and integrity of these new AI systems. In 2023, research associations from across the world launched the Global Data Quality (GDQ) initiative to address this challenge. This session will provide an update on the latest initiatives, including the GDQ Data Quality Excellence Pledge, the GDQ/GRBN research on online sample buyers' sentiments regarding data quality, new GDQ data quality tools and guidance, and the plans for the year ahead.

14:00- Human After All: How Brands Can Redesign a Human-Centric Future in an AI-Driven World
- Dangjaithawin Anantachai (Orm) (TMRS)

In an always-on & AI-powered world, how do we protect and promote what it truly matters to our well-being? This question is especially urgent for our future generation - Gen Z. Through findings from a multi-country study across Asia, revealing similarities and differences in aspirations and well-being drivers among the 3 generations. The insights highlight critical signals for brands and organizations to redesign for a future that is not only innovative but human-centered.Because if technology is to serve humanity, we must truly understand what it means to be well in a world where the algorithm never sleeps.

14:40- From Data Deluge to Decision Intelligence: How China's AI-Ecommerce Ecosystem is Reshaping the Global Paradigm of Market Research
- Huang Jia (JD.com; CMRA)

In the crucible of China's AI-Ecommerce ecosystem, where 600 million consumers generate data tsunamis daily, we've engineered a compass for the deluge – transforming chaotic waves of information into strategic intelligence. Discover how JD's AIMARS is pioneering this paradigm shift, turning China's digital battleground into a global blueprint for market research that thinks in real-time, learns at scale, and decides with precision.

15:20- Originalvoice: Nothing is more important in an AI world
- Dave McCaughan (TMRS)

A decade of experience in using AI driven market research tools has taught me that how original you are in the way you use them, feed them, interpret and present results, and offer ideas to clients is as important as mastering the technology. #Originalvoice is all about doing and saying things in a unique way that will make you unique in the market. Examples from Shiseido, Toyota, Australian Wool and others will be shared.

16:00- (TBD)
- Kantar (Asia Pacific)

APRC & JMRA 50th Anni. Conference Timetable (Temtative)

Hall	富士2 (Fuji-2)	蓬莱 (Hourai)	富士1 (Fuji-1)
Capacity	200	300	400
9:30	Door Opening		
10:00	Sponsored Session		Opening Address
10:10			**Big three talk: Challenges and new opportunities left for the next 50 years**
10:20			
10:30			
10:40	Sponsored Session	**Strategy of Familymart** The use of AI and research infrastructure in understanding CVS customers and its value (Research Innovation Committee)	Prof. Naoto Onzo (Board chairman; JMA)
10:50			Miki Igarashi (Chairman; JMRA)
11:00			Kimitaka Nishibe (Researcher; Macromill)
11:10			
11:20	Sponsored Session		
11:30			
11:40			
11:50			
12:00	Sponsored Session		
12:10			
12:20		Sponsored Session	
12:30			**AI utilisation in online research (Temtative)** (Internet Research Quality Committee)
12:40	Sponsored Session		
12:50			
13:00		**AI and Data Quality: Transforming Research** (GRBN: Debrah)	
13:10			
13:20	Sponsored Session		
13:30			
13:40			
13:50			
14:00	Sponsored Session	**Human After All** (TMRS-1 : Orm)	**Young people and Fraud measures (Temtative)** (Internet Research Quality Committee)
14:10			
14:20			
14:30			
14:40	Sponsored Session	**From Data Deluge to Decision Intelligence** (China: Huang Jia)	
14:50			
15:00			
15:10			
15:20	Sponsored Session	**Original voice : Nothing is more important in an AI world** (TMRS-2 : Dave)	
15:30			
15:40			**New Industry Vision** (50th Anniversary Committee)
15:50			
16:00	Sponsored Session	**Coming soon** (Kantar Asia Pacific)	
16:10			
16:20			
16:30		Used for party preparation	
16:40	Sponsored Session		**Key Note: Dealing with young people** Mai Osada (SHIBUYA 109 lab)
16:50			
17:00			
17:10			
17:20	Sponsored Session		
17:30			
17:40			
17:50			
18:00		**Networking Party**	
18:10			
18:20			
18:30			
18:40			
18:50			
19:00			
19:10			
19:20			
19:30			

=AI simultaneous translation subtitling

Caution!

- No simultaneous Zoom coverage

- Videos will be made available on demand at a later date, but only if the presenter gives permission

Registration tool for APRC members

- Plans to use "Peatix" https://peatix.com/

- Fee: JPY 22,000 (about USD 150)

- This amount will be converted into your home currency at the time of online payment
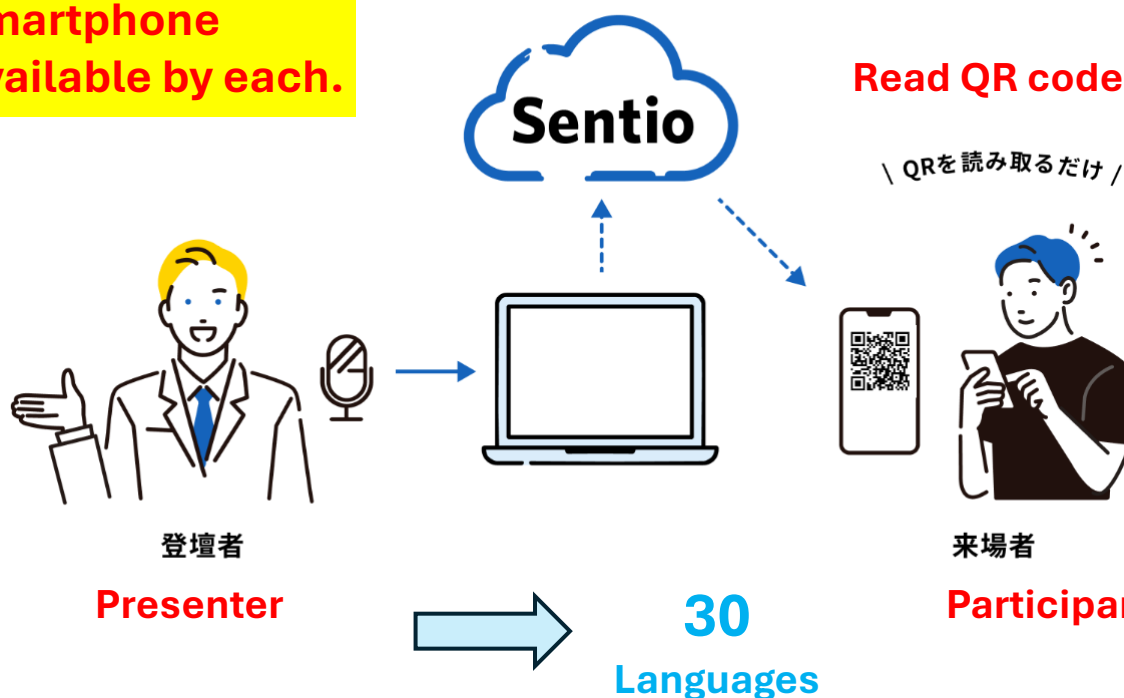
AI-powered simultaneous translation subtitling
https://pocketalk.jp/forbusiness/conference-1#

Please have your smartphone available by each.

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登壇者　　**Presenter**

来場者　　**Participants**

30 Languages