

The Market Research Society Singapore Breakfast Talk will be held on Friday 22 August 2008 at Camellia 1, Level 3, Grand Hyatt Singapore



Our guest speaker is
Piers Lee
who will speak on

"Looking In: The Survey of the Research Industry in Asia "

Piers Lee, Managing Director of Kadence Asia, will be presenting results from a recent survey commissioned by *Asia Research*, the publication for the market research industry in Asia.

Asia Research surveyed 134 research buyers and 27 business heads of research companies in one of the most comprehensive industry wide surveys undertaken in the region.

The Buyer survey focused on the purchasing behaviour of clients, and satisfaction with their suppliers. The corresponding survey of research companies measured overall sentiment pertaining to the prospects for the research business in Asia, and the types of challenges facing agencies and their staff going forward.

Piers will be presenting key takeouts from these two surveys, and the implications for the research business.

Piers Lee was formerly the head of the business-to-business and financial services division of Synovate. He founded Kadence Asia Pacific in Singapore in 2004 and now has further offices in Delhi, Kuala Lumpur, Jakarta, and Hong Kong. Part of the Kadence International Business Research Group headquartered in London, Kadence has become one of the leading agencies of business-to-business / industrial research in Asia with a focus on financial services, IT / telco, healthcare, and construction / engineering.

We are delighted to have Piers as our speaker.

Breakfast will be served from 8:00 a.m. Piers' talk will commence at 8:30am with the opportunity for questions afterwards. The charge is \$50 for non-members and \$25 for members. Please fill in and return the attached booking form.

We look forward to seeing you on 22nd August, this will be a most informative talk. The Market Research Society Singapore aims to raise the professionalism and skills of its membership, to provide a forum for discussion and to promote the industry.

For more information, please visit our website, www.mrssingapore.org.sg.



MRSS Breakfast Talk

Date: Friday, 22 August 2008

Time: 8.00 a.m. to 9.30 a.m. Buffet Breakfast starts at 8.00

Venue: Camellia 1, Level 3, Grand Hyatt Singapore,
10 Scott's Road, Singapore 228211

Guest Speaker: Mr Piers Lee
Managing Director of Kadence Asia
"Looking In: The Survey of the Research Industry in Asia "

Registration Fee: S\$25 per person for MRSS members
S\$50 per person for non-members



Please complete and return this form to: theresa_wong@mrssingapore.org.sg
Or fax to Theresa at: 63398230

Company: _____

Address: _____

Contact Person: _____ Designation: _____

Tel: _____ Fax: _____ E-mail: _____

I would like to register _____ (indicate number) persons for the breakfast talk.

<u>No.</u>	<u>Name</u>	<u>Designation</u>	<u>MRSS member/ Non member</u>

All cheques to be made to the Market Research Society Singapore, crossed and marked 'a/c payee only' and submitted on **22 August 2008**

Market Research Society Singapore,
75 Bukit Timah Road, #03-02 Boon Siew Building, Singapore 229833

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