

MSPA AP 20th Annual Conference 2025

PROGRAM AT A GLANCE

Time	WELCOME RECEPTION – 5TH NOVEMBER 2025 VENUE: BELLESALLE ARIAKE CONFERENCE CENTER - ROOM 8 HOTEL VILLA FONTAINE GRAND TOKYO ARIAKE
1800-1830	Registration
1830-2130	WELCOME RECEPTION A wonderful opportunity to network, reconnect, and exchange ideas with colleagues and friends from across the world in a relaxed and enjoyable setting.
	CONFERENCE DAY 1 – 6TH NOVEMBER 2025 VENUE: BELLESALLE ARIAKE CONFERENCE CENTER - ROOM 9 HOTEL VILLA FONTAINE GRAND TOKYO ARIAKE
0900-0930	CONFERENCE REGISTRATION
0930-0945	KAGAMIWARI CEREMONY - GET READY TO BE WELCOMED THE JAPANESE WAY!!  Smash into Good Fortune!  Breaking Barriers, Welcoming Prosperity  A Toast to New Beginnings  Strike the Barrel, Celebrate Unity!  Tradition Meets Celebration
0945-1000	PRESIDENTIAL ADDRESS: Zaheer Ghani, President MSPA AP/ Director – Shaw Hotels & Consultancy Services Pvt Ltd.
1000-1015	THROWBACK SURPRISE! Step into the nostalgia of the 20th Annual MSPA AP Conference —relive the highlights, memorable moments, and milestones that shaped our community!
1015-1100	KEYNOTE SESSION: TOPIC: FROM OBSERVATION TO ACTION: HOW MYSTERY SHOPPING CAN TRIGGER STRATEGIC TRANSFORMATION Presented by Tapan Vaidya- Group Chief Executive Officer, PJP Investments Group, UAE.

1100-1115	COFFEE BREAK
1115-1200	THINK SESSION: INSIGHTS TO KNOWLEDGE Aftab Anwar, Founder MSPA Asia Pacific / CEO Startex Marketing Services - Pakistan
1200-1240	STRATEGIC INNOVATION HACKATHON : The Insight Hack: Reinventing the Mystery Shopping Business Lucas Peng – CEO – Peak Solutions Hospitality, Singapore.
1240-1250	GROUP PHOTO
1250-1300	MSPA AP Annual General Meeting 2025. (Only for MSPA-AP Members). Chair: Zaheer Ghani, President, MSPA-AP.
1300-1400	LUNCH
1400-1430	TOPIC: VALUE TRANSFORMATION IN EXCELLENT SERVICES THROUGH THE MUTUAL INTERACTION BETWEEN CUSTOMER AND EMPLOYEE EXPERIENCES: Findings from mystery shopping and employee engagement survey. Presented by Professor Takeshi Takenaka - Deputy Director of RIHSA, National Institute of AIST. Professor at Kyoto Univ. and Hitotsubashi University – Japan.
1430-1515	TECHNICAL SESSION - TOPIC: INSIDE THE INSIGHT LAB – TECHNOLOGY PROVIDERS SHAPING THE FUTURE Zaheer Ghani, President MSPA AP/ Director – Shaw Hotels & Consultancy Services Pvt Ltd in conversation with Technology Providers   
1515-1530	COFFEE BREAK
1530-1600	MEMBERSHIP RECOGNITION: Presentation of Gold /Silver Pins to qualified members
Assemble in the lobby of Hotel Villa Fontaine Grand Tokyo Araiike by 1715 Leave for the Tokyo Araiike Pier to take the Yakabune Cruise for Gala Dinner.	

	CONFERENCE DAY 2 – 7TH NOVEMBER 2024 VENUE: BELLESALLE ARIAKE CONFERENCE CENTER - ROOM 9 HOTEL VILLA FONTAINE GRAND TOKYO ARIAKE
0945-1000	Radio Taiso (ラジオ体操) Warming up session – THE JAPANESE WAY!
1000-1045	TOPIC: FROM RECRUITMENT TO RETENTION: FUTURE-PROOFING SHOPPER NETWORKS Keira Mackenzie-Smith <i>Managing Director – Learning Curve, Hong Kong</i> hosts an engaging panel discussion, with Nabil Rizkallah CEO GWR Consulting UAE, Calvin Chen CEO Trisearch, China, Sourabh Narsaria CEO Floorwalk on one of the most crucial challenges facing mystery shopping providers today — building and sustaining a reliable shopper network
1045-1115	TOPIC: THE EVER-EVOLVING CONVENIENCE STORE. Presented by Yoshihiro Miura President & CEO, Logical support Co. Ltd – Japan
1115-1145	COFFEE BREAK
1145-1215	TOPIC : HOW MSR IS EVOLVING IN JAPAN Tomohiro Tsuzuki and Yuko Oura from AJIS Research & Consulting Co., Ltd. Yukihide Shibuya and Fuli Wang MS&Consulting Co Ltd Japan In discussion with Zolzaya Baatarkhuu as they share insights on the growth and innovation of Mystery Shopping Research (MSR) in Japan.
1215-1245	TOPIC: Synergistic CX: Aligning Purpose, People and Performance – Unlocking the Power of Mystery Shopping. Presented by Jill Spencer, Director of Business Intelligence ProInsight UK.
1245-1315	Vote of Thanks – Zolzaya Baatarkhuu, Director Conference MSPA AP. ANNOUNCEMENT – DATE AND VENUE FOR CONFERENCE 2026
1300	GOODBYE– TILL WE MEET AGAIN