

# Announcement

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October 17, 2024

## **Mystery Shopping Professionals Association - Asia Pacific Announces the Launch of a Member Recognition Program**

We are delighted to announce the introduction of a prestigious Member Recognition Program at the Mystery Shopping Professionals Association - Asia Pacific (MSPA-AP), a significant step in celebrating the loyalty, dedication, and continued support of our valued members.

Founded in 2004 by our esteemed founder Mr. Aftab Anwar, MSPA-AP has grown over the past 20 years into a community of trusted professionals who drive excellence and innovation within the mystery shopping industry. As we reflect on this journey, we feel that now, under the guidance and vision of our founder, is the perfect time to launch this Member Recognition Program, to acknowledge and honor the members who have been with us since inception, as well as those who have supported us throughout the years.

This newly launched Member Recognition Program will spotlight two distinguished tiers:

**MSPA**  
YEAR - 2025  
**GOLD**  
**MEMBER**

**MSPA**  
YEAR - 2025  
**SILVER**  
**MEMBER**

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Each tier has specific eligibility criteria, designed to recognize companies for their commitment and contribution to our association and the industry at large. Detailed information about the criteria for each recognition will be shared shortly via email by Ms. Anu Mehta. We invite all eligible members to apply and seize this opportunity to be acknowledged for their efforts.

Please note, a nominal, non-refundable application fee will apply. However, this small investment comes with a host of benefits tailored to enhance your experience as a recognized member of MSPA-AP.

We are particularly excited to reveal that this year's recognized members will be formally announced at our 19th annual MSPA-AP Conference in Hong Kong. This recognition will not only spotlight the contributions of our longstanding members but also inspire greater engagement and participation from our wider community. The program will be renewed annually, encouraging ongoing dedication and excellence within the association.

We look forward to receiving your applications and celebrating your success and contributions.

Warm regards,  
Zaheer Ghani  
President, MSPA-AP