

New Year, New Minds

A message from the MRSS Committee

Dear members,

The future of the research industry depends on young researchers – their views and talents are critical in driving the industry forward.

In the new year, the MRSS Committee has lined up a series of Youth Outreach activities and programs.

1. **“New Year, New Minds”**: Pub Talk on 16th January to celebrate the importance of young researchers, featuring short talks and presentations by 8 young researchers from a variety of agencies. The theme is “Challenges and opportunities facing the research industry – A young researcher’s view”. (for details, please refer to the invite emailed earlier)
2. **MRSS Illuminator Challenge 2014**: A market and social research competition, the first of its kind in Singapore, will be held in the new year to raise awareness of and interest in market research among tertiary students and junior researchers. Watch out for more details coming soon!
3. **Junior Membership Scheme**: Launched in October 2013 specifically for junior membership. Please [contact us](#) for more details.

The importance of reaching out to the Youth to build the talent pipeline of research/insights practitioners cannot be under-estimated. Come and be inspired by passionate young researchers sharing their views and hopes for the industry. We look forward to your valuable support in making this youth outreach a success.

As we head into 2014, you can expect to see more activities from MRSS to **UNITE** research practitioners, **UPHOLD** the highest standards of research and business ethics, and **UPLIFT** MRSS’ contribution to our members and to the industry.

Lastly, here is a recent [interview with Asia Research](#) featuring Joan Koh and her views on the industry and role as the President of MRSS.

Here’s wishing you and your family a healthy and meaningful 2014!

Best regards,

MRSS Committee

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