

APRC CONFERENCE 2025 & JMRA 50TH ANNIVERSARY



Meiji Kinenkan, Tokyo, Japan

<https://www.mejikinakan.gr.jp/english/access/>

October 1, 2025, Summit Meeting / Office Visit
October 2, 2025, Conference

Next DepARTure 50 years so far, 50 years ahead

Day 1: Summit Meeting / Office Visit

For Reps of the Associations only

at Meiji Kinenkan 1F

12:00- Welcome Lunch
(Bento Lunch Box)

13:00- Meeting

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

For other APRC Participants

(Meeting location: To be confirmed.)

13:30- Office Visit
to Marketing Research Agencies

- INTAGE (秋葉原: Akihabara)
- Cross Marketing (新宿: Shinjuku)
- GMO Research & AI (渋谷: Shibuya)
- Rakuten Insight
(二子玉川: Futakotamagawa)

16:30- Free time
Enjoy Tokyo's nightlife at your leisure.

* Attention

Please note: JMRA is unable to recommend hotels for this event.
However, there are many good hotels nearby, as the venue is located in central Tokyo.

* Contact

e-mail: office@jmra-net.or.jp (In charge: Ichinose, Kishida, Uesugi, and Saito)



ASIA
PACIFIC
RESEARCH
COMMITTEE

August 18 ver.



一般社団法人 日本マーケティングリサーチ協会
Japan Marketing Research Association

Day 2: Conference

For All Participants

at Meiji Kinenkan 2F; Fuji-1(富士1), Fuji-2(富士2), Horai(蓬莱)

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



Track A Committee Track

10:00 - Keynote:

Towards the Next 50 Years DepARTure
Discussion: Prospects and Challenges

- Prof. Naoto Onzou, (Board chairman of JMA; Waseda Univ.)
- Miki Igarashi (Chairman of JMRA; Cross Marketing) and three researchers from the JMRA member companies



10:40- Essence of research and co-creation with AI to understand customers *Horai

- Koji Ideshita (Familymart)
- Tetsuya Sato (Council of JMRA; And-D)

< LUNCH TIME >

12:30- How will AI change research?

- Internet Research Quality Committee

13:50- Protecting the future of research: Online Research Sustainability Declaration

- Internet Research Quality Committee

15:00- Keynote:

How to Engage with Young People

- Mai Osada (SHIBUYA 109 lab)



16:30- Launch of the New Industry Vision

- 50th Anniversary Vision Committee

Track C Sponsor Track

10:00 -

(12 sessions)



Track B APRC Track

*Horai

< LUNCH TIME >

12:30- AI and Data Quality: Transforming Research

- Debrah Harding (MRS, GRBN)



14:00- Original voice

- Dave McCaughan (TMRS)



14:40-Human After All

- Dangjaithawin Anantachai (Orm)(TMRS)



15:20- From Data Deluge to Decision Intelligence

- Huang Jia (JD.com; CMRA)



16:00- (TBD)

- Kantar (Asia Pacific)



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18:00 - Networking Dinner Standing Buffet Party

*Horai

19:30 - Closing



For APRC members and overseas participants:

Please register in advance via Peatix. <https://peatix.com/event/4525416/>

Conference Fee

JPY22,000 (approx. USD150) (including: Office Visit, Lunch Box & Networking Dinner etc.)

Please check in at the APRC desk on-site on the day of the conference.

* 2 Association Reps for each country are free, and the registration is separate.



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Day 2: Conference

Track B APRC Track

*Horai



12:30- 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- Original voice: 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.

14:40-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.



15:20- From Data Deluge to Decision Intelligence

-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.



16:00- (TBD)

- Kantar (Asia Pacific)



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AI-powered simultaneous translation

<https://pocketalk.jp/forbusiness/conference-1>

POCKETALK 特長 同時通訳サービスの比較 対応言語 導入事例 よくあるご質問 セキュリティ お問い合わせ

TOP > AI同時通訳 カンファレンス

ライブ通訳 センティオ
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通訳者なし/専用機材なし

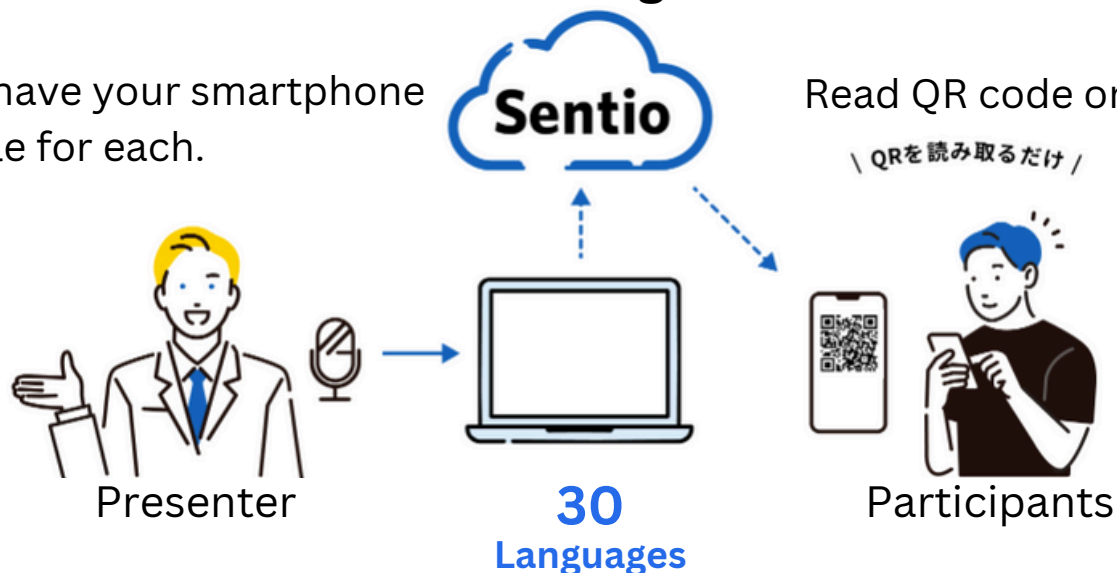
参加者のスマートフォンへ
翻訳を配信
文字と、音声で

会場のスクリーンに
翻訳を投影



Use Image

Please have your smartphone available for each.



Caution! No simultaneous online broadcast.
Videos will be available at a later date if the presenter permits.



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