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ASIA/PACIFIC

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INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA - ASIA PACIFIC

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PRESIDENT'S MESSAGE

A wonderful year has passed behind and left us with many amazing memories. Before we progress onto the next step, I would like to express my deepest gratitude to everyone whom we have been working with.

It has been a productive year since we were involved in so many activities like workshops, networking events and webinars which promotes MSPA-AP all around our region and broaden our reach further with each step we take.

Hopefully this year, everything that we've started and performed such as our workshops, networking events and of course our annual event MSPA-AP 13th annual Conference 2017 will be a tremendous success and well along with our spirit to keep improving in today's unforgiving business climate.

As the president, I'd like to welcome our new Board Members to this new year of productive endeavour.

We all feel excited to be able to work together in developing and promoting new ideas, performing our duties vigorously and seeking for new ways that will further benefit MSPA-AP, while providing professional and ethical service to our clients and stakeholders. With all that said.

I wish all of you huge success and all the luck in facing new challenges that await ahead.



**President
MSPA-AP
Ermina Yuliarti**

MSPA-AP WORKSHOP: LEBANON - APRIL 2017



In continuation to the new initiative of hosting client workshops started in 2016, recently a client workshop was conducted on 28th April 2017 in Beirut Lebanon. This workshop was organized by MSPA-AP and was conducted by Aftab Anwar - Founder and Director MSPA-AP.



MSPA-AP WORKSHOP FOR CLIENTS- A NEW INITIATIVE

MSPA-AP now offers its members an opportunity to help their clients understand and make best use of Mystery Shopping Program, a full day workshop exclusively designed for Member's own clients helps them better understand and make use of this program for the ultimate benefit of their businesses. This is a great opportunity for Members to get benefit from this initiative.

MSPA-AP arranges workshops on request of Members or on viewing the need of various markets. However, now Members can make a request to MSPA-AP to arrange workshops for any Country or exclusively for their Clients. These workshops are conducted for better understanding of Mystery Shopping Programs by Mystery Shopping Providers and by Member's Clients to eventually help growth of Members profitability and business.

In case of client workshops all expenses for the workshop and host are paid by the member requesting the workshop.

MSPA GLOBAL STRATEGIC SUMMIT - AMSTERDAM MARCH 2017



The MSPA Global Strategic Summit was held in Amsterdam in March 2017, it was an excellent initiative to show 'MSPA Stronger together'! This meeting showed the great teamwork between all regions and great progress on the GLOBAL level.

The team was led by Rich Bradley along with Mike Mershimer, Mark Michelson, Aftab Anwar, Mike Bare, Yvonne Kinzel, Nigel Cover, Veronica Karlsson, Jim Chong, M Saidul Haq and Nikky Alkemade. They all took out time from their busy schedules to discuss strategies to make the Association stronger at the Global level.

The meeting aimed at:

- Commitment to proceed as a Global organisation orchestrated on a regional basis.
- Rebrand to a Professionals Association.
- Re-affirm Global Responsibility over:–
 - Brand
 - Ethics
 - Geography
 - Collaboration
- Re-affirm Regional Accountability for adherence to the above to the benefit of its members.



MSPA-AP 13TH ANNUAL CONFERENCE BEIJING CHINA

北京



MSPA-AP announces Beijing as the destination of its 2017 Annual Conference. We are thrilled to return the Conference to China where our member base is increasing steadily. It is an important time for the Association to gain a wider profile with the growing number of mystery shopping companies in China.

Being capital of the People's Republic of China, Beijing is the nation's political, economic, and cultural centre. You'll have the opportunity to visit tourist landmarks such as the Great Wall, Tiananmen Square, the Forbidden City, the Summer Palace, the National Olympic Stadium and the many Hutongs of Beijing. We sincerely hope you can join us for an energizing few days in Beijing.

CONFERENCE THEME

The theme for the MSPA-AP 13th Annual Conference is MYSTERY SHOPPING THE WINNING EDGE.

This will focus creating an effective mystery shopping program to increase revenue in a competitive market. It will provide insights as to how can mystery shopping effectively help to increase sales in emerging markets in times of economic meltdowns. We leave the speakers to interpret the theme as they want and may present their ideas in new light and perspective.

Come over to learn from the crème of market leaders best in the industry. We encourage all to register and Meet Experts & Influencers Face to Face!

SPONSOR OPPORTUNITIES

As a sponsor for the MSPA Conference you would receive a unique opportunity to raise your company recognition in the mystery shopping industry. You get a chance to present your corporate profile as an MSPA conference sponsor. You may select from different levels of Sponsorship packages starting from as low as US\$ 500.

For more detailed information please contact Anu Mehta mspa-ap@mysteryshop.org

Become A Sponsor!

CALL FOR SPEAKERS

The stage is open to all of you who think they can contribute to the topic we are addressing and bring on the table their own unique perspectives! you are all welcome to present what you believe in and how you interpret and plan to channelize the ideas. Mystery shopping Providers, clients, mystery shoppers are encouraged to present case studies, research papers, know-how analysis, issues to share with participants from around the world.

To express your interest and know more contact Anu Mehta mspa-ap@mysteryshop.org

REGISTER NOW

CLICK HERE TO REGISTER and **SECURE YOUR SEAT** at the **MSPA-AP 13 ANNUAL CONFERENCE 2017**

THE GRAND HYATT BEIJING: Official hotel for the conference, located on Wangfujing, within walking distance of The Forbidden City and Tiananmen Square. Grand Hyatt Beijing is part of Oriental Plaza with direct access to the adjacent shopping mall.

MSPA-AP has secured a special rate for conference attendees at the Grand Hyatt Beijing. **Click here to book your room at the special MSPA-AP rates**

BOARD OF DIRECTORS MSPA-AP 2017-2018



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