

## Vocatus Asia Forum

### Learning from Asia's Leading Market Researchers

7 April 2011 in Munich

#### Market Research in Asia: What Really Matters

IRIS is the world's biggest network of independent market research institutes, comprising the leading institutes in over 35 countries. Within the context of the Asia Forum, the brightest minds from some of the Asian IRIS partner institutes will be present in person in Munich to discuss issues and answer your questions:

- What really matters when it comes to market research projects in the respective countries?
- How can you sidestep the country-specific stumbling blocks?
- How can market research make you more successful in Asia?

#### Become personally acquainted with our partners in Asia

There will be enough time between the short presentations for you to meet the contributors in person, to have discussions and swap experiences, and to get answers to your individual questions.

10.00 – 10.30  
Introduction of IRIS network

10.30 – 11.00  
Market research in India  
Ashok Das, CEO  
Hansa Research Group, Mumbai



11.30 – 12.00  
Market research in China  
Priscilla Sze, CEO  
N-Dynamic, Shanghai



12.30 – 14.00  
Lunch and discussion

14.00 – 14.30  
Market research in **Japan**  
Seiji Iida, Senior Director  
NTT DATA, Tokyo



15.00 – 15.30  
Market research in **South Korea**  
Kee Lee, Senior Manager  
Dongseo Research, Seoul



**Further information and registration: [business-forum@vocatus.de](mailto:business-forum@vocatus.de)**

Participation is free, but numbers are limited; the event will be conducted in English

## Confirmation of participation

### Vocatus Asia Forum Learning from Asia's Leading Market Researchers

Please fax the confirmation of participation to: **+49 8142 5069-299** (for the attention of Andrea Amberg) or email: **business-forum@vocatus.de**

Participation is free, but numbers are limited; the event will be conducted in English.

Date: 7 April 2011  
10:00 to 16:00

Venue: Vocatus AG  
Oppelner Straße 5  
82194 Gröbenzell / Munich

**Participant:**

**Contact data for confirmation of participation:**

Name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Yes, I shall be taking part.

Yes, I shall be taking part with the following colleagues: \_\_\_\_\_

No, I'm afraid I shall be unable to take part, but I'd like to discuss the topic with you; please call me:

Suggested date/time: \_\_\_\_\_ Telephone number: \_\_\_\_\_

No, I'm afraid I shall be unable to take part.

